

## Media? For the People or For it's Master?

Mainstream media is a place to tune in on our favorite TV shows, movies, and other forms of entertainment. Media is a mass communication tool; it can give us a view of what is happening around the world. It is one of few things that connects us as humans across the globe. If you break it down to the basics, media is one of the largest, therefore one of the most powerful, platforms for storytelling and education. Spreading knowledge and stories, these are the ways that this media is beneficial in society that is worth acknowledging. However, this paper takes a closer at the ways in which media is being used as a check for political power.

This case study examines historical evidence of political initiatives involved in media in Ecuador and Rwanda. The purpose of this ongoing study is to address my preliminary findings as a comparative analysis identified during my research trips to Ecuador, Rwanda, and London. However, for the sake of brevity I am focusing on my findings from Rwanda and Ecuador. Drawing upon observations, conversations, and field notes taken from my research trips, I argue that the influence of political agendas in media causes social and environmental disorder if left unchecked by the common people. If left unchecked, it is the common people who are most negatively effected.

What I learned by visiting the Kigali Memorial Museum in Rwanda is that is also important is what stories are told after these tragic events. How accurate are the passed down to generation to generation? What part of the stories are being left out and why? The use of propaganda had extreme effects in Rwanda. Belgium's plan to use race ideology in order to divide and conquer history is not always recognized when learning about Rwanda's traumatic genocide history. Consequently, I will be using stories from Rwandese citizens today that inherently resist against the mainstream political jargon that was forced amongst their people.

First, this paper will investigate the groups of people in these countries who have consistent access to media outlets, and other ways disempowered indigenous communities have been pushed out of the conversation in media. Then, I critically analyze politically driven messages that are spread toward mainstream audiences to get a better understanding of the role of foreigners in power, and how they use media as a platform to their advantage. I answer who is telling the story and were their motives. Their tactics, consistency, rhetorics, race ideologies, and overall misrepresentation of people is recognized throughout this process. After, I discuss how these actions caused social and environmental rights to come into question. This information will be followed by the effects of these messages amongst culture, communities, and quality of life. Lastly, I will evaluate the complicity versus the resistance, of the common people who are disempowered.

Although media acts as a platform, if it is not regulated it can fall into the wrong hands. As a solution, I will talk about evaluating our level of education, as consumers, on the power of media