

# The media system

Media



The media has a large influence on the choices and influences of the general public. The media, which once consisted of newspapers and radio broadcasts, has now been turned into an easily accessible global media. Any person with access to a television, internet or newspaper can become quickly informed on current events. This means that those preparing the media must be accurate, fast and credible. “ All though this is not always the case, the media is still one of the largest influencers on the general public”. (Hill 2007)

Individuals can access information on the economy, politics, and all other general information because of the Internet.

The adaptation has also made way for cable and internet providers to stay competitive. Those seeking service want the best possible service in order to stay up to date on the most relevant information. This means providers must be competitive with services and price.