Study on Impact of Mass Media on Gen Z

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Abstract: *The extremely advanced and complicated technology has developed along with the way the world is now organised, introducing people to a variety of modern communication tools. The global community can access information that is simultaneously transmitted through mass media. Modernization in the current era of globalisation makes it simpler for people to go about their daily lives. However, the user will experience both benefits and drawbacks from this sophistication. The misuse of this service poses a risk that could contribute to societal issues in society. The goal of this article is to examine how the media affects how students develop their personalities. The writing style is qualitative and is based on prior research and studies conducted through documents, journals, and books pertaining to the subject of the influence of mass media. This essay's main support comes from the literary analysis approach, which employs both inductive and deductive analysis to examine literature from both local and international academics in order to reach a convincing conclusion about the impact of mass media on Gen Z.*

Keywords:. Mass media, Gen Z, Modernization, qualitative

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