

Media



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28 March, Influence of media on society: Introduction: Media is omnipresent.

Through all sorts of forums of public access like magazines, internet, and television, media conveys ideas to the public. Because of such a well organized and frequent appeal it makes to the public through advertisements, public feels drawn towards the ideas it projects without even realizing that. Media has negatively influenced the society in many ways some of which are discussed below: People start to approve of the negativities around them: While imitating the glamorous role models, people tend to adopt what is wrong what they would otherwise not. The audience tends to be neglectful of the wrong aspects of their behavior and approves of the behavioral model as such. Particularly, the youth blindly follows the role models. Media frequently highlights the negative aspects of the celebrities and often reveals the hidden controversies about them, which in turn causes the society to blindly imitate them (Oak). Although the controversies are projected with a view to create awareness in the people regarding what is happening around them. Paradoxically, this attempt is in turn generating more negativity in public. Media increases violence in the society: Media often becomes a good source of unique and innovative ideas for the pick pockets, thieves and robbers. Quite often, plays are based upon new ways of carrying out violence in the society, which potentially add to the skills and knowledge of the violence makers more than they educate the sufferers. In addition to that, media plays the role of slow poison for the society.

Originally, people used to be very irritated by acts of violence, and used to protest against them in any way they could. With the passage of time, people have become immune towards the widespread violence in the society. Today, if there happens a bomb blast somewhere, or if some bank is

looted, people hardly discuss it for a few moments and then tend to forget it and become busy in their routine life. This slow and gradual process of immunization has caused the violence in the society to flare up because the offenders know the society has accepted it. Media can be fundamentally held responsible for this. Media has promoted obesity in youth: Media is also one of the most fundamental reasons why junk food is so popular among the masses in the contemporary age. By advertising junk food and presenting it as an essential element of the modernistic way of spending life, media indirectly has inculcated many unhealthy habits in people at large. Food is now considered a means of entertainment and pleasure. Such a perception has totally ruined the concept of healthy eating, because unhealthy food often far exceeds the healthy food in taste. Therefore, media can be considered as a booster of obesity in the public, and specially the youngsters. Conclusion: Considering the factors discussed above, it can be concluded that media has negatively influenced the society. It has promoted negativity, violence and bad eating habits. These are only some of the many ways in which media has ruined the society. Works Cited: Oak, Manali. "Negative Influences of Media." 2011. Web. 28 Mar. 2011. .