

# The Power of Media and Communication

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## Textbook

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## The Power of Media and Communication



### How Media Influences What We Believe

Media is all around us—on our phones, computers, TVs, and even in video games. But media isn't just entertainment—it often tries to **influence what we think or do**.

Think about:

- **Advertisements** that try to get us to buy something
- **Social media posts** that encourage certain opinions
- **News stories** that might show only one side of an issue

Media can affect how we feel, who we trust, and even what we believe is true. That's why it's important to ask:

- Who made this message?

- What do they want me to think or do?
- Is there another side to the story?

Learning to spot **bias, persuasion techniques, and emotional language** helps you become a smarter, more independent thinker.

## Being Legal and Ethical Online

Just like in real life, there are **rules and expectations** for using information and technology. These include:

- **Legal rules** (what's against the law): → Downloading music or games without permission (piracy) → Sharing someone else's photo without asking → Hacking or accessing private accounts
- **Ethical rules** (what's the right thing to do): → Giving credit when you use someone's work → Telling the truth in your posts → Protecting people's privacy

**Misusing technology** can have consequences like losing privileges, damaging someone's reputation, or even facing legal trouble.

Being a responsible digital citizen means using tech in a way that is both **legal and respectful**.

## Being a Responsible Communicator

Every time you use a phone, tablet, or computer to send a message or share a post, you're **communicating digitally**. Responsible communication includes:

- **Being kind and respectful**
- **Avoiding rumors or gossip**
- **Protecting your personal information** (like your full name, school, or location)
- **Respecting others' privacy**—don't post someone else's photo without permission

Even if a message disappears after a few seconds, someone can take a screenshot or share it. Think before you post.

## The History of Digital Communication

Before smartphones and social media, people still found ways to stay connected:

- **In the past**, people met at community centers, town halls, or libraries.
- **In the 1990s and 2000s**, email and early chat rooms became popular.
- **Today**, we use apps like FaceTime, TikTok, and Discord.

Digital communication has made it easier to stay in touch—but it's also changed **how** we connect. We can reach more people, but we might miss out on deep, face-to-face conversations.

## How Digital Communication Shapes Our World

Digital media can shape behavior—both good and bad:

- It can help us **organize events, spread helpful messages, and build friendships**.
- It can also **spread false information, cause stress, or create pressure to fit in**.

At a global level, social media has:

- Helped raise awareness for social issues
- Connected people from different cultures
- Helped small businesses grow

Being aware of how communication tools influence us helps us use them **with purpose and power**.

## Quick Activity

**Media Detective!** Look up an image-based ad or social media post (if school Acceptable Use Policy allows). Ask:

- What is this message trying to get you to do?
- What techniques does it use (humor, fear, cool visuals)?
- Is it showing the full truth?

Discuss in pairs or write a few sentences analyzing the message.

## Critical Thinking Questions

1. Why is it important to follow both legal and ethical rules when using media and technology?
2. How has digital communication changed the way people connect in their communities?

## Questions (6)

### 1. Have you read your school Acceptable Use Policy?

MULTIPLE CHOICE

Choose the correct answer:

- A. Yes
- B. No

### 2. What is one way media can influence people?

MULTIPLE CHOICE

Choose the correct answer:

- A. By showing only boring information
- B. By changing what they wear to school
- C. By persuading them to buy something or believe something
- D. By turning off their devices automatically

**3. Which of the following is a legal and ethical way to use digital media?**

**Choose the correct answer:**

- A. Downloading music for free without permission
- B. Posting a video you found without giving credit
- C. Sharing your friend's personal information
- D. Giving credit to the author when using part of their blog

**4. What is a risk of irresponsible digital communication?**

**Choose the correct answer:**

- A. Getting more followers
- B. Building stronger friendships
- C. Damaging someone's reputation
- D. Getting better grades

**5. What did people use to do before digital media to stay connected?**

**Choose the correct answer:**

- A. Use holograms
- B. Send videos through the cloud
- C. Text using their phones
- D. Meet in person at town halls or libraries

**6. Why is it important to think critically about the media we see?**

**Choose the correct answer:**

- A. So we can understand what we're being told and why
- B. To memorize more news headlines
- C. To make decisions based on emotion
- D. Because media is always wrong

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## Answer Keys & Solutions

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### Questions

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#### 1. Have you read your school Acceptable Use Policy?

MULTIPLE CHOICE

Correct Answer:

- |        |             |
|--------|-------------|
| A. Yes | ✓ Correct   |
| B. No  | ✗ Incorrect |

#### 2. What is one way media can influence people?

MULTIPLE CHOICE

Correct Answer:

- |   |             |
|---|-------------|
| A. By showing only boring information                       | ✗ Incorrect |
| B. By changing what they wear to school                     | ✗ Incorrect |
| C. By persuading them to buy something or believe something | ✓ Correct   |
| D. By turning off their devices automatically               | ✗ Incorrect |

#### 3. Which of the following is a legal and ethical way to use digital media?

MULTIPLE CHOICE

Correct Answer:

- |  |             |
|--|-------------|
| A. Downloading music for free without permission             | ✗ Incorrect |
| B. Posting a video you found without giving credit           | ✗ Incorrect |
| C. Sharing your friend's personal information                | ✗ Incorrect |
| D. Giving credit to the author when using part of their blog | ✓ Correct   |

#### 4. What is a risk of irresponsible digital communication?

MULTIPLE CHOICE

Correct Answer:

A. Getting more followers

✗ Incorrect

B. Building stronger friendships

✗ Incorrect

C. Damaging someone's reputation

✓ Correct

D. Getting better grades

✗ Incorrect

## 5. What did people use to do before digital media to stay connected?

MULTIPLE CHOICE

**Correct Answer:**

A. Use holograms

✗ Incorrect

B. Send videos through the cloud

✗ Incorrect

C. Text using their phones

✗ Incorrect

D. Meet in person at town halls or libraries

✓ Correct

## 6. Why is it important to think critically about the media we see?

MULTIPLE CHOICE

**Correct Answer:**

A. So we can understand what we're being told and why

✓ Correct

B. To memorize more news headlines

✗ Incorrect

C. To make decisions based on emotion

✗ Incorrect

D. Because media is always wrong

✗ Incorrect