A Sociological Reflection on Mass Media in Modern Society

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Abstract: *This paper illustrates the issue with the media. The media plays a crucial role in our daily lives. Despite the fact that the media has a significant impact on our society, it also poses some severe issues. Mass communication has the incredible capacity to both strengthen people, communities, and nations, as well as the incredible power to accomplish the exact opposite in due course. By misrepresenting the facts, the media causes people to identify their errors in judgement. The most severe issue is that the media has a significant influence on our culture. As civilization has matured, mass media has evolved into one of our society's social institutions. Exaggerated media information has a negative impact on people, particularly teens and young adults. Some individuals tend to think that the media is always a problem. The three most prominent mass media outlets today—television, the internet, and advertising—bring with them concerns that individuals must address in modern society, such as the promotion of homophobia, violence, and other difficulties. This study paper examines the effects of mass media on several facets of human civilization.*

Keywords: Mass Communication, Civilization, internet.

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