Effects of News Media

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Information is the power in the twenty-first century. It is the means which is all about triggering powerful concepts in the world. Information media has a huge influence on social life and this is the reason that media has some social responsibility as well. This is the globalized world where information and ideas move without any restriction. Loads of information is everywhere, but it is the responsibility of the media to investigate which news item is real or fake. Media has the responsibility to direct people in the right direction as society is reliant on these means of media. People sometimes blindly follow them for the sake of information. In this way, journalists and reporters must be investigative about the credibility of their sources in a way that they do not spread a piece of information which has a doubtful origin. They need to play an effective role in maintaining collective good and awareness in society by directing attention only on legitimate concerns and limiting yellow journalism trends in the media industry. Information media should play the role of "watchdog" instead of "lapdog". For example, today media is considered the protector of democratic values in society and it has been entitled to safeguard those noble ideals (Curran & Hesmondhalgh, 2019). It should not become a money-minting machine and strive to fulfill this social responsibility in letter and spirit.

The role of information and news media in shaping political opinions cannot be denied. In this modern world, media is rated as the top-most influencer. It is also known as the fourth pillar of the state which gets deeply involved in politics. Besides, mass media is the forum which assimilated a diverse set of opinions. This information and news media shapes political opinions in a way that sometimes it promotes the interest of the weakest and other times, it gets aligned with the strongest class. The powerful people control the reins of the media personnel and they continuously project their views to mold public opinion. Every political party has its club in the media industry and it is the consistent feature of the today' societies. For example, the issue of Arab spring was raised in the media which changed the dynamics of this political crisis in the world and people became aware of the crisis (Khondker, 2011).

The electronic media and the convergence in recent times have transformed journalism and news consumption because this has accelerated the flow of information in society. People are more informed when this convergence of electronic media as they remain engulfed in Snews throughout their day. Even new trends are witnessed among journalists as they try to generate more ratings and views on their news posts by utilizing yellow journalism. People are more susceptible to the sensational news. Take an example of Media convergence, where a single name is controlling different forms of media in the contemporary world.

The field of journalism has been radically changed due to the boom in the media industry. Today, the world is dominated by capitalism and revenue generation, however, the standards of journalism cannot be ignored at all. The standards of journalism are important in today's media, opinion, and media-saturated world. The process of news is speedy, but it requires a certain consideration. For instance, a journalist has to see the validity of the source by employing different free internet tools such as google maps. They need to discard fake news and or composite news (Jacquette, 2016). Furthermore, the need to maintain the authentic side of news by not exaggerating it. Reporters without borders are the agency that deals with press freedom and its expression in the world according to some standards and limitations in journalism.

The role of satire is much important in the news industry today. This is the way of creating awareness among masses by using the means of irony and humor. In this way, the programs The Daily Show, The Colbert Report and the Onion use this form of awareness. They have their own space for commentary because they try to extract different views from the public and their responses on particular issues.

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