Significance of Television in the Present Society by Mark D

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In our world today, it seems that we are being controlled by the advancements in technology. It is not obvious to many but it dictates how we live our lives. We live in a culture where we wake up every day with the morning news people delivering information in a fast-paced format attempting to get the viewers energized for the day. They fill us in on the weather and the traffic scenario. At the end of the day, we lounge in front of the television linked up with high definition service like Verizon FiOS TV to unwind after an exhausting day at work. Because of this observation, the influence of television on society becomes more apparent.

Because watching television seems to be an integral part of every day, many people think that it is impossible to think of life without it. It is just like thinking of life without media; it is unimaginable. Media provides information, entertainment, and comfort. It also is reflective of the standard of living of many people that they start investing in digital cables to increase their exposure to the hundreds of new channels that come with it. Additionally, a lot of people invest in high-speed Internet connections to keep themselves up-to-date with the happenings on the virtual world. They use the World Wide Web to learn more about their favorite shows, certain interesting personalities, and movies. Most of the advanced cable services that are offered these days come with a free or low cost digital video recorder device. People have started using it to record their favorite television shows or movies automatically when they are away with their personal or business works.

Everything we experience shapes us and molds us to how we are now. And everything that we see on television influences the way we think to some extent. It is not only the shows and movies that influence our persona. It is also the commercials that greatly influence our choices and decisions. Commercials get an ample amount of airtime, enough to make us stop and take notice. Get deals and interesting offers out there are taken to millions of people instantly using television, thus they help various businesses to grow without much expenses on marketing.

Advertisements are made based on the target audience, and a lot of these commercials are geared to lure in teenagers and young adults because they are the more self-conscious age groups. They are always mindful of how they look in terms of their size, their clothes, and what they carry in their pockets. This generation still has what is called disposable income, as they are still excited to purchase the latest gadgets and new products. Even as they seek individuality at this age, they also yearn to keep up with their peers by having the latest products. They tend to buy on impulse, which works to the advantage of these advertisers.

What we possess, how we are, and how we are perceived dictate our social status. This is how the society works nowadays. And this is what advertisers are exploiting. They need avenues to penetrate the viewersâ€™ psyche in hopes of them buying their products. They create certain images in peoplesâ€™ minds that by obtaining such things they will be better people. While some claims are true, others give false hopes to the consumers. We just have to use our intelligence to identify which is which.

The influence of television on society is getting stronger and stronger as technology advances. These shows, movies, and commercials adapt to the society. So while they are being molded according to what the viewers want, the more they will have great influence on how people think. The evolution of our physical self, our behavior, our thinking is a result of the advancements in the media world.

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Being a freelance writer and active blogger, I never miss the opportunity to share my thoughts with rest of the world and to source out some great deals on home services like a Verizon FiOS TV. Television have reduced the huge expenses on outdoor entertainments, however one should not miss the little entertainment our there with friends or relatives.

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