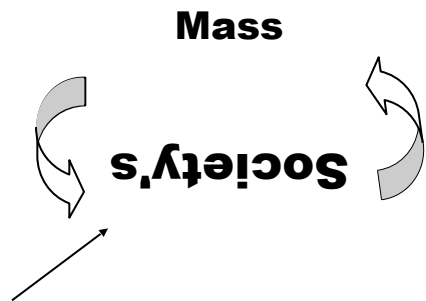# Mass Media

No matter where we go in life or within the world, there is always going to be "media". The definition of Mass Media is as follows:

The methods of communication used to reach large numbers of people at the same time. Some examples of this are:

a. Television
b. Newspapers
c. Magazines
d. Advertisements
e. Billboards and posters
f. Social Media sites ( Facebook, Instagram, Twitter)

**Mass**

**Society's**

The main point to remember is that Mass Media is used to give information to society using the examples above.  In the same respect, society uses Mass Media to tell its story in our world.

In order to participate fully in our information society, we need to be media literate. That is, we must understand the impact of the mass media on our daily lives.

## 6 Key Roles of Media

Here are six of the key roles that mass media plays in our lives.

1.  The media supplies information about important events both at home and on the other side of the world.  Without the media to keep us informed, we would know little about what happens outside our daily lives.

2.  The media influences what we talk and think about, whether it's the latest hit movie, a celebrity scandal, Canadian politics, or a medical breakthrough. Our knowledge and opinions are shaped by the information and viewpoints the media provides.

3. The media allows us to expand our personal experience. They allow us to share in adventures like an African safari or to witness the horrors of war or famine.

4. The media show us the images we come to accept as normal. Media personalities, models, and performers set standards of appearance, language, and behavior the influence all.

5. Advertising and public relations messages reach us through the media, persuading us to buy products, accept ideas, and adopt positive images of institutions and corporations.

6. The media entertains us. We spend much of our leisure time listening to radio and CDs or watching TV and movies.

-Six Key Points taken from Mass Media and Popular Culture (text)