

Essay on media

[Technology](#), [Internet](#)



Communication

Introduction

Media is generally referred to as the product of social and cultural integration of traditions depicted in a non-traditional approach such as electronic and other forms representation for public consumption. At the dawn of the age of technology the form of entertainment and delivery of media to the public have also changed, particularly in the emergence of different platforms such as transformation of information and data (Electronicmedia. co. za, N. D.).

Effects of on Hollywood movie Industry

The presence of electronic media changed the way information is being distributed to the public especially contents such as video and audio. However, the evolution of electronic media also reached the paradigms of learning through the integration of several platforms in learning such as E-Universities, online learning. Even books have also changed the way it appears to the public. Printed materials such as magazines, books and even the Bible have transformed into a format that can be distributed electronically. These however, constituted an apparent impact to the distribution of Hollywood movies, which paved way for unauthorized distribution or otherwise, piracy. Electronic media has an adverse impact to the hegemony of dominant cultures in the world because of the availability and level of access that electronic media provides to the public, particularly in the distribution of Hollywood movies. According to the study conducted by Grosswiller (1997), Electronic media have reached the far extent of

typographic bias of space because of the global access that people have acquired through the evolution of technology. The free distribution of electronic media and easy access paired with the dominance of Hollywood culture eradicates homogeneity of other cultures to gain recognition in the world stage.

Illustrative Examples of Individuals Popularized by Mainstream Electronic Media

One of the illustrative examples of an individual that has been popularized by mainstream electronic media is Greyson Chance. On April 28, he posted a video of himself singing and playing the piano on YouTube: “ Me performing ‘ Papparazzi’ by Lady Gaga at Edmond’s Sixth Grade Festival” (Dumenco, 2010). People pass around links to the video. Since then, he became visible not just on the Internet but on TV as well. Electronic media evidently has helped Greyson Chance’s popularity.

NGO Efforts

Efforts from a non – profit organization like Kiva, having a mission to connect people through lending to alleviate poverty, is definitely effective.

Leveraging the Internet and a worldwide network of microfinance institutions, Kiva lets individuals lend as little as \$25 to help create opportunity around the world. Delivering this type of public service through electronic media entails a more visible effort considering that the new era of world population depends on online resources and use of Internet to gain significant access to government services and other important services.

Conclusion

Electronic media has shaped the paradigm of information distribution through the emergence of popular platforms such as the Internet and media formatting that enabled the people to communicate media contents for global access. The hegemony of cultures around the world has been overshadowed by popular cultures such as Hollywood due to the apparent open distribution of media contents and information through mainstream media and electronic platforms. On the other hand, electronic media have also helped the unheard voices to emerge in the global stage as well as the capability of NGO's to deliver public services through electronic media and the existence of technology.

References

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Grosswiller, P. (1997). A Q Methodology Study of Media and Ideology Orientations: Exploring Medium Theory, Critical Theory and Cultural Studies. *Canadian Journal of Communication*, 22(2). Retrieved from <http://www.cjc-online.ca/index.php/journal/article/view/996/902>