

A new trend of role of Mass Media in 21 Century

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Since the first appearance of Internet technology in USA 1966, the role of mass media has been drastically changed. The role of mass communication has long been regarded to be a Watcher over Power of nations. By the increasing numbers of TV, politicians have been involved in this strong mass media, and become a slave to obey. Thus mass media, turned to be imperialistic, and politicians utilized the mass media, and vice versa since then. On the contrary, internet technology has drastically changed the power-relationship between a giant mass media and one person. Personal homepage or Vlog offered a flat relationship against a giant mass media.

In the case of Global Warming Disturbance, here is a great gap between the scientific debate and mass media which over-exaggerated the truth that may mislead the future of our human being. The contribution to reduce the use of oil and other mineral resources worldwide is evaluated positively, to make a world-wide trend to become sustainable society. However, if the climate turns to be cold in this century, trust of scientists would be lost. More critical and serious matter would become remarkable ca.2020 year by the anomalous increase of world population which will reach to 7.6 billion to trigger the unstable economic crisis by the expense of oil, world-wide inflation, no foods and polluted water and atmosphere. This would become the ever-since worst tragedy through the human history over the last 10,000 years.

To avoid the expected tragedy coming soon in this century, the role of mass media would be the largest to control our future of human being.