

Media as a political instrument

Outline

I. Introduction:

The increasing role of media in political domain has made it a political instrument that results in the strengthening of democratic norms and values through bringing transparency in public institution. Yet, media, becoming a political instrument, faces hurdles - back door channel influence of media to mold public opinion and many more.

II. Media (social and mass media) - an overview

III. How social media is political instrument:

A. Providing a platform to the political parties to put the party manifesto on behalf of people

B. Fostering democratic norms

and values by bringing transparency in governmental institution

C. Social media - becoming a source for political campaign

D. Gives an opportunity to the masses to take part in decision making process of government

E. Compelling government to make policies in state's interests

F. A platform for opposition to criticize governmental policies

G. Making masses politically aware

H. Keeping public aware of the day-to-day political affairs

IV. Hurdles in way of social media becoming a political instrument:

A. Back door channel influence of media by politicians.

B. Non-democratic force that influence the media for their personal interests

C. Massive propaganda of fake news through social media

V. Needed measures to overcome the hurdles in way of media that is a political instrument:

A. Media that must be independent

B. Proper laws to protect the dissemination of fake news

C. Privacy of individuals to be ensured

VII. Conclusion

Media has become a political instrument that is being used to mold the public opinions. However, it has strengthened the democratic norms and values up to some extent.

