

IELTS WRITING TASK 2

Essay 9

The media has a significant influence on society. To what extent do you agree or disagree with this statement?

There is no doubt that the media has a big impact on society. It shapes beliefs, attitudes, and actions in a big way. There may be people who disagree with how much of an effect this has, but I am sure that the media has a big effect on people and on society as a whole.

To begin, the media is a major source of knowledge that shapes how people think about events, issues, and people. News coverage, in particular, can change people's minds by shaping stories and drawing attention to certain parts of them. The media's power to set goals and prioritise certain topics affects how people talk about current events and how much people understand them.

Second, the media has a big impact on how cultural norms and ideals are formed. The media introduces and reinforces society norms, ideals, and expectations through different forms, such as TV, movies, and social media. In the media, how certain behaviours, lifestyles, and beauty standards are portrayed shapes social norms, which in turn shapes how people see themselves and others.

In addition, the media is a strong way to change people's minds and affect how decisions are made. For instance, political campaigns depend on media outlets a lot to spread information, change how voters think, and change public opinion. As a go-between for politicians and the public, the media has a lot of power to change both the political landscape and popular opinion.

There are people who say that people have free will when it comes to filtering and understanding media messages, but the fact that media is so common and easy to get to makes it a powerful force. Media outlets use persuasion techniques and people are constantly exposed to media material, which makes it impossible for people to avoid being affected by the messages they send.

In conclusion, the media has a big effect on society. It changes political situations, cultural values, and general opinion. It is important for people to be aware of and understand this impact in order to critically engage with media content and for society as a whole to manage the complicated relationship between media and collective consciousness.