**Essay Discussion - Outline - Mass Media**

**Q4. Have we made mass media scapegoats for the social problem we are experiencing?**

**A) Introduction**

1. Depict that the influence of the mass media is immense and how it stretches the limits of all aspects of our society. This leads to a controversial debate whereby it is identified as the culprit of the rampant social problems we are facing.
2. Set Perspectives

I. Many academics and educators have conveniently linked the rampant of our social problem to the negative influence of mass media.

Ii. However, those who feel strongly that the mass media have positive roles to play in the maintenance of our civic society think otherwise. (journalists view that the mass is wrongly accused for rampant social problems)

1. Set your stand

In view of these contrasting perceptions, I agree with the latter that we have indeed made mass media scapegoats for the social problems we are experiencing.

## **B) Main Body**

1. **Explain the opposing view – the rampant social problems are due to the negative influence of mass media.**

**The negative contents in the mass media are very disruptive and damaging to the development of our society.**

i) Explicit sexual and violent scene dominates our movies, TV and reading so to attract the audience and viewers.

ii) Promotions of undesirable values like consumerism and materialism (rely on advertisement for source of income)

iii) Irresponsible media reporting like the insensitive cartoon publication ignited by Flemming Rose editor of Jsyllands-Posten

- Create social conflicts, destabilising social cohesion

- Though it is done in the name of freedom of speech, it has led to clashes of values. Undeniably, this incident is a classic example of negative role the mass media played in destabilizing our society.

**3. Present arguments against the opposing view (rebuttal)**

i) As social institutions have imposed censorship over the media industry, the negative influence from the media industry can be nullified.

ii) The mass media is a mirror of our actions, values and behaviours. It merely reflects the negative development of our society.

**4) Explain why the mass media cannot resume full responsibility for our social problems.**

**a)** **Other social institutions have to assume the responsibility of the proliferation of social problems.**

- The religious institution must act as the moral compass for the society to guide us to behave ethically and morally.

- The school has the responsibility to educate the young.

- The family must serve to support its members.

**b) These social institutions have collective responsibility and the moral obligation to impose control over the mass media and if they cannot improve control, they must serve as the guard of our civic society, maintaining its social order and stability.**

**5) Explain why we have wrongly accused the mass media**

**The proliferation and overwhelming influence of the social media in influencing our lives - consistently use social media by young people - addiction is seen as a major source of influence - (how is this a wrong accusation/)- extensive time spent with social media - we need to regulate and control the content we read - individuals must exercise self-censorship**

**Pew study - no of hours youths spent on social media- youths are learning positive stuff from social or mass media**

Conclusion