

University of Management and Technology

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The role of media in political socialization  
Impact on the democratic attitudes of the audience

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# The role of media in political socialization: impact on the democratic attitudes of the audience

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## Chapter 1

### Introduction

The media, particularly television and the Internet, have a significant impact on the beliefs and political attitudes of the people. An average person today spends nearly eight hours a day exposed to media (Strasburger, Wilson, & Jordan, 2009). By doing so individuals learn about current news and events, get to know the details of the national and international political developments, and also get expert opinions and assessments (Graber, 1997). These are essential elements of the socialization process. This study aims to examine how and to what extent media influences the political understandings of the people.