

# The role of mass media in violence in society, effects of socialization

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The significance of social interaction and contact in human development has been discussed by various psychologists in their work including Piaget and Mead. These psychologists state that our ability and mind to develop is a consequence of social interaction. Gilligan and Kohlberg suggested that our sense of 'right and wrong' develops in a similar way. Lastly, even the expression of our emotions is as a result of how to interact with other people.

It is important to note that sociologists state that socialization is a process owing to the fact that it has no end (Bales and Parsons, 2014). In another word, socialization starts at birth and continues during one's life mainly when an individual takes up a new role. Cooley was among the first psychologist to observe that we are continually undergoing a transition that is dependent on how other people react to the change. Mead's work on taking up the part of the other is self-development states that socialization is a process. It can, therefore, be concluded that socialization is a process.

Gender socialization refers to the process of learning what is expected of us in a society based on our gender. Gender socialization is dominant such that adults think and act based on the confines of what culture dictates based on our gender. Individuals in society are not sceptical of how gender roles have been outlined and have come to accept this as being normal and natural. As a result, when children are born, they are socialized into already set out gender roles. Furthermore, toys are designed based on the gender of the child. The media plays a key role in facilitating conventional gender roles (Sanchez-Nunez, 2008). There are clear gender roles that are depicted in various forms of mass media including video games, advertising and

television. The more individuals watch television, the more they are likely to get varying views on both genders.