

The influence of mass media

There are 2 theories to **describe** the influence of mass media. The website Cliff Notes explains in detail the theories with examine the role that mass media plays in modern society. The **limited-effects theory** states that: "because people usually choose what media to **interact** with based on what they already believe, media exerts a **moderate** influence". The **culture theory**. claims that "people interact with media to create their own meanings out of messages they receive". This theory states that audience members play an active. rather than **passive** role in relation to mass media.

In an article entitled *Mass Media Influence on Society*. Rays **argues** that the media is **dominated** by five major companies which own 95% of all mass media including movie studios. television and radio broadcast networks. video news. sports. video games software. electronic media and music companies. **Whilst** historically. there was more **diversity** in companies. they have recently **merged** to form an **elite** which have the power to shape the opinion and beliefs of people. People buy after seeing thousands of advertisements by various companies in TV, newspapers or magazines, which are able to affect their **purchasing** decisions. The media **also dictate** what is acceptable by society. This power can be used for good. for example **encouraging** children to play sport. However, it can also be used for bad, for example children being influenced by cigars smoked by film stars, their **exposure** to images of violence and their exposure to junk food ads.

Vocabularies:

Moderate	متوسط/معتدل	Elite	صفوة
Merged	اندماج	Dictated	يملأ
Passive	سلبي	Parks	حدائق
Dominated	مسيطر عليها	Whilst	بينما
Describe	يصف	Interact	يتفاعل
Purchasing	شرائي	argues	يفترض
Exposure	تعرض	Encourage	يشجع