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YOUNG MEDIA LITERATES OF EUROPE



THE ROLE OF THE MEDIA IN SOCIETY





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The media fills multiple roles in society, including providing information from various news sources and organizations, as an entertainment source and as a way to educate individuals.



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Information

One of the biggest parts that the media plays in society is through the dissemination of information from various news sources. This information comes from a variety of sources, including local, regional, national and global news networks. In addition to politics, the news covers subjects like current affairs, sports and a wide variety of subjects dependent on the interests of the individual viewers, listener or reader. Sources of news include programs on the television, radio, Internet or in print, such as in newspapers or magazines. Individuals can visit the websites and TV stations of such entities as the BBC, CNN and MSNBC, among others, to receive the latest news regardless of the time of day or night. This also makes news more immediate as individuals often receive it as it happens.



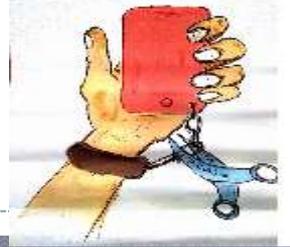
- **Entertainment**

In addition to giving viewers, readers and listeners the latest news stories, the media also serves another purpose. The media offers programming to keep customers entertained in the form of television and radio programs, and in print media, including magazines, newspapers and books. Such programming ranges from game shows to reality TV, and even TV series designed for specific demographics and age groups. The advent of the internet has also created another source of entertainment by the media, including through such Internet sites as YouTube, Netflix and a variety of entertainment Websites online. Another form of online entertainment, the podcast, has also grown in popularity and covers a wide range of subjects, including favorite hobbies, sports talk and other areas of interest.



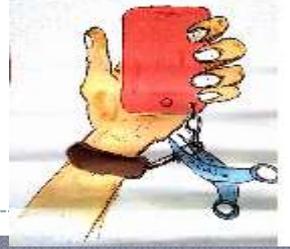
- **Education**

Another area where the media plays a major part is in education. Educational programming includes various children's shows on the TV, published books and through websites on the Internet. Sites, such as YouTube and others, provide a wide variety of educational material in the form of how-to and information-rich videos designed by users from around the world. Educational children's programming on the television has become a large part of early education in the U.S. and other parts of the world, with many young children taking their first steps into the educational process via programs, even before they enter school. Television also offers adult education in the form of programming geared toward the arts, science and other areas of interest.



- **Social Media Websites**

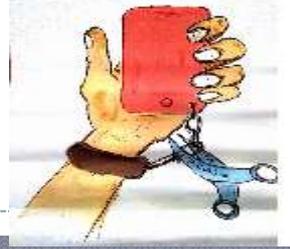
Social media websites, such as Facebook, Twitter and Tumblr, provide a place for people of like minds to gather and communicate. Social media also makes it easier for advocates of certain beliefs to get their views out to the masses, allowing for the easy exchange of ideas between like-minded individuals, and debate between individuals who might have conflicting ideas. Most recently, social media has provided the framework for espousing the ideals of world-changing political movements and making the communication between members of such movements easier. Social media also fills the role of informing others of a person's status through sites like Facebook.



The role of social media in today's society

We can already define social media according to the terms. When we say media, the ideas that come to our mind are instruments used for communication like a radio or a newspaper. Social media, by the way of being social, is composed of society or persons interacting with each other. Social media is a social instrument of communication, as it is described in the best way.

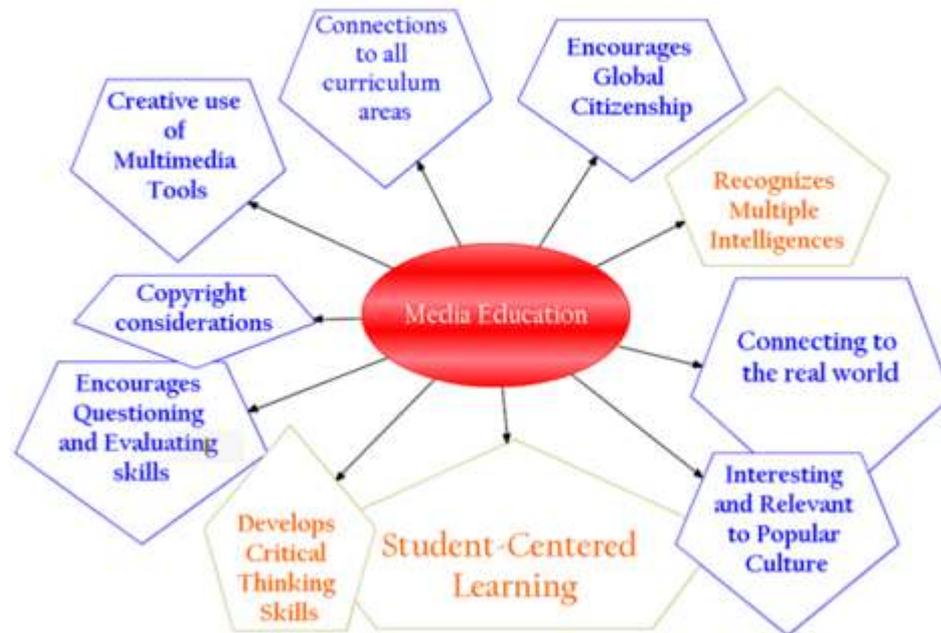




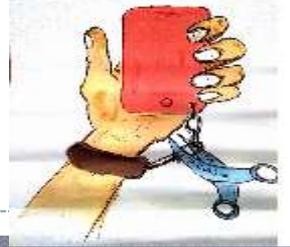
- In regular media, you only have one-way communication in which the material only provides the information. Example of this is television. This media could provide visual information however, we, as viewers and receiver of the information can't give feedback to the one who sent the message.



Ten Good Reasons for teaching Media Education!

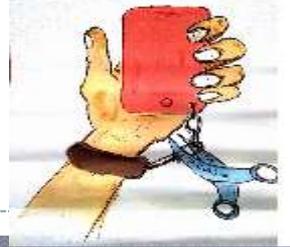


Media Awareness Network



- On the other hand, social media is a two-way communication that gives us the ability to communicate to. In other words, social media follow the process of communication. The communication process contains different elements. These elements are the message, the sender, the channel, and the receiver. The channel used in the social media is the internet. Just like being in a conversation, the receiver is able to give feedback to the sender. This is advantageous because the sender will be able to know if the message was delivered appropriately and also, the sender will also know the view of the receiver to the idea he/she has received. Now we hear social media and social news. Many confuse one to the other because they associate news to media as if the two are similar things. The fact is, social news site is also a social media site and it falls as a category of the latter. Social news falls only as a subpart of social media. Social news is different to social media as an apple a different thing to fruits. However, fruit can also be banana, grapes, lemons, and strawberries. There are also other categories of social media like social networking and social wikis. Now that we know what social media is, we go to social media websites. Social media is broad and it covers a lot of websites. Though there are a variety of social media websites, their most common denominator is that there is interaction to websites and visitors.





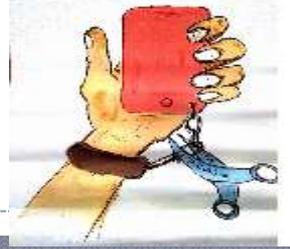
- Social Bookmarking is a category in which websites are tagged and searching sites that were bookmarked by other people. Social news interacts to people through voting read articles and commenting on them. Articles are decided as good if they hit a lot of likes and positive comments and feedbacks. The most common example is yahoo news. This is good because people can voice out their reactions to certain issues. Social networking is another category of social media and is very popular. A huge example of this is Facebook. In Facebook, like all other social networking sites, you can comment on profiles, join different groups and have discussions with different kinds of people online. Social photo and video sharing are also a hit on the internet. People upload video and viewers can comment on the uploader's submission. Wikis like Wikipedia and Wikia are informative and interact by articles and editing existing articles. There are still other categories of social media that are not mentioned. Any websites that lets you join to the website and interact with other guests can be classified as social media.





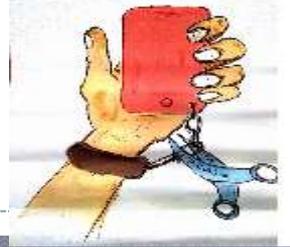
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THE ROLES OF THE MEDIA



- In this generation, social media are very much accepted by the society. It is even already part of people's life that roles might change if it is taken away. Social media is not only for communication and entertainment purposed. It also can be used in business, if the right button is pushed.





- Businesses don't embrace social media because of their fear of loss of data. But this risk can be overcome through the application of technology and other controls. Security can be provided to protect the site from being infiltrated by hackers. Social media can be used to find, communicate, and deal with customers. There are already a lot of online shops. A businessman can post their product online and shoppers can buy through the internet. It is quite popular nowadays since it is more convenient to anyone who doesn't want to go out to shop. Other forms of businesses also make their websites to introduce their company and as a form of advertisement.



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