

**The mass media, including television, radio and newspapers, have great influence in shaping people's ideas.**

**To what extent do you agree or disagree with this statement?**

Recently, particularly by the invention of radio and TV, media is accessible at-in every society on the globe, so it has become more popular every day and subsequently has affected our manners, appearance, culture and views.

Nowadays, many argue that people are becoming more similar and this similarity is due to media. Media, especially TV, play a crucial role in changing its-their users' behavior and persuading them whether to buy a product or not. For example, many people will have a same opinion about a product which be-is emphasized or its advertisement is more effective in media, thereby moulding individuals ideas about it.

Another effect of media that has been cited as the most important one is its power of promoting the level of awareness in society. Governments use media to make people aware of a new critical phenomenon in the community to control its deleterious effects. Furthermore, medias' certain role in elections cannot be ignored. Many governors were not be-able to fulfill their dream of attaining the chair in the government, were it not accessible in all quarters for using as a propaganda machine.

Additionally, media is considered a means of reshaping culture. Along-throughout last decades, many cultural alterations have happened by virtue of the existence of mass media. It can lead to people leaving a habit behind and acquire a new one. Therefore, it can help a society improve itself by instilling information directly and indirectly into people's mind to pave the way for having a better lifestyle and becoming a more useful part of their society.

Consequently, although media have excessive effects on societies now, with the pace of technological advancements and the advent of the internet, digital media is effortlessly attainable, so its influence seemingly will strengthen more and more.