

## Media

*By Mike Harris*

Media in my mind is synonymous with communication. Each word can be substituted for the other. There are way too many ways of communicating than can possibly be covered in 500 words. Any single facet of Media or Communication covered in detail would require much more than the limit set for these short essays. That sets parameters and constraints.

Media is a disseminator, it is used by people. These people are all insisting that they are telling the truth. Here is where the problems begin. Truth is like beauty in the eyes of the beholder or as in this case the disseminator. Different religious beliefs using the pulpit all are saying they are "telling the truth." I honestly think that for the most part they believe they are telling the truth as they understand it. Then there are governments who are convinced that their policies and agendas are the best for the people they represent as they perceive their needs that are their truths. Let us not forget the merchants and the many products they make and the claims of truths made in their advertising. The sport announcer at an event and how he words what he sees as the truth as he reports using an adjective or adverb thereby slanting the coverage. The claims made by large medical companies to stop pain or cure certain medical conditions, all are telling the truth. But everyone's truth has an element of self service. The religions, the government, the merchants, the sport announcers, and the large medical companies. Then there is the media itself, by presenting these truths to the rest of us, they offer a disclaimer, they do not endorse nor are they responsible for disseminating someone else's perception of the truth. They go on television with the news, supposedly edited by only their staff, someone pays to have their special of the week at this time which pays the station who is giving us the true news?

What happens in countries where the disseminators are controlled and only what the controller wants their subjects to hear is available. Did you get to hear the Nazi broadcasts from Germany prior to and during World War II? Did you ever catch the mad ravings of Mussolini? Have we heard the broadcasts from the Imams of the Moslem community? The disseminators do not discriminate as long as the time is paid for. A disclaimer at the beginning or at the end absolves them from being tagged by any brush regardless of the color. I have not even touched on the social internet for which you do not even need a computer, just a lap top or a phone. Then there is the eminent scandal and threat to our most private thoughts which is a part of the media.

Go ahead do some thinking! I do not remember exactly where I read it but it goes something like this, "A lie told often enough, loud enough, convincingly enough is soon perceived as a truth."

They say that "Tylenol" is good for headaches. LOTS OF LUCK!