Party. Therefore by watching this channel, it is acceptable to assume they will not be neutral in their reporting of events.

Furthermore, with media becoming a 24/7 culture with digital news channels and social network websites, people are becoming avid listeners and readers and letting it influence their lives. They feel they are part of the events as they unfold and their understanding and view on the situation can be distorted. Media has become less about informing and having informed citizenship, and more about constructing public opinion and promoting consumer demands.

To conclude, contemporary social structures are the institutions, organisations and relationships between people that can have varying embraces and influences. Some have existed for centuries, whereas others are newly emerging. Religion and the media are two of the significant social structures which have the ability to effect wide masses of the population and therefore will always exist.