

The Mass Media and its influence on youth



Hey!

Today I will introduce The Mass Media and its influence on youth. I'll start with the definition: what is mass media?

Definition of the mass media by the "Oxford Languages" dictionary is the "Main means of mass communication, such as broadcasting, publishing, and the internet considered collectively."
In a nutshell - section of the media designed to reach large audience.





In the Belarus as of June 1, 2020 has registered:

1,564 printed mass media (newspapers, magazines, bulletins, catalogs) of which 426 are state;

- 7 news agencies of which 2 are state;
- 37 online publications of which 30 are state;
- 206 broadcasting media of which 127 are state.

But what are largest mass media in Belarus?
Let's see.

Belarus-1

It is the oldest television channel in the Belarus. The channel is on air from 6:00 am to 2:00 am on the next day, in contrast with most public channels in Europe, which broadcast 24-hour programming.

#Channel is used to spread propaganda in Belarus.



History

The channel was launched on 1 January 1956, as the Belarusian branch of the Soviet Central Television, after months of preparation. The first spoken words were "Good evening!
Happy New Year.

Today, we start our test run. spoken by Tamara Bastun.
"Broadcasts were initially running for 2–3 hours every evening on Thursdays, Fridays and Saturdays.

ONT (All-National TV)

It is Belarus's second state-owned television station. It was established on 15 February 2002 by decree of the President of Belarus. It replaced relays of Channel One and currently broadcasts most of the channel's content.



**ОБЩЕНАЦИОНАЛЬНОЕ
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History

Broadcasts commenced on June 25, 2002, at 20:35. The first show seen on the new channel was *Nashe Novosti* (Our News), ONT's main news programme. The first edition was hosted by Alexander Averkov. Initially it relayed ORT's programming most of the time with significant differences in advertising breaks and news operation, as well as programming from a few other federal Russian channels (NTV, TNT, RTR). As the years progressed, the channel added more original content.

Belarus Today

- It is a state run publisher in Belarus that was founded in August 2, 1927;
- it controls numerous media entities such as their current namesake publication Belarus Today.
- It has formats of Print, Radio, Television and Online



Influence on youth

Honestly, teenagers and kids don't watch tv or read newspapers.

I run a research through my group members and got following results:

almost 80% don't like to gain information from tvs or newspapers, from which 8% prefer to watch videos on internet, 31% receive information from social media and 62% reading other information channels in the internet, so only mass media affecting the young generation is internet resources, but here comes the danger: there is a lot of fake information spreading, and no one is safe from misunderstandings, but if you will only read trusted sources of information