***Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.***

21st century. The age of new discoveries and modern technologies. World progress knows no boundaries, and humanity does not stand still, every day developing more and more in new areas and improving in old ones. Journalism is a very important aspect of social life for many centuries, and in the current information age, it plays almost the most important role in human lives.

Journalism is an important component of any person's day. When people wake up in the morning, they pick up their phones almost immediately. They go to social networks or check their mail - this is not entirely important, because on any of these resources you can read what happened in the country and the world while they were sleeping.

The older generation chooses newspapers or other print publications in order to stay up to date with all events, for example, read the latest news, find out the weather forecast for the week or watch what time your favorite TV show will be on TV. Throughout the day, we, one way or another, encounter journalism, no longer noticing it and not imagining our life without it.

In the practice of the media today, methods of subconscious influence are widely used, when the attitude of society to certain phenomena of the surrounding world is formed with the help of stereotyped ideas that are introduced into the news stream, automatically causing either a negative or a positive reaction to a specific event in the mass consciousness. The task of the press in the process of persuasion is to create a strong, sustainable attitude towards this phenomenon. As soon as the media is not called. And the "Fourth Estate" and "The Great Arbiter". This suggests that the media have long been equated with the three branches of political power. The result of journalistic work is a picture of the world, created in informational, analytical and literary-journalistic materials. Thanks to this picture, a certain image of power, state, politics, party is built. With its help, it is possible to manipulate the consciousness of the audience, create public opinion, therefore journalists unwittingly perform the functions of image makers, especially in state, municipal, departmental and party media. With the help of information products, they contribute to the advancement of state ideology, create a positive image of power, and contribute to the political stability of society.

Being a journalist is a big responsibility. In a word, as a weapon, you can both save and kill. Therefore, it is very important for media representatives to use this influence on people with benefit in order to change the world exclusively for the better. For example, agitating to give up lies in your life, protect the environment and try to help those in need. So is journalism capable of changing the world? The answer is simple. Close your eyes and imagine a world without journalism. Can you see something? Me not.