

# The objective of creating a piece of information

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Writings are also tuned in particular ways to deliver certain information. A written advertisement, for instance, will carry words that will make the reader identify, at a personal level, with the positive side of the product, which in turn will create an urge within the person to acquire the product. The way the pictures, whether motion or static, that we interact within the media are taken, are meant to induce certain reactions from the recipient. Images are used to prompt a series of emotions, which can be positively adjusted to translate to positive feeling towards certain events and/or products. This concept has been widely exploited in the advertisement industries through the creation of captivating videos complimented with catchphrases that make the said product not only appealing and worth having, but endearing as well. Part 2

Media presence ensures an abundant supply of information with fast delivery, timely and relevance catered for. The available modes of delivery of such information offer interactive platforms that make humans more connected and thus creating a sense of dependency. This interconnectedness enhances the passing and processing of information, and thereby increased level of decryption of information. Most of the messages relayed in the media have monetary values attached to them. The mode of presentation in itself is tailored to influence our reasoning and tune it in a certain way so that we can comfortably identify with the information presented. Once the recipient is able to identify with the message, an action is initiated, which in most cases is emotionally driven. Good analysts know that consumption of any product relies on emotional attachment, hence the monetary value. More often than not, media information always aims at

either informing e. g. on government policies concerning certain elements; persuading, as is the case with most advertisements; or warning the recipient of some impending danger, such as an approaching typhoon, so that people can move to safer places. What this implies is that the media, through the individuals that control it, control our daily lives in ways so subtle that most of the times we do not notice it. The objective of creating a piece of information, why it is sent, what is in it that makes it captivating, as well as the content presented, are set to serve specific purposes in our lives, and hence influence it in a particular way. Response to my friend

I concur that the media has a massive influence on our behaviors. The messages that we decode from the media shape our reasoning, as well as emotional responses, and that is why, for instance, ladies get glued to soap operas, sympathizing and empathizing with a character they perceive as being mistreated. Furthermore, some forms of advertisements leave lasting impressions on our minds, prompting us to make subsequent purchases, especially on consumable products.

Concerning media awareness, as my friend observes the technicality of the messages determines the extent to which we process it. I would also like to reinforce the opinion that the reason behind this incomplete processing is the fact that information, being dynamic, and the flow being so overwhelming, we virtually fail to get ample time to digest one particular line fully, thus the satisfaction with surface information.