

A Study on the Impact of Adverse (pollution) Media Messages on Antenatal/Prenatal Groups”

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Problem of the Research -Dominent problem in relation to this research is whether adverse media messages create an impact on prenatal groups? If so how? Whether adverse media messages communicated through television, radio and print media affect mental and behavioural patterns of an individual. **Hypothesis**-In the context of the competitive market and other agenda, messages communicated through television, radio and print media have taken an adverse turn creating an impact on individuals at the prenatal stage. Daily occurrence of these adverse impacts may create harmful effects on mental and behavioural patterns of women at their prenatal stage **Objectives of the Research**, The prime objective of this study is to identify the impact of adverse audio and video messages communicated through media (television, radio and newspapers) on women at their prenatal stage recognizing it to be a pioneering study in the field of communication and media studies, Discover new knowledge, since no literal study has been conducted on mental and behavioural effects of adverse media messages, Raise public awareness on adverse media messages and their effects on receptors, Make aware the target groups on how to avoid the communication of adverse media messages during their prenatal stage, Since identification of adverse media messages is vital for social development, build up discourse within the society on this issue. **Fields of Study** - *Medialogy, Sociology, Psychology, Biology, Socio Psychology, Obstetrics, Buddhism and Philosophical approach***Method of Data Collection (Case Study) - 25 Receptors**, Receptors have been randomly selected. However, measures have been taken to choose receptors in their latter period of pregnancy; from the stage of feeling the the first movements to the stage of delivery, and use mass media, Receptors have been selected hospitals in Colombo, Kalutara and Gampaha Districts within the Western Province, The receptors have been selected to cover a varied range of diverse ethnicities (race/ religion), ages, levels of education, family backgrounds, occupations, experiences as well as having elder children and other reasons,*Method of Collecting Data*, Primary data collection, collection of data through secondary sources, Formal interviews, Analysis of case studie**Observations, 01;** It has been confirmed through research that the process of a child’s cognitive development takes place from conception till nearly three years after birth. Therefore, it could be observed that the stimulants of a mother at the prenatal stage will directly and indirectly affect the foetus. Furthermore, the effect of external communication situations on the foetus too has been observed. **02;** It has been observed that the baneful hormones generated as a result of mental stress situations at the prenatal stage may dilute in blood and reach the foetus through the umbilical cord ultimately affecting the cognitive development of the foetus. **03;** Furthermore, adverse media messages may act as catalyst to women with mental disorders including anxiety, Depression and Schizophrenia and cause miscarriages. **04;** There is a possibility of adverse media messages may act as catalyst against groups of extra sensitive or with negative personality traits and extremely loyal towards religious or cultural beliefs. Ohterwise, the continuoyus stress generated through media messages may cause long term impact on the foetus.

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