Introduction Media is an important part of our daily life.Today, social communication often happens through digital platforms such as: Facebook YouTube Instagram WhatsApp X (Twitter) In this way, people become both receivers and senders of information.Negative Effects They also have some disadvantages: Fake news and rumors Addiction to phones and platforms Loss of privacy Cyberbullying Waste of time Negative influence on values and behavior Manipulation of public opinion 7.Positive Effects Media and social communication have many advantages: Fast access to news and information Easy communication between people Sharing knowledge and learning Freedom of expression Raising awareness about social issues New opportunities in business, education, and marketing 6.Types of Media There are two main types of media: Traditional media: Newspapers Radio Television Magazines Modern media: Internet Websites Online platforms Social media 2.It helps inform, educate, entertain, and influence society.Traditional media depends on big institutions like TV channels and newspapers.But social media allows every person to share opinions, news, and content very quickly.Functions of Media and Social Communication Media and social communication have many functions: Informative function: They give news and information.Media Literacy Media literacy means the ability to understand and analyze media content.It helps people: Know if information is true or false Think critically Use media in a smart and responsible way This is very important today because not everything on the internet is correct.Social communication is the exchange of messages, ideas, and information between people and groups.The Relationship Between Media and Social Communication Media and social communication are closely connected.Educational function: They spread knowledge and awareness.Entertainment function: They provide fun content like videos, shows, and music.Influential function: They can shape opinions and influence behavior.It affects: Ideas Behavior Culture Language Public opinion Media can help society grow and develop, but it can also create problems if it is used in a bad way.Conclusion In conclusion, media and social communication are essential in our lives today.Today, with the development of technology, social communication has become faster and easier through the internet and social media.People now not only receive information, but also share and create it. This makes media and social communication very important in modern society.What is Social .Communication?1.What is Media?3.5.8

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