# [An Essay on the Role of Media](http://www.publishyourarticles.net/eng/articles/an-essay-on-the-role-of-media.html)

In the world of today, media has become almost as necessary as food and clothing. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

Mass media can be used for various purposes:

**Entertainment:**

The original idea behind the creation of various ‘media means’ was to entertain masses. Radio, TV, cinemas and magazines spend most of their resources targeting on entertaining items and programs. Because of the growing population and developing lifestyle, the demand for more entertainment is increasing. Every year billions of dollars arre traded in entertainment industry.

**Political Awareness:**

Media is the overseer of the political system. If it plays its role honestly, it will be a great force in building the nation. It plays a great role in bringing common man close to their leaders. The media focuses in bringing details of all major political situations, decisions and scenarios. Hence people can better understand their rights and make better decisions.

**Education:**

Because the power of media is so extensive and huge, it can be used to educate people at very little cost. Imagine a classroom in every city with thousands of students being taught by just one teacher. But unfortunately, because of the lack of interest by governments, very little work is done in spreading the education.

**Advertisement:**

Almost all business concerns use the power of media to sell their products. They advertise in media for the enhancement of business purposes, investing huge amounts in the marketing of their product. The more attractive the advertisement, the more people will follow it.

**Conclusion:**

The media has the power of educating people, both in a positive and a negative way. Since it affects the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends.