

REVIEWER'S REPORT

Manuscript No.: IJAR-54520

Title: A Study on the Relationship between Youth and Media

Recommendation:

Accept after minor revision.....

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality		✓		
Clarity			✓	
Significance		✓		

Reviewer Name: Dr. ABDUL HASEEB MIR

Reviewer's Comment

This paper offers a relevant and well-structured discussion of the dynamic relationship between youth and media. It thoughtfully explores how the media, as a vital channel of communication and expression, shapes the cognitive, emotional, and social development of young people. The author demonstrates a genuine concern for the moral and psychological well-being of youth while maintaining an academic tone throughout. The study effectively identifies both the constructive and detrimental effects of media exposure, offering balanced reflections rather than simplistic moral judgments. With slight improvements—particularly in theoretical grounding, methodological clarity, and the integration of recent empirical evidence—the paper would make a strong and valuable contribution to youth and media studies.

Detailed Review Report

The article “*A Study on the Relationship between Youth and Media*” presents a descriptive and analytical examination of how different forms of media influence the development of young people. It contextualizes youth as a transitional and formative phase characterized by emotional, psychological, and social growth and argues that media plays a critical role in shaping this phase. The topic is contemporary

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and highly relevant given the rapid digitalization of youth culture and the growing importance of media literacy.

Introduction and Conceptual Framing

The introduction provides a broad yet clear conceptual framework for understanding youth, tracing the term's etymological, sociological, and psychological meanings. The paper effectively situates youth as a dynamic stage between dependence and independence, highlighting its potential for creativity, curiosity, and identity formation. The reference to the United Nations' definition of youth (ages 15–24) offers a standardized point of departure. However, the introduction would benefit from engagement with theoretical frameworks from media or cultural studies—such as Bandura's social learning theory or Jenkins' participatory culture model—to deepen the conceptual linkage between youth and media.

Methodology

The study employs analytical and descriptive methods, supported by textual and interpretive readings of secondary sources. While this approach is suitable for an exploratory paper, the methodology section could be strengthened by specifying how these sources were selected and analyzed. Clarifying whether the emphasis lies on qualitative interpretation, media content analysis, or literature review would help readers understand the research design. Nonetheless, the section reflects an earnest and structured approach to synthesizing scholarly perspectives on the topic.

Relationship between Youth and Media

This section is the strongest part of the paper. The author presents youth as an active and responsive audience rather than passive consumers of media. The discussion effectively integrates sociological perspectives (Bennett, 2017) and emphasizes the formative role of media in constructing youth identity. The paper insightfully references Valkenburg and Piotrowski (2017) to argue that media informs, educates, and entertains while also shaping attitudes, social awareness, and emotional intelligence.

A notable strength is the inclusion of boyd's (2014) and Arnett's (2019) perspectives, which contextualize digital participation and globalization. The mention of "bicultural identity" is particularly relevant in understanding how local cultural roots merge with global media narratives, reflecting a nuanced understanding of media globalization. The argument that media provides space for youth self-expression and identity construction aligns well with modern media theory.

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The discussion of both positive and negative impacts of media use is balanced and detailed. The author convincingly identifies positive outcomes—such as enhanced learning, social connectivity, and awareness—and contrasts them with the potential harms of overexposure, misinformation, emotional distress, and social alienation. This balanced perspective reflects maturity and objectivity in analysis. The recommendation for promoting media literacy, parental guidance, and educational interventions is well-reasoned and practically oriented.

Critical Observations

While the content is rich and well-organized, the paper would gain depth from a clearer theoretical framework linking youth psychology with media impact studies. The arguments are sound but often descriptive rather than analytical. A brief engagement with critical theorists—such as Stuart Hall on media representation or Neil Postman on media and youth socialization—could provide a stronger academic foundation. Similarly, referencing current data or empirical findings on youth media consumption patterns (e.g., from UNESCO or Pew Research) would enhance the article's relevance and evidence base.

Stylistically, the writing is lucid and fluent, with a consistent academic tone. The transitions between sections are smooth, and the references are well chosen and current. A few sentences could be shortened for clarity, and minor grammatical refinements would further improve readability. Overall, the author demonstrates both awareness and empathy toward the subject, producing a text that is academically credible and socially meaningful.

The conclusion effectively reiterates the need for balance between the real and virtual worlds and emphasizes responsible media engagement. It ties back to the main thesis that media, while a powerful educational and communicative tool, must be approached with discernment to foster positive youth development. The section is concise, reflective, and coherent with the rest of the paper. A slightly more forward-looking perspective—suggesting areas for further research or policy implications—would enhance its impact.

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Accept with minor revisions.

This article is a well-composed, insightful exploration of the evolving relationship between youth and media. It demonstrates clarity of thought, conceptual balance, and social relevance. By refining its theoretical foundation, adding brief empirical context, and slightly tightening the methodological articulation, the paper will be well-suited for publication. It is a meaningful contribution to discussions at the intersection of media studies, youth development, and digital culture.