



LIVING IN THE WIDER WORLD

How can the media influence people?

Media is anything used to convey a message and mass media, like newspapers and television, are used to reach a lot of people. Using several forms of media together is called multimedia and media is also used creatively as art. Different audiences might react in an emotional way to the same advertisement depending on the elements of the advertisement.

Advertising is created to get an emotional reaction. Everything in the advertisements we see around us is carefully chosen to make the product or brand look exciting and attractive and appeal to the audience. Often advertisements mix up fantasy and reality. As well as selling to us, media can provide us with information and is part of our everyday lives. Media can also generate misinformation or fake news.

It is important to remember:

- 👤 that the media, including online experiences, can affect people's wellbeing – their thoughts, feelings and actions
- 👤 not everything should be shared online or social media and that there are rules about this, including the distribution of images
- 👤 that mixed messages in the media exist (including about health, the news and different groups of people) and that these can influence opinions and decisions
- 👤 text and images can be manipulated or invented
- 👤 that different types of online content and media, e.g. videos, blogs, news, reviews, adverts, are not always reliable
- 👤 there is unsafe or suspicious content online and you need to report any that you come across
- 👤 that information is ranked, selected, and targeted to meet the interests of individuals and groups, and can be used to influence them
- 👤 how to make decisions about the content you view online or in the media and know if it is appropriate for your age range
- 👤 how to respond to and if necessary, report information viewed online which is upsetting, frightening or untrue

KEY VOCABULARY

media

convey

message

reality

fake

information

content

text

influence

