Obama, the first black president of the US. We all are also acknowledged of the speech made by M.Luter King with his famous “I have a dream..“ and many other examples are seen in every day life.

The world of communication has changed the world and obviously most language. Messages have to be clear, concise and appealing, we only have a certain amount of time and space and it costs a lot of money, so the campaign must be set up in the most efficient and effective way.

This topic will give us the material to show our students how dependent they may be on mass media, which is the extend they are influenced by mass media, and most important, as a tool of socializing, accepting different ways of lives and cultures. They have to be open-minded and they have to become critical citizens and in order to achieve this they will have to be fed with plenty of information and mass media is a wonderful way to get it.