

**PMS 2016**

The history of media in Pakistan shows that Pakistani print media came into existence with the mission to promulgate the ideology of Pakistan, which was seen as the best option for the Muslim minority in British India and as a form of self-defence against suppression from the Hindu majority. However, over the last decade, Pakistan's media has developed into harsh terrain which has certainly helped shape Pakistan's view towards domestic and foreign policy for better or for worse. Society and institutions in Pakistan tend to be rule-oriented. Social media has changed the dynamics of the Pakistani society with strong influence. Social media has become a driving force to mobilize people for collective action, social movements and even protests. When there is any injustice or incident that demands public demonstration, social media plays a key role in pushing them forward. Today one can easily engage people from diverse background simultaneously for a common agenda as it ties them up even if they are far across. As elsewhere, social media has become an important factor in Pakistan's domestic politics. Some believe that social media networking technologies, which offer an alternative to Pakistan's corrupt and state-controlled media, have the potential to transform Pakistani politics. In recent years, a growing number of Pakistanis have come to believe in the revolutionary potential of new technologies, particularly in the political context.

(225 words)

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Media and the ideology of Pakistan  
run together at that time muslims  
used it against suppression of hindus.  
Now, it became strong power which  
shaped the Pakistan domestic as well  
as foreign policy. It became a strong  
driving force. It unite people of  
different backgrounds on certain industries  
and it also played important role in  
domestic politics. It is also thought  
that social media also <sup>badly</sup> effect the  
politics and society.

(71: words)

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Role of Social Media in Pakistan