Media Influences on American Culture

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The modern century is all about the significance of information and technology. It is commonly opined that one who controls the information, controls the events of the world. In this context, it is media which is the custodian of information in all corners of the world. This holds true for American culture as media shaped its contours as well (Berger, 2017). In previous centuries, only print media was considered to be a credible source for information. People used to rely on newspapers for information, but then they became more informed, more independent with new media apparatus in practice. The media industry is transformed dramatically in the past century as electronic and social media also made an appearance in the world. Media evolved in the last century with developments such as: the invention of television, telegram, smartphones. The media industry got a fillip with all these developments. The era of television sets, telegraphs, satellites, immensely changed the American way of life as it impacted nearly every aspect of life (Stöber, 2004). American norms and beliefs were projected at a steady rate, and there was a continuous exchange of ideas through different media platforms. Hence, media and tv journalism in shaped American social and political life in every aspect.

Furthermore, the progressivism ushered in society and American culture was affected in a way that the middle class became more active in participation. At present, media convergence is a new discovery which is reaching new heights. In media convergence, the current online media is including an old form of printed information within its ambit such as people have E-papers nowadays to read online and at any place with their smart gadgets. Moreover, this media convergence also entails the possession of different media outlets in the same name. Several research journals have illuminated this overarching nature of media in modern life (Larrondo Ureta & Peña Fernández, 2018). Precisely, it is no blinking the fact that media is the top-most influencer in the world where opinions, views are shaped and directed according to the most popular narrative in society.

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