

How social media transforms the way we live and do business

[Media](#)



**ASSIGN
BUSTER**

1. The television plays a positive role in the buildup of an individuals language through:

a) News

The anchors communicate in the grammatically correct language

The anchors articulate the proper pronunciation of the language. Studies conducted over the years have revealed that a majority of people find television bulletins more detailed, relevant, educative and organized compared to news broadcasts on other media (Qualman 26).

Offers the new word for viewers to learn

b) Programs

Live air language competitions

Language series programs for children and foreigners. These are also important in the development of social media as well as the spread of information.

2. The radio on the other hand broadcasts a negative aspect of language to the listeners through :

c) Presenters

The use of slang language to entertain but not educate. Slang language has a major influence on young people, but this influence is mostly negative.

Rarely do young people learn much through the use of slang or other forms of communication associated with it.

Lack of proper Language training

d) Music

The music lacks proper grammatical structure

Foreign music which contains unfamiliar language