
BOOK REVIEW : MEDIA AND SOCIETY

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ABSTRACT

The two authors headed for studying the relationship between media and society. Owing to the media incursions into the lives of community members, media means became irreplaceable necessity, and it contributes to proper socialisation and the shaping of public opinion. Purposeful media have a basic role in any society's development and progress, inviting individuals to engage in work and discard rejection. The two authors believe the importance of this increases as the community grows progress, more advanced civil and more educational, intellectual and cultural level rises. The study points out that many individuals spend more time in following media up than studying. Scientists have considered the media within the social development institutions and perhaps in the forefront. The media also perform an important function for society in achieving social cohesion, developing society and transmitting social heritage over generations and instilling values in the hearts of individuals. The media also monitor the social environment and provide us with information, warning us of the risks and creating social ideals by presenting positive models in different subjects. They also check social media through expressing about the common culture and revealing of subcultures and supporting common values. Finally, contributing in social campaigns, specifically in political and economic crises and wars.

Key words: Media, society, new media, social influence, advertising.

The two authors confirm that the media have become social tools due to what is devoted of habits and trends by the media and what they carry of intellectual and social contents that insists on changing and deriving new methods of living, social change and behavioural patterns, but necessity requires capable hands availability to monitor this change and its social effects and its social impact in order to employ it in a positive and effective direction which always has the ability to develop society, not retracting from the goals of the community because of the vastness effects of the process of social media and its incapacity to control results sometimes, especially in cultural, social and valorem fields that media constantly exposed them to shock.

As the media support the common values in the community and seek to install them, it is also wanted to help in dislocating the negative phenomena that are considered the main obstacles to advancement and progress. Of the foundations of the media process, success which based clear media policy and has clear strategy especially what is related to confrontation of social issues, to ensure social change where the media plays a basic role due to attributes to its effective methods and varied means and communication messages which able to access and influence if they are well organized and having correct idea in proper time to achieve the desired result which requires success effort in conveyance and another effort in evaluation and follow-up.

The two authors prove that texts carried by the media have power. Some people get their social identity from TV shows like Star Wars viewers, from the economic perspective, and the most important type of advertising is commercial advertising where these advertising not only affect minds (which means decision-making about products and services) but have a strong effect on people's bodies (for example, the growth of the fast food industry).

The clearest example of the social implications of the media would be the events of 9/11. Photos, newscasts and news coverage pushed some psychologists to suggest that it would be better for Americans not to watch TV too much after this event, to avoid depression and other undesirable psychological effects.

They indicated that "people in mass culture become inhuman and dead and controlled by anxiety and this situation aggravates through things like tacky stories, bearish movies, this in his turn leads to mass human," this shocking entity, mass culture is fiddling culture, it is tiring culture distorts our taste, and paving the way to destroy our taste in order to love bearish art just. If this is the case with American media culture that almost sweeps the world, how is media case with Arab media the denied by some of its sons?

Perhaps we do not pay sufficient attention to mobile phones, especially smart phones, and their deep effects on cultures and societies, creating what is called the smart mob. The exchange of SMS practised through mobile phones has led to the outbreak of subcultures and governments projection. It made people look at them instead of listening and speaking through them, while digital systems show an electronic computer's ability to encode digitally a wide range of information, the ability to store whole information, back to them and control them with the same equipment, the internet could be about communication, education, culture, promotion, marketing tools or way to crime, espionage and prostitution, piracy, Hecrz infiltration, privacy invasion, spreading rumours and creating confusion ,etc.

With development and increased access opportunities to the Internet networking, the world has become open to us and we are shown all the people who we do not meet, who do not even know us, and the so-called virtual communities for people who have common interests, whereas the dark side of this professional technique is that it enables governments to store information about persons. This leads to misuse by governmental institutions.

The two authors discuss whether– if there is a particular type of technological determinism – it should be allowed to develop as possible, regardless of the possible consequences for individuals or societies. And about the relationship between the media and unacceptable behaviour like violence, we find many analyses of violence in the media do not pay attention to certain violent scenes in certain texts because researchers look for generalisations which can be launch and mutual relations can be found between the exposure of a specific audience to the media and the amount of violence committed by members of that audience.

Reaching the age of eighteen, a boy may have witnessed 18 thousand murders and about 250 thousand violent scenes, most issued through foreign films and wrestling channels in the Arab world, which leads to increased aggression and aggressive behaviours among members of the community, fear of abuse, emptiness of sense, and a failure to differentiate between real life and fantasy life.

The book's chapters address the topic from various points of view:

- Media in society, the effects of the media and their importance and social functions.
- The most prominent criticisms of media and texts.
- The social effects of new media technology - "mobile phones, computers, virtual communities, video games, technological determinism.
- Media means and social change" communication patterns that achieve planned media targets in transfer modern ideas, media and social marketing.
- Social effects of satellite channels on the family and socialisation.
- Media and society.
- The role of the media in the spread of violence.

The book sheds light on these issues and addresses some community denominations relation with the media, like youths and women. It also addresses the social role of the media, all through offering in-depth. Some topics may not be strange to the reader, but the two authors have done their best to produce a comprehensive book which collects the whole subject from A to Z, adding to it every new and useful ,especially those related to the constant evolution of technology and its possible social effects.