

MEDIA

THINGS WE SHOULD KNOW ABOUT IT



WHAT IS MEDIA?

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.

The main goal of the media is to inform or communicate with the greatest number of people possible, all at once. The public relies on the media to learn about social and political issues, entertainment, important world events, popular culture and local and global news.



Role of media in general

■ Being aware of the reality

Different media inform us about what is happening in the country and in the world. This information helps us to be in touch with reality and to understand what is happening around us and, of course, to understand what is happening to the other. By analyzing the information we receive, we create our own opinions about different topics and concepts. That mental exercise strengthens our personality since we adhere to some opinions and we move away from others. The important thing is that our opinions and perspectives develop peacefully, respecting those who think differently from us.

■ Building a new reality

The media creates its content according to what they themselves want to communicate or based on what the public wants to see. The continuity of certain media content, for example, a television show, depends on the success that reaches it. That means that if a singing talent show succeeds and generates a lot of money, several similar TV shows are going to appear. Therefore many people will want to participate in these programs, becoming an inspiration for those who want to be famous. In this way a new reality has been created: the path to immediate fame is to participate in a television talent show

Media in education

■ **Developing critical sense**

The media is very important for education, as it helps to develop a critical sense in children and teenagers. Radio, television, and the internet offer us a myriad of options for us to choose the one we like the most.

It should be noted that the means of communication tend to set borrowed patterns. They influence each individual to choose one option and not another. That's why it's important for teachers and parents to foster a strong personality in children and teenagers. In this way, they choose according to their own convictions.

■ **Knowledge contribution**

Thanks to its enormous power, the media brings knowledge to countless different topics. This serves to bring children and teenagers closer to various sources of information and develop curiosity about what they want to learn.



MEDIA IN DEMOCRACY AND SOCIETY



■ IN DEMOCRACY

he right to know the truth

Democracy is so far the fairest system of government that exists today. It allows the people to elect their rulers and then control what they do as public officials.

The media play a fundamental role in this process. Journalists must strive to tell the truth about the lives of politicians and show them as they are. In this way, every citizen can evaluate politicians. According to each one's criteria, he or she will vote for the one he or she finds most honest and capable. Unfortunately, during this process, sometimes interests of various kinds arise that prevent us from seeing the politician as he or she is. The media can manipulate the image of a politician, according to their convenience. Therefore, each citizen must strengthen his or her own criteria so that he or she can make better choices.

■ **They determine our place in the world**
The media greatly influences society. They inform people about what is happening. It permeates people's lives by creating their own criteria and opinions.

Promote massive changes

Undoubtedly the media accompany the masses during each of the changes that take place. Over the years people have changed their way of informing themselves, preferring some media and leaving others aside.

One of the most important changes that have taken place in the media is the popularization of the use of social networks. People interact with other users, create opinions, and set trends, among other behaviors.



ETHICAL MANDATES

- DO NO HARM
- RESPECT PRIVACY
- REPRESENT MULTIPLE VIEWPOINTS
- GIVE VOICE TO THE VOICELESS
- REMAIN FREE OF ASSOCIATION



BUT MEDIA HAS BEEN DIFFERENT



- 96% OF THE MILLENIAL HAS JOINED SOCIAL MEDIA
- 37% OF INTERNET USERS HAVE CONTRIBUTED TO THE CREATION OF NEWS
- IT IS THE END OF TOP-DOWN CONTROL OF THE NEWS AGENDA. IT'S THE "DEMOCRATIZATION" OF INFORMATION
- IN THE US, 46% OF AMERICANS GET NEWS FROM 4-6 MEDIA PLATFORMS PER DAY.
- THE MOST POPULAR TWITTER USER IS LADY GAGA. SHE HAS MORE FOLLOWERS THAN BARACK OBAMA AND WILL REACH MORE PEOPLE WITH A SINGLE TWEET THAN THE WALL STREET JOURNAL, THE NEW YORK TIMES AND USA TODAY COMBINED WILL REACH IN PRINT TODAY.
- ONLY 7% GET NEWS FROM A SINGLE MEDIA PLAIT IS A FUNDAMENTAL SHIFT IN THE WAY WE COMMUNICATE AND THAT INCLUDES MEDIA



WHICH MEANS...



- Media is your news partner.
- But, media is not your partner.
- Media will not collaborate with you.
- But media can learn from you.
- And cover your news. When it's news.
- Media is (or should be) actively looking for alternative perspectives.
- News is about storytelling. Give them stories to tell.
- Social media is a huge opportunity. But there is a lot of noise out there.
- That means you need to be consistent. And persistent.
- Your communications plans should consider every major platform.

CONCLUSION



The power and significance of media in democratic society is world illustrious. The media works as a watchdog of the government and carry each report of the actions of administration thereby keeping the individuals acquainted concerning of the day to day happenings that are going down around them. For appropriate functioning of a democratic system, there should be transparency and authority. Democracy cannot be successful without free press. Free press is indivisible part of democracy also because it's the voice of the people. Freedom of speech and expression is one such right that the citizens are entitled to. Media is the sword arm of democracy, it is playing very significant role in Indian democracy. Every individual is a medium of expression. Media plays very emphatic role in awakening people against many evils prevailing in the society like child marriage, killing of female unborn child, the evil practice of child labour etc. Modern media i.e. electronic media has enhanced the quality of democratic process by providing a platform for public participation on issues of national or social concern in a manner that is able to influence the Government.