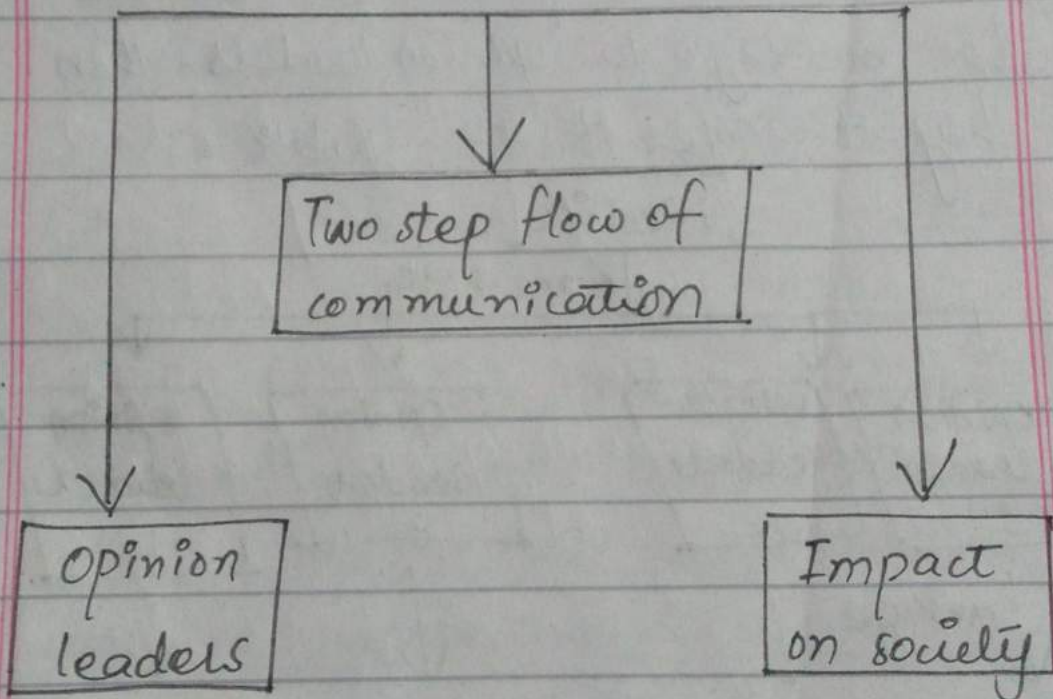


①

Q no 1:

Opinion leaders play a significant role in a society. Elaborate your answer with the help of "Two step Flow of Communication" model.

Ans:



### (1) Introduction :

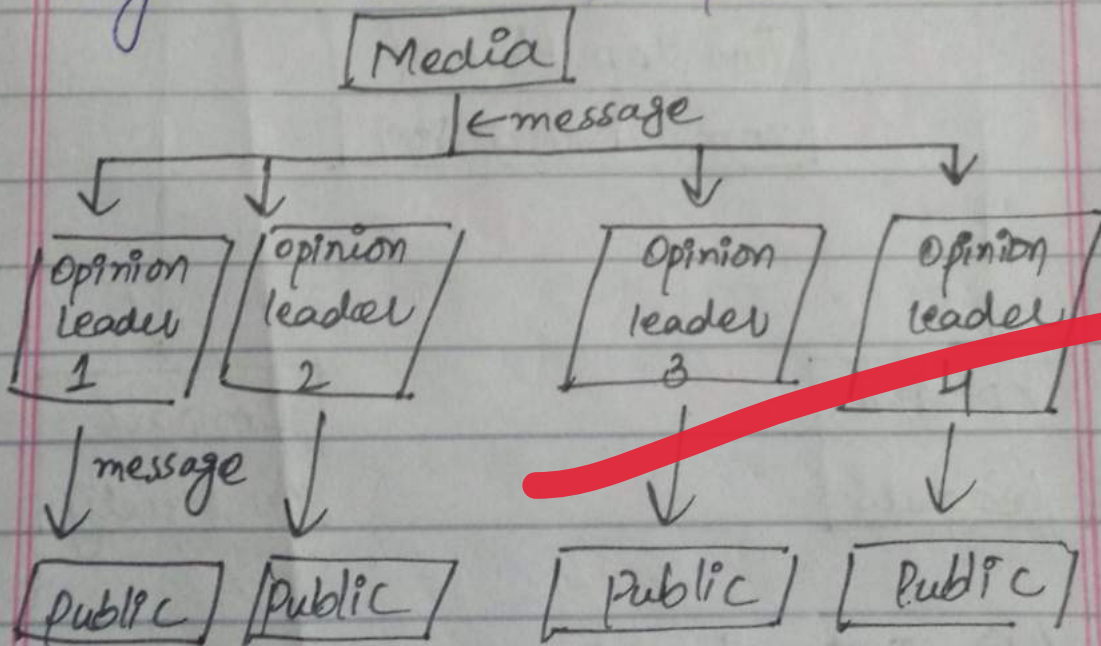
Opinion leaders are the significant people. They have influence over people. They have maintained trust in society. They talk on a particular



topic. And people mostly follow them. They have large impact on the society.

## (2) Opinion leaders and two step flow of communication:

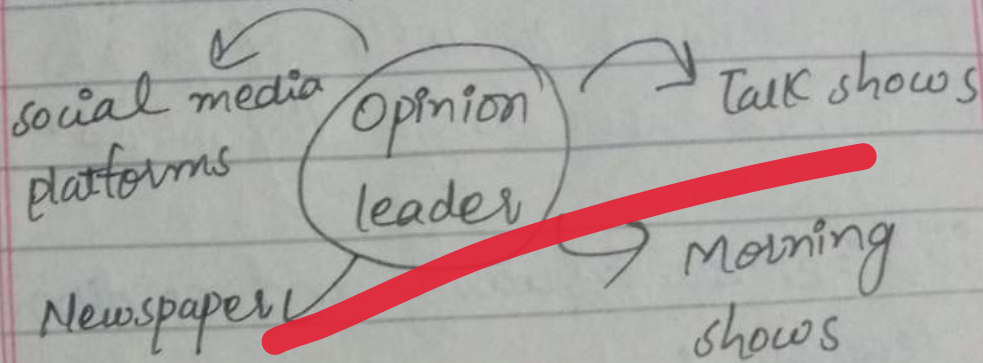
Media personnel encode the message to opinion leaders. Then they transfer it to public.



## (3) ~~Opt~~ How Opinion leaders play significant role in society:

Opinion leaders have immense respect in society's public.

listen and promote what they say. They sit in talk shows to discuss political issues.



(i) Opinion leaders spread awareness about issues:

Firstly they talk about hot topics of a society. They use to spread awareness about the issues. People learn a lot of information. As well as they teach them how to respond to that issues.

(ii) Opinion leaders can change the mindset of society:

Moreover opinion



leaders can ~~also~~ change the mindset of people. They develop strong arguments on a topic.

They present it in front of people. Their information change the minds.

### (iii) Gender Equality and opinion leaders :

Further they talk about gender equality in society. People learn to respect women and people start to give equal rights to women due to opinion leaders.

ee Women should get equal rights as men. These are basic human rights. (The Second Sex by Simone de Beauvoir)

### (iv) Government's progress and opinion leaders :

Additionally they give authentic reports about



progress of government. As well as they talk about the failures of government. They also reveal the big corruption of government.

•• Opinion leader can change the mind of public, they can choose the next government. (Sheerbhin, Journalist)

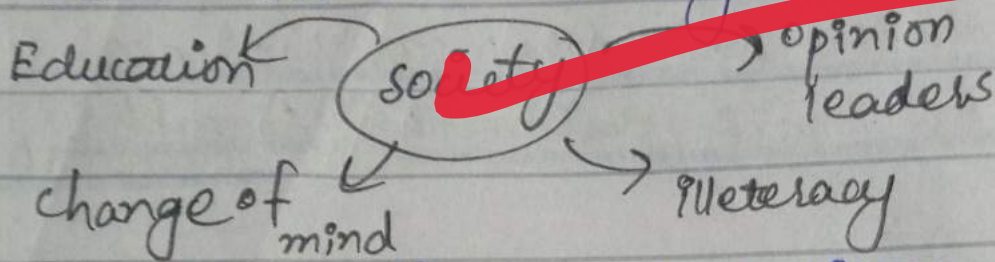
(v) Child labour and opinion leaders:

Furthermore, they openly talk about child labour. As well as, they reveal the people and cities those are hub of city children labour. Then government personnel take notice on this.

(vi) Illiteracy in society and opinion leaders:



Meanwhile, they educate people about the importance of education. They impact immensely on the illiterate society.



(vii) Trap of neocolonialism in Pakistani society and opinion leaders:

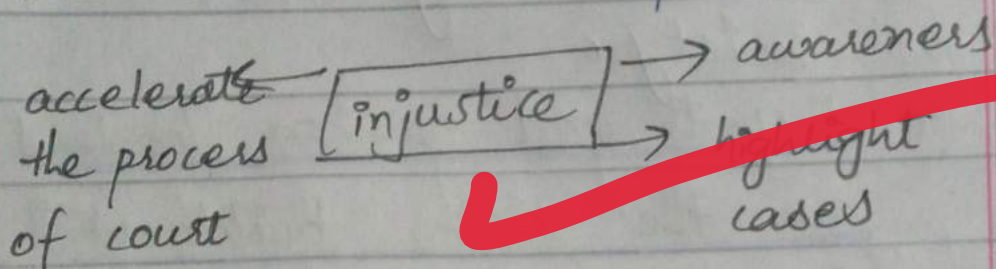
Additionally, they try to open the eyes of societies like Pakistan. These people are living neo-colonized era. They clear the minds of people about their identity.

(viii) Injustice in society and opinion leaders:

Furthermore, they



find the injustice in society.  
They highlight the cases as  
much they can. It accelerates  
the administrative machinery.  
There are many cases where  
notice taken due to opinion leaders.

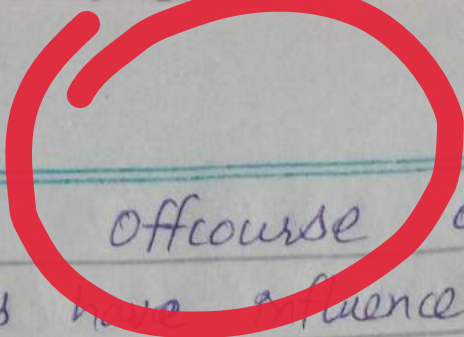


(ix) Sense of unity in society  
and opinion leaders:

As well as they  
create a sense of unity in  
the minds of people. They  
talk in a such a manner that  
ignites patriotism in people.  
It helps to stable a ethnic nations.

(x) Opinion leaders can make  
or break a society:



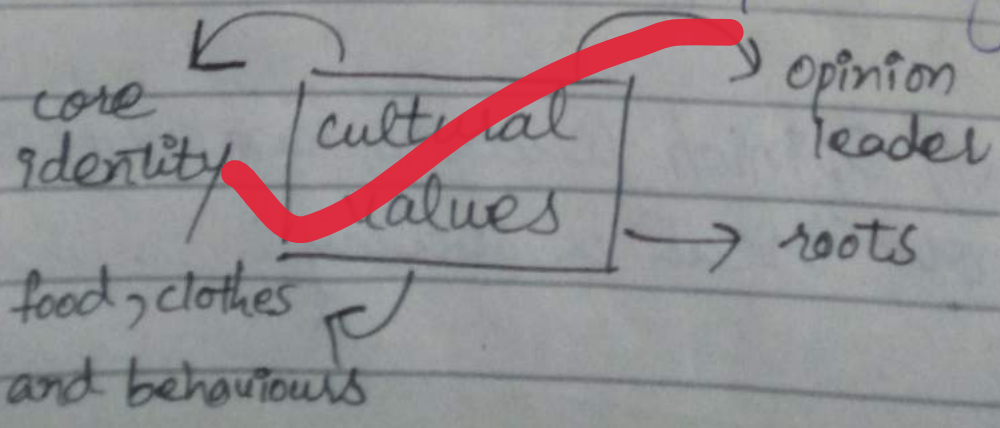


Ofcourse opinion leaders have influence on society. If they are right and positive. They can build a healthy society. But if they are biased. They weaken the society.

“(Experts and opinion leaders are the nation builders.”)  
 (Ata-ul-Haq, Kashmiri, Journalist)

(xi) Cultural values of a society and opinion leaders:

Moreover, opinion leaders enhances the focus on the cultural values of a society. They extensively talk about the roots of a society.





(xii) Opinion leaders can find loop holes in a society:

They can find the loop holes in a society. They have deep information about different sectors of a society. They have people to research and find loop holes and inform the public.

(xiii) Motivation in youths and opinion leaders:

Further, they motivate the youth to become the successful in life. They make extensive conversation that motives youth to come out of comfort zone.

(xiv) Moral values of a society and opinion leaders:

Moreover, they



talk about the moral values.  
They promote people that  
have moral behaviour, that helps  
to discipline a society.

### (XV) Economic development and opinion leaders

Last but not least,  
they make researches on  
the economic condition of  
a society. They propose solutions  
for the failed economic societies  
that helps to improve the society.

### (4) Conclusion:

To wrap up, opinion  
leaders have immense influence  
on the society. They talk about  
issues, gender equality, economy,  
morals and cultural values that  
promotes healthy society.

