



**THE INFLUENCE OF MASS MEDIA TOWARDS THE
SOCIETY IN *A BEAUTIFUL MIND* MOVIE**

A Final Project

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by:

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ABSTRACT

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This study analyzes the influence of mass media towards the society. Mass media especially print and technological media nowadays often represent the modernization in this era. This condition builds the social changing in community. This final project is aimed at analyzing how mass media influences the society as reflected in *A Beautiful Mind* and the objective of the study is answering the statements of problem namely: First, what kind of society is reflected in the movie. Second, how mass media influence the society as reflected in the movie.

I employ *A Beautiful Mind* movie as the object of this study. This study is a descriptive qualitative study with *Sociology of Literature* as the approach and using Laersonson and Swingewood theories. It is descriptive qualitative since the data of the study are in the form of dialogues and I do not employ computation. The data is gained by watching the movie thoroughly, identifying, inventorying, and classifying. Then the analysis are done by selecting and explaining.

This investigation results in several findings. First, mass media is the most effective tool of promotion and influential in political living. In the *A Beautiful Mind*, mass media which is known as printed and technological media have great influences as the agent of change for society. The concept of agent of change created because mass media as the information carrier is the media which brings the most influential information of popular culture. Second, the influence of mass media towards society are the mass media influence in society lifestyle. Thus, people tend to create the new innovation as the reflection of cultural transition. For the next researcher, I suggest to analyze about how we can survive from the bad influence of ideologies that developed in the society by mass media.