



FREDRIKA HARGROVE

MARTIN LUTHER KING DAY ESSAY

Directions: Click inside each box and enter your name, grade, school, and teacher. If you have a title for your essay, enter it in the Title box. Begin typing your paper under the title box. The text box will expand as you type. Once you are done and ready to submit, type your initials in the gray box to confirm that this essay is your original work. **Do not change the font or the size.**

Name: Madeline Rains	Grade: 7th
School: Paducah Middle School	Teacher: Click or tap here to enter text.

Title of Essay: Click or tap here to enter text.

Don't just watch the world change, be a part of making it happen! The news shows us problems, but our actions can create solutions. By sharing important information online and through the media, we can make a difference in our communities. In today's world, there's not enough time to wait for adults or large groups to fix problems; therefore, we should prioritize taking action through the media/ social media over taking direct or legal action. Regular people like us need to use the internet and media to make a change in our world. Media and social media are the best ways to address problems in your community, city, or state because of their massive reach, real-time accessibility, and influencer impact.

First, prioritizing shaping public opinion through social media is considered highly effective due to its massive reach. Social media platforms allow the spread of information to a large audience, making it easier to reach and influence many people at once. According to Georgetown University, "Platforms make it possible for individuals — not only institutions — to reach large audiences, and for audiences themselves to determine what gains visibility by choosing what to share, like or remix." This means that platforms allow regular people to share things with many others, and the audience chooses what becomes popular by liking, sharing, or remixing. To summarize, influencing public opinion through social media is considered highly effective because it can reach a large number of people.

Secondly, we should prioritize shaping public opinion through social media/media because of their real-time accessibility. With one post or video, influencers can reach thousands or even millions of people instantly. As followers, we learn news, real-time weather changes, the whereabouts of our friends and family, relationship status updates, and updated sports scores as they happen. There's no waiting until the evening news or the morning newspaper arrives – we have access to news as it happens. To conclude, real-time accessibility of social media makes it the preferred platform for shaping public opinion.

Finally, we should prioritize shaping public opinion given influencers' impact. Influencers have a significant effect on public opinion, especially in fields like fashion, beauty, and fitness, where their recommendations can change consumer behavior. According to Adrian Rogers, "It is more important to influence people than to impress them." This means that making a difference in people's lives is more important than just getting their attention or compliments. When used for positive purposes, this encourages people to be kinder, more uplifting, and more helpful because of the impact influencers have on our population. To conclude, prioritizing shaping public opinion through influencers is one of the many reasons that taking action through the media is the best method.

In conclusion, media and social media are powerful tools for solving problems because of the massive reach, real-time accessibility, and influencer impact. Media lets everyone share news, ideas, and solutions so communities and people can work together quickly and efficiently. By using these platforms, people can stay informed, help one another, and make their towns and cities better places. I want the McCracken County Library Board and the NAACP to consider using social media to keep Dr. King's message of racial equality a top priority in our civil discourse.

DECLARATION OF OWN WORK

I AFFIRM THAT THIS IS MY ORIGINAL WORK. ANY MATERIAL TAKEN FROM OTHER SOURCES IS REFERENCED IN THE ESSAY ABOVE. ALL SOURCES USED IN THE PREPARATION OF THIS ESSAY HAVE BEEN LISTED IN A BIBLIOGRAPHY.