**Topic 6: Media as a Change Agent**

**Change Agent**

A change agent usually focuses his efforts on the effect of changing technologies, structures, and tasks on interpersonal and group relationships in the organization. The focus is on the people in the organization and their interactions.

**Mass media**

Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

**Introduction:**

Mass media is a significant force in modern culture, particularly in America. Sociologists refer to this as a mediated culture where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of celebrity: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers, and other social elites become celebrities or “stars.”

**What role does mass media play?**

Mass media is a permanent part of modern culture. Three main sociological perspectives on the role of media exist: the limited‐effects theory, the class‐dominant theory, and the culturalist theory.

1. **Limited-effects theory**

The limited‐effects theory argues that because people generally choose what to watch or read based on what they already believe.

1. **Class-dominant theory**

The class‐dominant theory argues that the media reflects and projects the view of minority elite, which controls it. Those people who own and control the corporations that produce media comprise this elite. Their concern is that when ownership is restricted, a few people then have the ability to manipulate what people can see or hear.

1. **Culturalist theory**

This theory claims that people interact with media to create their own meanings out of the images and messages they receive. This theory sees audiences as playing an active rather than passive role in relation to mass media.

**Effects of media on daily life**

Modern technology has transformed the way people learn and interact with their environment. Television does increase the general vocabulary, especially when it involves term referring to outer space.

**Change in Health sector**

It also has increased awareness and acceptance of various kinds of illness, both physical and mental. Through different campaigns on Polio, AIDS, Women and Child health, Dengue, media is awaking the public. It not only tell about the symptoms but also tell about the precautionary measures.

**Freedom of expression**

After the privatization of media, people would not be able to express themselves. They were passive viewers. Now with the privatization of media people can express their point of view regarding any issue.

**Change in behaviors and attitudes:**

Media has also changed the attitudes of people by showing positive as well as negative images of the society.So the change can also be positive and negative. People who view violent acts are more likely to show aggressive behavior but also fear that the world is scary and that something bad will happen to them. -TV characters often describe risky behaviors, such as smoking and drinking, and also reinforce gender-role and racial discrimination. Although because of the media the rate of women empowerment is getting higher. Media has changed the choice and values of the people.

**Change in Political system:**

Media is very powerful in bringing change in the political system. It acts as a mirror nothing is hidden form the media. The continuous and honest coverage of any political situation or issue can bring change in the political system.

**Media and educational system**

The educational system in a society relies on media for knowledge transmission such as in educational media programming. Media depends on the educational system for access to expert information and being able to hire personnel trained in the educational system.

**Media and military system**

The military system depends on the media for specific organizational goals such as mobilization. The media, in turn, depends on the military for access to insider or expert information.

**Global Village:**

The biggest change of media is that it has made the world a global village. People can interact with anyone siting in the other corner of the earth. Even the world has become modern with the use of technology.

**Influence on society:** Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues! It is the media which keeps the people updated and informed about what is happening around them and the world. Media play an important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society.