

Evaluation of the effects of media content consumption on audiences

[Sociology](#), [Communication](#)



There are some positive and negative effects of media content consumption on audiences. Let's talk about the positive effects first. The mass media plays a role in the dispersal of information in our lives. It abbreviates the separation between individuals, synchronizes the cognizance of the general population of the world, and empowers to achieve a common understanding and union in a brief timeframe. Strength, making positive commitments to the improvement of human culture. Adverse effects: The power of the mass media is likewise a double-edged sword. It might be utilized by individuals with ulterior motives. It can transform lie into truth, interfere with people's right view of actualities, and make people blinded in a brief timeframe. Misinformed and negatively influencing the advancement of human culture. In a few nations, the mass media has really turned out to be one of the main forms of public supervision of government behaviour, regardless of whether it is the possibility of restriction or collaboration, mass media. To win the consideration of the recipients audiences, at least objectively, Fade does not make convenient and genuine reports on the government's policy planning, construction plans and problems in implementation, so that more or less subjectively or objectively urge the government to continuously improve its work. With the appearance of the information age, the mass media has turned out to be increasingly persuasive on the administration and its policy formulation. The information it gives not just effects or aides the consideration of the government, yet in addition decides to some extent. Government decision-making priorities.

For the negative effects of media content consumption on audiences is the media has a serious mind-set, sought after an astounding impact, and lost its

feeling of social responsibility. Focus on the current media, the substance and frame are homogenized, follow the trend, and the herd mind-set delivers a herd impact. The marvel of “ silent spiral” that exists in the media itself has prompted some news either not reporting or overwhelming, and the squatting posture has made the general population drained and defiant. Then, negative selfishness makes the early cautioning capacity of the media society sluggish and malfunctioning, “ Uninformed or late”, “ Informed or delayed.”

Thinking back and examining the typical crisis events of the Falun Gong culture, the 1998 catastrophic flood and the 2003 SARS that made significant damage China’s social improvement and dependability, the media’s reaction measures have experience and lessons. The negative selfishness of “ Keep One’s Nose Clean” and “ The less trouble, the better” makes the early cautioning capacity of the media society sluggish and malfunctioning. The psychology of “ suspecting poor people and adoring the rich” in the media favours “ strong groups” and focuses on “ vulnerable groups”. Under the states of market economy, the extraordinary distributions and sections with large funds, rich and successful people as the fundamental administration targets are to an ever increasing extent, and serve the ordinary civilians, especially the hard-working enterprises, laid-off workers and farmers. Extraordinary issues and segments are getting less and less. The interests and public trust are lost, and the general population has framed an inner conflict that depends on the media yet does not confide in the media. Driven by the interests, the mass media is hard to adjust among benefit and equity,

and it is anything but difficult to lose the interests and public trust. From one perspective, people in general is following the media, and then again, it has framed a disdain attitude that depends on the media however does not confide in the media.

The media likewise falls into the awkward situation that the audiences cannot manage without it and reject it. The ethical implications of the media content is likewise important for us to know. In China, the ethical research about of the media begun exceptionally late. Until the late 1970s and early 1980s, more precise journalistic ethics research about started to seem.