

The impact of electronic media

[Art & Culture](#), [Comedy](#)



The Impact of electronic media advertising on consumerism and cultural values is critical. Electronic media roles have played an important part in the development of American popular culture in forms of what people like such as fashion, body shapes, and attitudes. Electronic media has been used to propagated what Americans call trends in this days such as blogs in the Internet, online shopping, and cell phone texting. This three trends impacts today consumerism and work of the American popular culture. Electronic media is any means of communication characterized by the use of technology. Some example of electronic media can be television, radio, and Internet.

Consumerism can be defined as a fact or practice of an increasing consumption of goods. Since the beginning of society, advertising has been a public promotion of some kind service or product to the people. The Impacts of advertising on consumerism can be effective in different ways. Many people believe that advertisements brainwashes the consumers into purchasing unnecessary items. Other people believe that advertising does not sell any products, but it will convince the people who desire certain product to purchase it. Advertisements affect sports as well, if it would not be because sponsorship companies pay sports event would disappear. The different roles that Electronic media like radio, television, or music has in popular American culture can be many. Some of the roles that stand the most are fashion, health, and new attitudes.

The Electronic media shows the society the celebrities??™ fashion. People react to these celebrities??™ fashions by imitating what they wear in commercials and television. Body shape is another role in electronic media.

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Most celebrities that Americans see in television show or movies are in a perfect shape.

This role makes an important impact to American culture because it makes Americans think that the celebrities seen in music videos or movies are the body shape everybody should be. Most people believe that this role can bring segregation and physical disorder like bulimia or anorexia. Another role that American culture is obtaining out of electronic media is new attitudes toward situations or people. Americans are watching television shows called ??? reality shows.??? These shows are letting Americans see how celebrities behave in their daily lives. In some ways this shows are causing Americans to think and act differently of what they thought a celebrity live should it be. Americans are imitating these attitudes that before middle and poor Americans would not know.

Electronic media has propagated new trends that Americans would never thought it could exist such as Internet blogging, online shopping, and cell phone texting. Internet blogging is in the popular American culture. Most Americans use some kind of blog web page to communicate to his friends or any one that wants know about them.

Blogging can be used as an advertisement. Celebrities use blog pages such as twitter to promote a new movies or just a product they use. Online shopping has become a trend in the past 10 years for the popular American culture. Many Americans do not even go to public places any more electronic media like the Internet is making it more convenience. Online shopping even give the consumer the convenience to decide if he or she wants the item

ship or pick it up at the store. Texting was not even a word back in the days and in the present time is a trend in the popular American culture.

Texting can be used as a way of business communication or just to chat with friends. In the recent years texting has being use in a form of advertisement to companies and television shows. Television shows use texting as way to promote their businesses. A famous show call American Idol use texting to decide what testers should be eliminated or stay on the competition.

These three trends have an impact on American views and values concerning consumerism and work. The Consumerism causes these trends to promote over the world. For example, Texting would not work without consumerism.

The society is the main reason the chain keeps moving and advertising works well for companies or television show such as American idol. These trends also have an impact when speaking of work. For example, online shopping has caused some problems of unemployment because it reduces the personal customer service that a salesperson can bring to the customers.

In Conclusion The impact of electronic media advertising on consumerism make Americans have a reaction to purchase or not products offered in media. Electronic media has developed new trends in the popular American culture and has an impact in Americans??™ views and values in consumerism and work.

The trends have increased consume of products by Americans, and work has unemployment problems cause by the technology.