

# The influence of mass media on the society argumentative essay examples

[Technology](#), [Internet](#)



In the Modern era, the media is the major source of information and entertainment. However, the media affects the social, political and cultural aspects of the society. The recent technological advancements and communication changes have ensured that information is relayed faster than before (Biagi 10). The development of communications technology directly affects the speed in which a society and culture evolve (Spark 5).

It is estimated that adults spend about half of their working lives with the media. In the US, an individual starts his day by watching the television news or checking the newspaper, goes to work, communicates with other people through the phone and makes decisions based on information that he/she has received from other people (Wimmer and Dominick 28). The public trusts most of the information that they receive from the media. Most of the media that is available to the public affects their lives every day-socially, economically and culturally.

Television is arguably the most influential media distribution channel. Through television, the public are able to receive audiovisual information on lifestyles, news and advertisements. Other media channels include, radio, internet and print media.

One of the positive effects of mass media is that it has increased the transparency of governments across the world (Sparks 36). Governments today are able to inform citizens about changes in government policies and the rationale behind these changes. Conversely, people have demanded more transparency from the government especially when it comes to the distribution of resources. Authorities are also able to send information regarding issues in the society in a speedy manner through use of several

media channels.

The mass media has led to increased spread of knowledge leading to a more enlightened public. Technological advancements have ensured that information is easily available regardless of the geographical location. In the past most of the information was stored in books which were difficult to access. Today, internet search engines have ensured that people can access the needed information from different sources at any time of the day. In addition people have purchased mobile devices which enable people to access information easily. The internet allows authorities and members of the public to disseminate information to the general public via blogs, websites, emails and interface conferences.

## **Demerits**

The Mass media on the other hand has increased the availability of information relating to violence and pornography. Today many underage children are exposed to thousands of images relating to sex and violence (sparks 38). Children who play violent video games and watch violent movies are likely to become more aggressive. In the US, some children have carried guns to schools and have even hurt other students. The growth of technology and globalization has made it difficult to monitor the information that is delivered to vulnerable groups such as adolescents. For example, part of the content that is provided in the media today encourages sex amongst adolescents leading to increased cases of unprotected sex.

It is estimated that children are exposed to about forty thousand advertisements in a year. Although these advertisements bring huge amounts of money to media houses, they may not be appropriate to young

children. For instance, advertisements relating to fast foods encourage children to consume large amounts of unhealthy foods everyday which could result to obesity. It has been proven that advertisements influence the buying decisions of consumers. Advertisements relating to smoking cigarettes and alcohol can lead to abuse of these drugs. There are restrictions relating to advertisement of alcohol and cigarettes, however, children are able to see these drugs being used in regular television programs. Excessive consumption of these substances may lead to adverse health effects.

As discussed earlier, the media shapes the public opinion because most members of the society trust information that is relayed through the media. The media can spread false information which may be perceived as true by members of the public. Some of the information that is available on the internet may also be false (Wimmer and Dominick 33). Therefore people who seek important information from the internet may end up acquiring unreliable information. For instance, most of the health information and advice that is available online may not be genuine. However, people use internet-based health information to make decisions which could affect their health.

Excessive use of mass media such as television and the internet has resulted in increase in prevalence of obesity. This is because people do not engage in physical activities while watching television or using the internet. A large portion of an adolescent's time is spent watching television or browsing the internet.

The media has also played a significant role in portraying “ ideal” women as

slim. This image has been propagated through advertisements in print and audiovisual media. This has influenced women into losing weight in order to look like celebrities and/or supermodels. In doing so, these women adopt bad eating habits and usually develop eating disorders which often lead to malnutrition and other health related problems.

## **Conclusion**

The media is an important tool in our society because it allows us to link up with each other easily. The media is also important in disseminating information to the general public. However, the public should understand the demerits of using the media so that they can avoid the potential negative effects.

## **Works cited**

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