



MASS MEDIA INFLUENCE IN THE SECOND DECADE OF THE 21ST CENTURY

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ABSTRACT

Mass media is an effective discipline in Cultural studies which is a multidisciplinary field. Mass media influence can be classified into a positive or negative impact on teenagers, children, education, and every aspect of society. The paper aims to present mass media and especially focuses on mass media influence in society. Most people are impacted by mass media through the style of influencer, thought of influencer, the lifestyle of the influencer. In another way, the paper partly concerns the relationship between mass media and popular culture in cultural studies. The paper gives the details and defines mass media as- mass media means to often the information to a large population. In the words of Perse, "how to control, enhance, or mitigate the negative impact of mass media on the individual and society." Thus, mass media influence is seen on a large scale in the second decades of the 21st century and see how mass media influence the people.

Keywords: *Cultural studies, Mass media, mass media influence, interdisciplinary*

**INTRODUCTION**

Culture studies are an interdisciplinary field and have several disciplines including literature, media studies, politics, geography and sociology. In culture studies, the approach to mass media is taken from literary criticism socio-linguistic and English. Mass media exerted influence through hegemony. Mass media is considered the media culture and as a system of information and communication in cultural studies. Mass media relates to low culture and mostly relates to popular culture which has a very alternative relationship to mass media and both studies the relationship between communication and society after using the method, so-called cultural studies. In psychology, Mass Media influence is defined as the effect of mass media on the action or manner of individuals or audiences. According to Wikipedia: "media influence and media effects are topics relating to mass media and media culture's effects on an individual or an audience's thoughts, attitudes, and behaviour. Whether it is written, televised, or spoken, mass media reaches a large audience. Mass media's role and effect in shaping modern culture are central issues for the study of culture." Mass Media refers to means of communication, transmit information electronically via television, radio, internet and any broadcast. It is used for conveying mass communication to a large population for the entertainment and information and impact of everyday life. In 20th-century mass media classified into eight defect mass media industries including books, internet, magazine, movies, newspapers, radio, recording, and television but today e.g. in the 21st century there are many other industries in mass media such as cell phone, computer game, video game. Cell phone takes the revolutionary in the field of mass media through Instagram, Facebook, Whatsapp, Twitter, YouTube, Tik Tok, PUBG etc. In the present era of globalization, mass media platforms interact with the emotion of the audience there are many industries which is influenced by it. There are two types of influence positive and negative influence. To indicate the negative impact of mass media, Richard Hoggart says in his book *The Uses of Literacy*:

"My argument is not that there was..... an urban culture still very much 'of the people' and that now there is only a mass urban culture. It is rather that the appeals made by the mass publicists are for a great number of reason made more insistently, effectively, and in a more comprehensive and centralized form today than they were earlier; that We are moving toward the creation of a mass culture, that the remnants of what was at least in part on urban culture of the people are being destroyed; and that new mass culture is in some ways less healthy than the often crude culture it is replacing."¹

In the political sector, mass media played a significant role in the present election especially twitter. In American, mass media has played in the presidential election in 2016 When Donald Trump and Hillary Clinton defiance each other in a reality show to gain victory. In politics, twitter is the biggest source of major now. In the words of Ben Thompson "For all of its flows and the badness of the product itself, this election has proved Twitter is Vital. Today, Donald Trump has 83.5m followers and Narendra Modi has 59.9m followers. Today, Mass Media impact on the people to give the vote.

In the second decades of the 21st century exponentially, the mass media influence has increased the social media such as Instagram (2010) Tik Tok (2016) what's app. Indian is the second-largest country in the world. Social media like Tik Tok and Instagram highly influence India.

In the present era of globalization mass media influence many aspects of a person such as the linguistic style way of life. Mass media changes our habits of people's attitudes habits, ways of living. Culture is being changed by the mass media. It was Zheltukhina, Klushina, Tonomarenko who gives the details of mass media influence as:

¹ Michael Bailey, Ben Clarke, John K. Walton *Understanding Richard Hoggart: A Pedagogy of Hope*. Wiley-Blackwell 2012



“Mass media culture implements the impact on the recipient due to a combination of the three worlds: real, information (individual memory) and symbolic (social memory). The significance of any lingua cultural event is noted in the media. Information sources include education systems (knowledge, myths), religions (myths, faith), propaganda, advertising, culture, primarily mass culture (myths, messages). The language of the media in various linguistic cultures enlivens social communication, organizes the flow of knowledge, myths, emotional experiences, volitional impacts in social time and space.”²

In the advertisement, Mass media give the states highly for instance, a hero is used for the advertisement to become goods highly rank, it is mass media influence. But the influence of mass media on our children, adolescents and society are so big, the media makes billions with its advertising sold and every moment is taken before us. After watching thousands of advertisements, we have seen in TV, Newspapers or Magazines there are the effect of mass media. Especially among teenagers, they buy what they see on TV.

Social Media increases the relation between peoples and creates an environment in which you share your thought, opinion, picture and lots of stuff. This is important for any business because needs some points, uses social media in your business and Social media developed international business and Marketing. On the other hand, Social Media has affected our culture in a negative way. People started arguing about each other's politic, attitudes, religion, social rights and culture. Social Media has a negative influence on youth. It reduces bodily activities. People like to sit in front of computers all day and chat. Social Media has a good and bad effect on our culture.

² Marina R. Zheltukhina – Natalia I. Klushina – Elena B. Ponomarenko – Natalia N. Vasilkova – Anna I. Dzyubenko, Modern media influence: mass culture – mass consciousness – mass communication
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Today, You-tube is playing an eminent role in the field of mass media. In education, you-Tube is an important way for education. YouTube has an influence to itself. A lot of the peoples spends his on You-Tube due to it the education has dumped YouTube has both influences on Man positive or ad Negative Mass Media influence our society's sectors like education youth, Child etc. based on tradition, rituals, Custom Culture etc. Printed Media is out of fashion but the 21st century mostly influences printed media but today, Magazine, Newspaper is influenced by mass media.

Mass Media influence every aspect of society and every level of human. Mass Media influence on Teenagers who moderate though seeing or hearing the mass media. The effect of mass media on the physically or mentally when anyone plays the game (like PUBG) on the mobile and defend from other, he gains anger and psychologically disturbs it is called Mass Media Influence. The culture and tradition are effected by Mass Media. The impact of western culture on Indian culture is possible through Mass Media

According to Lumley and Shaughnessey; “Today it is not surprising that there should be degree and other courses in media, film, television and cultural studies. Yet behind these developments lies an ongoing history of conflicts over what can legitimately be called ‘culture’. The setting up within the educational system of courses on media and cultural studies marks the recognition that it is not just Fine Art or Literature that constitute the ‘cultural’ in society. Left-wing intellectuals and Marxist ideas have played an important role in achieving this change in attitude.”

In the words of Orbe, “Media studies involve research on media effects, which refer to the influence that the media has on audiences, and media representations, which are portrayals of various cultural groups. At the core of social construction is the idea that there is no such thing as objective reality”



In the way of Sorice who tell the relation between popular and mass media “popular culture and the mass media studies the relationship between mass communication and society, using the methods traditionally established in the sociological analysis and their variation within the so-called media and cultural studies. The media, conceived at the same time as framework and content of popular culture, are often analysed in the general frame of the cultural processes. In academic research, an important role has been played by the study of the identity dimension of cultural consumption and, more generally, by the research upon the relationships between communication and popular culture”

In the word of Orochovska and Abysova: “Cultural studies of mass media allow considering the media culture as a system of information and communication means with specific features of their functioning in the society at different stages of historical development (from the birth of literature to electronic mass-media), as well as a sign system through which information of the world is transmitted, and various forms of symbolic reality are created representing the mood of each era. Potentialities of the mass media to establish communication can determine the level of civilization and culture, while the position of language in communication between communities is responsible for the national and cultural identities.”³

CONCLUSION

To sum up the above points, it cannot be wrong to say that mass media influence every aspect of human life. Including culture, tradition youth education child etc. After the study, it has seemed that mass media is two types beneficial and unbeneficial. As well as mass media is playing an significant role in our society.

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