THE IMPACT OF MEDIA IN OUR LIFE

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Abstract: In this article are discussed: Pros and cons of Mass Media. And the importance of Mass Media in our daily life. Challenges and opportunities of media.

Key words: general information about Mass media, types of Mass media, purposes of Mass media.

Everywhere, every day, every minute enjoyable things are occurring in every field of the world. Every day is filled with news. People learn news and views during reading newspapers and magazines, talking on the phone or being aware up-to-date news by watching TV or listening to the radio. The press, the radio, and television play a big role in the life of society. Every people have high demand for media. Nowadays, we are living in the modern world. These technologies can inform, educate, and entertain for people. They also influence the way people look at the world and push them to change their outlook.

Mass media plays an important role in organizing public options. Thousands of people watch TV and get latest information, read newspapers in their spare time, in order not to burn their times. We can witness in abroad most of the people cannot do anything without a newspaper or magazines during their lunch time or free time.

At present, TV is a teacher for everybody to learn languages easily as well as used for as information budget. In addition, the radio also is turned on most of the time, creating a permanent noise. However, some type of Mass media such as books and manuscripts had been in use for centuries. Everybody uses Mass media for various purposes for example, for business and social concerns. This can include public relations, advertising, political communication, for entertaining, music, sport, art, and so on.

Since 20th century also through video and computer games. Journalism is the discipline of analyzing and presenting information regarding latest events, issues, and people also. Those people who practice journalism are known as journalists. There are also electronic media and print media. They can include followings: broadcasting for radio and TV. Many items of various types of recorded discs and tapes.

In today's world, these are being used for music. Video and computers used for following purposes: Films, shows, cartoons are often used for entertainment in some cases for documentaries as well. Internet also is well familiar for us and many uses like both opportunities and challenges. For example: In educational field every student has high demand for Net. Because all the subjects demand it. Also mobile phones, which can be used for breaking news and short clips of entertainment like jokes, games, music, and advertising.

Another type of Mass media is considered TV. TV is one of the best inventions the man ever made. We are beginning to forget what the world was without TV. Everybody has already known what a great force is TV in the world at present. We are becoming better informed by watching documentaries, discussions, debates various useful shows and political issues of the day. One other benefit of TV can bring the world to our room like seeing best actors, to meet famous people. To my view of thinking, we cannot image our lives without Mass media.

It is silly to avoid it as we can use its advantages. However, we should be careful and filter all information which we get.

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