

Mass Media And Cyber Security: Pros And Cons

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Abstract

Mass media is said to be the media of mass-communication and by this mode of media represents the entirety of mass information that includes radio, television, press, internet etc. Although the key function of “mass media” is to had information, and particularly since the society now days are more digitalized, there are some important changes occurred in their behaviour of every individual to express and demonstrate their experience of gaining the knowledge, and due to this there is a great impact on “mass media” where some of them had refused it but many of them had accepted it easily. The overpowering and devastating influence of media will not able to affect any individual in negative manner if the information is well controlled by the consumer. In the present scenario, the major crime attempted by the experts of computers is “cybercrime”. Cyber security and some of its influences are mentioned here in this paper. The group of activities that creates disturbance in the network steals important and personal data, hacks bank details and accounts to transfer the money etc. are all included in the cyber crimes and for this cyber securities are developed to provide prevention against the cyber crime. In the last century, some of the explosive changes at the economic and information level occurred all over the globe due to which proper field for mass media is created to develop; internet came up and brought a complete massive change at the society level. When the individuals are involved in the process of modifications there is a change that comes in the way of conventional education also and this shift of permanent education combines formal, informal and non-formal mode of educations. For the people those uses the internet in their day to day routine work and they face some inconvenience situations while accessing and using the internet then cyber security plays a significant part in providing them the guarantee and protection. Even in universities they are facing this current issue of misuse of internet. Internet offers advantageous to the university students for their course but at the same time they need to be protected to feel convenient and confidence while using internet.

1. INTRODUCTION

Media of mass communication or mass media includes all the sources of information that are available to the society and an individual through radio, television, press, internet etc. In the last few decades there are tremendous and drastic changes that are observed in the nature of the economy and the broadcasting of the information as well all over the world. Due to these changes and arrival of internet mass media is expanding and developing at a great speed also so as to change the level of the society. The development of the society is hampered by the complicated changes and the attitude of an individual along with these he is also going through the compartmental changes and values changes. It is seen that the responsibilities of the parents, families and schools are not sufficient for the education and formation of the individual. There part is not enough to fulfil the need of education that an individual requires therefore, it is observed that these requirements are completed by the influences that comes from the medium outside the school. The development of an individual and his incorporation with the society is finally done in the educogen medium.

Further to communication based formal education, the non formal method of education and learning that is done with the media possibly be a stimulator or an inhibitor of the information in a relation of communication amid the one that transmits the information and the one that receives the information. The procedure of formation of the beliefs is a permanent process that includes the activity of increasing the quantity of rational foundation and also the changes in their content. The beliefs are formed by the educational communication as they help in building the theoretical foundation to boost the action of

human beings. The increased number of beliefs is appeared with the help of media also, and the errors are possible in the act of education, therefore it is important for the communication of education to correct the beliefs and convictions that are wrong and set it as per the data that is scientific and practical as well. More than the media it is the responsibility of the parents and the teachers to watch the quality of the music, reading books that are suitable, shows that to be viewed and the sports that to be practiced (Florescu, 2014).

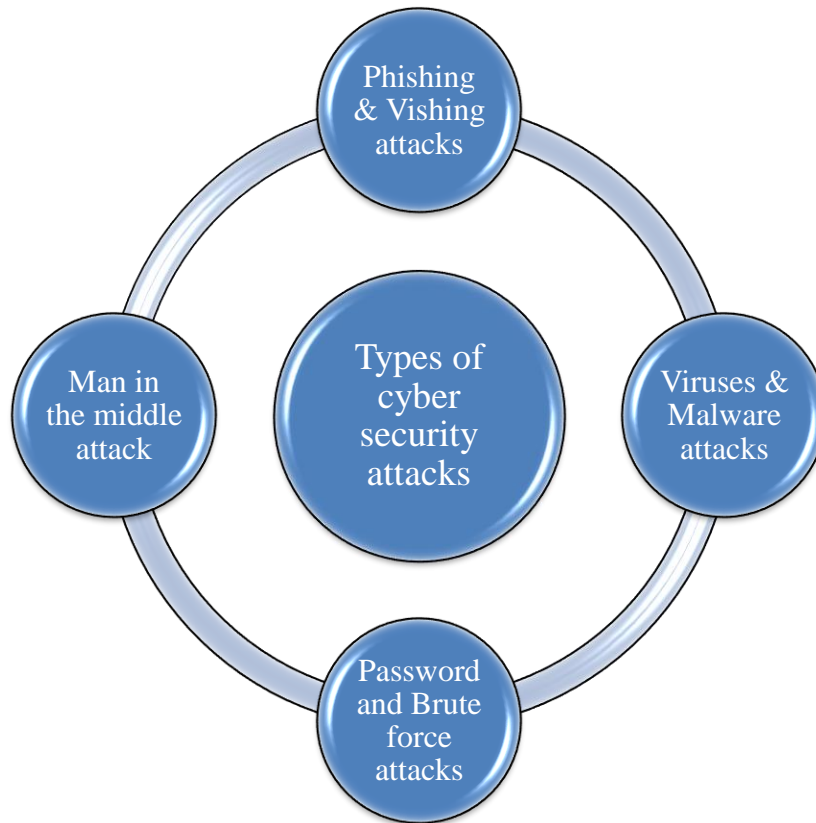


Figure 1 Type of Cyber Security Attacks

The purpose of using the internet brings advantages and disadvantages at the same time for the people and their community also. When the disadvantages are concerned it includes contents that are illegal, “online fraud”, “identity theft”, “espionage”, “sabotage”, “cyber terrorism”, and “cyber stalking”, therefore, there is a great need of the cyber security for the people to guarantee the people that are using the internet to be safe. The lifestyle of the teenagers is strongly influenced by the “mass media” like print media, electronic media and the internet or the cyber media. The electronic media includes television and the broadcasted video shows lots of terrorist activity. Majority of kids and the teenagers loves to watch the television and the videos on the internet and from the shows they watch they are affected by the rival characters in indirect way. Form the last of 19th century till the last of 20th century, the world of broadcasting technology had seen the marked changes and the field had turned in the key medium that distributes the information. The sophisticated changes are essential to facilitate the activities and procedures of communication when the rate of generating the information can be more efficient and effective. On the other hand, 21st century is the century where the activities of communication began to change. The services of internet are preferred by the users of internet to get the information online which is good and easy way to get the information, transfer the data and save the time also. At the same time more information are also achieved. There is a variety of information that

is available worldwide through internet like news, electronic mails that is received and sent, business, entertainment etc.

2. LITERATURE REVIEW

In Today's life the network of "mass media" is a platform where dissemination and communication of information is done with a great convenience. It is very convenient to shape, reinforce and maintain the social bonds with the help of this platform and connect with the whole world. However, along with the positive aspects there are some negative impacts of this "mass media" that it contributes on the teenagers particularly the students of high school through the changes in their attitude and behaviour as well. It is that there is a holistic transformation occurred in the system of education in the 21st century in which the mastery of computer usage is emphasized and along with this the internet is encouraged to a great extent. However, it is seen that the youngsters are misusing these fields and accessing the sites that are not suitable for them and not there for the scope of learning and teaching. Mass media should be used as a "source of reference" for the society and particularly for the teenagers and the youngsters. It is the fact that unknowingly, the society is enjoying the influence of "mass media entertainment" that is opposing the scope of learning and education which is already available. There are some displays that are available on the mass media are opposing the eastern and Islamic values. Sexually element and materials related to pornography are easily found with the help of "mass media" on the websites. Due to these negative impacts of "mass media" and its channels some of the unethical and destructive teenagers are created in the society and they all are there around us (**Wahab, Othman and Muhammad, 2017**). It is assumed now days that radio, television, movies, video games, mobile phones and the network of computers are playing a vital and central part in the lives of our children and their day to day routine. The potentially profound effects of the media are already demonstrated that are positive and negative both. It is affecting the development of the children and the teenagers at the mental, social and behavioural level. It is considered that now days the exposure of the children to this form of new mass media is increasing every day, and it is accepted by everyone that there is a profound influence of "mass media" on the health of our children that includes "violence", "obesity", use of "tobacco" and "alcohol" and risky "sexual behaviours". On the other hand there are positive effects of "mass media" are also found on the health of the children. Therefore, the optimization of the role of "mass media" is important in our life and the society as well so as to take the advantages of the positive attributes of the mass media and minimize its negative impacts and it is also important to know the ways to reverse the impacts of the "mass media" from negative to positive (**Ray and Ramjat, 2010**).

There are some people that had the perception that there are no positive aspects and effects of "mass media" on the children and it only teaches the moral decadence but opposite to this "mass media" without any doubt is a means to reach to different kind of people at some particular point in time to scatter important information that can be very beneficial to them. There are different channels of mass media that helps the children to learn lot of different things, particularly when they watch education related television programs. These especial programs are beneficial to them in all the consequences of life and help to become a good and great person in the future. If the regulatory authorities of media, parents and the guardians join their hands with each other and keep a check on their children to not get exposed to the contents of the media that are not suitable to them and that may have negative influence on the reasoning and attitude of the children then media can become a life changer for everyone (**Olayinka, Florence, Akpobo and Christian, 2016**). It is said that human beings are the "social animals" that are there not to live in isolation, he himself is affected by his own activities and also affects the society in common and at the same time there is a great effect of society on the humans in different ways. At present there are so many positive and negative impacts of the "mass media" on the society. If we think that that the behaviour or belief of the people are changed when they are exposed to the media then we had to see that is there any significant correlation is present amid the exposure levels and the variations in "behaviour" and beliefs". Children are spending so much time watching television and it is almost equal to the time that they are spending in their school and with the family or friends. People think that school, family and friend leaves key socializing impacts on the children and their debate revolves around the point of possible favourable and against effects of "mass media" on the children and the society as well. It is an urgent agenda of public and academics that raises the

questions on the effects of media on children. They are raising this concern with so much of simplicity without being involved in the complexity of the issues like positive and negative social effects of friends, family and school on the children and their attitude and behaviour. The study analyses that majority of youth are there on the social media network for more than five hours in a day and due to this their health is decreased and they are also suffering with mental health issues. It is also found that “mass media” has constructive and destructive role both in the life of an individual and on the other hand it has so many advantages along with the disadvantages. Now it depends on the society and on an individual to decide and choose the part of the media they want to be there in their life (**Mehraj, Bhat and Mehraj, 2014**).

Cyber security is very important in the life of those users that are using the internet in their day to day life. It plays very vital role to guarantee and protect the people from the cyber crimes. There are some cases in the world that came in the limelight where the internet users came in complicated situation while using the internet. The universities are facing the problems where internet is misused by the students in different ways. In the universities students are taking help of the internet for their studies and to collect different kinds of information that are needed by them during their course and therefore, it is very important for them to feel safe and convenient while using the internet and this is possible with the help of cyber security. This global phenomenon of internet has number of advantages and disadvantages at the same time and this all is gotten and committed all the way through internet. To handle and manage all the advantages and disadvantages of the internet there is a need of cyber security that guarantees the user to use safe internet especially the youngsters and the students. In cyber security, national and international strategies and regulations supports both hardware and software infrastructures to provide safe usage of internet (**Maskun, Manuputty, Noor and Sumardi, 2013**).

We may say that there are number of benefits of internet that are contributing for the progress and prosperity of the human race in almost all the sectors. Instant access to the information and communication is facilitated by the internet is the key benefit of internet that it offers to the individual and to the society as well. However, when it is provide in excess and when it is easily accessible then it becomes quite dangerous particularly for the youngsters and people started its illogical use for crimes.

Mass Media Channels		
Internet		
	Pros	Cons
Websites	Reach maximum number of people	Possibly expensive
Email	Instant update	Not accessible to everyone
Advertisements	Interactive	Tough to measure the impact
Newspaper		
	Pros	Cons
	Best for local advertisers	Limited target audience
	People look newspaper for ads	Not for all ages
	Good at local and regional level	Great competition
Magazines		
	Pros	cons
	Reproduction of photo & colour is good	Expensive
	Target audience selection is easy	Prediction for Timing of exposure to reader is less
	Flexibility for layouts	Less deadlines
Radio		

Pros	cons
Local most of the times	There is no visuals
Ads in the form of audio	Fragmented audience
Comparatively cost effective	Air clutter creates problem
Mobile messages	Lack of hard copy
Not need of active involvement of the audience	All ads seems to be similar with same voice
Television	
Pros	cons
Attractive visuals	Expensive
Not need of active involvement of the audience	Complicated for small advertisers
Targeted audience	Zipped and zapped messages
Prestigious and glamorous	Fragmented audience
Emotions and empathy of viewers is involved	Cluttering commercial breaks
Keeps people safe at one place	Televisions are rather expensive to buy
Cable televisions	
Pros	cons
Specific audience can be targeted	Not reachable to everyone
Less expensive	Production crew is not experienced
Affordable production cost	Potential customers are not reachable
Innovative production crew	Fragmented audience
Messages are reaching to known people	Programs viewing time is short

Figure 2 Various Channels of Mass Media: Pros & Cons

Therefore, it is important for the user to be aware of the information that they are collecting for their proper behaviour and also delimiting its unwanted use. The outcome of the use internet should not have any negative effect on the personal welfare of the user. In order to maximize the benefits of internet it should be used in balanced and logical way (**Diomidous et al, 2016**). Majority of cases are there where the victims had now allowed it with any significant response. It is seen that incidents of cyber crime falls below the ordinary range of operation. In common they are silent and focused without upsetting the soft balance of relation amid rivals. United States diplomatically responds to the infiltrations of China without cyber operations in the time ahead. Constant and harmful cyber operations had taught these countries to manage their relations. Due to negative policies cyber crime is used to change the behaviour of the State but as for all the matters States is focusing on their national security (**Maness and Valeriano, 2015**).

Today where the world is hyper connected, education can be enhanced by using the technology in sensible manner. The technology can be proved to be beneficial and will become a very effective tool if there is a good and healthy relation between the teacher and the student. It is only a tool as it is created by the man and ma is not created by the technology. It is created so that it can breed the innovation in a flexible learning atmosphere and not to replace the teachers. The experience of the classroom is shifted from the “sage to a stage to create a collaborative learning experience. This endeavour can be a success and it depends on the way the technology is applied to engage the students. It will definitely consume the time and may be frustrating also but will drive to a new experience, discovery and ways of learning and collaborations (**Kaur, 2019**). The media freedom is a contentious matter in the countries of Asia, as they had the right to information and freedom to express but as the same time there are laws that are curbing the freedom of media. At present, internet is a vital source of information but like other media it is also energetically related to the communal context and due to this it has the relaxation from the rules of press. Various kinds of new media are created and in this internet are now serving as the widest

gateway and the platform for knowledge to interact and it is forming a far and broad field for the public. This new mass media is breaking the original concepts and rules and making more influential expressions of press freedom. Young people are using Internet, social media and blogs in many creative ways and helping to change the society in many ways. The rights of freedom of “expression”, “information” and “association” are not the conceptual principles; they are the rights that states have an obligation to execute (**Kaul, 2012**). At present majority of people are there on the internet and are connected with each other, a security system is suggested to them corresponding to their confidence levels. The privacy of the users has been preserved by the experts of the security system and they are taking it as a vital research in future because on internet personal information is expanding every day. It is suggested that instead of giving a try to solve a particular problem on the internet and computer system, it is better to give innovative approaches since there are some evidences that shows the capacity of modern technology in which it saturates and not able to scale well by the use of conventional approaches. In the future it is important to look for the research that can develop the internet and the trustworthy system that has a security of next generation and it is necessary to develop an identity management at the global scale and the techniques that can trace back the adversaries (**Jang-Jaccard and Nepal, 2014**).

Training materials that are based on web, contextual training and embedded training are some of the methods that are used deliver the awareness related to security. So much of efforts are done to increase the information security awareness but still there is lack of research related to methods to deliver information security awareness that is effective. Combined delivery methods are suggested in the place of individual methods. It is suggested that people should avoid disclosing their personal information and preventing themselves from cyber stalking (**Florêncio, D., & Herley, C. 2013**). It is suggested by the experts to avoid sharing your photographs with any strangers on the internet with whom you are chatting as they can easily misuse it against you. Updated and latest antivirus software should be used to guard the system from virus attacks and always take your backup your data so that there is no loss of data in case of virus attack. It is strictly prohibited to share your bank account details to the sites that are not secured, to prevent from frauds. The sites that children are watching should always monitor to avoid harassment and depravation. Cookies can be controlled by the use of security programmes as they may send back the information to the sites when they are unguarded. Traffic and irregularity on the site need to be checked by the owners with the help of host-based intrusion detection device. The effects of different methods to deliver information security awareness need to be discussed and evaluated so as to improve the behaviour and awareness of information security of the end users (**Tadda, G et.al, 2006**).

The cyber world is used all over the globe to transmit the electronic data, commerce, communication, governance and mobile communication. It is becoming very popular all over the world and almost everyone is using it for their comfort and convenience. It is important to know the general cybercrimes that are experienced by the people and the level of awareness that is there amid the people particularly the youngsters. The digital citizens of cyber world are equipped with data accessible regarding location and activities and there is no privacy. It is found in the study that the challenges of technology are related directly to the challenges of security (**Hamsa, Singh and Panackal, 2018**). There are so many benefits of social media that includes exchange of information and communication, working with team, working from home, sharing of data, hardware and peripherals, services and education as well. As per the survey during the study it is found that the most important advantage of the social media and to the people that associated with it is to share the information and exchange the communication and it is agreed by ninety seven percent of the people. According to many people they say that the other important benefit of social media is to share the data. The people agree to the fact that besides having advantages there are many disadvantages of social media that are experienced by the users such as lack of security and privacy, addiction of internet, overloaded information and personal social contacts are decreasing. The major drawback of the social media that is seen these days is people are spending so much of their valuable time on the social networking sites (**Drahošová and Balco, 2017**).

Cyber security is there so as to prevent the internet users and their system against the cybercrimes. When any disturbance is created in the network, private and important data or document are stolen, bank accounts are hacked, accounts details are misused, money is transferred from an account to an

unknown account are all the activities that are included in the cybercrimes. The scope of cyber security is encompassed within the activity where an intelligent enough device transfers the data from one device to the other with the help of internet network or even without the internet data as well and this whole process is included in the complete foundation of the modern society. It is only important and essential to just be aware of the cyber securities and the crimes related to cyber world and its causes. Since the people are not very serious regarding their securities while working online, online social activities etc and therefore their risk to experience the cybercrime is increased and due to this they probably loss their data, sometimes their data are modified and removed from some important places, their personal information are misused, their bank details are hacked and used for fraud that is related to money. It is very important for the people to be aware of the laws and their actions that need to be taken against cybercrimes (**Buch, Ganda, Kalola and Borad, 2017**). The applications to access, steal, modification, or deletion of sensitive data can be manipulated by the security measures that is taken while building the applications and routines of application security that reduces the code that are generally unauthorized to do such activities. Counter measures are the measures that are taken to secure the applications. Firewall software is the most basic software that is used to secure the applications, files, and it also handles the data with the help of specialized installed programs. There are different elements of “cyber security” such as security for the application in the use of software, hardware and procedural methods that are used so as to protect the applications from “external threats”, “viruses”, “malwares” or “attacks”. Now day’s security is a great concern when the applications are developed and at the time software are designed (**Sergey et al, 2017**). Game that is considered as the basic activity by which the children get to know about the reality and had the experience is inhibited due to the excessive amount of time that they are spending while watching the television. There is a weak interference amid the activities of the school and the natural environment of the people and this is the key factor that favours the children to go to their virtual world of television, where they keep their attention and it doesn’t require any logical efforts also and this is considered to be one of the most basic disadvantage of mass media. It is also found that when the children are watching the television in excessive amount their attention is affected and at the same times their overall personality is also influenced and in order to avoid such kind of problem it is important to force the children to get involve in some other activities (like gardening, exercise related to memory, activities related to music and dance, visiting different educational places etc) for their free time (**Bradea and Blandul, 2015**).

Hesketh et al. (2012) studied some of the viewpoint of the parents that had young kids and their worries related to the screen time and the physical activity of their children and their concern about their involvement that influences these behaviours. There are many new and young parents that shared their views about excitement and positivity and how they are enthusiastic about their role in shaping the behaviour of their kids. People are more concerned about the benefits of decreasing the screen time by involving their kids in more and more physical activity so that to improve their physical and mental health. In addition, this kind of involvements will be successful by understanding obstacles to engage in the physical activities and decreasing the exposure to the electronic media and along with that they should know their use and aim of providing strategies and skill that are practical and help the parents to deal with these barriers. These skills are needed to be customized according to the parents and their stage of parenting as well. Parents of infants and young kids that are more optimistic in shaping the behaviour of their kids and those are still not encountered by the barriers to promote physical activity and decrease the screen time needs different kind of skills as compared to the parents of older kids that need some extra strategies and motivation to deal with their barriers. It is observed that the one who experience more benefits also experience the disadvantages also. People that have clear experience problem are not putting off themselves from suing the internet. By this the linear relation amid advantages and disadvantages are noted that suggest that no “threshold effect” is there above which harms start to depress the activity of internet. The users those are highly educated and elder in age are more benefited as compared to the young one while using the internet. After the demographic features, the attitude of the technology is the only thing that can predict the benefits of internet. The advantages of internet are ordered in different ways, the users that are highly educated and their concerns for privacy is high are more prone to the disadvantages also (**Blank and Lutz, 2016**). There is a great role of mass media and social media for the travellers and tourists to make their decisions and operate and manage their travel journey. It is seen that in the competitive world of tourism the strategic importance of social

media is very high. Industries are moving forward and getting progress when they had started responding to the opportunities in business by the social media. The digital world is expanding and evolving very fast and the companies are embracing themselves according to the new technologies because of the pressure to be there in the digital world and being connected and they are not thinking about the business in the virtual world. In theories, the significance and attention towards the social media in the tourism industry is increasing and was coined due to the increased number of articles that was found in the last few years. Some of the challenges are there related to intellectual property and in the control of the data that is needed for the development and broadcasting of the sources of the social media that are involved. In some recent years, the procedure to form the social network and the development of social media that are based on internet and the technologies of mobile due to which there is a great improvement in the text communication are all going through some drastic development process in the field of information. Citizens those are journalists by profession and tweet their opinions and post their comments on the internet and anyone can see those posts need to be alert as they can be a subject to the suits of law (**Bank and Bank, 2015**).

It is very important for the communities and the users of internet to develop a good understanding of the issues of online threats and cyber stacks as these are still continuously infusing the internet and committing the cyber crimes and it is very essential for us know how these cyber crimes are influencing our lives. Significant steps are taken to explore the population that is observing and engaging themselves with the risk and their life is impacted by the cyber attacks. Special focus is given on the impacts of attacks at the social and psychological level. Social and psychological factors are the factors that help to understand the broader side of the attack and its impacts (**Bada and Nurse, (2019/20)**). The campaigns of cyber security and the effectiveness of its awareness sometimes results into the failure of change in the behaviour. Further, at the time of moderate perceived usefulness, the important point may not come out in direct way but at the threat which is there at the moderate level. It is explained by an example like when at the time of moderate perceived efficacy, people use to think that will easily avoid and deal with the cyber attack and when the threat start growing with great intensity and relatively, individuals start leaving the hope and start to give up and just start avoiding the threat in the place of overcoming it or he start to address any other succeeding impact (**Bada, Sasse & Nurse, 2015**).

Modic & Anderson (2015) found in their study that the forms of cyber attacks that are popular these days can leave their impacts at psychological level. The effects of these cyber attacks and threats at the psychological level may even challenge those of conventional terrorism and this depends on the kind of attackers and the type of victims as well. The one who is going through the cyber attacks and the victims of online threats and crime is possible to go through a depression. If the person is going through any identity theft, its impact on the emotional level can lead the victim to become distress and he may start feeling “violated”, “betrayed”, “vulnerable”, “angry” and “powerless”. Sometimes, the condition of being a victim can lead the person to the feeling of angry and anxiety, he started preferring the security that has over liberty and he started losing his interest in adopting new technologies as he lost his confidence on the cyber world. Greif, suffering from anger and rage are the stages that a victim may go through when he had experienced the cyber crime. Some cases are found where the victims started blaming themselves and started developing a sense of shame. Sex torsion is one of the examples that can explain this situation in much better way (**Nurse, 2018**). With the development of technology, the social networking that is completely based on the digital world is turning into a great part of any individual or the people and even the groups that are completely dependent on this technology in constant manner. The quality and the rate as well of co-ordinated efforts for the students are expanded these days due the online networking, particularly the social networking. At present, businesses of different sectors are using the online networking as the tool to upgrade their organizations execution. They are using these platforms to achieve their business goals and they are also expanding the organization’s yearly offers. People and especially youths are expanding their contact list as they are meeting with different people through this mass media every day. There are so many merits of social media but along with that it has demerits also that influence the individual uncooperatively. If the data are wrong or they are false then it leads the framework of the training to disappointment, the productivity of the organization is influenced by the wrong promotions, the general public is

manhandled by online networking by attacking the security of the individual, there are some meaningless sites that leads the youngsters to the wrong activities (**Akram and Kumar, 2017**).

At last, it is advised to all the citizens and the users of mass media to make a habit of adopting good and positive aspects out of anything and avoid the negative aspects. We need to grasp the benefits and positive sides of the mass media so as to avail the benefits of it with the help of latest and emerging technologies.

Conclusion

It is seen and observed that there are so many pros and cons of the mass media. The advantages of the mass includes that it educates, makes aware and increase the knowledge in the people. People are able to know about the world and the happenings that are taking place all over the world and even around them with the help of mass media. There are so many good and educational contents that are reaching to the society and even to an individual; with the help of television and radio. Health related matter and conservation of the environment are some of the topic that is making aware the society through mass media. Latest news and information are able to reach to the people with the help of mass media in shorter period of time. Distance and environment are not the barriers that can make any obstacle in the way of mass media; it is free from this barrier. Mass media is the source of information that helps to keep the people and the society updated by providing them the daily news and the happenings that is going through all over the world. There are so many talents that got the platform of mass media to get into limelight with the help of the reality shows like comedy shows, acting singing, dancing and even cooking shows. There are so many shows like quiz programs, programs related to animals, many educational programs that increases the knowledge and the awareness among the children. Today children and students are depending on the mass media for their course and projects. Radio is also one of the mass channels that help the people to get the new and even good educational and awareness programs are aired on the radio. Today people are able to operate the radio with the help of their mobile phone and due to this it is becoming very popular. One of the most popular uses of mass media is to promote the products as the mass level. Advertisements are done with the help of mass media to reach maximum number of population which also increases the sale of the goods. Along with these, mass media is the best source of entertainment in today's fast moving society. People are entertaining themselves with the help of music and programs on the television. As the television allows duplicating the information therefore it is very cost effective. Diffusion of different culture and practicing of different cultures are all showcased by mass media. It helps the people to stay connected with each other.

Along with these number of advantages mass also had some disadvantages that includes individualism in the people that is leaded by the mass media, people are loving to stay in their own world where they spend time on internet and watch TV and due to they are not socializing with the family, neighbours and friends. There are some contents that are suitable for the kids and children and it is very tough to limit the access to such content. In terms of newspaper the basic disadvantage is that it is geographically selective and due the attractive advertisements on the TV and radio its attraction is becoming less among the people. The possibilities of fraud, cheating and hacking are increased due to the internet which is a popular form of mass media. Mass media is allowing the people to become addictive to their programs and this is causing bad effects on the mental and physical health of an individual. People are facing eyesight problems due to long time spending in front of the TV and internet and some of them are suffering with ear problems due to earphones to listen to the radio. Drugs and alcohol are glamorized by the mass media and make them look cool in their programs and advertisements that are strongly influencing the society in negative way.

When a lot of mass media and internet is used by the individual and the whole world it is very important to have the cyber security in their systems. Cyber security includes protection against virus attacks, worms, spyware and other unwanted activities. It helps to protect the data from theft and avoid hacking of the computer from unwanted people. Freezing and crashing of the computer is also reduced with the help of cyber security and it provides privacy and guarantee to the users. Along with so many

advantages of the cyber security there are disadvantages also like it is possible that firewall are not able to configure properly and this incorrect configuration may block the users to do their important work on the internet until correct configuration is done. The speed of the system is also slowed down due to these cyber securities and it always needs updating procedure otherwise it will not work properly and this process cost a lot to the users.

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