

Lesson 09

Media and society

1. Role of media

Media plays a vital role as a link between information sources and the public. It molds public opinion, shapes culture, and serves as a guardian for accountability.

2. Media influence on perception:

Media greatly shapes how society sees things, influencing values, norms, and public discussions.

3. News consumption trends:

- ✚ Quick advancements in technology changes how we consume news.
- ✚ Information spreads primarily through social media platforms.
- ✚ Social media shapes stories and shapes how the public sees things.
- ✚ Technology changes how people access and consume news.

4. Media literacy:

Being media literate is crucial for people to critically evaluate information, involving skills like identifying bias, fact-checking, and distinguishing credible sources from unreliable.

5. Social media and activism:

Social media platforms provide a space for activism and the amplification of diverse voices, with hashtags and online movements actively contributing to social and political change.

6. Fake news and misinformation:

In the digital age, tackling fake news is essential, emphasizing the importance of discerning truth for media consumers.

7. Media and cultural representation:

Media plays a role in how cultures and communities are depicted, emphasizing the importance of addressing diversity, inclusivity, and accurate representation.

8. Media regulation and freedom of press:

Striking a balance between the necessity of media freedom and responsible journalism, media regulation is influenced by legal and ethical considerations.

9. Media and political landscape:

Media is crucial in shaping political narratives and impacting elections, with considerations such as media bias and the influence of media conglomerates being significant factors.

10. Evolving media landscape:

Traditional and digital media coexist, creating a dynamic landscape. The complexity grows with citizen journalism and independent content creators.