

Impact of media

Media



**ASSIGN
BUSTER**

Media plays a significant role in our society in the present scenario. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines we read each day. Television, more than any of the other Medias, achieves myriad different goals.

We live in a fascinating world and an even more fascinating society. In this day and age, life without technology feels utterly impossible and life without the media is simply unimaginable. Media provides us with entertainment, information and comfort.

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. 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. Media has a direct impact over the lifestyle of society.”

POSTIVE AND NEGATIVE IMPACT ON MEDIA

An individual developmental level is a critical factor in determining whether the medium will have positive or negative effects.

Research conclusion are given by the physician

- Physicians can change and improve children's television viewing habits.
- Canadian children watch excessive amounts of television.
- There is a relationship between watching violent television programming and an increase in violent behaviour by children.
- Excessive television watching contributes to the increased incidence ofobesity.
- Excessive television watching may have a deleterious effect on learning andacademicperformance.
- Television is an effective way of advertising products of various ages.

The media like television, radio and the Internet increase an overall awareness of the masses. They enhance the general knowledge by providing us with information from all over the world. News broadcast through different media helps us know about the day-to-day events in the world. News, tele-films and documentaries revolving around social issues increase a social awareness in children and develop their concern towards society.

Media serve as the best means for a speedy spread of news about important incidents or events. The news that has happened in the remotest corner of the world can reach us within minutes.

Movies and television programs often show characters using drugs and alcohol and engaging in violent behaviors. At a developmental stage when teens seek greater freedom and independence, the glorification of drugs, alcohol, risky sexual and violent behaviors in the media make it challenging for teens to make responsible behavioral choices.

CONCLUSION

Mass media has become an integral part of our lives and can not be separated from our life. Particularly for the urban people, the need for information is more important than ever. Our values and way of life in the society in this information era are strongly influenced by the mass media like newspapers, TV, radio, video, and the internet. The full range of unfiltered media is now available to most of us by using a parabola and satellite transmission. We can buy many kinds of videos freely. Access to the internet is easy and inexpensive almost everywhere.

We can find many kinds of information using the internet technology. Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Even though media is linked with spreading fake news like a fire, but on the safe side, it helps a lot to inform us about the realities as well. There is a positive and negative side in every activity. Depends upon the individual, the media have both the sides to use in right and wrong way.