

MASS MEDIA

Mass media is defined as technology that allows information to spread and communicated to large groups of people. Early forms of mass media include newspapers which can be mass-produced with a printing press. Radio is another example of mass media that can reach a large group of people as long as they have a radio. However, in recent times, the information communication technology (ICT), have introduced to the globe a faster mean of communication called the Social media. The importance of mass media is that it can disseminate information in a simple way to reach as many people as possible. This information may be news or leisure.

FUNCTIONS OF MASS MEDIA

A. Information function

Mass media carry a lot of information which are essential for our day to day life. We know exam results, weather forecasts, current affairs, traffic regulations, last dates, precautions, government policies etc. from mass media. The core of media's information function is performed by the media content called news.

B. Education function

Information is different from education. Education is systematically organized information with predefined objectives. The primary source of education in our society is schools or colleges. Media also perform the functions that educational institutions do. Media are life-long educators for the society. They give us comprehensive knowledge of selected topics.

C. Entertainment function.

Irrespective of their type, mass media are wonderful entertainers. All media have entertainment content. Newspapers publish cartoons, comics, puzzles, special weekend supplements for amusing people.

D. Persuasion.

Persuasion means influencing attitudes or opinions. Mass media have many ways to persuade people. Most people form their opinion from information they get from mass media. Media have direct and indirect methods for persuasion.

E. Surveillance of the environment.

Mass media observe the society and its activities and report them to make people aware of their socio-cultural environment. In other words, we as social animals are always under the close observations of mass media. Media are our watchdogs. It always watches who do good things and who do bad things.

F. Transmission of heritage.

Mass media are the bridge between our past and present. They report day to day affairs which will become history of tomorrow. The best records of modern history are newspapers of yesteryears.

G. Interpretation of information.

Mass media provide us with information from every nook and corner of the world. They do not just report facts and figures of the events, rather they interpret events to make us aware of what happens, and why, where, when and how it happens.

DISADVANTAGES OF THE MASS MEDIA

A. It contributes to individualism. ...

- B. As a consequence, it is affected by social interactions with friends, relatives and neighbours.
- C. Some content in the media is not appropriate for children.
- D. It can be tough to restrict children's access to certain stuff.
- E. Papers are geographically limited.

ASSIGNMENT

Give two more disadvantages of the mass media.