**AFRICA NAZARENE UNIVERSITY**

**ROSEMARY WANJIKU MURIUKI**

**19S01AMC011**

**UNDERSTANDING MEDIA CONTENT.**

Media content is the most obvious part of mass communication process. Studying media content helps us differentiate things about phenomena that are less open and visible, the people and organizations that provide the content. For media researcher they first determine what messages are available to the audience before releasing hence they even know what effect the messages will have on the audience.

A researcher “*Bradley Greenberg’s”* argues that it is important to first know what messages are available that can be used in learning the world. There are different ways in which we can categorize media content.

Audience appeal(highbrow/lowbrow)

Particular effects(prosocial/antisocial)

The media used (television, radio)

Sexual content (pornographic, nonpornographic)

Sometimes content is designed to serve different functions;

The surveillance of the environment. Wright(1986), suggest that news provides warnings and threats around the world. News usually provide delayed gratification for the consumer who may have no immediate use for the content presented.

The correlation of parts of society in responding to the environment. Correlative content might actually include any content that interprets the news.

The transmission of social heritage from one generation to another. Most of the content transmit perceived norms of society. Occasionally mass media performs the function of educating society and researchers have confirmed this too.

Content also provide the function of entertainment. What comes to your mind when you think about entertainment? Is it all about having fun going out with your friends? Entertainment content shed light on reality, represent the human experience and have its origins in real time.

Sometimes we find content as similar but they differ in very different ways. Lets take news and entertainment. People tend to believe that the news they watch or listen on the radio during evening hours are the “actual news” and what follows after that are the entertainments. But where do we classify the reality shows or the television shows that we watch? How do we categorize the magazines and the publications. We are supposed to know that what the audience understand is not the same thing the researcher does.

Both news and entertainment tells us how to behave, who is important, and tells us the new trends. Sometimes these both takes us to places that we have never been to. Like in an entertainment show that is programming about the sea creatures. Not everyone has a chance to go deep down the sea and take pictures of the whales and sharks but dues to the news we experience a whole new world.