

Media

[Media](#), [Advertising](#)



The mass media, including TV, radio, newspapers have a great influence on people and especially on the younger generation. It plays an important role in shaping the opinions and position of the younger generation. Argue for or against this statement Mass media is media which is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet media can also attain mass media status, and many mass media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world. Media has the greatest impact on the young generation more than the family or the school has. The means of media which influence the young generation are television, radio, internet, newspapers, magazines, books, broadcasting and text publishers. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the tv news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their co workers, news, tv, friends, family, financial reports, etc. What we need to be aware is that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do based on our experience and studies, however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to

give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know.