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History

Throughout history we have learned the power of the media, we have seen the impact it can cause. We have seen the media exploit certain articles and make bigger than they actually are, as a form of propaganda; this tactic has been used for both positive and negative. But it is not until the recent years that we have really paid attention on how much we are influenced by it, especially in the 21st centenary where we are so involved with Internet and technology we have learned to pass the word of mouth much faster. Where, and who is media? Public media is anything we see in the television, Internet, or hear on the radio, as well as billboards. Sometimes they are ads, commercial, or TV/radio shows. Usually it is one of America’s leisure times. We have learned the power of the media, yet we still convey many racial stereotypes and continue to pertain these misconceptions of groups. How come there is no change in structure when we know that discrimination and racism is a real thing, and most definitely an ignorant belief. Why do we continue to feed these lies? Why do we not teach and fix the misconceptions instead of making them stronger. In addition there are people in the community that continue to sell themselves and take on roles that do not teach. For example rappers, why is it that they continue to send the same message, one that does not show intellection, or give hope of a different lifestyle, form what they are already exposed.

However there are times when media does well such as the Donald Sterling and his beliefs. Yet, it is media itself that install those notions, but continue to sell shows that build the stereotype, particular because they entertain. However shouldn’t there be a line between entertain and advocate the truth.