The Impact of Today's Media

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Chapter One: Understanding Media in Society

According to Richard Campbell, the *Media in Society,* it explains that many people used the media to find another way to communicate. Previously, people used to communicate through speaking and visualize their experiences to record and share their surroundings. The progression of writing brought society to reflect on the media until new inventions made a huge difference to society.

"Today we take for granted what used to seem miraculous-our ability to use mass media to extend communication across time and space. For thousands of years, we lived in an oral culture with only speech and memory to record and share our experiences. …", (Campbell, 2014, pg.3) "We entered an era of mass mediation in which ideas could be speedily reproduced and then widely disseminated."

The book also describes the impact of electronic media. It explains there could be other forms of media where people could read the information physically, while others found a new way to read the information as they used electronic devices to make society a lot easier.

"But books and newspapers still needed to be physically carried from place to place. Electronic forms of communication change all that," (Campbell, 2014, pg. 3). "Many theorists believe that the advent of electronic broadcasting and its ability to communicate information almost instantaneously to almost anywhere in the world began to dismantle the limits of time and space."

What does the Media prefer to mass communication?

Media prefers to mass communicate with their techniques through news, movies, education, promotional messages, and other facts or statistics. It involves people who read the

newspapers and magazines online or in person. It also involves people watching something on television or listening to the radio, especially in telephone conversations, the internet, advertisements, and billboards.

How does the Media change?

It explains how media change in several ways through how people interact in society due to the preference of the definition of mass communication. It arranges from telephone to media news which is considered as a media. When explaining about connecting a large number of people, they called it *Mass Media. Local Media* founded a local newspaper or local TV stations/radio stations.

What is the responsibility of understanding the media?

The responsibility of understanding the media, therefore, the ability to criticize to understand and evaluate the media. It is a strategy in today's society to be eligible not just the content of the media message, however, it reveals the true meaning that benefits the surface which could be an important strategy.

What developed media in society's culture?

The information and images developed the society to visualize the sense of the real world through the media. It became very important to understand and educate other people to observe the impact of the media that changed their lives, therefore, how the society understands the world which involves themselves and their surroundings.

Media Technology

According to Campbell, it explains the role of Media Technology. The media used the technique through its electronic devices. The technological type of media used the accessibility

of the media to expose mass communication and found a new wave for people to communicate with others. The author's point of view explains that people do not necessarily have to write in another old-fashioned way, therefore, they write it through typing as well as other forms of media where people could find the information.

"The media are always forms, technological forms, not just narrative content. And technological forms aren't just the gadgets we use to access the media but the mass communication networks we use to stay connected to others," (Campbell, 2014, pg. 6). "From this perspective, writing can be considered a communication technology… Our latest phase of communication technology is broadly referred to as digital, encompassing the internet, mobile technology…."

The Message of the Media

The message of the media could understand the media to use four process strategies: access, evaluate, and create. Some of the media messages could deliberate the society, while other messages could not. Therefore, the messages and their values could target any specific groups due to the impact of media.

Access

Access means people could find the location and identification of the information for them to understand it to fulfill the person's needs. Many forms of mass communication could give a person information such as television, radio, the internet, and social media. A person needs to describe the form of media that gives them the information.

Analyze

When a person analyzes the media message, they need to solve and observe the components of the message of the media. Each media used different elements to transform the message including colors, photographs, art elements, type styles, camera angles, music, and sounds.

Evaluate

A person who evaluates could make a judgment based on the truth, accuracy, and relevance of the media message. Evaluate organizes how a person upgrades the future. It qualifies uncertainties, upgrades effectiveness, and makes good decisions.

Create

When a person observes the process strategy, they would recognize how to use the appropriate technology to create their own media message. They could use the components and principles of the media message to interact with their concept.

Media Criticism

Media criticism judges certain forms of media to bring and discuss the audience, therefore, critics use the critique in the academic approach to reflect on the culture and how it impacts social issues, providing evidence on people's performance, and give someone an empowering voice to reveal their opinion.

What is the appearance of Media Criticism?

Each source of criticism appears different, therefore, it depends on the material, how society criticizes the media. The sources could lead to a bunch of types and generalize certain

forms of the method to combine the progression of the camera, music background, voice narrators, sound effects, and many more.

Chapter Two: Media Metaphors

According to Campbell, people wanted to observe how metaphor related to the media to review the culture. People need to use their critical thinking skills to analyze how literacy explains it. People want to observe how metaphors impact society.

The Influence of Metaphor in Media

According to Campbell, it explained how Metaphor impacted the Media industry on page 33. The media received the society as a standing ovation for their consideration and they discovered more material on the experience of the media. The technique of the media metaphor involves several terms such as creativity, propaganda, interloper, and many more.

What is important to learn about Metaphors in Society?

Metaphor illuminates and educates people based on visualizing from a different perspective. People give the insight of the society to transform on the way they critique. The metaphor could not just be considered as an appliance, it was considered as a figurative language that guides people on how they observe society.

Social Media

What is Social Media?

Social Media is a cooperative of online communication channels where people talk or interact, share, and work together. Websites and apps persist the popular social network sites (Facebook, Twitter, etc.), microblog, forums which could lead to an example of forms of social media.

Is Social Media considered a fad?

Social Media is not a fad, therefore, it evolves mass communication to transform from one to another. Many people know that Social Media is not a brand new idea to the internet world. Social Media brought people together to connect an online community to reveal their lives with each other.

How often do people spend on Social Media?

According to *Letter.ly*, researchers found the 2021 statistics that "the average person spends about 145 minutes on social media every day. Compared to the 2012 data, this is a tremendous 61% increase almost an entire hour a day."

How much do millennials spend on social media?

On *Letter.ly,* the reporters wrote that millennials engage an average of nearly three hours each day on social media. Time management separates into several types of social media with an average time on how millennials spend on social media.

Is it appropriate for millennials to view the news?

According to *Columbia Journalism Review,* reporter, Tariro Mwezewa made research on the statistics of the millennial generation to watch the news which does not associate with other people where they used to watch the news on television, therefore, they do not need to watch the news in an old-fashioned way.

"Nine in ten 18 to 29-year-olds watch online videos, 48 percent watch online news," said Mwezena. "Those news habits are radically different than those from previous generations. Viewers today, especially young ones, aren't rushing home to watch much of anything on a television set, much less a newscast."

Conclusion

Richard Campbell developed a perspective on the main reason why people need to understand the media. He also pointed out the media metaphor to encourage the readers on how metaphor is important in media literacy to observe the influence of metaphor. Social Media is not a fad, it makes people's lives easier to connect with, which makes people addicted to it. Tariro Mwezewa found the statistics on millennials to find the easiest way to watch the news.

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