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Topic:

Media have the power to turn us into robots

1. Introduction

Thesis Statement: Media being the fastest mean of communication and source of dissemination of information has enough power to turn the humans into robots by manipulating their personal thinking ability.

2- Media have the power to shape the public opinion

3- Media can prevail the personal insecurities

4- Media and digital dictatorship

5- Conclusion

Topic: Media Have the Power to Turn Us into Robots

God has created human being as master creation of this world, and this is based on only one thing that is cognitive ability. It means human can achieve highest level of progress and prosperity by exercising the cognitive abilities. Yet, this is the fact the presence of technology is manipulating the minds of human race. The latest technology is utilizing the platform of media. Although media is the fastest mean of communication, it has the power to turn the human beings into robots. The sphere of media has penetrated among common masses, which means it can successfully shape the public opinion by disseminating information about particular

issue. Also, the latest trends of fashion and cultural aspects can prevail the insecurities among people, and hence manipulates their cognitive ability. Not only this, but media also has potential to prevail the new kind of dictatorship, the digital dictatorship. In short, media being the fastest mean of communication and disseminating of information has the enough power to turn the human into robots by manipulating the personal thinking ability.

Media in many ways can turn the human beings into robots, and one among these is shaping the public opinion. It is the broadcasting a particular side of issue, investigating on specific standards, and neglecting the several other prospects, that shape disordered public opinion. For instance, the unfortunate incident of 9/11 shape a global opinion

about muslims that whole muslim community is terrorist. Also, the ongoing global issue of Islamophobia is the result of media. People around globe without using their own thinking and consciousness blame muslim community because they are influenced by media reports. They don't thrive to research on their own. This is only one example of shaping public opinion through the power of media though there exist many. In nutshell, media shape a desired public opinion regarding an issue, so it has enough power to make the public as robots.

Another evidence that media can turn human into robots is the prevailing of personal insecurities by using different platforms of digital media. The latest trends of fashion, beauty standards, and the glamorous life of celebrities is making it hard to get common

public to realise their personal abilities. They want to be the part of glamorous world, for this purpose, they use different social media platforms, and instead of exercising their creativity they copy the celebrities which is ultimately turning them into beauty robots rather than productive part of society. In context of Pakistan, the brides of middle class demands same outfits which they see in media regardless of the cost factor. Such practices are indeed have the ripple effects on the social fabric of Pakistan. In summary, media have the power to turn the society into robots because it hinders the self-acceptance and self-realisation.

Looking ahead, media have the power to turn humans into robots, as it introduces a new form of dictatorship that is digital dictatorship. There are many examples of digital

dictatorship abound. First, the incident of BREXIT was an apt outcome of digital dictatorship. Although, a public referendum ensured the happening of BREXIT but role of social media cannot be neglected. Second, the prime minister of India Narendra Modi has successfully exercised his dictatorship using the platform of media, and come up with the ideology of Great India - Akhand Bharat. Furthermore, the president of, largest economy of the world, America gave the digital dictatorship a jolt. Being the president of most powerful country, his social media accounts were banned to prevent his views arriving to the nation. Additionally, the latest trend of artificial intelligence can use the platforms of media. There could be a time when people ask media or artificial intelligence that to whom give the vote or why to give vote to particular candidate.

There are glimpse that how people of their own democratic rights are dependent on media. Thus, media is turning the people into robots in the shape of digital media.

To conclude the discussion, media is the fastest ~~car~~ mean of communication. It is information hub and gountainhead of entertainment. However, the greedy minds are using this technology for their own interests. Either, these are politicians, fashion industries or global stakeholders. Media through many platforms help in the desired public opinions, advancing the fashion industry, and ruling over societies by the mean of digital dictatorship. These factors affects the intellectual ability. They prefer to follow the media trends ~~to~~ inspite of utilizing their own cognitive abilities. However, by the excessive use of media

is mitigated through by the
personals, its intensity can be
lower, and people would find
their own precious abilities.

As Prophet Muhammad, peace be
upon him, said "Consciousness is the
heritage of momin".