

# The impact of mass media

[Media](#)



The impact of mass media PRES111-[session number]-[section number]

American Intercontinental The Impact of Mass Media Purpose: To inform the public in regard to the potential effects of mass media

Key idea: The effects of mass media can highly vary, according to the social, political and economic environment involved.

Introduction

I. Mass media - role

A. The role of mass media has been differentiated, compared to the past, mostly because of the support of technology, as, for example, the communication satellites (Wells, 1997, p. 11).

B. Today, the power of mass media to influence politics has been significantly increased (Wells, 1997, p. 11).

C. Mass media can be involved in all aspects of life, since ' mass communication has become a public issue' (Wells, 1997, p. 11)

II. Forms of mass media

Mass media can have one of the following forms:

Television, Telephone, Newspapers, Computer, CD Players (Wells, 1997, p. 11, 20)

Body

I. Effects of mass media - description

The term ' effects of mass media' is used in order to describe ' the changes in knowledge, attitude or behavior that result from exposure to the mass media' (Straubhaar, LaRose & Davenport 2009, p. 442)

II. Effects of mass media - approaches

The effects of mass media can be evaluated using two different approaches:

A. The deductive approach; this approach promotes the idea that the effects

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of mass media can be evaluated using existing theory, meaning that effects are considered as related to specific causes (Straubhaar, LaRose & Davenport 2009, p. 442)

B. The inductive approach, which is based on the view that the effects of the media can be evaluated using 'the observation of real-world' (Straubhaar, LaRose & Davenport 2009, p. 442)

## II. Effects of mass media - modes

A. Mass media can 'affect people's behavior, cognitions and attitudes, even indirectly' (Kurtz & Turpin 1999, p. 379)

B. Mass media can 'reinforce existing opinions' (Salwen & Stacks 1996, p. 70)

C. Mass media can be used as 'a tool for social control' (Kurtz & Turpin 1999, p. 379)

D. Mass media can negatively affect the willingness of students to read (Flood et al. 2002, p. 658)

E. Mass media can contribute in the increase of violence and anti-social behavior especially among young people (Flood et al. 2002, p. 658)

## Conclusion

I. The effects of mass media can significantly vary

II. The approaches used for evaluating the impact of mass media need to be chosen taking into consideration the local social, political and economic conditions

III. The effects of mass media may not be clear to all people within a specific social, political or economic context

IV. The effects of mass media may appear with delay, under the influence of local laws and ethical rules.

## References

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