

# [Pros](https://assignbuster.com/pros-2/)

[Media](https://assignbuster.com/essay-subjects/media/), [Advertising](https://assignbuster.com/essay-subjects/media/advertising/)

Pros The wide reach offered by mass media is phenomenal. It can target a global audience. In terms of newspapers and magazines, it can reach a specified target group. Besides, it is easily accessible. For example, the newspaper lands on the doorstep and we have the latest news in our drawing rooms due to the television set. Certain types of media have a loyal fan following. This would mean that an advertiser, publication or news channel would have a ready audience. We have the latest news and information at the click of the mouse! The Internet is such a medium that it can give many options for the kind of information required. Television, movies, Internet and the radio are some of the best forms of entertainment. It can be used for educational purposes in an effective manner. Cons At times, the information reported may not be authentic from every angle. Hence, there may be a misinterpretation of a situation. News can be manipulated to influence the minds of the audiences. For example - a particular political party may manipulate reports in their favor, which would indicate the political control in the media. Media bias can occur due to various issues. A journalist or an editor may give personal preference to an issue. A particular event or a celebrity may receive undue importance and set wrong ideals before the youth. It may present an ostentatious lifestyle, which may inculcate wrong ideals amongst youngsters. Unnecessary sensationalism of an issue may project wrong information to the public. Misleading messages may again divert young minds towards a wrong path. Wrong interpretation of news may even blow things out of proportion. This would create further unrest in any place or even violence in case of extreme situations. At times, a particular event or news item may receive too much attention simply because of the lack of important news or snippets. This would again present a wrong idea before the public. Certain mass media such as newspapers or leaflets have a very short shelf life. In terms of advertising, it would not serve to be useful for every kind of product or message.