

Influence of mass media on society

Smt. Triveni

HOD and Assistant Professor

Department of Journalism

JSS College of Arts, Commerce and Science,

Ooty Road, Mysuru

The Content

1.What's mass media?

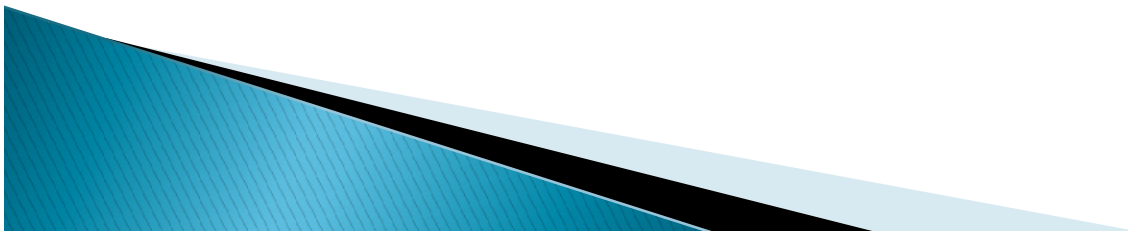
2.Functions of mass media.

3.The impact of mass media on society

4.Conclusion

What's mass media?

Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers and magazines. Mass media is a significant force in modern culture.

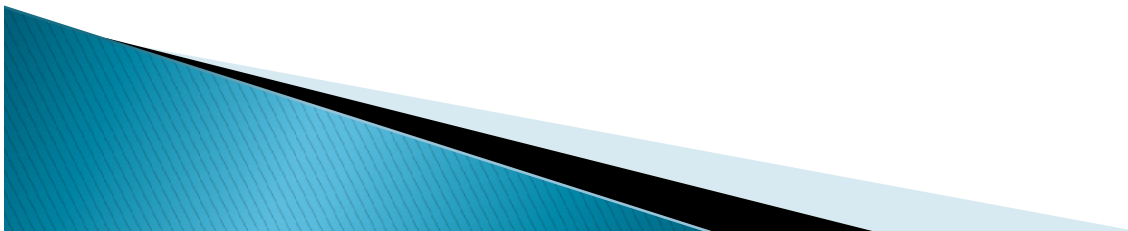


Functions of mass media

1. Provide News/Information

2. Entertainment

3. Education



1. Provide news/information

The first and foremost function of the media in a society is to provide news and information to the masses, that is why the present era is some time termed as the *information age* as well.

2. Entertainment

Mass media is mostly used by the masses to amuse people.

3. Education

Mass media can be used in getting knowledge and studying.

3.The impact of mass media

The mass media helps people to remain informed and updated about the various news, events, social activities, lifestyle, entertainment, and advertisements irrespective of the geographical barriers.

It ceases the boundaries of different societies among the individuals and creates 'Globalization.' The globalization is a decent case to delineate the friendship of media, since people can witness what is happening in different nations or how they dress up and what their way of life is. Subsequently, they typically mirror what others do.

Media are a storehouse of information. It educate individuals about day to day occasions or new revelations. This data some of the time is utilized to change individuals' sentiment. For instance, in race of president, the devotee of candidates publicize in media such as, TV or the web for them, and ingest consideration regarding choose any individual that they need.

Bad

Media can help to create awareness among the people faster than any other thing. In fact, mass media can have a great impact on peoples' lifestyles and culture. For example, girls living in a conservative country or girls who are growing up in a conservative culture can be prompted and motivated to wear short dresses by watching TV shows or by following another country's culture. They might consider by wearing short dresses they can become cool just like the TV personalities they admire.

Good

Through television, one can create social awareness about many social and economical issues like AIDS, Child Abuse, and so on which are For example, television channels organizes TV shows which focus on making people aware of the harsh realities of life. It mainly discusses and provides possible solutions relating to the various social issues. It aims to empower citizens with informations. Hence, through this type of shows, many people hold campaigns, demonstration, and protests in order to demand justice.

Conclusion

Mass media plays a significant role in today's world. It broadcasts information fast as possible as well provides entertainment to massive audiences. Mass Media comprises of press, television, radio, books and the Internet. Media is one of the most influential aspects of our lives. By creating a certain type of message, media can manipulate people's attitude and opinions.

