

# Free paraphrasing essay sample

[Sociology](#), [Communication](#)



Media can be described as any technology that allows people to communicate with each other. Media not only claims to recognize truth but also declares to present it to the audience. It also asserts its competence to conduct objective-based researching and reporting. Since its introduction, media avers to bring information from highly trustworthy and reliable sources. It is also regarded as the “ Fourth Estate” next to the Church, the judicial system, and the Parliament.

Media is extensively followed by the general public as people consider its information reliable. As far as foreign affairs are concerned, media is the sole information-provision source on which people rely. In the present times, media has played an efficient role in shaping the society and encouraging social governance. According to a number of studies, media affects the perceptions of people and also impacts their reactions in the evaluation of presented problems. Media claims to present reality to the people. However, the information people get from news can instigate a variety of reactions as they perceive information on different manner. News framing can also have a great impact on the cultural norms, ethnicity, and contrasting coverage in other parts of the world.

Mass Media consists of innumerable institutions and individuals with diverse goals, systems, and cultural backgrounds. It is a widespread communication tool that conveys data and information to countless users. It can also be considered a source that provides news and information through newspapers, magazines, television, and radio. These mediums are used by millions and millions of people all around the world and affect them significantly.

The quality that makes someone or something trustable and believable is referred to as ‘credibility’. It is the major goal of all reliable media organizations to present truth to the world. The journalists are directed by the Society of Professional Journalist for finding out truth and give a straightforward account about it. However, there are a number of social media organizations that do not consider presenting truth as necessary. For instance, they spread rumors about celebrities or give false information regarding certain services and products for the sake of gaining profit.

The Online Media, also known as New Media, is an innovative technology of the modern times. It is a novel concept that combines technological devices, applications, and programs. As a result, it has brought considerable change in the distribution of digital information. The Online Media is extensively used by people and companies through Twitter, YouTube, and Facebook. It has also enabled people to download movies, music, and book. Bluetooth is another technology that allows people to swap images. Moreover, people can purchase online tickets for exhibitions and concerts. Similarly, Online Media has given people the opportunity to create and regulate their own websites. This form of media is widely appreciated due to its low costs. The ease and simplicity to access and use online media has also made it very popular among modern-day people.

Jason Pridmore (Faculty Member in Erasmus University Rotterdam, Department of Media and Communication) states that traditional media, also known as Old media, consists of television, radio, newspapers, books, magazines, landline phones, and cinemas.

Social media is an expansive mode of communication that allows people to

communicate with one another in groups or one-to-one conversations. In fact, social media is an Internet-based or mobile technology that makes people to interact with each other and share information, images, and data. The most popular social media sites are Facebook, Twitter, and YouTube . It is an extension of new media. However, it is important to note that new media does not include social media only. This form of new media allows people to interact widely. It is a virtual and controlled for of media that allows social interaction and connectivity.

News personnel, editorial workforce, and other members involved in influencing and managing news reporting and editorial procedures are meant to follow the code of media ethics. It is important for the news organizations and employees to strictly follow the standardized code of ethics based on truthfulness. It is the responsibility of news agencies to present news for constructively criticizing every faction of society. It is their utmost duty to directly and boldly expose the power misuse and exploitation, societal issues, and transgressions.

Coverage of international news is highly significant as it allows people to get knowledge of international issues and changing foreign trends. According to several researches, the factors related to gate-keeping, organizational restrictions, different structures of society and culture, and issues concerning logistics directly influence the methods of media coverage employed in a different country.