Development and Literacy

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

 Development and Literacy

Development and literacy are the two key features of this modern century world. This contemporary twenty-first-century world is unlike its predecessor, which was characterized by brutality and savagery. At present, this modern world has new weapons to shape the contours of world affairs, and they are unique. Information and technology are the two innovations that are ruling this world nowadays. Information is the most powerful instrument which is regarded as modern-day currency, and when combined, both information and technology become the symbols of development and literacy among people. Same is true for American people who have utilized both tools to empower and develop themselves within their societies and in the world (Golding & Murdock, 2018). However, it is media which controls the flow of information across the globe. It is the platform that has undergone tremendous changes to become what it is today. With its huge significance, media is the top-most influencer in the world without a shadow of a doubt. It is much helpful today in shaping and directing opinions towards mega-events in the world. Nevertheless, the recent mass media has been transformed into a great deal due to significant developments in the past century.

In the last century, mass media was evolved due to some of the significant changes in the world. Some of those developments were the processes of invention and discovery. People, at first, used to rely on print media for information and news. Print media was the only source of those people to keep themselves abreast of the events happening around them. Nevertheless, this situation went a dramatic overhaul with the invention of television sets, telegraphs, and telephone sets. All these means of communication were designed in a way to reduce distances, facilitate two-flow information among different actors in society. With such a new apparatus in operation, people in American society became more independent, more informed and more active in political participation (Stöber, 2004). The media industry was properly established and it received a great fillip with these innovations. This dawn of media industry and the new wave of journalism shaped the American way of life in the country.

Furthermore, each of these developments really transformed the American culture which takes pride in being progressive in outlook. It was also the era of Progressivism which was marked by great social, political and economic changes in American society. With such modern means in hand, the American ideals were projected at a great length to improve the social fabric in the land. The middle class became the agent of change in society as there was a continuous projection of American norms and beliefs. Besides, the American way of life has more outreach now with the arrival of social media. Social media is the symbol of the globalized world, which is known for its speedy transfer of information. The impact of social or electronic media is so significant in nature that it affects every single of life and in every socio-political and economic dimension whether it is in the American continent or anywhere else.

Recently, the media industry is exhibiting another form of media convergence. This is the new strategy which is reaching new heights with its widespread application. This is the form of convergence where different means and forms of media are synchronized and owned by the same owner. A media person can own a printing press and a tv channel that usually projects the same set of ideas. Many research articles have illuminated this massive power of media convergence in daily life (Larrondo Ureta & Peña Fernández, 2018). Individuals remain under the presence of these social facts and they internalize those same opinions and views. This is how American thoughts, values, and beliefs in daily life are affected by this strong influence of media in society.

**References:**

Golding, P., & Murdock, G. (2018). Ideology and the mass media: the question of determination. In *Routledge Revivals: Ideology and Cultural Production (1979)* (pp. 198–224). Routledge.

Larrondo Ureta, A., & Peña Fernández, S. (2018). Keeping pace with journalism training in the age of social media and convergence: How worthwhile is it to teach online skills? *Journalism*, *19*(6), 877–891.

Stöber, R. (2004). What media evolution is: A theoretical approach to the history of new media. *European Journal of Communication*, *19*(4), 483–505.