

The influence of media

[Media](#)



Your full full December 31, The Influence of Media In today's world of technology, media has a strong influence on the life of almost every person. Every person needs to make use of media to get desired information. A number of media technologies are available to people which they can use to get desired information. Some of the most common types of media that have influenced the lives of people include social networking websites, television and radio advertisements, news channels, newspapers, magazines, and web services. Interactivity and information retrieval are the main features of all of these types of media. Media technologies bring a number of considerable benefits to people some of which include reduced distances, improved international relationships, enhanced level of interactivity, low cost communication, and improved reach to information.

Media also has a strong influence on the world of businesses. People use it to remain updated with ongoing issues related to their particular businesses.

For example, people related to the business of stock exchange make continuous use of internet and television to remain updated with the ups and downs of local and international stock markets. Similarly, marketing professionals make use of a variety of media technologies, such as, television and internet marketing to make people aware of new products and services. Moreover, some companies also use social networking websites and internet to expand their businesses, as well as to introduce their products and services to local and international customers. Looking at these examples, it is obvious that media has a strong influence on people from all fields of life.

Works Cited

Not required

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