The mass media including TV and newspapers influence our society and shape our opinions.
To what extent do you agree with this statement?

We are constantly exposed to different forms of media **such as** TV or newspapers. **Due to** the developments in technology, we can reach visual and written content wherever we are and whenever we want. I believe that these forms of media are very influential in shaping people's opinions.

Some may suggest that the media only provides information, and it is up to the individual person to believe it or not. **As a matter of fact**, the impact of the media in influencing attitudes and opinions of individuals and the society is all too obvious. **Since** the media is the means by which we access information, what we know is limited to what the media presents to us. **As a result**, our knowledge is created by the media. **For instance**, in some countries the media is usually careful to avoid displeasing the government, **and therefore** broadcasts news about positive policies while completely ignoring negative developments, and people believe it.

Secondly, we are taught to believe that the media is objective, **while in fact** the journalists or editors in TV channels and newspapers have their own opinions. What we see on the media, **therefore**, is subjective; **however**, we are inclined to believe just the opposite. **As a consequence**, we accept what the media offers us without questioning it. **In addition,** those people working within the media can also be deceived. **For example**, recently I read a newspaper article saying that a poor student had achieved a great success in a national exam but later on it turned out that she had fooled the media as well.

In brief, I think the media plays an important role in shaping our ideas **not only because** it is the only way for us to reach information **but also because** we tend to believe that it is objective.