

MEDIA AS 4 AUTHORITIES

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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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