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Assignment 7

After reading McLuhan's article, and in my opinion on how the media is extended to human beings by being an addition to our senses. Usually we meet face to face and talk to one another with word coming out of our mouths as our ears listen to the forms of speech. Now with media we are able to do that as well, minus the face to face part. People can post videos and make posts about their feeling, something they saw or did and share it on a platform where millions of people will see it and can comment, like, share and reply their thoughts. The effect media has on humanity in general is that the form of mass media itself focuses on delivering news to the general public, which is us, through target publications like newspapers, radio, television and the internet. I say it plays a vital role in disseminating information among the masses and serve as a means to distribute news and convey information regarding politics and education so that citizens will become more socially aware about the problems existing in society.

Problems technology might bring upon individuals and society is anxiety and depression and I say that because of how the media has been lately. Whenever I watch the news it's never really positive anymore. I see reports of covid results getting higher, gun violence in certain areas in NYC is rising, politics is crazy and its causing disputes among people in their communities on

who should vote for who, wildfires are happening, racism is being more exposed and children are dying from stray bullets due to gun violence, and all of this makes me stressed and really sad and the media is making me see that and feel this way about the world around me. As the world moves forward so does technology, the media and its advances. People are constantly demanding for new content and goods that are related to their interests and needs, and connecting with people on a personal level is necessary for the brand to achieve their message.

Understanding what the message is to the audience and who they are, brands will enable companies along with designers and artists are here to create a more clearly identify what role their business can play in audiences lives so they produce the right goods and content. Everyday, people are on the internet creating their own realities in terms of what types of information they choose to consume, and what sources they choose to consume it from. They are forging their own communities, which create and alter that reality on a daily bases. To be effective, campaigners now have to either be the creator of the digital realities , or penetrate the digital reality created by a more effective campaign.