Influence of Entertainment Media on American Culture

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Being a part of the twenty-first century, no one can deny the inter-relationship between the entertainment media and culture. There has been witnessed a strong influence of the entertainment in the shaping of culture of a society. Taking a look at the American culture, it could be said, media has become a source of communication that greatly influence the public. Veritably, different people have different values, beliefs, attitudes, and behavior. According to the latest researches, media of all kinds influence the behavior of individuals.

Especially taking about entertainment media, it could be claimed that American culture and values are being shaped up by it. The United States is a nation which is racially diverse in regards to its customs and traditions (Dixon, et,al,2019). American culture is identified on the basis of its dress code, music, and religion along with other cultural aspects. American culture has been influenced by its entertainment media over the years and become one of the main factors that shape up the American culture. It could be said that entertainment media has many forms and most notable out of these are mass media and social media etc. It has been witnessed that each form of media particularly entertainment media supports various kind of expressions. One of the most obvious examples of the influence of entertainment media on culture is hip-hop music which has now become a part of American urban culture.

 If a closer look at the history of the USA is taken than it can be summarized that the evolution in technologies has changed how the American society and culture interact socially, economically and politically. One example of this was presented in 2007 when a partnership between CNN and YouTube gave a pathway for potential voters to present their questions to the candidates up for the presidential elections. People would record their questions and the moderators of the debate would choose some of these videos and present them to the candidates. By this method, the presidential debates were able to reach an even wider array of people leading to higher voter participation.

As the access to media evolved, this led to an evolution in how it affects people who have the power to access it (Zakakis,et,al,2019). News from radio and television became a popular trend, people paid immense attention to them and considered them their first source of information. They gave it so much importance that they did not care that the information they were receiving was valid or not. This shows that entertainment media has a strong influence on not just the American people but people all around the world as well. Its influence can be in a severe manner both either good or bad.

But over the years it has been seen that entertainment media has been used to promote positivity regarding sensitive issues and promote peace in the society. Leaders of the spiritual nature are now using media in a way to encourage morality and attract more and more people back to their religion (Sparks,et,al,2019). Furthermore, media has also been used to highlight issues that most people are affected by and has also helped in giving a mode to help these people through social and economic support. This way entertainment media gives people platforms for positively influencing the lives that ultimately shapes their culture.

 On the other hand, entertainment media has also been responsible for giving hype to the different evils of society. Such as violence, drinking, drug abuse and many more. There are currently many songs, television series, and movies that prominently show these activities. This is entrenching in the minds of the new generation that if you want to be liked and admired indulging in such destructive frivolous things is the only way.

References

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