

How can the media influence people?



IS EVERYTHING IN THE MEDIA RELIABLE?

You cannot trust everything you see online as some things can be out of date, inaccurate or not entirely true.

To find reliable information compare at least three different websites, check in books and talk to someone about what you have found.

VOCABULARY:

MEDIA: A method of communicating information. This includes television broadcasts, social media and newspaper articles.

MANIPULATE: To make changes to a digitized image; transforming it to a desired image.

RELIABLE: Able to be trusted; consistently good quality.

SOURCE: A person, thing, or place from which information comes, arises, or is obtained.



CAN IMAGES BE MANIPULATED OR INVENTED?

Photo editing software is often used to create fun, interesting pictures that we wouldn't be able to see without this amazing technology. Sometimes, however, we might not realise that the photos we are looking at have been edited. Many manipulated images can look realistic. Images can be changed in many ways, including: cropping, filtering, smoothing surfaces, changing the proportions of body parts, recolouring and adding parts.



HOW CAN MEDIA AFFECT WELL-BEING?

The media helps information to be shared within communities and around the world. This can have positive and negative impacts on well-being.

Positives: The media, including videos, radio broadcasts and the internet, can help people feel connected with the world around them and less isolated. Also, the media allows people to have an opportunity to learn about and explore new topics, cultures and events; be creative and engage with the wider world.

Negatives: The media, such as manipulated images, can distort the view of who we 'should' be and what we 'should' look like; can mean that people encounter upsetting words and images; can create panic or fear when the media presents mixed messages.



HOW CAN MIXED MESSAGES IN THE MEDIA INFLUENCE OPINIONS AND DECISIONS?



We receive hundreds of messages from the media every day. A mixed message is a message that gives information in a way that is confusing and not consistent. Within the media, mixed messages can influence people's opinions and decisions based on the information that they receive. This could relate to the use of alcohol and cigarettes.



WHAT CAN I SHARE ONLINE?

Social media is interactive, which means people can comment on and share what is posted on the platform. It is important to think before sharing information, including photographs and videos. Personal information like your address should be kept private and must not be shared online. When sharing online, we must **THINK** about whether the information is true, hurtful, illegal, necessary and kind and consider who will read what has been shared. There are laws and rules that must be followed when sharing online.

