

"Biased Media leads to polarization of society"

Biased Media ~~is~~ has been a major factor contributing to the polarization of society, as it often presents information through the lens of political or ideological affiliations. When media outlets align with specific political parties or agendas, they promote narratives that reinforce the biases of their audience, leading to a more divided society. For instance, during the 2018 general elections in Pakistan, media coverage was often criticized for favoring certain political parties while discrediting others.

Many channels were seen as supportive of contesting parties showcasing their good image. This partisan reporting led to a public increasingly divided along political lines, where individuals were more likely to consume news that confirmed their existing beliefs and were less open to alternative perspectives. This deepened political and social polarization, making it harder to achieve national consensus on important issues.