

Mass Media's Major Influence Upon the Education

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Introduction

Taking into consideration the wide mass-media spreading over the contemporary society, we reach to the conclusion that this may have a major influence upon the citizens' education, being a potential mean of education and modeling for all generations. Consequently, a closer approach upon the ambivalent nature of the effects mass-media has upon the youth is quite vital. By this paper, we aim to analyze the possible influences that mass-media may have upon the youth in general (the students, for our case), as the youth may be, due to their age, more easily influenced upon.

Objectives

- 1) Identifying the positive and negative influences that mass-media has upon the students during their very education process;
- 2) Analyzing the conclusions resulted from the research, the identified aspects and valuing the results;
- 3) Identifying the main manipulation techniques used by mass-media and the modalities to control all these.

• General Data About How the Education Is Influenced By Mass-Media

According to The Explanatory Dictionary of the Romanian Language (DEX, second Edition, 1998), the education represents „the measures that are systematically applied as a whole, aiming the intellectual, moral or physical features formation and development in the respect of children, of youth and of the all society, etc". The expected result of such pedagogic activity should be a harmonious development of the individuals, both from the moral and physical point of view, a polite behavior within the society and an as good as possible educational and cultural level. Leading this analysis beyond the

definition, we acknowledge that there exist three types of education: formal, non-formal and informal.

The SWOT Analysis

Further on, we will present the SWOT analysis - that was done for obtaining a clear and correct image of the impact the mass-media has upon the youth's education.

- **Strengths :** Wide information: the many ways and means (on-line, off-line, at local and national level, worldwide); Imposing/Promoting values, behavior attitudes.
- **Weaknesses:** Promoting non-values; Disinformation; Public manipulation; Encouraging conflicts, the physical and verbal violence;
- **Opportunities:** Quitting the regulation procedure by OG/HG; Regulating the field according to the valuable international practices; > The independence of the media institutions, apart from the political factor;
- **Threats:** Enclosing the right of free expression for the press > The lack of interest from the cultivated public's side.

Among the **positive aspects** of the Internet, we can count:

1. à rapid spread of the information
2. improves the memory and the ability to argue and debate
3. improves the peripheral attention
4. has beneficial effects upon the multi-tasking ability and stimulates attention
5. offers many sources thus giving the receiver the opportunity to choose, increasing his or her decision-making ability.

The negative aspects of the Internet are :

It affects the memory A recent study commissioned by Grant's Whisky Company and published by Daily Mail Reporter (2013) revealed that the Internet affects the memory.

Dependency

All these media networks have applications as games, questions and other news, all of them trying to make you spend as much time as possible on their own site. On the lateral sides of the site, several advertisements for applications, games and news are sliding, aiming to make you access them if you are not satisfied with a preliminary look. The key element is that they present you information about real persons in the high life, persons that you know well.

Depression

The Internet contains a lot of informations about tragic moments in the real life. A part of these information are useless to the community as they promote only the negative side of the subject without referring to the way the.

Conclusion –

- 1) Mass Media Have Major Influence Upon The Citizens Education.
- 2) A Potential Mean Of Education & Modeling For All Generations.

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