Welcome to the world of the media: be careful!

The media are a tool for various information, communication and entertainment. On the other hand: the media have a tendency to manipulate the common people. Especially, in the US huge corporations own the media and they therefore have the first priority to decide whether or not news is published. Journalists are afraid of publishing articles that aren’t in favor of the owners. This is a potential conflict-creator.

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The owners behind the media:
Ownership of the media is not only a problem in the US, but large characters like Silvio Berlusconi, Rupert Murdoch, Franck Packer etc. have huge influence on the media all around the world. In Italy, it is well known that Berlusconi bought his way to power by buying six television channels along with a number of newspapers and magazines. The reality of Berlusconi’s private life has often been twisted by his influence in the world of the media in Italy. Commoners should be critical towards any media since these can have hidden agendas and therefore should not always be trusted.

Manipulation and the media:
Among journalists insecurity have occurred all across the world due to the pressure of the freedom of press. For example, in France, the president, Sarkozy, has limited the freedom of press by weakening the media with his increasing influence. Sarkozy has especially exploited his network to find his way to success. His influence is not only seen in the light of passing law bills but also threatening the individual journalists. Although, it is not only the politicians who have the power over the media: it goes the other way around, too.

The influence of the media in politics:
As earlier mentioned, the ownership of the media generates the influence in politics. The owners behind the newspapers support specific parties: when US candidates receive both economical support and substantial publicity their campaigns flourish. In that way, the American media have huge impact on national elections. It is often seen that the candidates who have received the most publicity are the ones who end up being elected. Therefore, the media either makes or breaks people.

So are the media all that bad?
No, not in all cases, but it is recommended to be critical towards the media and what is published. This being said, media are also entertaining and a good provider of information. Especially, communication through social media such as Facebook and Twitter has expanded rapidly in the past few years. Therefore, the point of this article is to inform the reader of the downsides of the media and to be careful of what you put your trust in.