

Mass media assignment

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Mass Media The media is one of the greatest events of technology obtained in past centuries, which is continuing to grow and evolving day by day. There is a lot of benefits that could be used in all areas whether social, political, economic, or recreation. So I would like to talk about the definition of mass media, kinds of mass media, importance of media in our life, and the media effects on children. The definition of mass media It is the way that connects the audience with the world to know the last and important messages or news that happen.

The media published long time ago; actually in China they invented the first movable clay book in 1041. In 1453 Johannes Gutenberg printed the first book on printing press with movable type. This invention changed the world's way about the printed material even if it so expensive in that time. After one century, they called it mass media. (wikipedia.

org/wiki/Mass_media) The kinds of mass media During the 20th century, the growth of mass media was driven by technology. And we will see a lot of print or electronic media.

Print media such as newspaper, magazine, and book. Electronic media like television, radio, video, internet, billboard, and computer games. Also there are old and new media in our life. I will mention some of the old and the new. The old media like books, newspapers, radio, and television . **NEWSPAPERS:** Newspaper is a lightweight and disposable publication (more specifically, a" periodical), usually printed on low-cost paper called newsprint. It may be general or special interest, and may be published daily, weekly, biweekly or quarterly, monthly, bimonthly. The first newspaper was published in 1605 by Johann Carolus. The first newspaper in Saudi Arabia, Om Al-Qura, published <https://assignbuster.com/mass-media-assignment-essay-samples-12/>

in 1924. (wikipedia. org/wiki/Mass_media) RADIO: “ Radio is the wireless transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. ” The original name of the radio is (wireless telegraphy). Throughout history of radio and development of “ wireless telegraphy”, many people are invented the radio.

The most famous of these inventors are Jagadish Chandra Bose, Alexander Stepanovich Popov, Nikola Tesla, who developed means to reliably produce radio frequency currents, publicly demonstrated the principles of radio, and transmitted long distance signals , and Guglielmo Marconi, who equipped ships with life-saving wireless communications and established the first transatlantic radio service. (wikipedia. org/wiki/Radio) Also we have a lot of new media that entered our life like Video, Internet, magazines, billboard, and computer games.

MAGAZINES: “ Magazine is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers, or both. ” Magazines published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is later than the date it is actually published. They are printed with color on coated paper and soft cover. There are several types of magazine like Health and fitness, Business, Children, Science, and a lot of other kinds of magazines. (wikipedia. org/wiki/Mass_media)

BILLBOARD: Billboard is a large outdoor advertising structure, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers. ” There is several kind of billboard such as traditional, mechanical, digital, and mobile. “ Early billboards were basically large posters on the <https://assignbuster.com/mass-media-assignment-essay-samples-12/>

sides of buildings, with limited but still appreciable commercial value. As roads and highways multiplied, the billboard business thrived. ” In 1795 Lithography was invented by Alois Senefelder in Bohemia.

It is invented for making real poster possible. (wikipedia. org/wiki/Billboard)

Importance of media in our life As we see the media is very important in our life. If you want to know the news around the world you will buy a newspaper, watch the TV, listen to the Radio, or surf the internet. There are several ways to know about the news. And this is one of the best advantages for media. Also there are a lot of disadvantages in the media. Because the media are not only the news. There are other kinds of subjects that people cannot get any benefit.

So we have to learn how to fight the things that make our society weekly and superficial. In general, media are the necessities that we have to accept in our life. It is one of the things that makes our life go on. Because you can't imagine yourself without any connection with the outside world. The Effect of media on Children: Every house in the world has some things that affect the children whether these things are good or bad. Also it may affect them in many ways and several forms. It will affect there health physically, intellectually, and behavior.

The effect on the health of children physically is huge problem for every mother those days. The children diseases are widespread in the last decade. And what causes these diseases are found in our daily lives. At the first it appears in the form of external symptoms of normal, like overweight or obesity. Most of the children get overweight or obese because a lot of

reasons. One of these reasons is the media. If they going to eat all the day in front of the TV, Video, or computer games with out any reaction of movement that will help to get more weight.

Because the food is high in calories and low in nutrients like snacks and junk food. According to Mayo Clinic staff in their article “ Children’s Snacks: Don’t Ban Them, Plan Them (17, Jun, 2005) that Children who watch more than five hours of television a day are more than four times as likely to be obese as those watching less than two hours a day. Children typically become more physically active when parents limit recreational screen time ??? including televisions, computers and video games ??? to no more than two hours a day. ” As we know obesity in children is something unusual.

It will develop in their life to be more dangerous on them. Most of the children’s diseases like high cholesterol, high blood pressure, early heart diseases, Diabetes, Bone problems, and Skin conditions such as heat rash, fungal infections and acne. All of these diseases come from the obesity. Any child, before he enters the school he will start to think about everything he wants to know or learn. And this is one of the things that will build his personality. So we have to put the good thing front of them. Because the child health intellectually very important for his future.

But there is a lot of things will affect children’s mind that comes from the media such as violence. When the children watch violent television program or video games it may affect their minds. Even if they are don’t have aggressive behavior. The researchers made a study that shows a link between violent media exposure and brain function differences. They

discover there is a measured activity in the frontal cortex (the front part) of the brain. If this activity declines problems will happen with the self-control and attention.

So if they exposed the non aggressive children to a high level of media violence the activity in the frontal cortex will decline. “ There are myriad articles showing that exposure to violent TV, especially, causes individuals to be more aggressive. We are studying the neurological and self-control processes that underlie the aggressive behavior,” says researcher Kronenberger, PhD, (2005, P. 287-292), of Indiana University, in the release. Every child will be raised in a different environment. His environment will express about his behavior.

And most of the children want to entertain themselves especially if the parents are busy all day. The TV, Video, and video games these are the most things that children love to watch or play. Affecting the children behavior is very easy in that age. Some of them do not show symptoms of this effect only after a period of childhood and others appear in the same period, but it is every small effect can be treated. Studies have shown that the effect of violence in the media on children can be small, leading to more violent behavior in maybe 15% of children.

But other studies have shown that this effect can be greater when children are “ raised by the media”. Good behavior is important for every child. It will connect with his life and future. Conclusion The definition of the mass media, kinds of the mass media, importance of media in our life, and the media affects on children. Is very important information to know. The media is the

way that we connect to the real world. We have to use it in a correct way. A way we should get a lot of benefits. There are a lot of media institutions, which depend on their