Do Media Influence Society

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In the last few decades the influence of media has raised due to the rapid advancement of technology. Every component of media has its distinctive features, movies are for fun, the internet is informative, and social media has become an important part of the modern society. Television has its broad level of applications with the authenticity of news and information. It has both positive and negative impacts on society. Media is the best source of learning different cultures, values, fashions, and handy information regarding new trends.

Media has a strong influence on human behavior especially children are more vulnerable to the impact of media. The excessive use of media affected the social skills of children as well as elders. However, the younglings need to expose more to the external environment for mental growth and personality development (Lillard et al., 2015). Nowadays social media addiction changed the behaviors of people of the United States of America. People spend most of the free time engaged on social media and less likely aware of their surroundings. Children and some elders devote more time to the violent games that caused many social and psychological problems. Such as, aggressive behavior toward peers and other groups, declined the socialization of kids and early aged youth spend more time in games which made them socially isolated. Watching television has specific positive outcomes such as educating the community, as it disperses knowledge about science, technology, sports, politics, economy, and fashion industry. Television also developed stress, aggression, and negativity among the people. Nevertheless, media is positively correlated with the rise in rapes cases and sexual desires, violence in children, smoking, and alcohol.

In the USA and other regions people are found highly addicted to media, which kept people distracted from healthy activities and essential tasks. People are busy on their mobile phone in public places using the internet and avoid to talk to other people. It has adversely affected the social skills of the community.

**References**

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