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Also, as you read earlier the technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. Due to these costs, the mass media needs a great deal of money to do its work. As a result, most television channels and newspaper are part of big business houses. Mass media is constantly thinking of ways to make money. One way by which mass media earns money is by advertising different things like cars, chocolates, clothes, mobile phones, etc. You must have noticed the number of advertisements that you have to see while watching your favorite television show. While watching a cricket match on tv, the same advertisements are shown repeatedly between each over and so you are often watching the same image over and over again. As you will read in the following chapter, advertisements are repeated in the hope that you will go and ~~buy~~ buy what is advertised. In a democracy, the media plays an important role in providing news and discussing events taking place in