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-The Future is here

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Course	<i>Culture and Society</i>
Chapter	5. Media and Society
Lesson	5
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Media and Society

Chapter – V



Course Content

- I. Introduction to the course
- II. Culture and Society
- III. Group and Inter Group Relations
- IV. Education in a Social Context
- V. Media and Society
- VI. Diversity and Social Cohesion
- VII. Culture in the Business Environment

Chapter V

Media and Society

Concepts:

Media Definition

Types of Media

Role of Media

Pros and Cons

Impact of media on society

Media

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.

It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media.

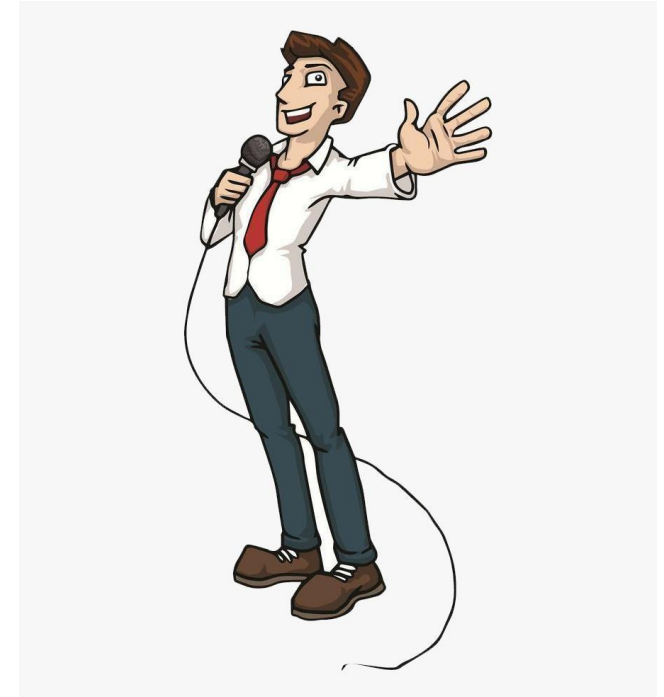


Media 'is' or 'are'?



- If media is the plural of medium, then one would think that it should be used grammatically in the plural – the verb that follows it should be in the plural form, shouldn't it?
- However, in most literature it is used as a singular noun, and is interpreted as a collective singular, similar to other collective nouns such as 'team' or 'group'. Therefore, to write the 'media is' is perfectly acceptable today. Some people may insist it is wrong, but it is still acceptable – languages are constantly evolving.
- According to Collins Dictionary, media is “The means of communication that reach large numbers of people, such as television, newspapers, and radio.”

Role of Media



- ❑ To Educate about Human Rights.
- ❑ Building the Society.
- ❑ Aware against Social & Economic Evils

Role of Media



- ❑ One needs to understand that role of mass media in shaping public opinion can be positive as well as negative. Every coin has two faces to it; sometimes the controversies created by media can help to give momentum to a cause for good whereas sometimes it can prove to be detrimental. For instance, if a local social movement gains media attention on a nation-wide level then it can create an impact on a wider scale which was not originally expected out of it.
- ❑ The Agenda-setting theory of media plays the biggest role in shaping opinions. There are two aspects to this agenda-setting theory i.e. first, media doesn't show the reality rather the reality is filtered and shaped before being telecasted. Second, it is not necessary that the media will show everything that is out there rather importance is the concentration on few subjects which in turn leads the public to think as if they are the only important issues to be dealt with.

Role of Media



- Now, these aspects need not be presented as good or bad by itself, some issue being more important than the others is not something which should concern an individual but if the audience wants to be informed about the other issues is a choice that they have to make.
- The role of mass media including social networking sites becomes even more significant when there is no direct experience or some other knowledge on a particular issue is unavailable. In such a situation, all that the audience has got is what is being presented by the media, where there is no way to cross-check, which gives them the benefit of doubt. Even when there is an availability of other sources to verify, what makes it easier to shape public opinion according to the agenda-setting, is the growing tendency of the people to believe in each and everything which they see that is out there.

Pros of Mass media



It Can Keep Us Connected

- ▮ Before mass media, you could live your entire life knowing nothing about the world outside of your village. Now, we are all connected. And this can be a very good thing. For instance, when a tsunami strikes, people all over the world hear about it within moments and can mobilize immediately to help. Without mass media, we would have far less ability to understand how we're all connected and how we all need each another.

It Can Spur Business

- ▮ Where would business be without advertising and marketing? Thanks to the business communication made possible by mass media, businesses can reach potential consumers faster and easier than ever before. This helps keep our economy going.

Pros of Mass media



It Can Spread Art and Culture

□ On the internet, you can see all of the world's artistic masterpieces or learn about the particularities of a culture far removed from your own. In addition, numerous TV and radio programs devote themselves to exploring the world, offering us the chance to discover new things and new ideas, and enlighten ourselves in the process.

It Can Give Voice to the Voiceless

□ From reporters bringing us stories of people in difficult situations to social media allowing one person's thoughts to go viral and spread across the world, mass media can lift up an individual voice that would otherwise have gone unheard.

Cons of Mass media



It Can Empower the Already Powerful

□ While mass media can create opportunities for anyone to share their story, the vast majority of our mass media is bought. And because it's bought, those with money can deeply influence what we see and hear. This gives the rich—and those connected to the rich—a far louder voice than the rest of us. At its best, this is unfair. At its worst, it's a way for a tiny minority to seize power over the vast majority.

It Can Be Used for Disinformation and Hate

□ How do you know what you're seeing or hearing from mass media is true? While some sources of information are far more trustworthy than others, mass media as a whole is vulnerable to propaganda and its lies. Totalitarian regimes have used mass media for nearly a century to control what their people believe. With the rise of the internet, even those in democracies can be easily exposed to media designed to drive us to hate or believe in lies.

Cons of Mass media



It Can Homogenize Culture

▮ Before mass media, art and culture were more localized, so they reflected diversity in how people spoke, dressed, and entertained themselves. Now, the entire world often sees and hears the same cultural influences. While diversity still clearly exists, there is the risk that mass media might reduce cultural variety, leaving us with less art and fewer inspirations.

It Can Overtake Personal Connections

▮ We've all seen it or been a part of it: a group out to dinner where everyone spends much of the evening staring at their phones or gazing at a TV in the corner. As much as mass media can connect us with people all over the world, it can disconnect us from the people right in front of us.

Media and Society

Chapter – V Thank You

