Mass Media and Socialization

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MASS MEDIA AND SOCIALIZATION

Media influence refers to the ways in which mass media and culture tend to affect the manner that is used by the audience in its thinking and acting. The influence on media continues to grow exponentially due to availability of technology that has changed from the use of telegraph, newspapers, broadcast, and digital media. The mass media affects my personal socialization when it consumes much of my time spent on watching television programs and movies. The other activities that tend to affect my personal socialization are reading newspapers and listening to radio programs and news.

The media has changed the manner in which I make my decisions about economy, politics, and ideology. For instance, through advertisements it influences the manner in which I purchase products because I have to watch my favorite star advertising to buy the products I need. The political discussion on radio and TV has changed the way in which I perceive the variety of leaders. This has an impact on the way I vote, because when the time to cast the ballot comes, I do not vote for the real leader, but for the one who the majority prefers on mass media. This in turn affects the way in which I socialize personally because mass media has changed the values I hold, the way I perceive reality, and the manner in which I behave.

The mass media has affected my beliefs and lifestyle concerning how I perceive the society. For instance, the aggressive cues theory clearly explains this concept, concerning the issue of violence. I personally tend to believe that watching violent programs on television does not have any impact on my life. However, this aspect turns out to be contrary to what I think because the exposure to violent programs broadcast by media tends to greatly influence my lifestyle (Perse, 2000). The exposure to these aggressive stimuli tends to enhance emotional and psychological arousal, which, in its turn, increases the probability of violence in my social life.

This occurs when watching such programs become one’s addiction. They increase the level of aggressiveness and violence in the real social life. Watching violent programs broadcast by media does not necessarily indicate
that I become violent. This habit increases my chances of participating in aggressive activities, which are bound to change my lifestyle. The other effect of mass media that has positively influenced my social life is when the favorite sports competitions are shown on TV. This gains popularity, especially when my friends watch the same sport program. In addition, it improves my social life when my friends and I practice the game and make our bodies healthier.

The mass media affects my life when the programs that are shown involve stars who act in sex movies. This creates an emotional feeling which makes the mind focus on one’s engagement in sexual activities in real life, being mainly caused by watching such stuff. The other aspect of mass media that has an impact on my life is junk meals advertising. This has affected my lifestyle in a way that I would rather buy fast foods than cook myself, especially when I want to watch my favorite program.

The specific area of mass media that influences me the most is the Internet sites, especially social sites. If a day passes without my visiting social sites such as Facebook and Twitter, it makes me feel abnormal because this trend has become part of my daily schedule. From my opinion, mass media is both admirable and ineffectual. In my view, the broadcasting of educative programs to society is positive. However, it becomes negative when it brings programs which influence the opinion of people and subjects individuals to get engaged in illegal activities connected to drugs and violence. People can only escape from the influence of mass media when they stick to their principles and become selective in what they watch, listen or read. This would become exclusively beneficial!
References