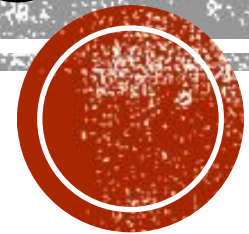


# MEDIA AS 4 AUTHORITIES

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# PLAN

- The fourth power
- The main goal of the fourth power
- The role of the fourth power in society
- controlling or controlled?
- negative sides of media
- References



# THE FOURTH POWER

**The fourth power** is a term that means not only the media, but also the journalists themselves, their influence, because the future of many people often depend on the publications and reports of specific specialists.

**Internet**

**TV**

**Radio**

**Newspaper**



# THE MAIN GOAL OF THE FOURTH POWER

- Observation of events in the world, selection of the most significant and their text processing.
- Formation of the point of view of society.
- Strengthening the role of national culture.
- Political agitation of the population.
- Bringing people to important information from the main branches of government.



# THE ROLE OF THE FOURTH POWER IN SOCIETY

- Mass media are an important aspect of politicians' life
- They help in investigative work, working in close contact
- Find and disclose materials that compromise figures from politics or art
- Affect the decision of voters with competently selected materials





# CONTROLLING OR CONTROLLED?

**Authoritarian.** It is the oldest, since it originated in Tudor times, when kings believed that journalists obey the decrees of the king

**Libertarian.** Media, characteristic of a democratic society, which controlled the power in critical materials.



# NEGATIVE SIDES OF MEDIA

- The submission of information goes through the prism of the author of the material
- Published false data, which leads to a distortion of the overall picture of the described situation.
- Disclosing of compromising materials that do not correspond to reality. Made by inexperience or for money



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