

# Biased Media: A Threat to National Integration

## The thesis statement:

Owing to contemporary political polarization biased media is threatening national integration. However, by regulating and media's own responsible behaviour can perpetuate national inclusion.

## I. Introduction

## II. The media in Pakistan - an overview

## III. How biased broadcasting and print media is threatening national integration:

- A. Media's power to form public opinion
- B. The role of media to shape collective decision making of masses.
- C. The ability of media to influence political beliefs of the audiences

D. Media's capacity to cause political segregation among people

E. The role of biased information to create negative social outcomes

F. Media's expertness to induce ethnic, cultural and tribal polarization

IV. Causes of <sup>the</sup> biasedness of media:

A. Political inclination

B. Financial gains

V. Implication of the biasedness of media

VI. Measures that have been taken so far so that media remain unbiased

VII. What if media show unbiasedness:

A. Educates people about real issues

B. Infuses national integration

VIII. Ways that media can be remained unbiased:

A. Media's self regulatory body

B. Sophisticated legislation to check unchecked freedom of speech

C. Accountability of media houses

IX. Conclusion

Generally, media is considered as the fourth pillar of a state. It plays an important role in people's lives as well. It has the ability to connect and disconnect the masses. It influences national as well as international matters. It provides information and educates people about society, economy and politics. However, if it shows biasedness, it will affect national integration of any country. So, Pakistan is not an exception. Today, the country is at the verge of national disintegration. In this context, media has played its negative role. The reasons why media is showing biasedness are political affiliation and financial gains. By doing so, it is threatening national integration. It has the ability to influence public opinion and shape collective decision making of the masses. It also has the power to affect political beliefs and cause political segregation among people.

Further, biased information infects society and induces racial and tribal polarization.

Besides, biased media perpetuates local and provincial prejudices that damage national unity. On the contrary, if media remains unbiased, it will impart national inclusion. For this purpose, some steps are taken already in the form of Pakistan Electronic Media Regulatory Authority (PEMRA), more is required. To materialize national integration with the help of unbiased media, a media's self regulatory body is needed. Furthermore, sophisticated legislation and accountability of media houses are crucial. Thus, unbiased media can play its role in national integration.