Media Influences on American Culture

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## Question No:1

Information media shares a social responsibility owing to its growing influence on society. Information media has transformed the world a new virtual world. Everyone in this virtual world is aware of what is happening around. Information media today is the most powerful pillars of society, especially in today's world, where everyone has easy access to information. Majority of us base our views on what we read, hear or see in all forms of media. So, it is no brainer to conclude that information media has responsibility towards society. Information media influences the way societies to operate, dwell, prosper or in worst cases expire.

## Question No:2

Information media is an amazing tool that can rapidly alter individuals' points of view and convictions in almost no time. For example, a report on Palestinian and Israeli clash may spotlight just on single aspect of the clash, and disregard or neglect to make reference to the other aspects. This will make the watchers feel sorry for with single aspect and disregard the opposite side. In addition, people’s opinions are also shaped by the opinions of news reporters. In any case, with regards to a delicate subject, they ought to be cautious about the individuals who accept their sentiments as the last truth, and therefore, they keep up wrong supposition in regards to a specific theme. The role of information and news media is to shape public opinion. Besides, information and news media create an informed electorate through objective and balanced reporting.

## Question No:3

The content of the media now belongs to six major corporations. They provide 90% of the media in America. The cost and complications of creating electronic media have pretty much crushed the notion of a Free Press. Now there is a corporate press whose only goal is to make profits. The corporate press makes a profit by selling ads, and those ads are tied to ratings. So, the news is not about journalism or a search for the truth, it is about a search for ratings. The Internet has enabled instantaneous info from all around the world; social media site such as, Twitter gives all of this data back in a way that new organizations use this data set for further streming (Dutta-Bergman, 2004). The technologies also give news consumers the ability to consume news in many new ways. You must decide if the advancement in technology are for the better or worse, but technology has influenced both reporting and consumption of the news.

## Question No:4

Standards of journalism will always remain an integral part of the media. The medium of news and the social setting in which news is distributed do not affect the standards of the journalism. People, in contemporary times, are being bombarded with opinion, information, and news by every possible medium or source (Pavlik, 2001). This is because of the access to electronic gadgets. People nowadays have so many choices, and in fact, the journalists too, have to choose between jobs and decisions.

The competition in the media industry has been increased owing to a heavy influx of business interests. Media houses are competing for best ratings, and the media professionals have to follow the standards of this profession. There is no doubt that people are flooded with different sources, however, the opinion of media professionals and journalists hold the ground.

## Question No:5

A type of literature called satire, and most of the time realistic and performing expressions, in which indecencies, indiscretions, misuses, and deficiencies are detained to disparagement, with the plan of disgracing people, society, government, or enterprises itself into progress. Notwithstanding the fact that satire is intended to be hilarious, the more prominent reason for satire for being in existence; is regularly valuable social analysis, utilizing rationale to attract people for both specific and more extensive issues of the society(Harrington, 2012). Editorial and commentary segments or programs are useful in the marketplace of ideas because they stimulate discussion. They can help people form their views, whether it's in agreement with these segments or oppose them

# References

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