

The future of the entertainment and media industry in the usa

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The media plays a big role in our daily lives, needless to say how difficult it would be to dwell in a society devoid of media. Over the years, the media has advanced a lot. It is basically like an audio-visual dictionary to us that provides us with news from all across the globe, like the print media in early 1900s; the television media has left a solid impact on us since its invention as the viewers are exposed to an audio-visual medium. With the television era coming into play, we know how easily we get visual access to what happened at one corner of the world sitting at the other corner; be it business, entertainment, sports etc. nothing can match up to the difference the media has created in our lives and with time it can only get better.

Talking about the future of the media, it is vivid how large the impact is going to be with every step towards perfection of evolution and advancement in technology, every day, every month and every year. “ The media is a clever businessman and a better speaker than any politician” and to reach to the mass ensuring success it has come up with reality shows on almost every channel that keeps the mass glued to their television sets. The news hour debates keep the elderly in the family busy after work, the sitcoms and reality events keep the youth engrossed and why won't they if it's a good platform to portray your talent and feel the taste of success being in the limelight in reality shows like the American Idol.

The future of the media can only get better as aforementioned and there's no reason why it shouldn't. My aim would be to add to the profits while bringing in something new to this wonderful industry. There is much scope for experimentation and evolution in this particular industry and my role

would be to tap it to its utmost.

Works cited

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13 Mar

2011..