

Media

by Tufas

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Measures average sentence length

12.4words per sentence

Media

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Media

In media and communication, there have been many diverse views regarding mass media, media and media convergence. Many people usually get interested and desire to know more about media concepts in broader ways. I chose to study a course in mass media and communication to understand the deeper meaning of media intensively. In this paper, the aspects to be discussed comprise media, mass media and media convergence and its examples and media usage in my daily life.

Media has several ways in which it can be defined, although, in this paper, we will highlight the two main definitions of media I know. Media is simply a means of communication that easily and quickly releases information from its source to the public today (Edu,2022). Furthermore, the other meaning of media is that it refers to an item used for storage purposes or transmission. Media also has functions in society that bring about various impacts from different points. Likewise, there are also different forms of media and the consequences that have erupted due to media.

Regarding mass media, I can clearly describe it in two main ways. Firstly, mass media is the technology used to communicate with a significant societal audience. Secondly, mass media is the collecting of hints that outlets in the media use to disseminate their media and various forms of broader

communication methods (Edu,2022). Mass media usually clearly details the world today through the present functions and media types in society. Today, many people are using mass media due to improved technology.

Media convergence is a term that has a comprehensive definition and constitutes a vivid explanation. It is joining diverse types of mass media, such as print and broadcast media (Lutzer,2013). It also describes the processes that may alter an act of union. Media convergence comprises three main parts: combination, communication and content (Edu, 2021). Severally, media convergence has led to advertisements and games growth worldwide. Media convergence usually describes how the economy has digitally become creative and resulted in different growth forms.

The media I usually interact with daily include print, broadcast, digital, traditional, outdoor and transit media. Print media usually involves the usage of magazines and books, which I read twice a week while researching various items worldwide. Broadcast media involves watching television daily due to entertainment purposes and news to receive accurate information, which I usually use every day (Edu, 2022). Digital media involves using the internet through emails and websites frequently in communication with other people. I use traditional media rarely through meeting with friends and storytelling that helps to relax the mind and be informed of particular unknown items. I have used outdoor media by creating posters and brochures for different clients and have earned income through that. Lastly, transit media is a form of media that I have experienced viewing posters in public transport vehicles.

Media convergence examples include smartphones, online radios, E-books and new applications or websites. Smartphones have converged with other forms of media, such as newspapers. Online radios have blended with the internet to be able to get to a large audience in the world. E-books can converge books with

the current technology for people to easily access and acquire information online (Edu, 2021). Applications have blended with websites to be easily accessible through smartphones, laptops and tablets.

In this paper, the aspects to be discussed comprise media, mass media and media convergence, media usage in my daily life and media convergence examples. They have been able to bring about a clear definition of aspects of media to the world. Individuals should aim to learn what media entails to be fully equipped with full knowledge.

References

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