

DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204 MASS MEDIA & SOCIETY

WEEK 7

Mass Media and Societal Effects

II

Societal effects

- Impersonal – With the advancement of technology, modern communication is becoming impersonal, while much of communication in traditional society is personal.
- Political and Economic Control – In a politically dominated media system, it is likely that what is transmitted is designed to serve the interests of those in power
- Likewise in profit-oriented media, the message is skewed towards legitimising consumption and attempts at manipulating demand for particular products
- Speed and volume – Media bombarding us with messages rooted in economic and political agendas. They do so at incredible speed, over vast distances, and in enormous volumes

Societal effects (cont'd)

- Speed and volume - This means that people have large amount of information coming into their lives that they must deal with in some way
- Speed and volume - Sorting out information, assimilating it, handling discordant information, these are the central problems.
- Declining of community – People in developed societies spend large amount of their leisure time in their homes interacting with the mass media and computer games

Societal effects (cont'd)

- Time use - *Television had a major impact on the time spent with other mass media.*
- Time use - Television quickly ate up large segments of time that had been devoted to radio listening previously.
- Time use - Likewise with the advent of television, movie attendance declined and newspaper and magazine consumption went down.
- Time use – Recently, video games and internet cruising have begun to take bites out of the amount of time spent watching TV.
- Globalisation and shared identity – Ownerships sometimes transcend national boundaries, programming flows at an every increasing rate across penetrable borders.

Societal effects (cont'd)

- Globalisation and shared identity – beamed down from satellites, carried by cable or telephone wire, shipped in crates and carried by trucks, pirated cultural products easily shared around the world.
- Cultural imperialism – The domination of one culture by another - Issue of developing nations.
- Subcultures - Variety of subcultures or folk cultures exist within the boundaries of nation-state.
- Local programming - have been growing (specialized) as media systems around the world - mature

Societal effects (cont'd)

- Global marketing – is the purposeful transcending of national boundaries in the marketing strategies of large multinational corporations.
- Consumerism - As part of this process, consumerism has become a driving force in the social life of many cultures, primarily through the purchase of goods and services
- Social status – Defining products make people creates status, identities, and entertainment, and provides meaning in their lives.