

Essay on the role of the media in shaping people's views

[Business](#), [Management](#)



I fully agree with the statement that generally, the media don't tell people what to think, but rather, what to think about as documented in (Whannel, 1992).

The implication of this statement is that the media generally picks information from a whole lot of it and headlines that kind of information, thus giving us what to actually think about, rather than what to think.

I also concur with Ardzejewska (2012) who states that it's very clear that what we read, see or even hear generally has a lot of influence in what we think. This is made available through the media whose role has been to entertain, and inform the listeners or even viewers.

For instance, in an advertisement, while the object of advertisement may not directly and literally connect to the message, there is always a connection between the two. This is actually evident since the message is understood by everyone, regardless of the symbols used.

I am however differing with the assertion that the people who live in the shire such as Cronulla and Bondi, have a perception that female beauty should be defined by thinner body frames. While this is partly true, the real information cannot be confirmed. The author goes on to explain that people in these areas always do some form of exercise including jogging so as to remain fit and healthy and also to maintain these desirable shapes(Boyd, &Mocrief, 2011) . While this may be partly true, there is no empirical evidence, or otherwise to support these assertions

The review of the role of media in sports and the case in point of the Australian indigenous players provides a clear view of role of this media. I do not support the assertion that indigenous players only play in positions due

to the abilities in their talent and have minimal roles in the team's management. While this assertion is practicable in modern society, diversity and inclusion must be encouraged. This should mean that regardless of their racial creed, the indigenous people here have and should be allowed to participate in the management of teams and especially at the coaching level (Hallinan & Judd, 2009). This is because the management of these teams may and will always ensure transparency so as to allow the most qualified managers to be in charge. This will ensure a fairer distribution of skills and this means that in case indigenous people are also as qualified, then they also qualify to lead the management of team.

The media is credited for stepping in to ensure that rationality in the management of these teams. This is basically because of the role of the media that allows and promotes accountability in the management of all public and public interest affairs. One major benefit of the media exposure of Australian sports is that racism that has hitherto been rampant will be curtailed. I therefore agree with the facts that the media plays a big role in ensuring and portraying equality and multiculturalism which is key in the efforts towards the elimination of racism in the sport (Boyle & Haynes, 2000). As I conclude, I must state that the media is helpful in influencing the decisions that we make either as individuals or even groups and therefore, the society at large.

References

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