Influence of Media on Young Minds in the Society by Stuart Owens

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Internet, phone and telephones have expanded rapidly in the last few years. If we look back for about fifty years, telegraph, radio, newspapers, magazines and television were used. However, all these are still in place and the evolution of internet in the recent past has contributed to the advancement of the technology. These have gradually developed over these fifty years very gradually. Today, we live in a society that depends on information and communication. These are very important for us to progress in a right manner and right direction. Some of the daily activities that we undertake may be its work, entertainment, health care, education, personal relationships, traveling or could be any other activity for that matter communication and information are still essential.

If we take a look at the city life, probably a person who follows a normal lifestyle in a city always checks current updates and daily news through television and newspaper. During the day he is at work making a few phone calls, in the evening eats with his family, talks to his family members for a while. During all these activities go on he takes decisions based on the information that he receives either through his co workers, news, TV, friends, family, financial reports etc. These decisions that he makes are influenced with factors like the values and beliefs that he or she has. These values and beliefs are brought in by the way of experience and assumptions that he or she has in mind at that point of time. At work decisions could be based on studies and experience. The other decisions are made in a personâ€™s life could also be related to the media through which that particular individual gets current news and facts. However, if we look at the trend we can say that media plays a major role in peopleâ€™s minds. It has influenced peopleâ€™s minds in a big way, it could be a kid, teenager or society, and it has not left any one.

What is so effective in media due to which people get influenced to such an extent? When we say media? Media comes through the way of television and internet to a large extent. There are many companies today which offer services like Xfinity Deals which exposes us to the media through television, internet and phone. These companies feature major entertainment, movies, news and sports. These programs have the power to shape the opinion and beliefs of us and our kids. Hence it is important for us to be aware of what we and our kids are exposed to on a day to day basis. Hence it is always important for us to look at different perspectives and not just what the media features.

Mass Media has influenced young people also to a large extent. Today, young people want to be accepted by their peers, as they want to be loved and successful. The media has various sources to encourage these by creating an ideal image of men and women. The images depict the characteristics of a successful person. Most of them are visible in the movies and television. However, these characteristics need to be noted and hence a person has to decide whether to adopt good things from these images. However, there are disadvantages of media as well which has exploited a lot of teenagers. For example, today we find a lot of advertisements on junk foods. We know for the fact that junk foods are not good for health as it creates obesity. However, junk foods always have a great looks and tastes well. Due to these facts the young minds are craze about consuming junk food which creates obesity. Later, it becomes tough to maintain good health.

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