



## The Role of Media In Educating People

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Media can be presumed as a means of transportation. It carries people from different backgrounds to different destinations.

Like a bus driver who carries people on his bus and drops them at the bus stop where they want but he is not in a position to command them where to go.

So does the media.

It can fulfill the information needs of the people but it cannot force people to do this or do that. People have their choice.

But media can cooperate and coordinate with these people.

So do we need to accomplish our mission of marching towards a sustainable future and communication?