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SERENE	FULFILLED	CALM	BALANCED	M O O D	LIVELY	UPBEAT	EXCITED	ECSTATIC
EASYGOING	CHILL	THOUGHTFUL	CONTENT		ENTHUSIASTIC	ENERGISED	INSPIRED	HYPER
SATISFIED	GRATEFUL	TRANQUIL	RELAXED		MOTIVATED	SURPRISED	FOCUSED	PLEASANT
COMFY	COMPLACENT	PEACEFUL	MELLOW		JOYFUL	BLISSFUL	HOPEFUL	HAPPY
M O O D				M E T E R				
SAD	LONELY	TIRED	BORED	E T E R	TENSE	NERVOUS	RESTLESS	TROUBLED
GLUM	DRAINED	APATHETIC	DOWN		PEEVED	WORRIED	FRIGHTENED	UNEASY
PESSIMISTIC	CONCERNED	EXHAUSTED	MISERABLE		FRUSTRATED	STRESSED	IRRITATED	PANICKED
DISCOURAGED	DRAINED	SPENT	ALIENATED		STUNNED	ANNOYED	ANGRY	FURIOUS

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What is Mass Media ??



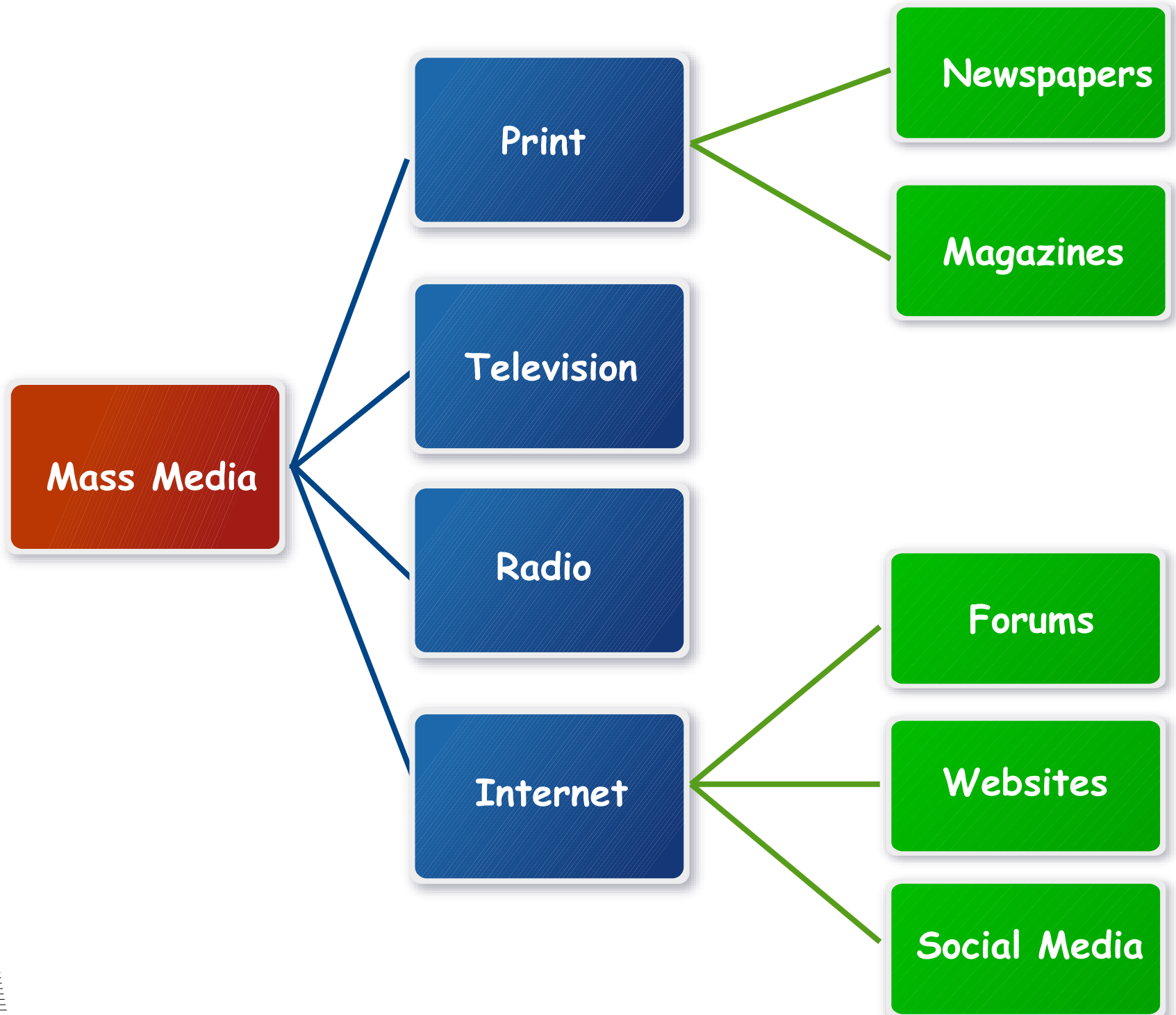
Mass media

Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences.

Using mass media can be counterproductive if the channels used are not audience-appropriate

Undesirable side effects usually can be avoided through proper formative research, knowledge of the audience

Types of Mass Media



Purpose of Mass Communication



Purpose of Mass Communication

**Disseminate
Health and
Education
Programs**

**Provide
Pleasure and
Entertainment**

**Establish
Social
Contact and
Linkage**

**Help in Facing
Disaster And
Calamity.**

**Promote
Political
Ideologies**

Advantages And Disadvantages Of Mass Communication



PROS

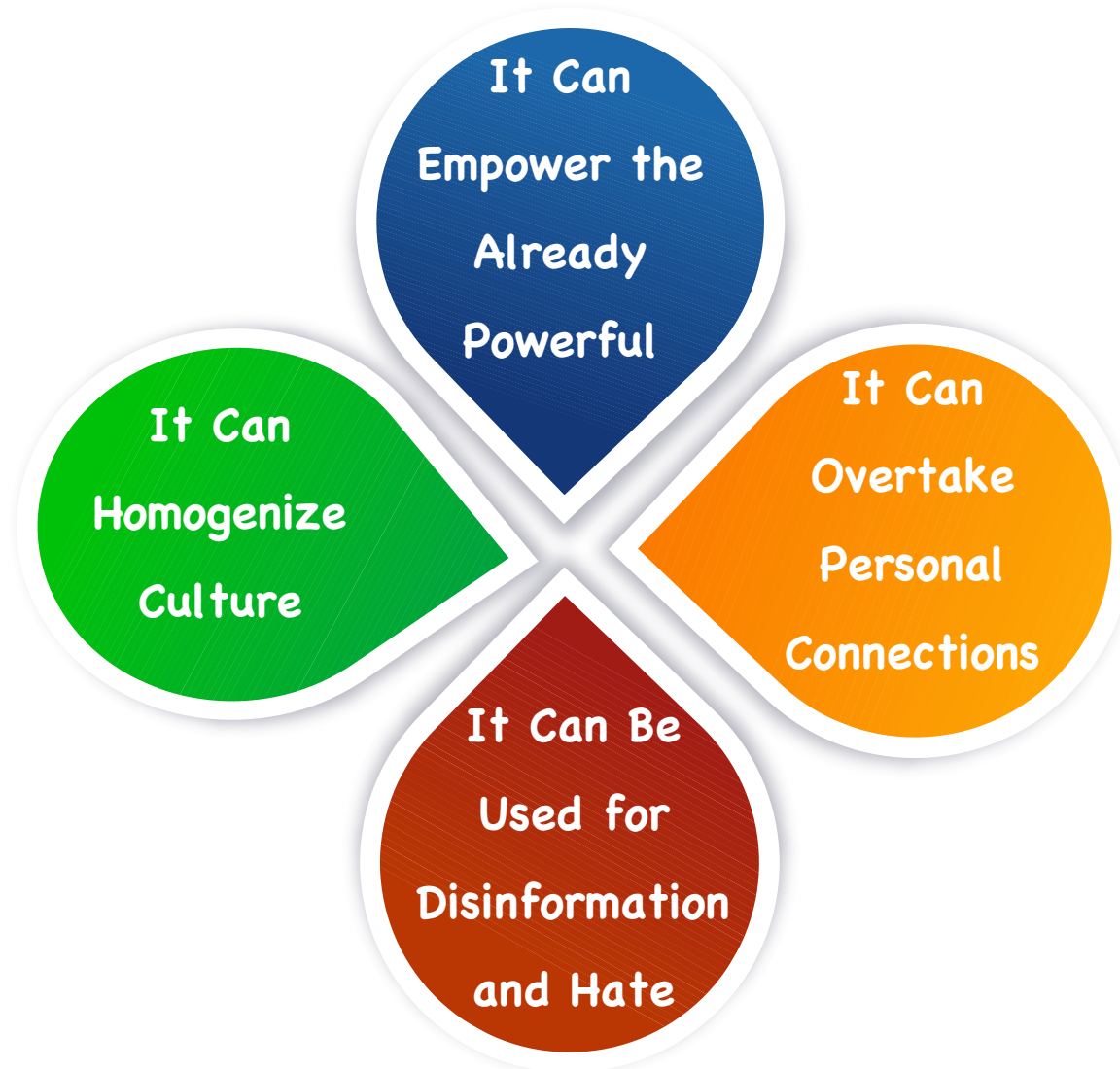
It Can
Keep Us
Connected

It Can Spur
Business

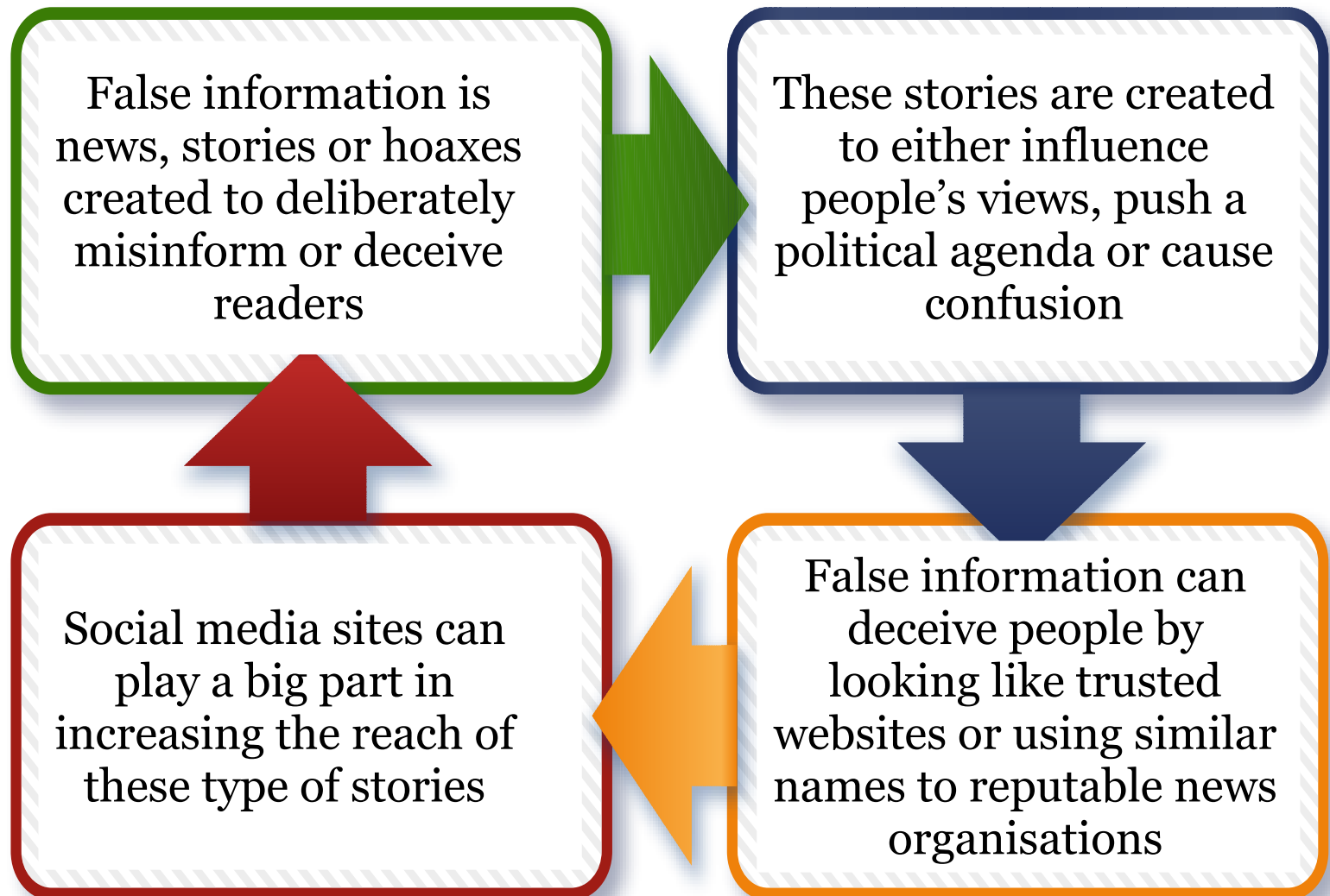
It Can
Spread Art
and Culture

It Can Give
Voice to the
Voiceless

CONS



What is False Information?



HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Is there an author? Check out their credentials on relevant issues.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



SUPPORTING SOURCES?

Click on links or check with official sources. Do they support the story?



DO OTHERS AGREE?

Are any other sites reporting this? What sources are they citing?



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the source to be sure.



CHECK YOUR BIASES

Consider if your own beliefs or concerns could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site, official source like the WHO.



LOOK BEFORE YOU SHARE

Don't share posts or stories that you haven't checked out first!

Role of Mass Media in Values Formation



Impact of Media in our Daily Lives

A busy bee turns on his TV early in the morning to watch news, he will never be the same as he makes his day

An old man's political views may change after he reads the newspaper

A little boy's way of treating his friends may change after he plays a virtual game online

A housewife's standards on choosing which brand of detergent she would buy after repeatedly seeing a certain TV commercial on detergents may change

EFFECT OF MASS MEDIA ON SOCIAL CHANGE

The mass media gradually bringing in community into a new cultural patterns and begin to determine the cultural mindset and people's behaviour

Information conveyed by the media can be a supportive community for the better, making people feel good about themselves, feel fairly or otherwise restore trust him or feel low than the other

The socio-psychological, information flows that continue to hit our lives will cause various effects on mental development, especially for children and adolescents

Mass media has both positive and negative impacts to people

Positive impacts

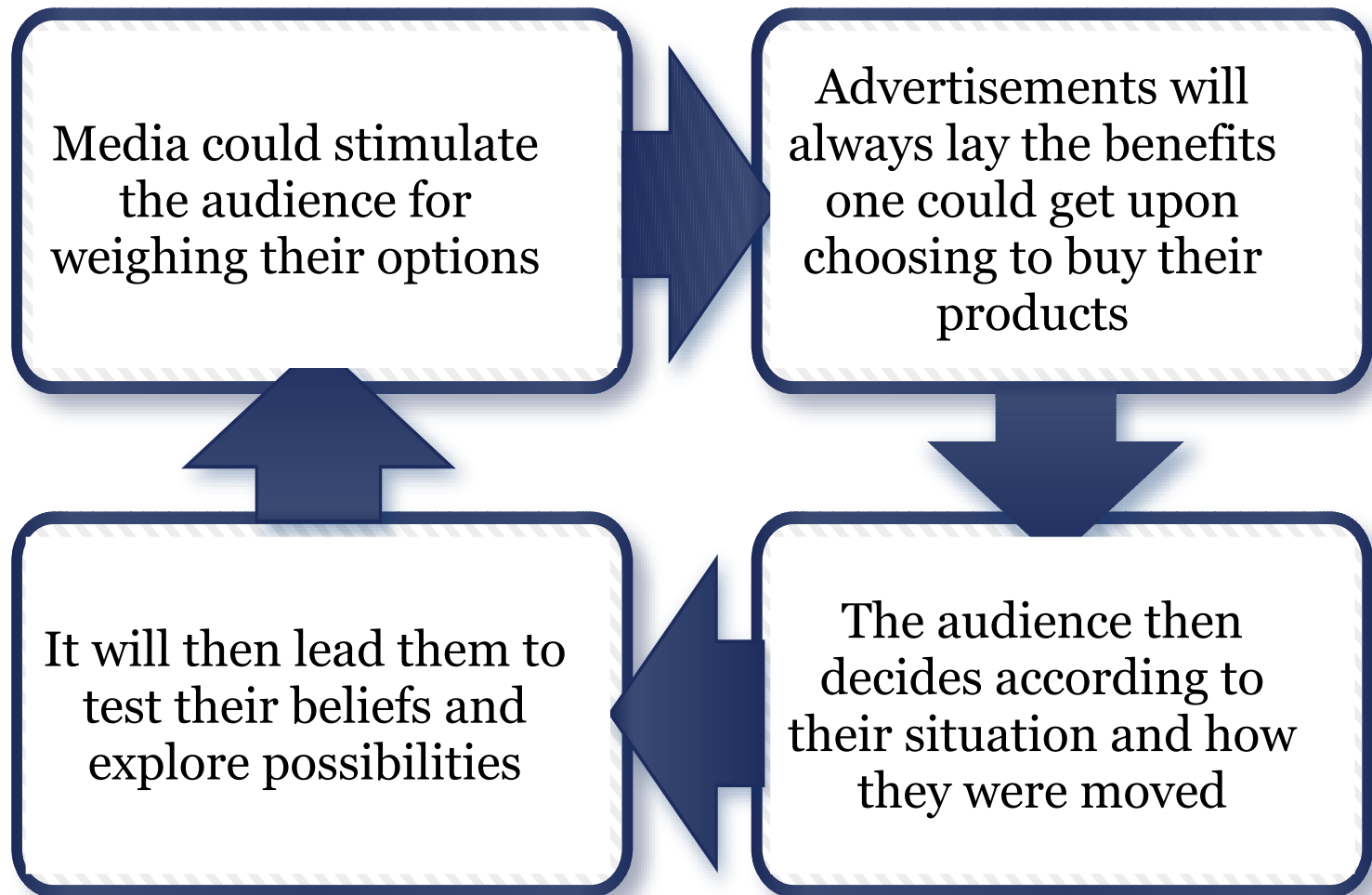


Media could stimulate the audience for weighing their options

Advertisements will always lay the benefits one could get upon choosing to buy their products

It will then lead them to test their beliefs and explore possibilities

The audience then decides according to their situation and how they were moved



Mass media has both positive and negative impacts to people

Negative impacts



Media displays an ideal image of beautiful and successful men and women and perfectly defines their characteristics

It's a subliminal approach of addressing to the audience that you are not totally cool unless you buy our products and be exactly like them

When we watch TV, we get to see movies and images of war scenes and fights among people

It also exposes people to violence and immorality which alters people's perception



Conclusion

The media, in all its power, will always leave us with our values being either developed or destroyed

The ones controlling it will use all ways possible in the name of profit

It teaches us to become accountable of every decision that we make

Considering that its modernized techniques of delivering messages have been appealing to people, it will always find its way to influence them in multiple ways

- ★ MASS MEDIA | www.encyclopedia.com
- ★ THE PROS AND CONS OF MASS MEDIA |
www.waldenu.org
- ★ WHAT ARE THE DIFFERENT TYPES OF MEDIA? |
www.whatagraph.com
- ★ ROLE OF MASS MEDIA IN VALUES FORMATION -
<http://yasaydominic.blogspot.com/>
- ★ ROLE OF MASS MEDIA IN SOCIAL AWARENESS –
www.giapjournals.com

THANK YOU !!

