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# MEDIA AND ITS IMPACT

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UNIT 3

By  
Shahzad Ali Khan  
HoD English



## 2 WHAT IS MEDIA?

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- **Media** are the communication outlets or tools used to store and deliver information or data.
- In reality, the term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising

### 3 WHAT IS MASS MEDIA?

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- **Mass media** refers to several types of media technologies that reach a large audience.

## 4 PURPOSE OF MEDIA

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- The purpose of media is to attract attention of the masses/ very large audience by sharing information to create awareness about an issue that impacts directly them.

## 5 MEDIA, A POWERFUL SOURCE OF COMMUNICATION

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- Media is the most powerful mode of communication in the present era as a result it influences every section of life.



## 6 MEANS OF COMMUNICATION OR MEANS OF MASS COMMUNICATION

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- There are two means of mass communication
  - a. Electronic media
  - b. Print media

## 7 ELEMENTS INCLUDED IN TYPES OF MEDIA

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### PRINT MEDIA

- Books
- Magazines
- Handouts
- Banners
- Newspapers

### ELECTRONIC MEDIA

- Radio
- Film
- Documentaries
- Television
- Internet

## 8 COMMONALITIES BETWEEN ELECTRONIC AND PRINT MEDIA IN TERMS OF ENTERTAINMENT AND INFORMATION

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- Today media is not only as source of information but also has become a means of entertainment. Electronic media provides entertainment through dramas, films, telecasting live and recorded sports matches besides fulfilling its role of sharing information through news, documentaries, news reports and talk shows. On the other hand print media provides entertainment through still pictures, publishing parts of novels, poetry, interviews of personalities, travelogues, reports on sport or sporting events along with publishing news, articles and views on matters of importance.



## 9 MEDIA HAS MADE THE WORLD A GLOBAL VILLAGE

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- Media has transformed the world into a global village because the information is just a click away. It keeps us updated on various topics and influences our thoughts. Important events all over the world are covered twenty four hours through electronic and print media. Today, information and news on any topic is available online which can be accessed any time from any place.

## 10 IMPACT OF ELECTRONIC MEDIA ON PRINT MEDIA

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- Electronic media has taken away the reading habit. People like to use electronic media for getting information instead of using print media which requires reading of information. This can be proved from the fact that people like to use electronic media for information, news, interviews and talk shows instead of reading newspaper for news, interview, views and information.

## 11 CONSTRUCTIVE ROLE OF MEDIA

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- Media is the most vigilant institution, playing constructive role by keeping a close eye on issues that affect the masses/ public directly such as corruption, drug abuse, illegal trading, terrorism, and human rights violations. subjects of importance are highlighted through talk shows and report which create awareness amongst the people.

## 12 CONSTRUCTIVE ROLE OF MEDIA (cont..)

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- Media also talks for those who cannot bring their issues to the notice of the authorities either because no one willing to listen to them or some injustice has been done to them. The responsible nature of media has made everyone answerable to the public and the law of the country.



## 13 NEGATIVE ROLE OF MEDIA

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- Besides having positive role, media can also play a negative role. Media can spread false news and negativity in the society at someone's behest to disrupt peace. It (media) can also blackmail or give undue favors to people, groups and political parties for their own interest or to promote some hidden interest. Its is the responsibility of the government to keep a firm check on media to prevent the spread of disharmony and chaos in the country.



## 14 TASK

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- Read the slides and answer the question given to you in the assignment.