

PHILOLOGY

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Mass media vs. social reality

The article considers the notion of the media construction of reality and its influence on society. When recognizing the growing influence and role of the media in everyday life, it is to be noted that the media themselves and media culture are an important element in modern society. The mass media publish information and allow consumers to perceive it without any critical and conscious interpretation or real understanding. An important factor in development is also technological progress, which has promoted the quick dissemination of the mass media and has given greater power to the representation of reality and the condition of society in the shape in which it coincides with the "builders" of this reality.

Key words: media, media culture, simulation, media construction, social reality.

March 31, 2020
