

PORTRAYAL OF MENTAL HEALTH IN MEDIA: A BIO-PSYCHOSOCIAL PERSPECTIVE

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ABSTRACT--*The use of media in promoting mental health is relatively a new phenomenon and indeed a complex idea of study in the frequently changing scenario of technological arena. Media has tremendous ability to impact the human minds. It not only influences the people to purchase and use products but also captivates the minds and impacts the cognition. The negative messages and images delivered by media will promote negative assertiveness and the subsequent coverage by media nourishes the already existing negative perception of public and mental health. Hence there is a need to disseminate proper information. Media can be used to bring in changes in the society. The potentialities hidden in the media can be used to create and impart knowledge, develop favourable behaviours and attitudes and to change the blatant behaviours in the society. Media should be utilised in such a way that the only positive aspects of media should be designed and adopted to be the harbingers of the changes in the society. The negative sides of media should be ignored. The media should be used and can reduce the stigma thatched to the mental illness as it is capable of worsening the stigma attached to the mental disorder. It should be acknowledged by all forms of media platforms including the social media and mainstream media adhere to the ethical values of reframing from broadcasting, printing and uploading fake information into the public domain. Mental health professionals play a crucial role in creating awareness among public and educating them over the illness and its present condition.*

Keywords--*Society, Media, Mental Health, Stereotype, Agent of Change*

I. INTRODUCTION

The media is defined as the storage channel and transmission network or the tool, which is used to deliver and store the data and information. The mass media can be understood as the medium or channel which is used for communication of information.

There are different forms of media, which includes print and broadcast on a broader note and while dissected, the various media channels include newspapers, books, television, radio, cinema, computers and billboard to name a few. Each forms of media represent symbolically big industries, while being interlinked to each other and other connected industries.

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India being the full-fledged democracy is entitled to the concept of free press. The studies picked up in the research concentrates either one media or combination of media. The unrestricted approach and nature of media can be looked into fact as the influence on the perception of psychological disorder.

II. SOCIETY AND MEDIA

Serval studies have been carried out over the influence of media in the society in the last few decades. The studies have also concentrated on the mass media's impact on the belief system in the society, especially that of public. (Wimmer and Dominick, 1997). The studies concentrated and researched on the facts that the amount of media exposure towards the representations, the power of media to influence the perception of public and the frequency of use of media among others. All these studies concluded mass media is the most important influences in the developed communities.

The media communication influences the human minds effectively. The media effects the daily life of the people, as they are influenced by what they hear and see in the media. It informs them how to react, to buy what they watch in the commercial, tells them about the latest craze and this is effective as media is powerful weapon, which is easily accessible. The power of media has differently evolved since ages, the audiences and readers blindly trust the messages delivered, without giving thought for critical evaluation and analysis of the information that is delivered by various channels of media (Smith, 2015). In the study carried out by Hottentot et al., 2000 they observed the different sources from which individuals collect information concerning psychiatry or mental illness. These include newspapers 58 percent, television news 70 percent, television talk shows 31 percent, news magazines 34 percent, internet 25 percent, radio news 26 percent radio talk shows 18 percent and non-fiction books 25 percent.

Nonetheless there are variances in the stages of scepticism over media, as the acceptance level differs with each other. The individual mind-set in the developing countries should be explored as the study looks into the developed countries and the situation (Ingram, 2018).

The studies conducted have come to the conclusion that media is the most important source to acquaint knowledge over the mental health by the lay man (Francis, 2001). The ideas and conception of mental disorders for positive and negative understandings among the individuals are inaccurate and created by media effects. The study by Philo, 1996 observed that the media may perhaps supplement public's experiences regarding their perception of mental illness. The lack of interest of media during the earlier times over mental health has significantly improved. There are decent number of articles (Rhydderch et al., 2014) covering mental health, with a reduction in portrayal and stigmatization of mental health as unsafe, however a connected upsurge in write-ups portraying mentally ill persons as incompetent. These articles later promote the sensitisation and persuade media for its effective involvement in the initiatives taken to promote mental health. The initiatives upholding the campaign for long terms anti-stigma drive, which highlights the human rights based on the approach of education and normalisation is the need of the hour. Media should involve and aim for the success over mental health awareness, its limitations and motivations should be implied and unbiased.

III. MEDIA- IMAGE CREATION

Several studies carried out have observed that the media portrayal of negativity concerning the mental illness is definitely connected with the negative approach of the people towards the mental health and illness. Cutcliffe and Hannigan, 2001 found that seldom does a week go devoid of a mentioning of the mental disease in the mass media. Substantial studies have established that various platforms of media is the important source of information for people regarding mental illness and amongst all, television is more powerful platform to create public opinion and consciousness (Coverdale, 2002).

Media has undoubtedly emphasized crucial social actions and indeed endorsed fundraising for a number of worthy reasons. Nonetheless media also serves as a podium for fewer beneficial and occasionally disturbing incidences at both social and individual levels.

Diefenbach, 1997 in his study used content analysis for television programmes, and stated that representations of persons with conditional psychiatric illnesses or specified psychiatric detections were extremely associated with the depiction of fierce crime. The study showed that 72.1 percent of the elderly characters shown in the television programmes telecast during prime time were involved in criminal activities like injuring or killing others. The programmes showed that the mentally ill persons who were the characters were depicted as more violent such as 10 percent when compared to general populations that appeared in the television shows as characters (Signorielli, 1989).

The medium of cinema is not different, in both Hollywood and Bollywood movies, the elaboration on the treatment of psychiatric, mainly electroconvulsive therapy (ECT), were repeatedly incorrect, misleading and highly sensationalized. ECT was publicized as the punishment administered by force to suppress identity and to encourage insanity (Swaminath, 2009).

The media overlooks the clinical evidence of the uses and safety of electroconvulsive therapy, which is one of the effective treatment for psychiatric illness. Several Bollywood films have shown electroconvulsive therapy negatively, that cause mental disorder and amnesia and treatment will not assure any improvement. The films like *Khamoshi*, *Raja*, *Jewel Thief*, *Tere Naam* to name a few (Andrade and Shah, 2010). The Hollywood movies like *One flew over the cuckoo's nest* displayed only negative image without a clear rationale and indication signifying relatively brutal image to the treatment of psychiatric illnesses (Gabbard and Gabbard, 2019).

One of the study mentioned that the people without mental disorder commit crimes in United States accounts to 95-97 percent (Monahan, 1996). The others study found that media depictions are more effective and powerful as they are capable of superseding the individual own experiences in connection with their perception towards mental disorders (Philo, 1996).

IV. MEDIA AND MENTAL HEALTH

In reality, the mentally ill people have recovered and also contributed to the society (Warner, 2010). The people with mental illnesses are our friends, relatives, peers and neighbours who are law abiding and caring citizens.

The use of media in promoting mental health is relatively new phenomenon and indeed a complex idea of study in the frequently changing scenario of technological arena. Few studies that are carried out reveal the positivity hidden in the new relationship, especially the interactions taking place online, while several studies reinforce the other side of the view, which highlights the negative aspect.

The fact that media content promote suicidal tendency is always substantiated through various studies taken up on the topic. Media can yield negative influence and promote suicidal attitude by people, who are predisposed and exposed to such provocations. When a method of suicide is specifically analysed, the influence of media on suicidal behaviour of people is more likely, specifically when analysed with over comprehensive details, after the article is rendered or reported strikingly and overdramatically, for instance, the photographs with large captions and headlines and of the deceased or large headlines.

The research on Werther effect, 2017 emphasises on the occasion, when one suicide incident can turn out to be the intimidating factor for another suicide. Chowdhury et al., 2007 in India studied the judicially approved hanging case in West Bengal to research on the outline of news forecasts produced replicating the hanging tendency. The study described 18 copycat case of suicides and 17 additional duplicated deeds with five deaths. This cloned behaviour of efforts for suicides is witnessed among adolescents and children. Various issues are hypothesized as factors of risk for such copied suicidal tendencies.

The studies highlight the factors that cloned suicidal tendencies are more frequently repeated in the first two week of the first suicide case reported in the media with exaggerations with repetitions and highly effective stories. The vulnerable section in the society for the hyped media coverage of suicide case include people suffering from disorders owing to addictions and substance use and youths. The risk is high when the person committed suicide in the news coverage is similar in one or the other way including the features like sex, nationality and age and the person in the story is a celebrity and is looked high upon the audiences and readers (Gould et al., 2003).

A crucial understanding of the media portrayal is that the media generally oversimplifies the reasons behind the suicides, crediting the causes for the extreme step to the introverted factors like financial crisis, broken relationships or the unsuccessful examinations (Hassan, 1995)

Stack and the colleagues reviewed 55 researches and resolute that: (a) the copycat effect is observed up to 5.27 percent and more, in the studies determining the presence of the politician or celebrity, (b) the studies highlighting the negative aspects and definitions of the suicide reported 99 percent less copycat effect. (c) the studies on stories shown in the television, which normally receives less attention is 79 percent less to have a copycat effect. (d) studies concentrating on suicide cases among female were 4.89 times likely to observe a copycat effect (Stack, 2000).

The other aspect which can be considered as positive phenomenon is the highlighted stories by media over farmers suicide in the recent times, which has constructively attempted to raise awareness on the plight and stress of farmers and sensitising the bureaucracy (Mohanty, 2005)

The WHO guidelines for the media on reporting a suicide include the accurate and carefully interpreted statistic, use of reliable and authentic sources, the careful handling of impromptu comments during the time of pressure, the special attention paid to the generalisations on the small figures and expression such as 'the place with the highest suicide rate in the world' and 'suicide epidemic' should be avoided. Lastly, resistance should be put on reporting of suicidal behaviours as a reasonable reaction to cultural or social degradation or changes.

Media can play an important role in the accentuation and initiation of substance use. New media is a common channel to expose the two decisive important factors, which is associated with the use of alcohol, such as peer alcohol behaviour (Ali and Dwyer, 2010) and alcohol advertising (Jernigan, 2006).

The social learning theories assume that the individuals pick up the learning both by experience and enactive and also by observation (Bandura, 1977). Especially the initial alcohol addiction is controlled by the observation pattern with the alcohol use by different social networking characteristics and by friends (Ellickson and Hays, 1991). The observation can be online as well as offline.

The Media Practice Model proposes that the users of media discover the information or content created on behaviours or experience they are bearing in mind, which may perhaps lead to advancement and strengthening of these ideas. Consequently, an adolescent is planning to initiate consumption of alcohol may like to watch a film portraying drinking at a party. This may impact the individual to attend the party. Moreover the commercials on alcohol, when exposed is associated with optimistic and constructive attitude on the consumption of the alcohol (Brown, 2000). The offline behaviours of alcohol is linked to alcohol references that are displayed. The Facebook posts of the older adolescents showed that the problems of the drinking behaviours are likely to notch as 'at risk' on the screen of problem-drinking. The others studies have discovered that advertising can be reasonable for 30 percent use of tobacco and alcohol by adolescents (Nunez, 2010). The smoking initiating rates among teenagers when exposed to the advertising and marketing of tobacco is more than twofold (Moreno and Egan, 2012).

The problem of increasing promotion and advertisement of cigarettes in the countries like India is because of the massive decline of cigarette sale in the developed countries, is posing severe concern (Warren et al., 2000) The cross sectional studies although do not demonstrate the causation and if merely association, the study carried out in 1990 throws light on some interesting facts.

The result include that the 56 percent of students studying in 5 to 12 grades were of the opinion that the advertisement on alcohol stimulates them to drink. The findings also noted that the girls who were into more television advertisements watching at the age of 13 to 15 tasted the spirits and wine by the age of 18, when compared to those who watched television for fewer hours (Connolly et al., 1994). Another study showed that there is independent association between media exposure and alcohol and marijuana use. The other interesting fact that was suggested by the study is the use of marijuana is associated with the exposure to music, while use of alcohol is associated with the exposure to alcohol use (Primack et al., 2008). The findings reveal that there is a clear relationship of cause effect between substances use and media impact, however may be simplification of the problem, as there are other several factors like social, psychological and biological factors playing a role in various other contexts.

The research studies in media have proved that the movies and television shows promote the illicit drugs in large proportion (Christenson et al., 2000). The characters in the movies and television programme are often displayed as smoking in the daily life. Besides the sponsorship for international sports tournament and bravery award ceremony also aim to support and encourage the promotion of tobacco products. The vulnerable growing up adolescents can easily be the victim of these sort of events and accept smoking as the desirable activity as part of growing up. A study carried out in India observes that the children who are sensible to smoking are exposed to the brand names selling cigarettes through television and children who are exposed to the messages on hazardous effects on consumption of tobacco and less likely to initiate smoking. Chadda and Sengupta, 2002).

Media literacy can educate the youth on analysing, evaluating and understanding the messages of mass media, helping them to enthusiastically procure the information, instead of becoming passive targets of the media activities. India struggled with differentiated opinions, controversies and debates over the ban on on-screen display of smoking in television programmes and films. At the outset, ban was enforced from January 1, 2006 and later on January 23, 2009, however Delhi High Court stayed the ban on smoking in TV and films. The guidelines based evidence for such matters is the vital.

The other important problem is the exposure of women to the stereotypical images leading towards the eating disorder among women. The portrayal of stereotypical images of women in media is leading towards developing poor self-esteem, intense urge for slim figure, body image discontent and the urge for dieting among women (Vaughan, 2003).

Media is able to have a causative effect as it acts and triggers for individuals who are or else susceptible. It is likely that the individuals who have prehistory of depression, anxiety, genetic liability or low self-esteem are more prone to the cultural demands and there by develop eating disorders and symptoms after exposing themselves to the media content portraying stereotypical images of women.

The study by Groesz et al., 2002 observed that the factors making women vulnerable to the images and messages imparted by media and suggested that the women with dissatisfaction on their body and already have internalised the idea of thin body are the most vulnerable subjects. A review on meta-analytic study specified that pubescent girls with preliminary discrepancies in social backing are extra vulnerable to the media content and messages (Stice, 1994). In the framework of mass media, provincial variances occur in body appearance frustrations. The study showed that until the television was introduced in Fiji islands, there was no cases of eating disorder reported (Becker, 2004). The ban on western media in Iran following the fall of Shah prevented female Iranian students being exposed to the idea of slim beauty of the body leading towards high level of respect on body (Akiba, 2000). In India and China, the cases were reported on eating disorders, which became consistently increasing after the audiences were exposed to the media outlets of western countries (Lee, 2000). A study carried out in 2004 in Mumbai by Shroff and colleagues (Field, 1999) observed the samples of the number 96 and 93 adult women and established the relationship between media internalisation, body mass index, drive for thinness, interpersonal teasing. The conclusion echoes preceding work with Swedish and U.S samples, signifying the similar possible risk elements, cross-culturally, which elucidates the growth of shape and eating related harms. Muscular dysmorphia, a type of 'reverse anorexia' among men which is fixation on muscle bulk, is textured as a men corresponding problem of anorexia nervosa apparently persistent by the portrayal of media for muscular and lean men (Murray et al., 2010).

The magazines for women are another source for such instances of exposures. The other study which looked into the slim idea that is endorsed by media among teenage young girls unearthed that the decrease in the eating disorder symptoms is associated with the decrease in reading of the magazines for over 16 months (Vaughan, 2003). The meta-analysis study which included 25 female observed the effect on girls by the media exposure on the idea of slim body. The body images was considerably extra negative when watching thin images in media than subsequently viewing pictures of average and plus size models or inorganic objects mainly among females less than 19 years age (Levine, 2002). Field et al established both girls and boys aged 9 to 14 years become consistent dieters who make attempts to replicate the figures shown in the media and they are sensible, when compared to their peers to develop concerns over weight (Field, 1999).

The new media with its influential rise has increased the acceptance level of media and significantly noticed around the world. Even though the social media helps to connect with each and establish friendship and supports the idea of socialisation, it also supports the idea of stress among some individuals. The social media is becoming easily accessible for large number of users and is commonly used (Becker and Alzahabi, 2013). Several studies have concluded that use of social media leads to the decrease in sense of well-being, satisfaction over life and subjective mood (Kross et al., 2013). When compared to the active communication process, the passive social media consumption is related to the increase in the loneliness and decline in the human bonding (Geeta, 2005).

Alongitudinal study taken up by Frison and Eggermont, 2015 explained that the relationship among online negative comparisons and reduced life gratification was mutual. Following which the adolescents who are subjected to depression and lower satisfaction of life are more vulnerable to the negative representations online, although the comparisons rarely based on the actual facts.

Victims of cyberbullying, which is a major concern when it is on public health are prone to increased level of suicidal tendency, delinquency, higher level of emotional suffering, externalised resentment and depression, when compared to the people who are not victimised (Tokunaga, 2010). Cyberbullying is associated with negative health conscious, especially effecting mental health.

The negative effect of cyberbullying is highlighted by several studies, which states that cyberbullying is associated with negatively effecting health. For instance the girls' engaged in cyberbullying others are suffering from anxiety and high level of depression in comparison with peers who are not involved (Ybarra, 2004). The exposure to media during nights will affect the sleep, which is essential for the development of emotions and normal growth of cognitive abilities (Primack, 2009). Apart from these concerns, the messages imparted by media might lead towards anxiety, aggression and mind set of fear (Moreno et al., 2012). The fact that requires further study is whether the person suffering from anxiety and depression use multitasking of media as a way of distraction (Moreno et al., 2013).

The study proposes two hypothesis to interconnect the use of media with that of social anxiety. The proposed hypothesis are social compensation hypothesis and social enhancement hypothesis. Social compensation hypothesis is in which the people take help of the social networking sites to acquaint the social skills or to get away with the discomforts in order to pay off the discrepancies they experience during face to face situations. Social enhancement hypothesis is something in which the individuals take help of social networking sites to discover the opportunities to network with other people. There are evidences to prove both the hypotheses, while both have garnered the support (Dobrea, 2016).

The sex education newsletter studied the media's influences on the sexual behaviours for the first time in 1981. This study was followed by several other research works, which also included the use of media by adolescents and its impact on their sexual behaviours (Malamuth and Impett, 2001). The various studies have also focussed on the concerns over the impact of media on adolescents towards the sexual attitudes, the normal expectations during the critical growth age and their sexual behaviours (Gruber and Grube, 2000). The exposure to pornography through media might lead the adolescents to experience the sexual dissatisfaction and conflict (Huston et al., 1998).

The exposure might lead towards the negative attitude against women and can herald a more temperament among adolescents to indulge in intimidating experiments and encounters (Check, 1989). The new trend among school going teenager is that the use of mobile phones to pass on the messages on sex related

issues. The survey conducted on the issue focuses on the fact that the television programme viewed by the adolescents comprise of greater level of sex related content and seldom contain any information pertaining to risks involved in sexual activities (Kunkel et al., 2005). Teenagers who selectively watched more content on sex on television were more likely to experience sexual intercourse in the earlier years (Collins et al., 2004).

In the longitudinal study, Ashby, et al, observed the connection between the parental controls on the content over sexual initiation and the amount of watching television programmes. The study observed that the teenagers who watch television programmes for two hours, with the absence of parental control over watching television programmes and the teenagers will end up in sexual intercourse within a year (Ashby, 2006). Peterson, et al. established that the decrease of sexual interests and initiation among adolescents is observed when they engage in co-viewing and discussion of television programmes with parents (Peterson, 1991). It is observed that the adolescents who are by now are exposed to and engaged in sexual imitations are more likely to read or watch contents related to sex on media. Similarly, media is also capable of influencing the individuals who are new and also validate the individuals who are already into such activities. Sexting is a term used to describe receiving the messages which are sexually explicit in the form of pictures, texts and videos. Some people who do not demean the behaviour of sexting, consider it as a positive attitude and is assumed as the normal behaviour required for romantic relationships in the modernised and the technologically advanced world in the current scenario.

It might be used to seek the acceptance in the society and to fit in to the peer group, which may lead to the sharing of the images of them in the compromising situation, without the knowledge of the misuse of the images and the way those images are disseminated. It can be used for various cybercrimes and bullying, also for pornography. The consequences can lead the victim to experience depression, anxiety and sometimes the victim might take the extreme step of committing suicide (Chaudhary et al., 2017).

The studies on media influence towards aggressive behaviours has looked into the facts like ideas and the increased rates of aggressive behaviours of the individuals (Robertson and McAnally, 2013). Throughout infancy children encrypt social characters in reminiscence to guide the behaviour through scrutiny of peers, family, community and various media. The witnessed behaviours are frequently copied long after they are watched (Hopf and Huber, 2008). The prolonged observation of violence noticed the prejudice among children toward accrediting hostility to the actions by others (Hassan, 2013). On the other hand, children exposed to the violence shown in media are endorsed with poor academic performance. Ray, et al., 2005 observed that the violence will also have harmful impact on children for them to adjust towards the psychosocial needs (Malhi, 2006). One of the study conducted in India revealed that the violence shown in media during 9/11 terrorist attack had effected the adolescents significantly. Some studies show that the violence shown in television will not affect the children directly in their behaviour nor make them prone excessively to violence, however the environmental and genetic factors outwardly interact to raise the chances of risk among children, who are prone to violence to develop aggressive behaviour (Charlton, 1999). Media is just an incentive, in the sense, when the person prone and predisposed to high level of violence shows aggression, might reason it on the encounter they had through media. Nevertheless, as aggression is multifactorial in cause, no particular influence as well as media can be credited as a dominant stimulus (Huesmann, 1986).

Recurrent exposures to sensitively activating video games or media might end up in adaptation of certain normal emotional responses. The desensitisation is a process of adapting some emotional responses like

perspiration, dis-comforts and increased heart beats, when one is exposed to the violence and blood. The children can later plan for such violence and aggressive behaviours without any sort of negativity, as they are already exposed repeatedly to such content, which leads them towards becoming desensitised and exhibit delinquent tendencies (Huesmann, 1986).

V. DISCUSSION

Media can be used to bring in changes in the society. The potentialities hidden in the media can be used to create and impart knowledge, develop favourable behaviours and attitudes and to change the blatant behaviours in the society. Media should be utilised in such a way that the only positive aspects of media should be designed and adopted to be the harbingers of the changes in the society. The negative sides of media should be ignored. The media should be used and can reduce the stigma attached to the mental illness as it is capable of worsening the stigma attached to the mental disorder (Stuart, 2008).

Documentary films are another way of reaching the audiences and create awareness on mental health. Watching a documentary on schizophrenia has made audiences to perceive schizophrenia as less harmful (Penn, 2003). The acceptance level towards the person suffering from mental illness is high after reading an article which has appropriate information on the mental illness by the readers (Thornton, 1996).

The future of mental health profession depends highly on the positive public image, which should comprise of new integrated identity and developing public relations. The media is capable of having considerable imprint on the status of psychiatry and supply and demand of mental health care facilities across the society. Sigmund Freud's nephew Edward L Bernays is the father of public relations. There are also recommendations that the mental health care professions should be interacting with media when the discussions on mental illness are held.

It is indeed necessary to avoid the process of miscommunication and the terminologies and language used to describe the mental illness as well as affected person. The interaction with media should ensure the uncovering of the myths and articulated accounts of the mental disease in question. The interaction should help the needy to gain knowledge on how avail the health care services for mental health and abstain from unnecessary speculations. The media education will help, however it may not be that effective with the individuals who are using various social media platforms. But some initiatives like blocking the account for certain period and retraction and replacement of that particular content can be attempted, which requires elaborate planning and resources. This has to be done without infringing on the right of freedom of speech and expression.

Digital psychiatry was first introduced in 1957, which is from of clinical practice and called as Telepsychiatry. The initiative is time saving and cost cutting. Telepsychiatry is the boon which has emerged as useful due to the advanced technological measures. This will help mentally ill patients as the prevention centres are set up through centres for suicide prevention, telephones and crisis helplines. The emergencies services for mental health queries and other issues are offered through mobile phones and telephones. The email is another mode of communication and it is accepted by the therapist, the recording of psychotherapy session, which can be stored and retrieved will help the affected people and can be used by other therapists if required. The psychotherapy sessions and group therapy, which are videotaped helps the mentally ill people. The films and television shows can be used to

create awareness among people over mental illness. Radio can be a boon to reach the unmet and unreached. The various other radio programmes and talks shows in radio can be used.

The needy can seek the help of support groups and self-help groups through internet. Internet is an important source of communication and International Electro-Technical Commission activities. The internet offers information over mental health issues like depression, anxiety and suicide. The imparted knowledge can power the needy to seek help, if need arises. There are substantive evidences to prove that mobile phones help in better management for stress, quicker management and diagnosis, improving compliance and adherence to the medication (Klasnja, 2012). These leads to the quality and positive health care treatments.

The availability and accessibility of internet and digital media facilitates the sharing of information. The downloading and playing video games have become much easier and the behaviour of the individual can reach any extent. The individual has reduced control on gaming, by means of playing, which takes priority against routine activities. This may result in the individual developing the gaming disorder. Similarly, the video games can be used for positive activities, such as management of psychiatric and medical conditions in an effective and creative manners. The medical disorders include schizophrenia, depression, eating disorders, post-traumatic stress and anxiety. The internet can be used to impart medical education, which aids the process of digitalisation of medical education, which is effectively used (Torus and Hsin, 2018).

Mass media is capable of yielding positive effects on health related sexual attitudes, behaviours and beliefs. It is influential and can impart education on safe sex, family planning, contraception, treatment of sexual disorders and sexually transmitted diseases. The advertisements on human immunodeficiency virus (HIV) has created awareness over safe sex and increased the usage of condom (Shrotri et al., 2003). The studies carried abroad have revealed the increased awareness among women to use contraceptives after they watched the family planning programmes in print, radio and television media. The use of contraceptives are more among women who watch the messages in media when compared to the women who do not (Olenick, 2000). Confrontation to change is a severe hindrance to effective application of innovative knowledge, however media is able to help to get over the resistance.

The media training among academic psychiatry is rarely done when compared to the business professionals who undergo the training. The phenomenon can be termed as the missing opportunity in the backdrop of growing popularity of mass media and dependence of public on it for perspective and facts (Kutner, 1999).

The most important requirement for the public and mental health professionals to grow is to learn how to use media to reach out to the public and effectively educate them over the issues such as mental health and mental disorder and treatment, community health, quality of life and working pattern of mental health-care facilities. The other major requirement is the creation of media content for mental health from the professionals and the active cooperation between the professionals from both mental health and media industry is the need of the hour. Except the media is diligent over the content it produces and displays, it is challenging to control the media content that reaches the people.

Even though mental health professionals do write articles in newspapers and for blogs, make educational videos, take part in panel discussions and seminars focused concerning educating the population with non-medical background, these hardly get distributed through the mainstream media outlets which are viewed and read by majority population. Technology which is based on internet has the ability to transform digital

psychiatry/psychology. For example, the potential of internet CBT, which is capable of treating the patients who are not able to access the care and prevent disease. Internet CBT offers quality treatment through early intervention and can emerge as the doorway for the mental health care. With these innovative modalities, health care professionals are able to deliver quality health care to the mental health patients and other health related problems.

The mental health care professionals should understand the significance of emerging trends of telemedicine/tele-counselling which sheds light on the greater opportunities to the patients to avail the health care benefits and lead the way for quality health.

VI. CONCLUSION

The study substantiated that there is relationship between public understandings and media's portrayal of mental illness. The relationship emerges as bi-dimensional phenomenon. The negative messages and images delivered by media will promote negative assertiveness and the subsequent coverage by media nourishes the already existing negative perception of public. Hence there is a need to disseminate proper information. It should be acknowledged by all forms of media platforms including the social media and mainstream media adhere to the ethical values of reframing from broadcasting, printing and uploading fake information into the public domain. Mental health professionals play a crucial role in creating awareness among public and educating them over the illness and its present condition. They can depend on their expertise and use it through the social media to advise and guide the needy through the opinions. The social media can be used by the mental health professionals to establish direct access with the patients emphasising on the patient-doctor relationship. Journalists depend on the expertise opinion and second hand accounts.

The advancement may not occur as the mental health care professionals might not prefer the breach of ethical professional code and institutional clinical guidelines and medical litigation by contributing to such patient-doctor discussions. The study concludes that hence the responsibility currently lies on media, which can contribute to the society by highlighting the success stories comprising of speedy recoveries, articles on hope and resilience. If media abide by these obligations towards society, it can emerge as the powerful tool to educate the readers and audiences on various facets of mental health.

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