

Media in the uk influence on british society media essay



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Currently, the people in Britain spend nearly thirty percent of their waking life in the media and communications activities (BBC, 2010). The figures from Ofcom shows Britons expend seven hours per day on surfing the Internet, watching TV and using their mobile phones(BBC, 2010). Media involve any communication institutions, and in Britain it generally include print media and broadcasting (Oakland, 2006). Media have influenced British society in a variety of ways. Oakland claimed that nearly 70% percent of British people gain daily news from television, one fifth from newspapers and nearly 10% from radio. Kasier (2002) cited by Mackeogh (2004) that a investigation of fifteen to seventeen year olds showed that 72% teenagers felt young people can be influenced “ somewhat” or “ a lot”, though only one fourth thought it influenced young people’s behaviour. This paper will first analyze changing role of media in Britain, then illustrate how media influence British society. Finally, it will generate several recommendations for this situation.

Outline the structure with key and supporting ideas (with referenced support):

History:

The British press began in the 1620s and development in the nineteenth century(Majesty, 1976).

Broadcasting began in the 1920s and became sturdy until mid-1980s. BBC was created in 1955 and ITA began in 1954 (Oakland, 2006).

Internet began in the 1990s , and it developed rapidly since mid-1990s (BBC, 2010).

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The current situation:

Individual spent averagely 538 minutes per day on using all kinds of media(BBC, 2010).

The time Britons spend on print media are much less than past. Currently, people spend only 31 minutes per day on print media (BBC, 2010).

TV has become the most significant in the mass media, and the most convenient way for the public to get the news, as well as the information around the world, public spend almost 3.8 hours watching TV per day(BBC, 2010).

Internet play an important role in current life. Internet has been used by people for everyday, and people spend nearly one third of their waking time on Internet (BBC, 2010).

The influence of media on British society:

Negative:

Over-commercialization(Oakland, 2006).

Media involves some violence, it have some negative influences on young people(Sefton-Green, 1993).

Positive:

Media play an important part of the British economy, people spent more than 10 billion pounds for media activities in 1988(Veljanovski, 1990).

Media help people cultivate their citizenship. As a propaganda tool, media promotes citizenship and moral consciousness of the public by using public service advertisement¹/₄^BBC, 2010¹/₄%.

The media press ahead with socialist democracy. Burton, G (2005, p. 20) highlight that western government clearly know the value of media coverage in swaying public opinion. The broadcasting media play an role as an mirror to keep the diversity of opinion and act as a national communication platform. (Curran, J. and Seaton, J. 2003 p. 234)

Government control the individual's opinion by mass media(Curran, 1938).

Media involves the culture of different countries, promotes globalization (Hiebert, 1987).

Recommendation:

Reduce the content of unhealth (sex and violence):

Magazines for young girls and women should not include lots of information about sex(Stokes, 1999).

A example of boy's own story(Sefton-Green, 1993).

report more positive aspects.

Reduce business investment, re-define the direction of media guide.

Media should be a transparent, open, democratic and should not be controlled by government.

Conclusion:

There has existed several negative affects of media on British society, however, media changed British life style and their thinking way in a variety of aspects.

Chosen academic references

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