

**A STUDY OF VISUAL POLLUTION AND ITS EFFECT ON MENTAL HEALTH****Mrs. Sudepta Banerjee***Asst. Professor, Course – In-Charge (MCA Com), MITSOM College, pune.***Abstract**

When we drive or go for a walk what we see is the visual environment. The natural environment of the earth is beautiful and most important it is healthy and pleasant for all the species including us. All the factors that causes harm make it unpleasant or try to influence this natural environment can be called pollution. Pollution has various forms and types such as air, noise, and water, visual. Every living thing on this planet such as plants, insects, birds, animals, humans is affected by visual pollution. Here we are discussing the visual pollution and its effects on human mental health. Visual pollution is an aesthetic issue and refers to the impacts of pollution that impair one's ability to enjoy a view. Visual pollutions harm the visual area of human beings such as eyes, visual memory by making the environment unnatural or negative. Visual pollution has increased the road accidents rate in India. It distracts the human mind in a way that it can harm the mental health. Visual pollution includes billboards, open storage of trash, space debris, telephone towers, electric wires, buildings and automobiles, overcrowding of an area. Visual pollution is everything which is not natural and manmade irregular formations which we look in the natural environment.



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Introduction:

Industrial development and technology is at extremely high position. Because of this development every organization wants to market their product and services in such way that it leaves a remark in everyone's mind. Marketers are using visual media and print media as much as they can. Advertisements of big brands and companies are colorful and eye catching. These colorful eye catching banners & posters doing marketing for sure but they are also responsible for pollution. The interesting thing is that the visual pollution is causing may not cause any psychological damage but causing mental pollution.

Visual pollution is a visual issue, referring to the impacts of pollution that harm one's ability to enjoy a vista or view. The term is used broadly to cover visibility, limits on the ability to view distant objects, as well as the more subjective issue of visual confusion, structures that interrupt upon otherwise "pretty" scenes, as well as graffiti and other visual vandalism.

Visual Pollution is considered to be any type of man-made construction that is unattractive which affects a person's ability to enjoy a view or other aesthetically pleasing object/view. This are things like Wind turbines, billboards, litter, graffiti, overhead power lines, utility poles, contrails, skywriting, buildings, signs, weeds and advertisements .Pollution is contamination of the environment as a result of human activities. Visual pollution is the term given to unattractive and man-made visual elements, a landscape, or any other thing that a person does not feel comfortable looking at. Visual pollution is an aesthetic issue, referring to the impacts of pollution that impair one's ability to enjoy a vista or view. The term is used broadly to cover visibility, limits on the ability to view distant objects, as well as the more subjective issue of visual clutter. Visual clutter can be defined as over crowd of things in a small area. Visual clutter disorients people who happen to be at the location.

Billboards of various sizes cause visual pollution by making a disturbance to view things of distance. These billboards are hanged by several product companies to promote their products. Restaurants & branded shops also hang billboards at roadside. Billboards are hanged outside of cinema halls for the promotion of newly released films or movies also cause visual pollution. An overcrowded area causes visual pollution. Bus stops, railway stations, roadside market of fish & vegetables are most of the time overcrowded. Overhead stretches of utility wires are also involved in visual pollution.

Brands infiltrate our space, our privacy and our health without asking our permission. Everywhere we go we are treated as potential consumers. There needs to be a place for everything, and we, as a culture, as individuals, are many other things besides consumers. It's important to create and maintain public and private spaces that respect the citizen. Things are a bit out of control in World, when we go for a walk sometimes we think; there is a virtual pick-pocketing going on. To the businessman, a well-placed billboard may be a thing of beauty. But to the traveler whose view of the rolling hills or the rustic village is obstructed, it is visual pollution.

The Sources of Visual Pollution:

- Excessive and overcrowded advertisements
- Telecommunication and electric wires and poles, Mobile towers
- Signboards, Billboards, Posters and Hoardings
- unproductive lands and deforestation
- Bad designed Buildings and huge Constructions
- Smoke spewing chimneys of factories
- Graffiti

- Open storage trashes

Who is responsible for it?

Local Authorities: local authorities of urban area have no control over what is getting displayed where and who is building what in public places. Local administration is observed to be so careless that they don't even know what kind of posters are there on the road side.

Overcrowded Advertisings: overcrowded advertisements are really suffocating for everyone who loves Mother Nature. These colorful and eye catching advertisements may help businesses to grow and make the customer aware of their products but it's very disturbing that these ads and hiding the nature. Trees, flower plants are all gone are all we see outside are just artificial picture and posters which are very depressing most of the time.

Individual negligence: we all as an individual are part of this nature. It's our sole responsibility to take some actions against this kind of advertisements and excessive manmade constructions which are manipulating the natural environment. But all of us choose to ignore it like it is not my problem.

How it is affecting human health:

- Distraction
- Eye fatigue
- Decrease in opinion diversity
- Loss of identity
- Accidents
- Harming mental health: Unpleasant visuals can cause Exhaustion, Depression, Stress and Anxiety due to bad views
- Rheumatic diseases
- Negative and chaotic visuals can reduce decision making power of human mind especially in kids.
- Dark dangerous color combinations can change human perception and human psychological mood and behavior

How to prevent it:

- Moderate advertising at public place
- Local authorities of urban areas must have rules and regulations to protect natural Environment
- Reduce the no of graffiti's at public place
- Make public aware of the causes of visual pollution. Specially kids and Minors because they are the next generation who has to face it even more.

- Educate people to know the importance of natural healthy environment and self motivate to change the habit.
- Government intervention is needed to make the environment of urban areas natural by setting strict rules regarding environment.

Conclusion:

Visual pollution is as dangerous as other pollutions are. Unpleasant and unnatural visuals can harm our mental health and also it can harm our thinking power. It is our responsibility to prevent visual pollution by making more people aware about its dangers. Technology can make our life easy but natural environment and natural beauty is our life. We can survive one day without using Smartphone of big brand or without expensive jewelry but can we survive one single moment without oxygen. To make human life healthy, peaceful and positive we must create and preserve the natural environment of earth. More trees should be planted rather than mobile tower. We must build more green jungles that constructing the cement buildings. To protect the healthy and happy human generations it is very important that we control visual pollution and protect the natural environment.

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