

"The Media" are the group of people or companies who put out messages using different media forms.

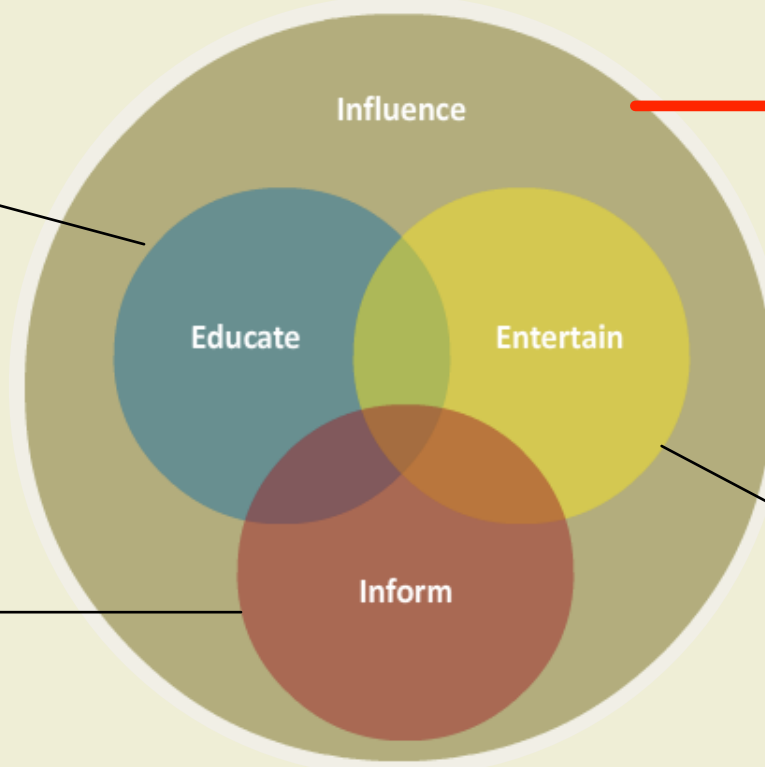


The media controls a large part of the messages that we read, hear and see.





More than anything else, media **influences** us. The images of celebrity homes, perfect complexions, happy families, and healthy meals influence our thinking and behaviour.



Media plays 4 key roles

- 1 Media messages are purposefully created by **someone or some organisation**. Because the message is constructed, it carries a particular point of view, or a particular line of thinking.
- 2 Messages always have an **objective, a purpose**. The message may tell you about something such as a lifestyle or an ideology, or it may try to sell you something.
- 3 Messages are purposefully designed to be 'sticky' or enticing so that you'll keep them in your head, sometimes without knowing that you're doing it. This can **influence your thoughts or decision-making** later on.

1. MESSAGES ARE CONSTRUCTED

2. MESSAGES ARE CREATED
FOR A PARTICULAR PURPOSE

3. MESSAGES ARE DESIGNED TO
INFLUENCE

CORE CONCEPTS

