

Impact of Mass Media in financial and business growth; Bangladesh Perspective

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Abstract

This study explores the impact of media in accelerating business and financial development for Bangladesh. This was a quantitative research approach using a survey of seventy people from different regions all over the country. Data were collected through a structured questionnaire, and data analysis was done using statistical methods. Results suggest that mass media is a quasi-library for consumers, a catalyst for entrepreneurship, and an engine of economic development. Factors such as the digital divide and regulatory frameworks, along with media literacy as a third dimension of mass media effects are part of this multilevel analysis. To analyze the research question different types of tools are used like pie-chart which has done to describe the perception of the respondents regarding the issues. It is found that The impact of digital media is highly significant whereas print and broadcast media has moderate impact over the financial system and economic growth. The Study also found that digital media is popular among youngsters and also influenced the aged people as well. Whereas print media has lower influence over youth. So digital media creates higher impact over economy rather the other two.

Key Words: Mass media, financial growth, business growth, Bangladesh, media impact, media literacy.

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