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| Your Name Mass MediaProfessor Linda StrellufNovember 1 2017**The News Media: Inventing reality** It is impossible to underestimate the impact ofModern 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 influencesmass media? Ideally, mass media should be an independent body, whose main function is to reflect the reality, andprovide 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 followingthepurpose it was intended to serve, to give peopleobjective information.All of this isdone in order to create newreality, to “invent” the correct reality forpeople.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 informationin order tomodify public opinion. With the invention ofthe Internet the interaction between public opinion andmass 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 isalready 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 averagepeople, whom it should have served indeed. The author is convinced that modern mass media is misleadingpublic 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 besubmissive, and so on – because they’re dysfunctional tothe 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 thatexert 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 asmuch people as possible, it will do its best to attract the audienceby fair means of foul. The owners and top managersof mass media companies may be then referred as anauthoritative body, which is equal to higher politicalor 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, theinformation given in the news should be interesting for the audience. Thepresence of such commercial restrictions evidences that the market can bring in rather effectivecensorship into mass media. As a result, commercial mass media is characterized by certain obstacles faced whilereflecting some radical or progressive opinions. However, other researchers believe that mass media reflects not all variety of views, but only the views ofthe 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 massmedia is the influence of ideology on the reflection ofreality. As many researchers believe, ideology determinesall standards of the production of news: professional criteria, the value of information, andespecially the rate of“objectiveness”.According to the authors of the book “MassCommunication in Canada” Rowland Lorimer and Mike GasherThenature 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. Bymeans 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, millionairesinfluence the quantity and quality of reality that if been reflected by mass media, thus making the latter “invent thereality”. What is the purpose of doing that? This purposeis well-described in the book by George Ritzer “The McDonaldization of Society.”The author treats McDonald’s as the result of bureaucracyinfluencing the society – the same bureaucracy, which effects mass communication worldwide. From the viewpointof 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 suchsciences 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 thefreedom of speech,censorship is still being exercised there. That’s why the same events are reflected differentlyin different countries. This is done in order to satisfy the interests of governmental officials, who strive to gainas much power over people as possible. And it seemsnatural, because it is what government was created for – torule the people. However, it’s not politically correct, when a country is democratic, but implements undemocraticmeasures. 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, 1988Lorimer, Rowland and Gasher, Mike, Mass Communication inCanada, 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 PressRitzer, George, The McDonaldization of Society, Thousand Oaks, CA: Pine ForgePress, 1996 |
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