

Course: Introduction to sociology

TOPIC:

MEDIA

&

SOCIETY



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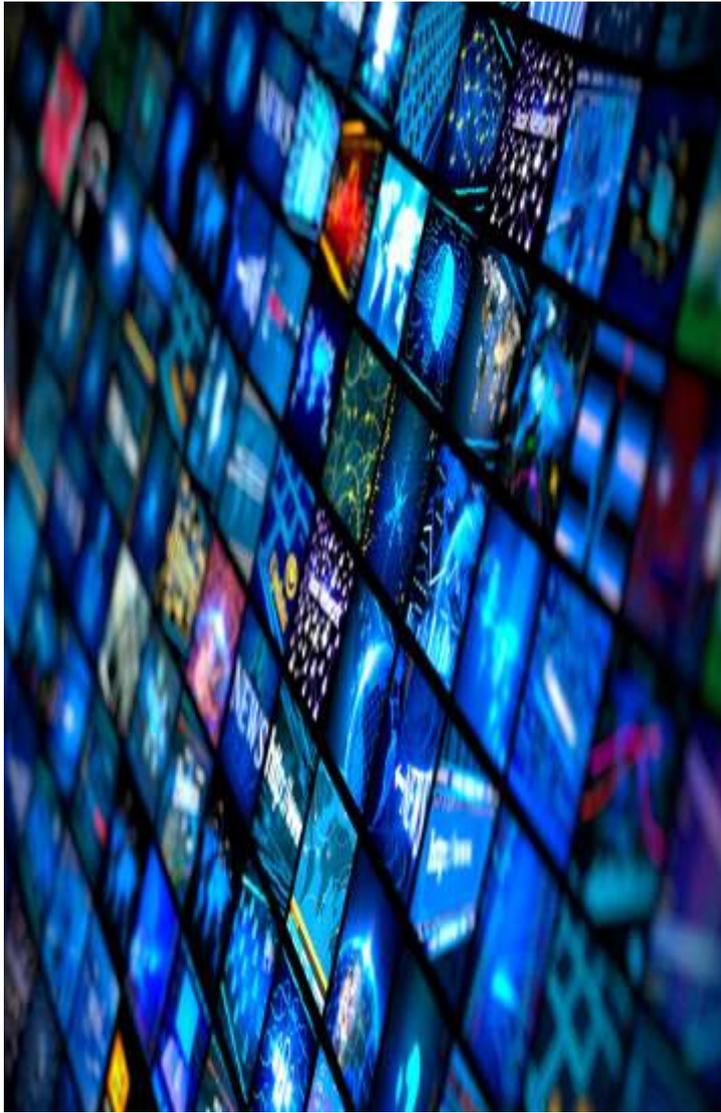
MEDIA

Media refers
channels of
communication

The word “Media is a plural Latin noun; the singular form is medium”. So it is correct to call television a “medium” and to refer to multiple types of communication as “Media”.

MEDIA

Media performs very important functions in a society. In modern democratic nation-state system, it is considered as the 4th pillar of the state whose functions are indispensable for the smooth and effective functioning of a society. Mainly mass media is involved in providing latest information about whole world, national and local events.



SHORT HISTORY OF MEDIA

During the 20th century, mass media expanded to include new channels of communication. Radio was invented in the late 1880s, and the first commercial Radio station began operation in 1920. Before the end of that decade, television coupled sound with images, with the first TV station (in a suburb of Washington, D.C) going on the air in 1928. Both radio and TV are true mass media capable of reaching millions of people.

SHORT HISTORY OF INTERNET

More recent, of course, is the development of the internet. This medium has its roots in the 1950s with the invention of electronic computers. By 2005, about 1 billion of the world's people (roughly 15 percent of the total population) were online. In 2017, this number is roughly 4 billion, which means that about half of the world's people are now linked by the internet (Macionis, 17 ED).

FUNCTIONS OF MEDIA

1. INFORMATION

2. EDUCATION

3. ENTERTAINMENT

4. ADVERTISEMENT

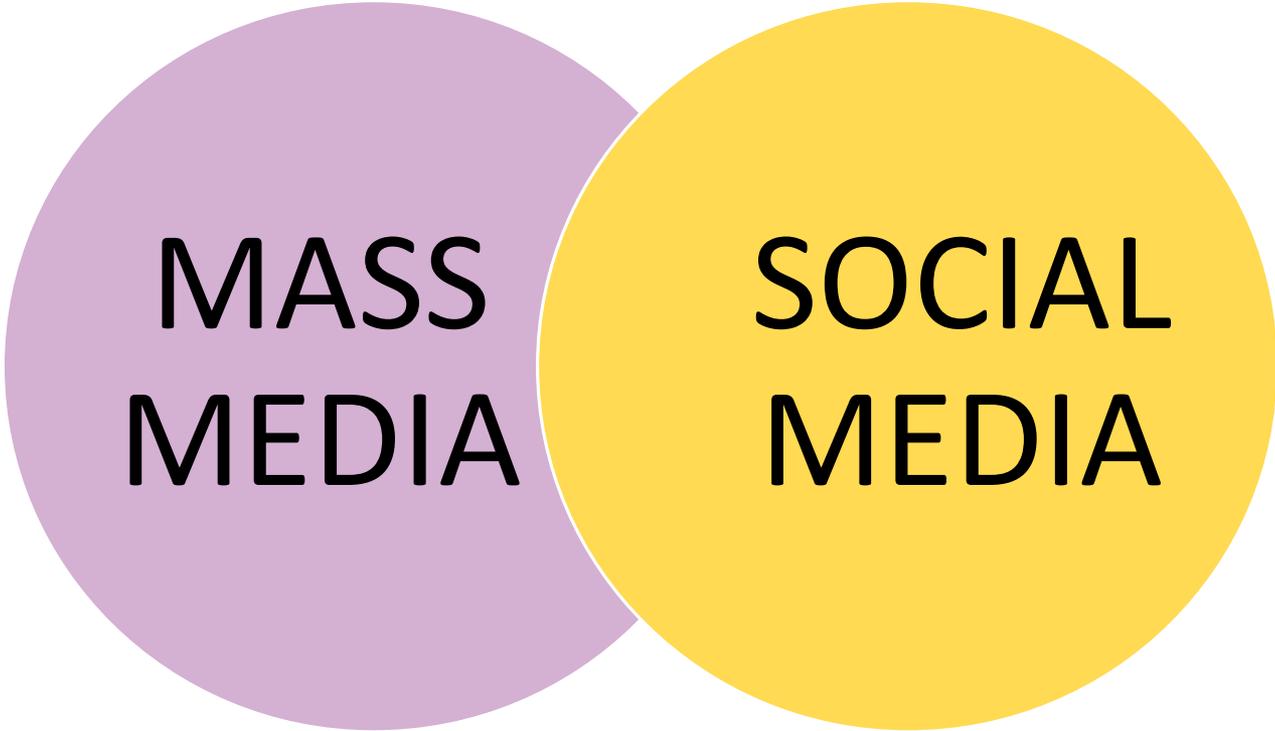
5. CORRELATION OF
PARTS OF SOCIETY

MASS MEDIA

Mass media refers to the means for transmitting information from a single source to a vast number of people. This capacity to engage many people – or a “mass” Population- explains the emergence of the term “mass media”.



MEDIA CHANNELS OF COMMUNICATION



MASS
MEDIA

SOCIAL
MEDIA

1. MASS MEDIA



Mass Media refers to the means for transmitting information from a single source to a vast number of people



MASS MEDIA



NEWSPAPER



RADIO



TELEVISION

2. SOCIAL MEDIA



Social media allow people to communicate with one another, to share information, and to form communities based on interests and goals.



SOCIAL MEDIA IS THE COLLECTION OF ONLINE COMMUNICATIONS CHANNELS



FACEBOOK



TWITTER



GOOGLE



WILKIPEDIA



LINKEDIN



REDDIT

FUNCTIONS OF MEDIA

INFORMATION

EDUCATION

ENTERTAINMENT

**HIGHLIGHT CORE
ISSUES**

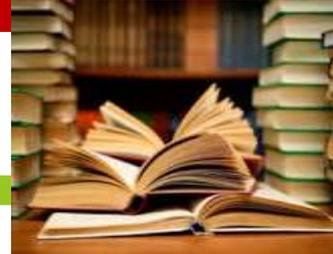
**ACCOUNTABILITY AND
GOOD GOVERNANCE**

ADVERTISEMENT

**CORRELATION OF
PARTS OF SOCIETY**

FUNCTIONS OF MEDIA

1. INFORMATION:



Media is the mirror of the society. Millions of Dollars are spent across the world on the media campaigns, publicities and advertisement. Media provide the latest information about different happenings. It is the chief objective of the media to keep people aware about the whole world, national and local events and happenings.

2. Education



Awareness and education of masses is another integral role of media. Media educating people on different local, national, international, socio-economic and political issues. Media educated the people about their constitutional and human rights. Political, social, economic and religious programs are write ups enable people to know about their rights.

3. Entertainment:

Media is a great source of entertainment. It telecasts all types of programs because it knows about its viewers. Similarly print media is also printing the focused things which are being demanded by the readers. Programs of sports, fashion, cartoons, society focused programs like dramas and films etc. Radio is also listened by the people and enjoy the programs.



4. highlighted the Core Issues

Media highlighted the core issues and evils of society and pursued the forces for social change. Corruption, poverty, illiteracy, social taboos, violation of human rights, oppressing laws, injustice all are exposed by media in many parts of the world.



5. ACCOUNTABILITY AND GOOD GOVERNANCE

Media significantly exposed the corruption, accountability and good governance issues through the world. Media has exposed the corruption cases related to arms deals by previous French President, corruption in UN food program for Iraq, bad governance issues in 3rd world countries, Formal US president scandal and many more.



6. ADVERTISEMENT

Media have an important role in economic development of a country. Media does not only contribute by providing employment to people but also by providing information. For example, information about market happenings, price fluctuations, market trends, and economic analysis would also help in taking sound economic decisions.



7.CORRELATION PARTS OF SOCIETY

Media is also playing a very central role in promoting peace, cooperation and internationalizing the local issues. Media has highlighted the war crimes, brutalities, right of self determination, independence movements, and human right of self determination, independence movements, and human rights violations that attract the attention of responsible World level organizations.



Positive Effects of Social Media

1. Help the business in verity of ways. TV commercials and print Ads are completely obsolete now and demand for thousands of dollars. Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.

2. The Social networks have removed all the communication and interaction barriers, and now one can communicate his/her perception and thoughts over a variety of topics, Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topics.

3. Media unite people on a huge platform for the achievement of some specific objective.

4. The increasing popularity of social Sites like Twitter, Facebook and LinkedIn, Social Networks has gained attention as the most viable communication choice for the bloggers, article writers and content creators.

Negative Effects of Social Media

1. Media leads to addiction

2. People spend countless hours on the social sites can divert the focus and attention from a particular task.

3. Kids can be greatly affected by these social networking sites if they are allowed to use them.

RELATED CONCEPTS OF Media

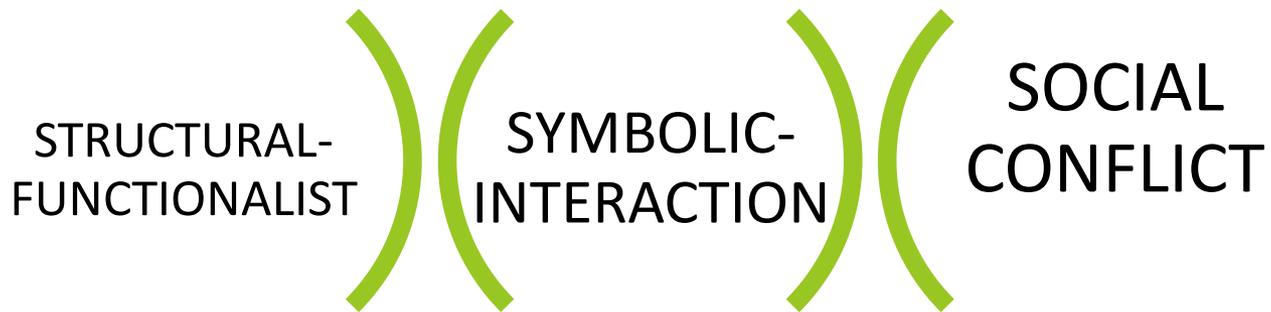
MEDIA AND BIAS:

It is observed that some times people spread fake news due to biasness.

People spread fake news for their political, social, economic and other interests.



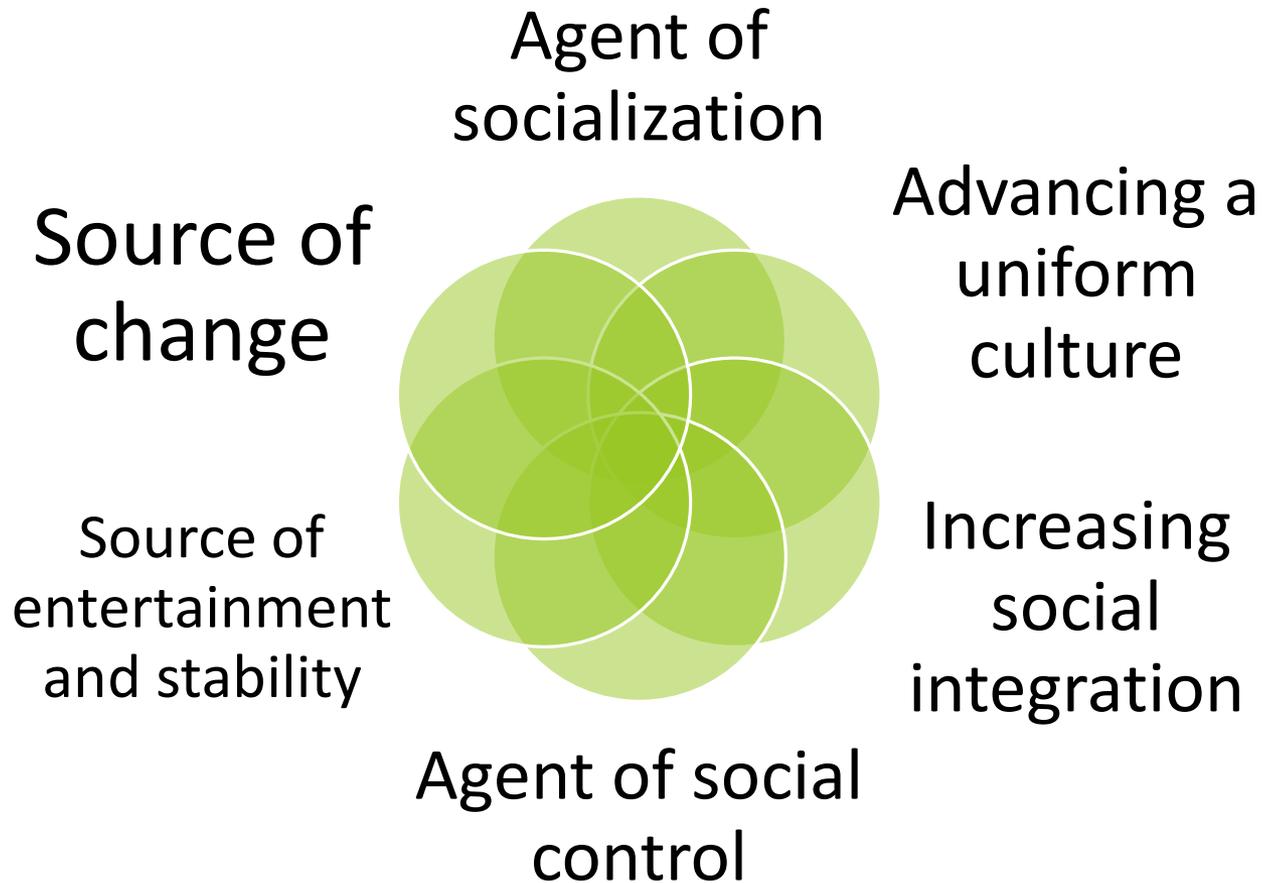
THEORIES OF SOCIAL MEDIA



STRUCTURAL- FUNCTIONALIST

Structural functionalist approach directs attention to broad, macro-level patterns in society as a whole, saying little about how individuals experience the world through mass media.

Functions of Media for society as a whole (Structural Functionalist)



SOCIAL-CONFLICT APPROACH

A small elite controls the media, advancing ideas that serve the interests of their class. Over time, control of the media has become ever more consolidated, with most of U.S. mass media owned and operated by just six major corporations. The media, therefore, help perpetuate the existing class system.

SOCIAL-CONFLICT APPROACH

The social-conflict approach drawing on the ideas of Marx, claims that mass media embedded within a largely capitalist economy support the existing economic and political system.

The capitalists hegemonies their authority and tried to construct the realities that ensures their capitalistic thinking.

SYMBOLIC-INTERACTION THEORY

At micro-level,
individuals engage in
a “social construction
of reality” whether
they are interacting
face to face or
engaging on social
media.

THANK YOU