

MASS MEDIA INFLUENCE ON SOCIETY

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У роботі висвітлено проблему впливу мас-медіа на суспільство.

In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet.

In today's world people cannot leave without Mass Media and with the help of technological improvements to send messages to the masses is becoming easier and easier. As we are been shower with tons of advertising, information and other sort of materials by the different types of Mass Media has influence in our everyday life styles.

The newspapers are an incredible influence tool in society; they can easily turn on people emotions in favor or against an issue or something. This is because we as readers tend to believe everything that is written in the newspaper even do it might be the wrong information.

Television is 'the transmission of visual images of moving and stationary objects, generally with accompanying sound, as electromagnetic waves and the reconversion of received waves into visual images.' Television is of very big influence in today's world. It transmits images and as one has probably heard of the saying – One picture worth's more than thousands of words – this is way have a major influence in the viewers.

One of the main problems is that Internet is very addictive; games influence kids to spend hours and hours sitting down in front of the screen practically wasting time. This have an effect on less kids developing social skills, therefore it link to the depression problem that most teenagers are suffering from in the 20th century.

Overall I conclude that Mass Media does have an effect of society. For the simple fact that is become part of our daily routine. Every morning the family guy reads the newspapers to get inform with out any type of criticisms. Citizens of society spend hours and hours watching Television to get entertain, the same case with the Internet. So as becoming part of our daily life, we can say that has a unconscious effect in our habits, like the shopping habits that people has these days, if they something on television, the Internet or the newspapers there is a high probability that they will consume it.