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## Role of social media in awareness

- 1) Introduction ✓
- 2) Media has become the <sup>indispensable tool</sup> in society for awareness ✓
- 3) Media plays a pivotal role in awareness ✓
  - a) It disseminates information utilizing multiple platforms like news outlets.
  - b) It runs targeted campaigns to aware public regarding major health challenges.
  - c) It utilizes entertainment industry to shed light on social evils ✓
  - d) It creates documentaries and films regarding historic events in history ✓
  - e) It exposes oppressors committing brutalities against humans through investigative journalism.
  - f) It provides platform for <sup>creating nationalistic sentiments</sup> ~~causing~~ <sup>positive</sup> ~~negative~~ movements in societies ✓
  - g) It unites people for common cause against the adversary ✓
  - h) It boosts the morale of warring parties through <sup>creating nationalistic sentiments</sup> ~~positive~~ <sup>positive</sup> ~~negative~~ <sup>positive</sup> ✓
- (iii) Media is not devoid of negative role as ✓
  - a) It is hub of spreading false news.
  - b) It runs propaganda campaigns ✓
  - c) It fuels plantation in society by supporting biased information ✓

15) Conclusion :

Build your arguments around social media, as stated by the topic

There is no link of investigative journalism with social media

Highlight solutions for these negative roles



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Media is considered to be as old as the human civilization itself. As human race transformed itself from hunting-gathering societies to Agricultural societies and from Agricultural to Industrialist and to current high Industrial revolutionary societies, Media also changed its forms. Media has played a crucial role in awakening societies from the very beginning but its role in today's age of information is vital as the water is to fish and oxygen is to humans. Thus, awareness without media is almost impossible in today's world as other spheres of awareness also need media to put forward their ideas. Media plays a vital role in awareness as it is the source of disseminating information. News updates are crucial for knowing what is going through the world. Media has also been active in running targeted campaigns especially related to pandemics, endemics and epidemics. Media has united people against the adversaries and has also mobilized people for common cause. Thus, it would be correct to mention that media has engulfed the society from its core and has <sup>played</sup> a vital role in awakening people regarding their social, political, economic and democratic rights. At the same time it illuminates the duties as an individual and as a member of society. Media also carries

This is used in negative connotation



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dark side as its propasanda campaign and fake news has ~~eroded~~ the trust of society and hurt its sentiments.

The dual role of media as both positive and negative is grabbing the attention of policy makers thus concepts such as controlled media are the hot topics under debate with inconclusive outcomes. Media plays positive role in awareing societies especially its talk to disseminate information, run media campaigns, create documentaries and carrying out investigative journalism is essential but its negative role with regards to fake news, propogand and Biasness is hurting the societies.

Media has turned into an indispensable tool for awareness of society. It is through using the means of media individuals are aware of the political, economic societal ~~and~~ democratic problems prevailing in society and in the global arena.

media has brought to lives new ways of acquiring information and running targeted campaigns to eradicate life threatening diseases. According to WHO world is free of polio virus except for Pakistan and Afghanistan. Bill gate foundations' targeted campaign paved the way for eradicating this menace.

Besides, media is awakening the collective consciousness of the people through

CS Scanned with CamScanner Investigate Journalism and exposing



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the oppressors and their catastrophic oppression against the oppressed. Media has also covered the domain of social change and revolutionary movements. Social media's role has been immense in this domain. According to the Jon Ronson, social media has given voice to voiceless. Adding to this, media also harbors fake news and propaganda campaigns which in turn injure the society to its core. The news updates and the exaggerated stories are source of awareness; however, these also create hopelessness and despair among the mass especially when there is a negative news or information regarding brutalities. Thus it could be said that although there are some negative roles associated with media, it has played an inevitably positive role in transforming societies towards betterment.

Media plays pivotal role in awareness as it disseminates information utilizing multiple means especially, news updates regarding the social, political and technological domains. In addition to this, information is also given related to economics and democratic fronts. This disseminative aspect of media has created awareness regarding the political leadership and their major foreign policy decisions.



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This has allowed people to reflect on the foreign policies and also give their perspective regarding policy making. Besides, economic challenges are being highlighted by media. People are also given information regarding the technological developments and scientific innovations. Thus, all spheres which influence an individual are being given coverage by the media as a result people are well versed with the situations around them and in the world. Today, man consumes data beyond his mental capacity to absorb it due to advancement in media tools, world data analytics report.

Moving on, media has also turned to campaigns to aware people regarding critical health issues prevailing in the society. Health issues have grabbed the focus of media outlets and different media tools as awareness regarding health issues is crucial. Otherwise, many <sup>preventable</sup> diseases pose existential threat to human lives. Targeted campaigns have been devised by media to aware public regarding the spread, impacts and preventive measures of diseases fatal to human life. This role has benefited mankind by eradicating pandemics, endemics and epidemics.



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During covid-19 governments of multiple countries run awareness campaign regarding the preventative measures of the virus. WHO appreciated these campaigns especially, the digital campaign run by the state of Pakistan. In Africa many of the fatal diseases have been wiped-out due to the media campaigns. Recently, WHO put all its energies to campaign for proper measures to prevent polio in Gaza. In spite of samples of virus found in various parts of Gaza, so far no case has been reported. This is another victory of media.

Additionally to this, social media utilizes entertainment industry to shed light on major social evils prevailing in a particular society. Every society faces certain issues which are detrimental to its overall well being as a result media occupies the space available to it so that people could know about the deleterious impacts of social evils. Media has largely impact societies through dramas and films which target a specific social issue. This not only awares the public of the issue but also paves the road for the eradication of the issue from the society.



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The dramas and Films are crucial as they depict the problem such as corruption, bribery, extremism, intolerance, poor education and dishonesty in an entertaining or satirical form. This gives the message without boring people. This makes media unique and acceptable to people. Multiple dramas in Pakistan especially short films are nothing but depiction of societal social evils. Film 'BOL' reflects the misinterpreted reason of overpopulation in Pakistan and the discrimination based by transgenders.

Heading on, Media plays a pivotal role in creating documentaries regarding the historic events of a society. These documentaries also reflect the major developments and their impacts thus creating a visionary depiction of major events missed out by the future generations. These documentaries are crucial as one can not study future development ignoring the innovations of the past. To have a strong grip over the future developments, one needs to have a comprehensive understanding of the past's innovations. Media brings to light all the historic events that have taken place in the history of world.



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In the form of documentaries. This is paving way for future innovations and developments. Media documentaries also unite people on common ground. For instance many documentaries have been created which show the struggles of the ancestors in fleeing their countries, these unite and integrate societies. Big Bang Theory is a comprehensive documentary which brings forward the evolution of the earth and creation of the world.

Adding more, media plays a huge role in awareness as it exposes the atrocities of the oppressors on the oppressed societies of the world through investigative journalism. Investigative journalism has cleared the vision filled with lies and propaganda. It has removed the drapers and exposed the people who commit brutalities with impunity. ~~They~~ Journalists exposed the networks involved in genocidal acts and massacres besides, major states which support and sponsor such atrocities. The brave journalist of Al Jazeera exposed the brutalities committed by Israeli forces as a result Israel's actions have been declared as genocide by ICC and Amnesty International. Investigative Journalism is also crucial.



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in exposing transboundary criminal gangs and human traffickers. This paving the way for policy makers to make proper policies regarding such evils prevailing in the world.

Moreover, Media also plays pivotal role in mobilizing people for revolutions. Media provides platform through which people come up with revolution. digital media in this regard has played ~~crucial~~ <sup>crucial</sup> role.

The role of media in this regard is very crucial as it changes the societies to their core. Revolutions are actually irreversible change to social and political dynamics of society.

The American revolution was also a product of ~~people's~~ ~~own~~ unsatisfactory conditions of people which in turn were highlighted by media. People were aware that they were being denied their political rights through the writings of various scholars. Thus, media's role in American Independence is fundamental.

The role of social media in revolution is rising today. Arab spring <sup>of 2011</sup> which toppled many of the dictators in the middle east was indeed a social media revolution. People were organized through social media in throwing down the autocratic rulers.



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Adding more, social media also unites people for common cause especially, rights movements. It provides a platform where people are given voice to demand their rights or speak against the injustices. Thus, media is the tool that unites all the people for a particular cause. This could be a demand for subsidy, against inflation or for basic rights. Media platforms, such as newspapers, editrials are a clear depiction of ~~such~~ <sup>this</sup> role of media. People voice grievance against the harsh policies and appreciate policies which are beneficial for people. Black's rights' movement united the people against the atrocities of the white. Moreover, Meeta Thibbas has united young people against the harms caused to environment.

Lastly, Media also plays a pivotal role in ~~boosting~~ ~~and~~ boosting the morale of warring parties by creating ~~positive~~ propaganda against the enemy and enhancing the confidence of the soldiers on front. This could also include writing in honour of those who are fighting, bolstering the small victories and highlighting the loopholes of enemy side. National songs could be related to give a booster to the confidence



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of the soldiers. During American revolution national songs would provide a boost to the morale of revolutionaries against the colony.

Furthermore, Media also gives fake news and misinformation. The spread of fake news through media platforms have negative repercussions for the society. It impacts decision making process and shapes the public opinion against the state if policy is related to the people. USA was able to garner public support for Iraq, by spreading fake news that Saddam Hussain possessed the weapons of mass destruction. Henry Kissinger says public opinion against the dictator Saddam Hussain was shaped through the tainted news and misinformation regarding the WMDs.

Adding to this, media plays pivotal role in propaganda campaign against the enemy state. These propaganda campaigns fuel hatred and exaggerate minor acts committed by the enemy states. As a result atmosphere of hatred prevails. Hitler was successful in propagating that Germany was exploited and harmed by the victor states of WWI, his propaganda was so strong that Germans were ready to wage war at any cost.



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Adding on, media also ~~increases~~ fuels polarization by giving out biased information favoring some parties and going against the others. The bias journalism is nothing short of a debacle for media as it ~~undermines~~ ~~erodes~~ objectivity from the content. This in turn hurts the basic principles of media platforms. Media's basic role is to give facts and depict the truth but the bias and subjective content has harmed the fundamentals of media. The role of BBC has been criticized by public of global south over its biasness in Gaza issue.

Give concluding sentence as well

To sum up all, it could be said that media plays an essential role in awareness. It is media which brings to light all the information regarding political, social, economic, technological and democratic problems along with their solutions. Besides, media has been pivotal in carrying out social media campaigns targeted for a particular cause especially the health issues prevailing in a particular society. Adding to this, media creates documentaries and films regarding the historic events in the history of a nation. This is particularly important for national



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Integration and cohesion. Entertainment Industry also exposes social evils thus posing a solution centric culture in society. Heading on, It also brings to light the oppressions of humans especially those who commit massacres and genocide without guilt and with impunity. It also provides platform for revolutions. In societies besides, uniting people for a common cause or against an adversary. In case of a calamity such as war media plays a pivotal role to boost the confidence of its people and propagating against the enemy. Despite all these positive prospects, media is not devoid of negative role as it plays a crucial role in spreading misinformation and running propaganda campaigns. Adding to this it also fuels polarization in society through bias journalism. This media has both positive as well as negative role in a way.