

## Essay:

Impact of media bias is shaping the public opinion and it is also the undeniable force in today's society. It is the primary source of information for many individuals. There is the large number of people who perceive the world according to the media. However, the most of the individuals makes their opinion accordingly. It is recently, media bias in Pakistan has been a significant concern, with media institutions and journalists being considered dishonest due to their perceived leaning and influence from the government. Therefore, the most of the people were losing their trust on media. According to the survey "A 2023 survey by the Center for Excellence in Journalism found that only 29% of Pakistanis trust the news media. There are different forms of media bias

including demand-driven bias and supply driven bias. Demand-driven bias includes three factors: "reputation", "Intrinsic utility from beliefs" and "delegation (or advice)". Other common forms of political and non political media bias, content bias, labeling, omission, selection of sources and spin. Partisan bias, sensationalism and labeling are some of the forms of media bias that can affect the people perceive and understand issues.

Partisan bias in Pakistan is the most influencing by structuring of the political parties slogans. in the opinion making of the individuals. Therefore, the Pakistani media coverage gives preference to one party ideology or another party. The partisan bias in Pakistani media is a strange affiliation with the political party. And also plays their role to influence their agenda to attract the voters.

Therefore, Partisan bias is a significant concern in the Pakistani media and its having far reaching implications for public trust in the media and the political process.

Media coverage that is influenced by the financial interests of the media company or its advertisers. Corporate bias is also

the media financial bodies aims that influence the individuals by watching the different national and multinational companies products by using the advertising. Advertisers in the sector of media publicity by media center building the public opinion towards shaping the ideology of the political parties, products publicity and fulfilling the financial interest of the advertisers.

Sensational bias in media coverage that is influenced by the financial interest and to attracting the viewers. Media coverage that emphasizes

sensational and emotional stories over more important and informative ones. The media center always in search of the sensational types of news that grab the viewer's eye and influence the advertisers to fulfill their financial interests. Therefore the media houses impose their reporters and columnists to access to grab the sensational and emotional stories and also the corrupt type of reports and journalist and anchor persons to fulfill their financial needs to play with the people emotions and their trust on media. According to the study<sup>o</sup> in 2022 by the University of Pennsylvania found that exposure to biased news coverage can lead to political polarization and also the study a report<sup>o</sup> in 2022 report by Pakistan press foundation found that the Pakistani government has been increasingly cracking down on the media in recent years.

Pakistani media biasness that can affect the social problems of the society. Media should have to play their role to highlight the major issues without biasness or without their interest and greed, but unfortunately media highlights these issues which is more profitable or paid. Therefore, "A study highlight in the research is conducted in 2001 by the University of Karachi and found that Pakistani media coverage of the Balochistan conflict is often biased and inaccurate."

Media is plays a significant role in shaping the public opinion. In Media there is two types of media like social media and mass media especially nowadays the role of social media is more influencing platform on mass media. Because of availability of internet and cheap packages and cellular phones that the most of people using social media. The

Social media playing a very core role to maintain control over the large numbers of population all over the world. According to the "Statista"

that the worldwide digital population 2023

"As of October 2023, there were **5.8 billion** internet users worldwide, which amounted

**65.7 pc** of global population. Of this

total, **4.95 billion**, or **61.4 pc** of the world's

population, were social media users."

According to this statistics the world's political parties and advertisers of multinational companies were influenced people through social media to fulfil

their interests. Social media platform like

Facebook, Twitter, Instagram, YouTube etc

but the more popular amongst these

platforms like "Facebook" according to the

new statistics in October 2023 the

"Global social networks" ranked by number

of users 2023, Market leader Facebook was

the first social network to surpass **one**

billions "1 billion" registered accounts and currently sits at more than **Three Billion** monthly active users.

The political lords and multinational companies using media bias and media coverage can influence people's views on political and social issues.

Media coverage mostly promoting stereotypes and prejudices in media coverage about certain groups of people.

The media is often portray many social categories, such as minority groups, in a stereotypical way. According to the research conducted by the "University of

Massachusetts Amherst "Effects of mass

**Media on Prejudice."** Research highlights the importance of understanding the role of media in shaping public opinion and the potential impact of media exposure on individuals' perceptions of various issues.

Undermining trust in the media bias can erode public trust in the media.

making it more difficult for people to get accurate and unbiased information. The media coverage on different news channels making the story and framing the story according to their media channels marketing and their influencing community. Like one channel portray the story on biased basis portraying that stories on the biased basis. But Resultantly the viewers will be influenced and distracted by false news. If they watched some story on other channels then the views of that story will be more difficult to get accurate and unbiased information. According to "a survey in 2023 by the Center for Excellence in Journalism found that only 29% of Palestinians trust the news media."