

MEDIA INFLUENCE

⇒ Media is a major piece within society that is often linked to the notion of social influence. Some extend to the belief that the television (and media in general) has altered the world, and it is an "evil thing that rots the minds of youth". Media certainly has a role in defining what we think of as a natural...it helps to map out who we think we are. Media changes, whether, human behavior, an attitude or belief. We say it influences this components.

⇒ The thought that the media is an overwhelming force that influences their audiences, must be examined in contrast with the notion that "every one is free". Meaning that the mass media's audience can resist being controlled, simply through choice. An individual always has the option of simply not watching that programme or not reading that particular newspaper.

⇒ But there is scientifically concluded that audience's need of, for example, watching television came of four desires.....
first is diversion, meaning a form of escape or emotional release from everyday pressures, secondly there is sociability through discussion about television with other people, next we must consider personal identity, meaning the ability to compare one's life with characters and situations within programmes, and hence explore personal problems and perspectives, and finally there is our need to a supply of information about what is going on in the world, named also surveillance.

⇒ It is argued that the mass media is used as "an instrument" for influencing people into certain modes of belief and understanding within society. And this instrument is being more powerful and more flexible than anything in previous existence.

⇒ In regard to cognitive scientist there is also a proof for facility in influencing people... mindfulness.

⇒ Human brains are vastly underpowered to deal with the pace of modern living. Thinking is their job, but they don't really want to do it. Your brain has a similar response to thinking hard as it does to physical pain! Your brain doesn't like to do it, and avoids it when it can. So how do we avoid effortful thinking? By finding shortcuts that work most of the time. For instance: let's say you're shopping and you can't decide which needed product is the best. In most cases you will choose a product based on the attractiveness of the model in the advertisement. And so you give your brain a break by relying on a quasi-thinking strategy.

⇒ It is interesting that first study into the effects and influences of the mass media on the society as a whole using took place already in the early 1930's.

⇒ The decade later in 1941 it was also decided to research into the same topic. Study's 'discovery' was that the mass media played little or no part in the process of the formation of any political opinion, attitude or preference. They came to the conclusion that the biggest factor influencing people was not the media, but other people.

⇒ The mass media and in particular the television and print based news are often accused as being a significant source of enhancing common stereotypes. Some theorists suggest that it is even a case of society influencing the media and not the more widespread and presumed version.

⇒ It is considered that generally news does not lie, except it does not inform the audience of the entire truth by omitting the less interesting and dramatic parts. A news program is primarily focused on the facts, but for the purposes of television and the print based media they tend to emphasise on the dramatic, generally violent stories and images to capture and sustain its audience, under the facade of keeping it informed. The media's influence through the news is that it affects the public both consciously and subconsciously. Some people suggest that the media creates moral panics by widely reporting an initially minor event.

⇒ In my opinion the mass media is an incredible tool of persuasion and could influence somebody undoubtedly. Mass media audiences are arguably on the whole not passive, and so the amount of influence that is exerted upon the recipient depends entirely on the individual. The way in which, or by how much, an individual is influenced is entirely through choice.

⇒ Of course, media isn't all bad. Without it, we would be oblivious to what is going on in the world. We wouldn't know about the wars going on in other countries, the terrorist attacks, the natural disasters in areas, etc. If used properly, media can be extremely helpful and informative.

⇒ Is the media a useful tool or a destructive weapon? It is your choice. Personally, I am caught in between.