

Date July 8, 2024

Day ✓ M T W T F S

Question # 1

What role can media play in promoting and evaluating public policies? How do you see the use of media campaigns by the present government in promoting public policies?

A- Introduction:

There are three pillars of a state: the legislature, the executive and the judiciary. During the ~~the~~ last ten years or so, however, the media - both the print and electronic medium - has strongly emerged as the fourth pillar of the state, both in Pakistan and around the globe. This is because, much like the forementioned pillars, media have not only provided valuable insight for our society, but also for the executive, the legislature and the judiciary as well in highlighting issues and guiding them to subsequent solutions.

B- Ideal role of media in Public Policy:

(a) Case Study of Indonesia:

The rapid development of social media

in Indonesia has an important role in various aspects of life, one of which is in the process of formulating public policies. The relationship created by media between society and government is two way making it easier for the public to convey their ideas to public policy makers. Number of petitions were made on Covid-19 pandemic and omnibus law.

(b) Public policy formulation in Germany :

In Germany, the policy carried out is in the form of reporting without censorship. Public data is presented through media in a transparent way ensuring the public interest. In addition, government institutions whether federal state, or municipal, are required to answer all concerns of the press.

c- Role of media in Political Discourse of Pakistan :

(a) Influencing Political Perspectives :

Media has played a significant role in democratization, public awareness and public participation. Through active and effective media campaigns, the political

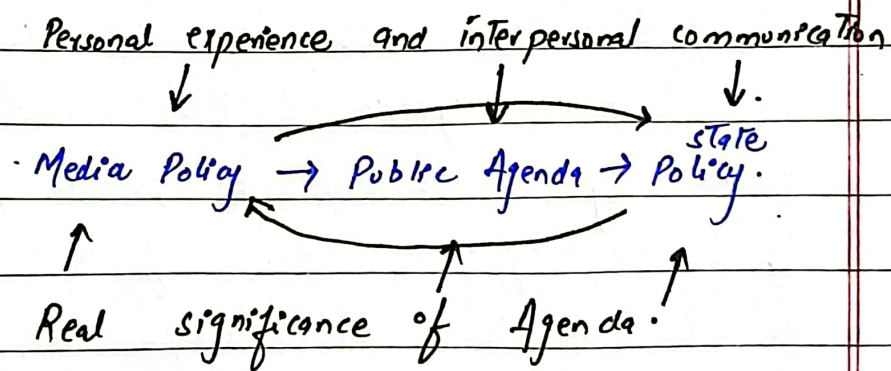
perspective of public has greatly changed. Today PTI enjoys the highest likeability rating among political parties in Pakistan through effective use of twitter space, taking mainstream talkshow to youtube, virtual jalsas, launching online portals on GitHub. These strategies influenced the political narrative of public and therefore PTI emerged as the largest bloc in parliament in general elections 2024.

(b) Social media as a tool of shaping public agenda:

Media serves as an active platform to set public agenda. Political advertising is one way media influences public agenda by highlighting the concerns of individuals, societal attitude and therefore, results in effective policy formation. Anti-polio campaigns are launched nationwide to address the rising risk of polio spread as 6 new polio cases have reported in Pakistan in the current year. Similarly, campaigns like #Me too is based on concerns of public on sexual abuse.

(C) Formation of Public Policy:

Media plays a significant role not just in highlighting the issue but also in providing solution to the problem. Polio Eradication Program was initiated in the year 2020 to ensure the complete eradication of polio in Pakistan as media highlighted the widespread of polio cases. Govt of Pakistan launched anti-polio campaign campaigns with an aim of vaccinating 50.8 million children below age 5.



Graphical view of media in state policy.

D. Role of Media in Evaluation of Public Policy:(a) Case study of Pakistan:

Media is a fourth pillar of constitutional

state of Pakistan. It does not play its role in just addressing the public concerns and providing solutions but also evaluate the outcomes of strategies adopted to address the issues. During covid, Pakistan as an under developed nation was not in a position to combat the deadly virus through complete lockdown. Therefore a systematic policy was adopted by ensuring border closures and banning cricket matches, wedding ceremonies. This systematic strategy helped Pakistan in combating covid successfully.

(b) Active participation of media in policy implementation

Media also highlighted the role of several platforms that help in proper implementation of policy. Like during covid-19, apart from traditional methods, innovative methods were adopted by Pakistan by partnering with PT-43 using announcements on mobile phones helped in successful implementation of covid-19 combat plan.

E- Media Campaigns by current government

According to Information Ministry of Pakistan;
"Govt spent Rs 9 billion in advertisement
on Print Media and Rs 8 billion on TV".

The government of Punjab in centre
and the province has initiated several
social media campaigns including "Green and
Clean Punjab", "Knock of Maryam Nawaz",
"Apna Ghar Apni Chat" related to initiatives
related to solid waste management, health
and educational infrastructure. Besides this
"100-day performance" is also analyzed
through print and electronic media to
highlight the effective performance of chief
Minister of Punjab, Maryam Nawaz.

F- Critical overview of Role of Media:

In Pakistan, media has been able to
sensitize the issues of the common man
within the country. It has, however, also
acted immaturely and irresponsible
on certain occasions. Instead of focusing
on social, economic and political
issues, media has invested efforts

in circulation of unnecessary content.

9. Conclusion:

During last ten years or so Media has been entitled as the fourth pillar of state as it has been playing an active role in highlighting the public issues, resulting in formation of public agenda that ultimately results in formation of public formation. However, media has been failed in transparent functioning by circulating fake news, generating propoganda and spreading mistrust in the society.
