

Abstract

The issue of the impact of the media on men and society is increasingly topical nowadays when it is impossible to practically imagine the life without the media. The media have been, are and will be an inseparable part of the current life in spite of the fact that they do not always affect us only positively, they might also have a negative impact on us – no matter whether a short term effect or a long term influence is concerned.

This work tries to identify these effects and influence and demonstrate them on concrete examples. At the same time it suggests various possibilities how to tackle with the “media phenomenon” and mitigate its negative impact and influence. Together with streamlining the content of the media, it is necessary to disseminate the common knowledge on conclusions of media studies and thus broaden the media literacy across the whole society.