**Name:Olawuyi Olanike. A**

**Department/college : Media/SMS College**

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**MASS MEDIA AND IT EFFECTS ON INDIVIDUALS**

Mass media refers to a diverse array of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets.

Broadcast media transmit information electronically via media such as films, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication. Internet media comprise such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing QR Codes in outdoor or print media to direct mobile users to a website. In this way, they can use the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently. Outdoor media transmit information via such media as AR advertising; billboards; blimps; flying billboards (signs in tow of airplanes); placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting.Print media transmit information via physical objects, such as books, comics, magazines, newspapers, or pamphlets. Event organizing and public speaking can also be considered forms of mass media.

The organizations that control these technologies, such as movie studios, publishing companies, and radio and television stations, are also known as the mass media.

Mass media performs three key functions: educating, shaping public relations, and advocating for a particular policy or point of view. As education tools, media not only impart knowledge, but can be part of larger efforts (e.g., social marketing) to promote actions having social utility. As public relations tools, media assist organizations in achieving credibility and respect among public health opinion leaders, stakeholders, and other gatekeepers. Finally, as advocacy tools, mass media assist leaders in setting a policy agenda, shaping debates about controversial issues, and gaining support for particular viewpoints.

There are six types of effects on individuals. These six differ in terms of the part of the person affected or the character of the experience of the effect within an individual. These six are cognition, belief, attitude, affect, physiology, and behavior. All individual-level media effects studies examine how the media exert an influence on one or more of these six types.

A cognitive media effect occurs when media exposure influences a person’s mental processes or the product of those mental processes. The cognitive effect that is easiest to

document is the acquisition of factual information from media messages, particularly from

books, newspapers, television news stories, and informational websites. The human mind

can absorb this information through the process of memorization. However, the human

mind can do far more than memorize; it can transform information into knowledge. This

transformation of information can take the form of inferring patterns across media mes-

sages. The human mind can also group media messages in different ways to create new

meanings. It can generalize beyond media messages to generate principles about real life.

All of these mental activities are cognitive effects on individuals.

Beliefs have been defined as cognition about the probability that an object or event is

associated with a given attribute (Fishbein & Ajzen, 1975). Simply stated, a belief is faith

that something is real or is true. The media continually create and shape our beliefs by

showing us more of the world than we are able to see directly for ourselves. None of us has

ever met George Washington, but we all believe he existed and was one of the founders of

the United States as a country, because we have read about him in history books and web-

sites and seen films about him. Each of us holds beliefs about the existence of a great many things that we have never seen directly in our real lives; many of these beliefs have come

from media messages.

Attitudes are judgments about something. For example, people see a character in a film and make judgments about that character’s attractiveness, hero status, likeability, and so

on. When the media also present stories about people, events, issues, and products in the

real world, these stories often trigger the need for us to make our own judgments about

controversial issues, political candidates, advertised products, and such.

Affect refers to the feelings that people experience. This includes emotions and moods.

The media can trigger emotions, especially fear, lust, anger, and laughter. The media also

provide people with lots of opportunities to manage their moods, such that when we are

feeling stressed with all the problems in our real lives, we can chill by listening to music,

forget our problems by watching television, or lose ourselves in the experience of playing

games on the Internet.

A physiological effect is an automatic bodily response. The body response can be either

purely automatic (such as pupil dilation, blood pressure, galvanic skin response) or quasi-

automatic (heart rate, sexual responses). For example, when people watch an action/adventure movie, their heart rates and blood pressure typically increase. Their muscles tense and their palms sweat. They are experiencing a fight-or-flight response that has been hard wired into humans’ brains. Threats trigger attention, and the body prepares itself to fight a predator or to

flee. This fight-or-flight effect has enabled the human race to survive for thousands of years.

In a nutshell, mass media can be used as a major instrument in solving the

problems and to bring about changes in the long run. It is a well known fact that

media has an immense power to shape the attitudes of people in reconstruction of reality. In view of the above fact and importance of mass media in modern society. Therefore, mass media is inevitable via mass media we can convey information to anywhere around the world. Mass media educates, entertains, informs, and helps to promote our cultural heritage.