Impact Of Media On Society

It is said that this is the "age of science and technology. "Development in technologies has profoundly brought changes in our life. In fact, It is true that drastic changes has been occurred and it has backuped ti rise media on use. Therefore, media is a tool or medium through which people gets informations , views, Ideas, Et cetera. It is regarded as one of the effective and reliable medium which supportsnto manifest or broadcast news or informations on the spot. Due to media lots of changes have been occurred as it aptly influenced to many people of the society. Thus, there has been made great impact on the society due to media.

Firstly, media has helped in the field of commerce. People are able to advertise their product to make it known by other people through media. Thus, we can say that media is assiting to raise industries. Besides, in the field of business or commerce, it has also helped to reduce social related problems. This is possible by increasing awareness through media. For example; a crime committed on one place has been shown as a form of news on television or newspaper that makes aware to many people. Moreover, if the government or any other organization wants to aware or deliver information about national issues then they can be benefited through media.

Besides, media is assisting a lot to help orphan or alone people. For example; a few months ago terrible earthquake has occured in **Nepal** that has taken huge life and property. Huge people on different places where in quagmire. They were in need of help. So, various organizations actively helped them as a rescue process. This was possible only because of media. Media supported or helped to spread news all over the Nepal and it successfully, in some extent, saved the life of many people. Thus, media is really a reliable and eariest medium that support to share information and news from one place to another and there, it has brought lots of impart on society.

Although, media is playing great role on our society but yet we cannot deny its gloomy aspect. It is not always true that it helps to bring positive impact on our society. Sometimes, media is not worthwhile either. It may broadcast or publish Faulty, misleading or untrue news that may bring to someone; a difficult situation. Moreover, some channel, usually television channel, are based upon particular political parties and they usually speaks in support to them. This is very bad as it may help to raise political parties. Further, the advertisement or programmes that are shown in television, may bring negative impaction juvenile. For example; juvenile may try to imitate what is shown on television, for instance, role-mode. They may welcome and practice western culture and forget their real native culture. It is very much bad aspect of media. Similarly, young juvenile may initate to take narcotic things.

To sum up , even though media possess. Some gloomy aspects, in majority it has brought huge positive impact. It has helped destitude and victim who has suffered from great problem. Lastly, media has brought great positive impact on society and it is helping to extirpare problems that are seen their. Media has also brought some unentertaining activity in the society. It should be alleviated and we should use media wisely to fetch only proper news. It should not be satirical or bios on particular things. If we use media on this way only then society moves toward peace and prosperity and hug the development.