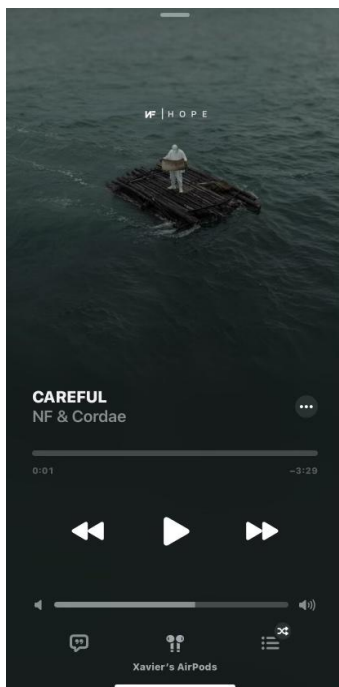


Personal Media History  
Xavier Gardner  
Comm 260

In the year 2023 mass media has become a term that is utilized every day. Without realizing it mass media impacts us through television, social media, news, radio, and much more. With media having such an impact on life as a whole, this personal media essay will look to discover just how media affects humanity by using concepts from throughout the course. In addition, this essay will discuss how media has specifically affected my life ranging from my family to my career.



First, mass media helps us gain insight about ourselves and the world around us by allowing people to show off their skills and creativity. Within the music world, media has allowed people from all over the world to share creative music that allows them to express their story, culture, and personality. Not only does the media limit people to only music but it allows people to express their skills and creativity in the motion and film industry.



Throughout the years music has played a large role in helping me gain insight about the people around me. I have learned that for some people, the type of music they listen to reflects their heritage. For example, Creativity within the film industry has had the largest impact on me dating back to my childhood years. When I was a child me and my sister pretended we were filmmakers and used our mom's iPad as our camera. Growing up watching superhero movies in the movie theater with my dad was another time the film industry has impacted me.



Next, how does mass media move us emotionally? Mass media can move people emotionally through various ways. Today the biggest driver of mass media affecting people emotionally is phones and social networking. Because of this people can contact loved ones who are far away. Cell phones have given people the opportunity to do emotional things such as contact someone to apologize for something or even talk to someone you deeply miss.



For myself, I have heavily relied on cell phones and social networking sites to stay in contact with people who are far away but also to express my personality and my interests. My hometown is in Suffolk Virginia while half of my family lives in Florida. This half of the family is not actively on social networking sites so I make sure to contact them every so often to check on them while they do the same for me. Besides staying connected with family, social networking sites allow me to showcase my skills in sports photography and my interest in fashion.



Next, mass media allows us to gain new perspectives ultimately through news outlets. Today digital news has nearly taken over the media world. There are a variety of news outlets that swarm social media platforms. Each of these pages has its type of content that they post such as sports news, national news, and even food news. With how easily accessible social media platforms are, anyone can create a news story on their social media account about anything they find interesting. All of these factors allow the media to help us gain insight into ourselves and the world.





Media in news outlets has had a large impact on me as I mostly follow news-related pages on my social media accounts. I am a big sports fan so posts from ESPN, Bleacher Report, and other sports news pages fill up my feed. While I am not a journalist myself I have assisted the Mace and Crown sports writer by filming a post-game conference with ODU football head coach Ricky Rahne.



Mass media helps us feel connected to something bigger than ourselves through the leadership opportunities it provides for us. Today mass media is a big part of our world which means we need people to contribute to it. As mentioned before, mass media gives people the opportunity to show off their talents and creativity. Leaders of mass media companies such as Steve Jobs, the owner of Apple, have given opportunities of a lifetime to people who have creative ideas to improve Apple as a brand.



I find that I can relate to this as I am a promotions and social media director for WODU Studios, the official radio station of ODU. This job has not only allowed me to show off my creativity but it has allowed me to build a small team of individuals who want to learn and show their creativity in the media field. So far my team has made creative posts that have done well such as a creative Happy Thanksgiving post. In addition, my fellow directors have also assisted me in helping other people show their creativity during the school student organization fair.



Finally, one of the major ways media affects us personally is through media marketing and advertising. While money is important to us, it is just as important to a company as money keeps

companies running. As mentioned in module 2.2.2, advertisers have turned to social media as a way of reaching audiences. Nearly every time we sign into our social media accounts or use an app on our phone we run into an advertisement. Advertisements are strategically shown to us based on our interests and in some cases the things we search for on the internet.



I find that I am a heavy user of social media platforms with Instagram and TikTok being the two apps I use the most. I have found that these two apps are flooded with advertisements that are personalized to match my interests. For example, recently I purchased my first camera so I have been running into many ads advertising different cameras and lenses.



In conclusion, mass media affects humanity despite how hard we try to avoid it. Through the many factors that go into mass media, this course has ultimately helped me fully realize the effect that mass media has had throughout my entire life. While I can relate to mass media in every aspect of my life I ultimately feel that mass media gives me the deepest connection with

my family and friends. Without it, I do not believe I would be able to maintain the long-distance relationships that I hold with my family and friends.

