

2.11 Media impact on psychiatric condition and mental disorders; Qualitative analysis of media psychological perspective

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ABSTRACT

The Objective of this study is to find out the impact of media communication on psychiatric conditions and mental disorders. Case studies selected from Sri Lanka are the sample. Hypothesis is that, media can induce psychiatric conditions and mental disorders. The research problem of this study is to examine if media messages have the potential to create psychiatric disorders. Media effects can be influenced in two ways, first is media effects can be stimulated indirectly for the existing genetic mental disorders immediately while, the second is media effects can be directly influenced at human beings by creating psycho-social problems related to mental disorders.

In Sri Lanka, there are several reported cases where, exposure to media has caused psychiatric conditions. But Medical theory argues differently. Mental disorders can be caused by DNA rather by social impact. But some illnesses have emerged due to high media exposure and powerful media impact upon vulnerable group.

In this study, I have found that some patients, who had been severely addicted to media icons, images and personalities, are imitating and identifying with them. Today, such behavior patterns have become serious enough to warrant hospitalization and/or treatment.

Key Terms; Psychiatric conditions and mental disorders, media impact, Medical theory, media exposure, Psycho-social problems