

# Media industry: one of the most influential sectors

Society



**ASSIGN  
BUSTER**

## **ABSTRACT**

Over the years the media industry has undergone tremendous changes that seen it become one of the most influential sectors of the world. This shift is as a result of many factors key among them is strides in technology advancements made in the information age. Today we live in the Information Age era characterized by swift movement of information around the global. The traditional media relied heavily on broadcast and print media. This phenomenon has changed with the invention of the internet. In addition to the globalizing movement of information, it has enhanced the consumption of media products. New classes of media products like social media have emerged growing tremendously the levels of consumption and the audience. Consequently, a new class of media thinkers has emerged. This new development has hugely impacted sectors of commerce, tourism, health, sports, politics, and culture. Commercial and non-commercial media has benefitted from these changes making media the third most influential sector after Government and the private sector. It is accurate to state that trends in consumption, ideologies and norms are directly affected by the media. Moreover, this concept of new media has brewed debate around all social circles of society today. In short, traditional mass media has evolved into a new aspect of culture that has been widely accepted and criticized by persons across fields of education, governance, and human welfare. While some view it as bringing appropriate changes in the world, other hold the view that it is continually used as a tool for manipulation, control, and social engineering. The fact Language forms the most basic element of how an organization is constructed and survives (Flores, 1997; Winograd and Flores,

1987) is important in formulating a clear perspective of analyzing the media and the effects it has on the society. The credibility of the media is on the rise with the negative image being created and being accepted by large numbers. Critics continually question the growth of media vis a vis the commercial aspect of it. The critics believe in presenting a sound argument that challenges the accuracy of new media especially social media where they believe that despite the bubble growth, this does not reflect the positive change in regards to general society.

### **NEW MEDIA IN CONTEMPORARY SOCIETY**

The media, therefore, requires a paradigm shift in the way journalism operations and the aspect of reporting from an impartial point of view that is unbiased, accurate and informative based on facts. Change is an unavoidable eventuality for new players especially in the era of millennia's forming the large percentage of the population that consume it. Liberalism has diffused into the new journalism this making it even more complicated and verification of media content being very necessary. New consumers are a group highly educated people, gender sensitive and inclined more towards rights. Also, has pushed globalization agenda rapidly that it is accurate to state the relevance of content to real issues. This sensitivity to global affairs requires that new media players embrace a broader perspective in their thinking and production of media content. From a numerical dimension, new media is transforming political, social and economic aspects of society(Lev Manovich - The Language of New Media) and as such should adopt new principles of professionalism. To ensure its survival it has to evolve with the changing environments.

## **NEW MEDIA THEORIST'S**

Jeff Jarvis, a renowned new media theorist, upholds the need for media to rethink journalism as being more of a service in the 21st century than a service of just providing content to consumers. This new media concept should narrow its perception of consumers as individuals rather than the mass group as with the traditional media. He urges a shift from the view of mere creators of content to contributors of value that help consumers derive positive attitudes and changes in their life. His views challenge long-held metrics that measure success in the industry. He argues that value should be more significant than the total number of consumers. It is true if the new media is to mean something in this era and be a player that helps bring positive change to society in the digital age of media communication.

Robert McChesney explores the connection between the press and the age of globalization where significant changes in humanities characterize the period, Revolution of Technology and global democratization has bred a new world order and economic culture that would be impossible in the absence a media system across the globe that bears a commercial aspect. Robert advocates that media should be viewed beyond just a commercial venture, it incorporates consumer values and is an agent of promoting a world market trend. The very essence of the revolution will lose meaning if Neoliberalism in media is not achieved to solve the social welfare of humankind. A certain degree of independence of the media will be necessary if the media is to realize its role in helping the development of welfare of consumers.

Regulation that doesn't bear an international resemblance hinders unified growth towards this common objective. In my view, it is right to the point

that it is only used to push positive change that does not conflict with the ideals held by each unique cultures of the world. Regulation should maintain an international standard that goes up to the point of growth of each group. Some neo-liberal views conflict with values held by some people and this lead to social conflict and confusion which leads to divisions and in extreme cases a radical rebellion which leads to violence and instability.

Neil Postman explores New Media from a social perspective, and it influences on a man at an individual level from childhood to adulthood. His arguments focus on the transformation from traditional media to electronic media, a technological advancement he supports with ' Frankstein Theory.' This Theorist looks in-depth using his writing works, the general effects that new media. Communications technology holds significant influence on people and how they perceive things and how advancements led to a new class of literacy that divided people. Postman points out that impact of new media on the character of adults and society, in general, is a reality and therefore the content of media should transmit messages that build on that character based on logic, rationale, and reason

Tom Stites emphasis New Media should serve the purpose of strengthening social ties existing within society and help uplift the general welfare of the underserved. It aims at giving a voice to the voiceless. In precise terms, the role of new media should cover areas of finance, health welfare, and work relations. It should be a tool of informing the less privileged.

New Media is rapidly becoming an influential part of our daily lives, it not only shapes our ideals and beliefs but also offers us a platform of informing

us on various aspects of political, socio-economic issues. Globalization brings a new perception in new media that should be embraced by regulators and not opposed. Transformation should wholly adopt the fact that consumers are individuals existing in a society and not society existing in an individual. This fact should guide revolutionary in the new media. The aspect of quality and value should interest more the players of new media as opposed to quantity because of the influential power media possesses. In fact, as we progress international standards should be pursued based on the principle of mutual benefits and consultation without abuse by the socio-economically progressive nation. Applications of media should employ strict regulatory measures shall respect the diversity of culture and ideals of a highly globalized society. Instead of the undue competition of cultures, content should portray unbiased diversity and regard of multicultural aspects in society. With proper execution and exploitation of media as a tool of progressive change people of the world are bound to grow socially and economically. New Media is equally an asset as it is a liability, it all depends on which direction the key stakeholders and players choose to take.