Examine the role of mass media in eradicating inequalities in society

**Introduction**

Today media become a part of everyone’s life. Media plays a major role in today’s society, now media become food to strengthen or weaken society.

 The purpose of a media is to give information about current news, gossips, Fashion, and the latest gadgets in the marketplace of the people. The role of a media has to be one way trading and marketing of products, and prejudices. It gives geographical knowledge about how people divided. The media claimed to be governed by righteousness and equity for the common man to the rich man.

**Media is a change of:**

1. Information
2. Education
3. Entertainment
4. Advancement
5. Correlation of parts in society

**Influence of a media on today’s society**

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also form opinions and make a judgment regarding various issues. It is the media, which keep people updated and informed about what is happening around them and the world that everyone draws something from it.

**Media is considered as “mirror” of the modern society, infect, it is the media which shapes our lives.**

**It takes discipline not to let social media steal your time.**

Media has had a bad effect on a generation, mainly because youth is strongly influenced by media teenagers and children are intended to follow their people, who are recognized and follow what they do to get noticed. Sometimes they focus bad part of a media, and influence to do it. However, many did the crime by following media:

Whoever controls the media, controls the mind.

The media affects people’s perspective. Too much intervention of media in everything is a matter of concern. Media can be considered as “watchdog” of political democracy

### Control of a media on society

But this becomes a drug to this generation because social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo or update your status, you are contributing to your own digital footprint and personal brand.

**Impact of fake news through media**

In media world it had a positive and negative sides because as it had an influence over generations from ages, some fake news make a special impact over the society to make crimes and make people react fast to the issue without thinking once, in this social media like facebook, twitter, WhatsApp plays a major role recently in India one fake news made village people kill one innocent person and injured friends of that person. Fake news is a big thing in the field of Social Media Journalism. Fake news can be as simple has spread misinformation.or as dangerous as smearing hateful propaganda.

**Media in our hands**

In today’s world, the media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses.

So it’s in the hands of the people to take control of their minds. And decide what is correct. For this social media is the ultimate equalizer. It gives a voice and platform to anyone willing to engage