

# Electronic mediaassignment assignment



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Electronic Media is a mean of transmitting the message through the electronic technology. It may include TV, radio, internet or any medium which requires electricity to transmit the message. Long gone are the days when, man used horses and other animals to send the message to the receiver. It took time to deliver the message and the probability of spoiling the message was on the top. Now man has entered the age of science and technology. We have explored the farther space and got a tremendous achievement In many fields as well as Electronic Media.

We are In the era of electronic media. None can avoid and escape from It. It Is everywhere for e. G on advertisement, education, Information, politics and other social . In the world of today, media has become almost as necessary as food and clothing. It Is true that media Is playing an outstanding role In strengthening the society; It's a mirror of the society. Its duty Is to Inform, educate and entertain the people. The most potent role of media In society Is to provide latest Information about different happenings.

A person sitting in Asia can easily access the information related to Wall Street crisis in America, similarly person sitting in Europe can easily get information about Arab springs or Afghanistan war just because of media. Role of media is not limited to news only, but at the same time it is also promoting awareness, education, developing perception and opinion of masses. So role of media as an information provider is most crucial. Now students have a great opportunity to enhance their knowledge through accessing the internet.

All the information in all topics is far beyond one touch of a button. Electronic media has also entirely changed the mode of advertisement. Different types of tricks are employed to attract and attend the valuable customers. The international politics are also greatly influenced by the electronic media. It is said who wins the media war will be the most successful. Media is also a great source of entertainment. It telecasts all types of programs which are usually beneficial. Where there is a strong media, awareness level of general public is very high. For example public in America or

Europe is more aware than public in Asian or African countries. It is just because media in these countries is free, strong and playing its due role. Since media is powerful tool so it also carries some objectionable roles. Now days, media has become a commercialese sector eyeing only for news that is hot and sells. Instead of broadcasting informative and educative programs, their only goal is gain television rating points (Trips). The other negative effects of electronic media in particular on children are their changing mental set-up and the declining quality of their lifestyle.

Children, who should invest their time in reading good books, studying, playing outdoors, exercising and engaging in social, today spend their evenings glued to the television or in front of a computer connected to the Internet. The media that is easily accessible to even small children exposes them to things they don't need to know and will not understand. Innocence is being lost at an early age thanks to the films, music and dance shows in which children are encouraged to participate and copy the attitudes and actions of the actors.

Media also affects the physical television or surfing the Internet tends to suffer from eye problems and back problems. Long hours of media exposure adds to all this. Electronic Media has become the fourth pillar of the state. It has become as important as food and clothing. Its correct use can help a nation progress and stand side by side to the world's top countries. While its negative use can ruin the nation and its upcoming generation which is a threat.