

# 'Role of Media in Projecting Local Unrest at Global Level.'

## Outline:

- (1) Introduction
- (2) Thesis Statement:

Media is the powerful tool to highlight the local issues at global scale. It is considered as a fourth pillar of state and a 'watchdog of democracy'. However, the fake news and sensationalism are lowering its credibility. The misinformation can be countered through vigilant governance and digital literacy of the masses.

(3) The Global village: Media in 21<sup>st</sup> Century

(4) Role of media in galvanizing the local movements at global level.

(a) The brutal murder of Emmett Till: Role of Jet magazine in mobilizing the 'civil rights movement.'

(b) The role of social media in attracting global support during Arab Spring.

(c) Banning hijabs in India: Media exposed the Fascist Modi's regime

(d) The custodial death of Mahsa Amini and global pressure on Iran's regime



(e) The media coverage of political sit-ins and protest marches in Pakistan.

(f) The unprecedented floods, 2022: Role of Pakistani media to draw global attention

(g) The murder of Pakistani journalist, Arshad Sharif and condemnation at international forums.

(5) The trend of fake news: The real issues remain neglected amid sensationalism.

(a) Climate change: The existential threat for contemporary world

(b) Empowerment of the marginalized groups of the society

(c) Projecting the soft image of Pakistan

(d) Promotion of Intra-cultural and intra-religious harmony

(6) Watching the watchdog: Suggestions to empower the media and countering misinformation

(a) Dire need for 'National Media Policy'

(b) Democracy is the only option and the last resort.

(c) Improving ~~the~~ digital literacy among masses

(d) Promoting / supporting investigating journalism.

(7) Conclusion.



It is often said that whoever controls the media also controls the minds, opinions and attitudes of the masses. Media is the means of mass communication. It not only affects the lives of the individuals but also impacts whole society. With the advent of digital revolution and globalisation, the role of media in our lives has rapidly enhanced. The global village has brought revolutionary changes in the journalism. Media has a role in the democratic societies. It provides a medium for political expression. It has been widely used by the activists, protesters and revolutionaries to attract global support. It has a potential to mobilize the public and amplify the movements. There are many instances when media highlighted the local unrest at global level. The 'Jet Magazine' in the America highlighted the African-American's Civil Rights Movement. During Arab Spring, social media was used by revolutionaries to overthrow the autocratic regimes. The 'Anti-Hijab Protests' in Iran drew world's attention. Similarly, the local media of Pakistan highlighted the devastation caused by unprecedented floods and drew the attention of the international community. The media is playing a leading role in exposing political issues.



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However, the trend of breaking news and sensationalism are diverting the attention of the world from serious issues like Climate change, empowerment of the marginalized community and inter-religious harmony. There is a dire need to keep a vigilant eye on media to combat the misinformation. It can be done through democracy and digital literacy of the masses.