

Positive effects of media

[Media](#)



**ASSIGN
BUSTER**

The media influences people in different ways, some positive and some negative. It is important to realize although media can have a positive effect on society too much exposure to television, computers, or magazines can lead to unhealthy effects. The media gives people a way to connect with one another through news updates or even social networking. Most everyone wakes up in the morning grabs the newspaper, computer, or flips on the television to educate themselves on the worldly happenings of that day. According to Manali Oak author of "Positive Effects of the Media",

"Research has revealed that media is responsible for influencing a major part of our daily life. Media contribute to a transformation in the cultural and social values of the masses. Media can bring about a change in the attitudes and beliefs of the common man. The persuasive nature of the content presented over media influences the thoughts and behavior of the general public. Media has a direct impact over the lifestyle of society."

The media gives society a way to come together and educate us as a whole. With this education we are able to make crucial decisions toward elections, polls, or any other event that affects everyone in our country.

Friends and Relations

Social networks started as a place to connect with your friends in an easy and convenient way. Truly speaking, many of you might have found your old pals from school or college who were out of touch due to one reason or other, well I would say I have and I thank social networks for this. Social networks has provided us the opportunity to connect with people and build better relationships with friends with whom we are unable to meet

personally, and let them know about our life and take input about their lives and events happening with them.

Reducing Communication Barriers

With social networks we are able to communicate our thoughts and perceptions over different topics with a large number of audiences, and raise our voice. The sharing feature available on the social networks makes your opinion about any topic reach huge number of people (even to those who are not on your friends list). We have the option to make groups with people who are like minded and share the related news with them and ask for their opinion or input about the topic. Simply there are a number of options available for us to communicate with others on these social networks.

Opportunities for Businesses

Social networks have become a crucial part of many of us. We don't even notice this but as soon as we open our desktops or laptops to access the web, we sub-consciously open our favorite social network just to see about the updates received. Businesses have noticed the value of social networks in our life, and they are using different techniques to promote their products. There are a number of customized applications being made on the social platforms, whose main purpose is to promote the product or brand. As social marketing is cost effective and brands have a huge audience, they are shifting more towards social marketing.

Without the media, most people would know little of events beyond their immediate neighborhood. The further one goes outside of one's circle of friends and family, the more time-consuming and expensive it becomes to get information. Very few, if any, individuals have the resources to stay

independently informed of world events. With the news, however, all one has to do is turn on a television or turn to the Internet. Even when it is biased or limited, it is a picture of what is happening around the world. The more sources one compares, the more accurate the picture that can be put together.

In addition to the media conglomerates, there are also a range of independent news outlets, though they have a much smaller audience. Some of these provide an alternative view of events and often strive to publish stories that cannot be found in the mainstream media. Technological advances in many industrialized (primarily Western) countries make it possible to read papers and watch broadcasts from around the globe. While language skills can be a barrier, it is possible to live in the United States and watch Arab-language broadcasts from the Middle East, or to get on the Internet and read scores of Chinese newspapers. Having access to these alternative voices limits the power of monopolies over information.

Another important benefit of a functioning mass news media is that information can be relayed quickly in times of crisis. Tornado and hurricane announcement can give large populations advance warning and allow them to take precautions and move out of harm's way. In a country suffering war, a radio broadcast outlining where the latest fighting is can alert people to areas to avoid. In quieter times, the media can publish other useful announcements, from traffic reports to how to avoid getting HIV. It is a stabilizing and civilizing force.