

The Global Media



Exposure to media has become a major factor in shaping the economic, political, social, cultural and environmental make-up of the world.

Not everyone has equal access to media and an information gap exists between rich and poor, and between the more powerful groups in society and those who are marginalized individuals cannot address serious issues if they are unaware of their underlying causes and interconnections.

In a democratic society, information should be designed to help people become well informed and better able to protect themselves.

There are so many opposing claims and ideas in all types of information that it is hard to tell rhetoric from reality.

Accurate well balanced information allows individuals to form opinions and to make informed decisions on whether and how to take action.

But what is the quality of the information received??

Information itself is a resource. To be used effectively, it has to be turned into knowledge and understanding.

A wide variety of views about issues must be studied and challenged before analysis of the issues can be effective.