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| Your Name  Mass Media  Professor Linda Strelluf  November 1 2017  **The News Media: Inventing reality**  It is impossible to underestimate the impact of  Modern Mass Media on every single person, and a society as  a whole. For many centuries, starting with the invention of  first printing machine, public opinion was extensively  exposed to the influence of mass media. But who influences  mass media? Ideally, mass media should be an independent  body, whose main function is to reflect the reality, and  provide people with new information, concerning economical,  political and cultural aspects oflife. Mass media is  seeking to be a persuader rather than an information  provider by promoting specific agendas instead of following  thepurpose it was intended to serve, to give people  objective information.All of this isdone in order to  create newreality, to “invent” the correct reality for  people.  It is well-knownthat by means of mass media people’s  behavior and beliefscan be adapted to the goals of certain  individuals ororganizations. Although, thedramatic effect  of mass mediamay seem small at the firstsight, because it  is a long slow process of adding up necessary information  in order tomodify public opinion. With the invention of  the Internet the interaction between public opinion and  mass media have become even stronger;hence, the influence  on public opinion has also become more intense.  We all know that news programs on TV provide us  with the current events going on worldwide; however, it is  already a fact that the same events are interpreted and  shown differently in different countries. Before the news  can be shown on TV they are altered in order to satisfy  somebody’s needs. Thus, it is possible to say, that a  process of “inventing reality” does really exists.  Who and what influences modern mass media and takes part in  the process of “inventing of reality” will be discussed  further in the study.  In the book Inventing Reality by Michael Parenti,  the author gives the definition of mass media as “weapon”  that can be used to protect people and against them  [Parenti, 53]. He exposes the dissimulation of the absence  of censorship of mass communication media, and the  prevalence of right forces inthe creation of news today.  Parenti also convinces the readers that the entire  mass media is serving the interests of political and  corporate leaders, rather than the interests of average  people, whom it should have served indeed. The  author is convinced that modern mass media is misleading  public opinion and shifts it in the necessary direction.  Actually, mass media should be a mirror of reality,  Reflectingobjectively and independently the given  information. Obviously it is not so, and there are multiple  factors influencing the process of reflecting information,  and the rate of influence of certain factors varies in  accordance with the alteration of information. Mass media  tries to control people’s mind, thus it doesn’t need  independent people. In “Understanding  Power: The Indispensable Chomsky”, the authors of the book  write that mass media together with educational system  “weeds out people who are too independent, and who  think for themselves, and who don’t know how to be  submissive, and so on – because they’re dysfunctional to  the institutions” [Mitchell & Schoeffel,39).  According to Chomsky, people cannot use their brains while  working for massmedia, because they should be submissive,  rather than independent.  There are many political and economic factors that  exert corrupt influence on mass media. Money as a source of  power has a great impact on massmedia. When a certain TV  company is profit-oriented and is paid money to attract as  much people as possible, it will do its best to attract the  audienceby fair means of foul. The owners and top managers  of mass media companies may be then referred as an  authoritative body, which is equal to higher political  or economic bodies. It is also considered that press lords,  such as Rupert Merdock in Great Britain or Conrad Black in  Canada have a full control over the content of the news,  and show in their press mainly the conservative views.  Mass media is influenced by commercial activities of some  of the corporationsand businesses. Commercially-oriented  mass media is to attract as large audience as possible to  gain profits for advertising account. Thus, the  information given in the news should be interesting for the  audience. Thepresence of such commercial restrictions  evidences that the market can bring in rather effective  censorship into mass media. As a result, commercial mass  media is characterized by certain obstacles faced while  reflecting some radical or progressive opinions. However,  other researchers believe that mass media  reflects not all variety of views, but only the views of  the representatives ofinstitutional authority:  politicians, governmental officials, economic leaders  and etc. This concept assumes that the authorities  determine general set of matters, which should be discussed  by the media, outlines the main principles of perceiving  the reality and determines the rate of possible digressions  in views.  Another important view on what might influence mass  media is the influence of ideology on the reflection of  reality. As many researchers believe, ideology determines  all standards of the production of news:  professional criteria, the value of information, and  especially the rate of  “objectiveness”.  According to the authors of the book “Mass  Communication in Canada” Rowland Lorimer and Mike Gasher  Thenature of mass media has changed due to the growing  popularity of the Internet and its applications. The  Internet is now used in all spheres of life; however, its  usage in mass communication is probably most extensive. By  means of the Internet people are able to receive  and distribute information, which of course has a dramatic  effect on mass mediaas well as society in a whole. To  prove this Lorimer and Gasher writes “transmission of  messages made by many is far surpassing the production and  distribution of a limited set of products made by a few …”  [Lorimer & Gasher,2]. Thus, it is necessary to emphasize,  that the advent of the Internet into Canadian mass  communication has changed the roles and functions performed  by all mass media organization and the  public.  As it has been mentioned above, mass media  influences vast mass people, while it is influenced by a  certain group of people who own some sort of power.  Politicians, owners of corporations, millionaires  influence the quantity and quality of reality that if been  reflected by mass media, thus making the latter “invent the  reality”. What is the purpose of doing that? This purpose  is well-described in the book by George Ritzer “The  McDonaldization of Society.”  The author treats McDonald’s as the result of bureaucracy  influencing the society – the same bureaucracy, which  effects mass communication worldwide. From the viewpoint  of Ritzer, managers of McDonald’s aim at gaining full  control of their employees, and for this reason they hire  young people, who maybe more easily influenced and  controlled than adults [Ritzer,5].  Having spoken about modern mass media, and the  factors which influence the process of reflecting the  reality it is necessary to make a conclusion.  The main function of mass media, and news media in  Particular, should be just the reflection of reality, without any interpretations, adaptations and other means  of misleading the people. With the development of such  sciences as psychologyand political science, politicians  and other authoritative individuals have learned how to  control people’s minds by means of media.  Though, a lot of states claim to be democratic and have the  freedom of speech,censorship is still being exercised  there. That’s why the same events are reflected differently  in different countries. This is done in order to satisfy  the interests of governmental officials, who strive to gain  as much power over people as possible. And it seems  natural, because it is what government was created for – to  rule the people. However, it’s not politically correct,  when a country is democratic, but implements undemocratic  measures. All of this isdone in order to create new  reality, to “invent” the correct reality forpeople.  **List of Works Cited**  Fan, David P. “Predictions of Public Opinion from the Mass  Media: ComputerAnalysis and Mathematical  Modelling. Greenwood Press, 1988  Lorimer, Rowland and Gasher, Mike, Mass Communication in  Canada, 4th ed. Toronto: Oxford University Press,  (2001)  Mitchell, Peter R. Schoeffel, John Understanding Power: The  Indispensable Chomsky, Pearson.  Parenti, Michael. 1986. Inventing Reality: The Politics of  the Mass Media. NewYork: St. Martin Press  Ritzer, George, The McDonaldization of Society, Thousand  Oaks, CA: Pine ForgePress, 1996 |
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