



The Dominance of Literature and Media over Human Psychology

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Abstract

When “Literature is a mirror of the society”, Media has an immense power to reflect the true image of the world. When literature records the past, media reawakens the untold history. Similarly, both Literature and Media have an immense influential power on human psychology and hence, play an indispensable part in framing the future of the world. The present paper tries to analyse how different modes of mass communication have sway on the human psyche, predominantly Literature and Media. On the other hand, the paper also equips different theories like Feminism, Marxism, Postcolonial theories, to elicit the conundrums that ultimately draw towards our purpose. Today, the people in the world run with a fragile and shallow soul, which can be easily moulded or instigated. Whatever we are now, is a product of what we have been listening, watching and reading. Everything has come down to being digital, recently the major source of knowledge, i.e. the physically presenting education was brought down to virtual world completely. Without any doubt, people also showcase their emotions through social media emojis, while the opposite person deconstructs the actual emotion being conveyed and construct their meanings of emojis. Then again Literature, from its very inception gave a detailed preview of human experiences allowing the reader to connect on basic levels of desire and emotion. It has a hand over social changes, exposing injustice and making civilisations, putting people into thoughts and changing the mindset of the mass, gradually.

KEYWORDS: *Literature, Media, Psychology, Feminism, Postcolonialism, Changing World.*

Introduction: Dominance, Literature, Media and Human Psychology.

According to Merriam Webster, the word Dominance is “the fact or state of being dominant such as controlling, prevailing, or powerful position especially in a social hierarchy.” If we trace further more definitions in Vocabulary.com, we see that “Dominant derives from the Latin dominus which means ‘lord or master.’ If you grew up with a Latin mass, you will recognize this as one of many words for God. If you're dominant, it means you treat others as if you're their master.” It is the way of the world to run on the influencing power of literature and media in the society, manoeuvring the point of view of many individuals and groups. Time in the world has no permanent place, shape and hold, but it puts thought of necessary change that must happen in any cause. Sketching the history of time, we realize that it has taken a man from apes to magnanimous creation but in unison to recent developments in men’s accomplishments, technology has also come to its independency. The Media with Literature has somehow moulded the lives of many, whether the impact was constructive or destructive. Literature is the mirror of society. Drama, painting, poetry anything that give you pleasure are counted as different forms of literature. It plays an incredibly vital role in our life. It shows ourselves to us. Sometimes it reflects the Hamlet in us when we procrastinate and are confused about decision making in life and sometimes reflects the Iago in us who is deceitful and a hypocrite, and other times reflects the Wordsworth in us who admires nature and get healed from it. Human psychology is an area of study that came much later than the literature. As said earlier, the contribution or function of literature was to be a mirror to society. To show them about the kinds of people, their behaviour, culture, attitudes, etc. Literature, in a way, provided the final product in itself while human psychology dealt with the mechanism of the product. That is to say, the literature presented people as they are while psychology studied people as they are and could be. And so, when Psychology had developed into a self-conscious field of study and experiment in 1879 with Wilhelm Wundt’s first laboratory in Germany, it brought a gamut of exploring evolving and growing human psyche and factors in its assistance. It was and is very common for people to give connotations from famous literature in daily life. There are also instances where you call a person by the name of a famous character for possessing such traits. All those young boys smitten in love are often referred to as Romeos. Thus, literature has been very much relevant in studying people in general as well as a part of human psychology because people are either what is there


in literature or are influenced or inspired to become the one that is in novels, drama, poetry, etc. It can not only make people ideal about the principals in their lives but also tear apart the impractical expectations they have grown from the fantasy world of literature. Media, derived from medium i.e. the intermediate or the middle ground is the platform of a source of news for the society. Radio, television, the internet, social media, etc. are various media platforms. The function of media is to broadcast news, pass on the information and make people aware of the happenings around the world. It is often used as a form of entertainment these days. On the other hand, social media like Instagram, Facebook, etc have a lot more to add in peoples' interests and likings. They have more to add in constructing and devastating lives. They have more to do in one's life, maybe as kin, it stands. And this is often found as a mode of communication to those, especially who do not appear to be facing the reality, to those who live virtually and end their life for a virtual world. Unlike literature who pleases the reader, media using people are merely likely to be dumped with negativity around these days. Almost no news channels show positive news. They deal with the content that can increase their TRP and make more money. Newspapers are rather big papers full of advertisements. With all these cons, there are some pros to media. It updates the society with different trends and movements going around. It makes the world a global village. Its wings are so much widespread that it can avail a person to connect to anyone and everything from any nook and corner of the world. Media sets up false standards to be followed for society. Overdose of negativity makes more people nihilistic in life. It surely shapes the person's approach and attitude towards society and its happening.

Literature and Media over sculpting Human minds and behaviours.

We are often connected to the psyche of authors through their messages and stories. Howsoever, Literature echoes the modern-day issues and solutions to them, which indirectly give us hope and push us to leave behind worries of life and look forward to meeting a wonderful and merely possible future. Books and arts have substantiated themselves to become relievers and pastime. On the other hand, they also record what happens in the contemporary world and what might happen in the future. George Orwell's novel animal farm still has its applicability in the 21st Century. Albert Camus' classic La Peste (The plague), a 70 years ago written text speaks loudly about world pandemics and disasters. When religious texts are brought under the study of philosophy or matter to explore, we see how they change the thinking and mould human nature.

Many times, they keep a man away from evil doings and many times they hold back men's feet in orthodoxy and conventions. Literature has such a huge impact on the human psyche, because, it taught us languages meant more than a tool for communication, something that has a lasting power on us, sometimes a way to cope with many problems including but not limited to depression. It even heals us, as Jerry Pinto quotes, "A well-told lie can heal, otherwise what is fiction?" From making our lives easier to meaningful, literature is with us every step of the way. Why do we write or paint? Because humans are driven by the urge to create something original and express themselves. Or as it is quoted in the movie-Dead Poets Society: "We don't read and write poetry because it's cute. We read and write poetry because we are members of the human race. And the human race is filled with passion. "And that's when literature is there! A means to express ourselves, And as J.K.Rawling quotes, "Words are our most inexhaustible source of magic." While Social media, is a two-edged sword, use of it should be monitored and there must be an age restriction for using social mediums, which now has no assurance.

Female hardships have been in limelight incessantly. It was not till Mary Wollstonecraft's 'A Vindication on the Rights of Women' in 1792, that a shift takes place in the discussion and make way for legendary women writers, even for bringing in the importance of female rights and position in the society. Literature like "Lolita" by Vladimir Nabokov has profoundly set an example of how female teenagers become unknowingly a game of emotions with their immature and innocent acts. A review of this book in TIME goes like this:



Lolita is a major work of fiction; it is also a shocking book. Prefaced by a fictitious academic fathead who presents it as a message to "parents, social workers, [and] educators," the book describes the transcontinental debauch of a twelve-year-old girl by a middle-aged monomaniac. As it turns out, the narrator is writing his apologia from a prison cell (he is to be tried for murder). As far as erotic detail is concerned, the book tells little that has not been dealt with in a lot of bestselling fiction; but where the sexy bestsellers talk about the sordid or tragic facts of life in staccato sociology, couch jargon or four-letter words, Lolita is the more shocking because it is both intensely lyrical and wildly funny. It is (in many of its pages) a Medusa's head with trick paper snakes, and its punning comedy, as well as its dark poetics, will disappoint the smut hounds—a solemn breed.

Lolita, the critic concluded, wasn't merely a book worthy of publication despite its subject matter—it was a work of literature with something to teach the world.

The way he has portrayed both the prime characters of the novel has made them alive forever. It is an absolute privilege to read 'Lolita' in a lifetime. 'I am thinking of aurochs and angels, the secret of durable pigments, prophetic sonnets, the refuge of art. And this is the only immortality you and I may share, my Lolita.'— epilogue". Those predisposed thoughts of the author deposited in the book are carried away by the readers, further to their circles and society. Major causes that lead to the increasing number of sexual assaults with the willingness or unwillingness of the victim, can be located to injudicious use of social media and websites. Viewers who are misguided in pleasure projected in the lewd visuals, are often brought up with improper and inadequate knowledge. They might have grown up watching their mothers and womenfolk being subjugated and oppressed.

Critics believe that advertising has the power to shape the way people think and act. Advertising professionals believe advertising mirrors values rather than set them. Advertising can potentially shape and mirror values. Media attempts to regulate advertising by screening and rejecting ads. The Law gives any publisher the right to refuse to publish Advertising claims are unethical if they are false, misleading, or deceptive. Though it is acceptable to advertise these products, it is some way offensive to many. The "Golden Rule" says that social responsibility motivates a business to make a positive impact on society. Industry standards help with a decision about what is ethically correct. A code of standards identifies how professionals should respond when facing an ethical dilemma. Personal judgment and moral reasoning rest on an intuitive sense of right and wrong.

Any book or a media-projected-visual can affect the mood of a person easily. When we read the classics of Plato, Aristotle, and contemporary classical writers we are reminded of ethics and virtues. Happiness and well-being (eudaimonia) are emphasized. If Coming to reading of Bacon, then we are led with beautiful phrases and unimagined metaphors of life. We seem highly scholastic with essays of Francis Bacon. Courtly orders and gestures are brought in. Marlowe and Sidney bring us to the era where man is in the verge of centralization and God being side-lined. Shakespeare takes us to the world of misunderstandings, love and fate. The Era of Pope and Dryden talks about Aristocracy. Wordsworth and Keats bring back importance of

natural and simple things, Charles Dickens deliberately produces his novels recording the gradual birth of industrial revolution and we are communicated how the era widened the gap between the rich and the poor. When Eliot and Brooke disembark, their books provide us dismantling and overwhelming themes, taking us to an extremely disturbing state of mind. This is not just with Books but also with movies and news. Emotional advertisement carries us to a fluctuating power of brain. Romantic songs and videos drop in some fancy world. Alarming news and reports like rape cases, pandemic and natural disasters disrupt the normal flow of life. Social media is a bilateral platform where its posts and stories create and destroy lives full of dreams.

With the introduction of Printing machine in 1450 by Goldsmith and Johannes Guttenberg, words have taken a permanent place on solid matters and they keep on placing important marks on readers' minds. During the era of literary production alone, it was only words that journeyed through the eyes to the soul of a reader. With the arrival of graphics and visual aids, the effect of imprinting ideas and messages is more pronounced. In this context, Education has completely taken a completely different turn. It can be a paradox to put in when schools did not take in using mobiles within the campus, these cell phones in turn took away the whole education with it. Moreover, the technology has brought "mediature"- media and literature so mingling and interesting, that films adapted from novels and stories of authors with varying backgrounds make much easier to get to the psyche of the author as well as the director of the film. When a movie and book combine together, the views of two personalities are put forward to us which we assimilate with our perceiving way and grounds. The effect of dominance here takes place when we start to apply these identified notions in the way we move in the society and accordingly draw the whole process of socialization.

Conclusion

We should always stick to one point, though sticking to a point will be testing, that we are inimitable and one-off. We are what we see, learn and adopt. By this means let somebody else's thoughts and words influence us in a positive way. Because the clay is ours and to revolve the received ball of clay in the center of mind's wheel in a constructive and magnificent manner is in our hands. So, let the command of words

and pictures remain in us to teach us values and techniques to work it out in our lives, let them lull us in our peevishness and let them just be somebody else's life story leaving us some notes on way of life.

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