

DATE 14/07/2024

Outline

Sunday

4. Essay: Truth is the rare commodity despite enjoyed by the print and electronic media

I. Introduction: The loss of truth and credibility in the media is extremely frightening. As, it promotes political extremism, hate speech, fake news etc. that eventually results in polarizing the societies along with much other disastrous consequences. If the conflict continue to grow and not properly monitored; the result will be much catastrophic.

II. Comparing the authenticity of mass earlier mass media with contemporary print and electronic media.

(Research from strategic communication firm Roedel Partners in 2018 revealed that: Nearly half of Gen-Z ranked Youtube as their first or second most important source of News)

III. How Scarcity of Truth is prevalent in Contemporary Print and Electronic Media:

3a) Governments, Big Institutions, and Corporations know how to play the Media Game.

(Noam Chomsky's "Manufacturing Consent: The Five Pillars of Mass Media")

3b) Role of Influencers in Overtaking Journalism and Spreading misleading content among the public masses.

(The Reuters Institute for the Study of Journalism found that "influencers"

are overtaking credible journalists as news sources, and fewer people trust traditional media, whereas more people turning to TikTok for news.)

3c) Commercial use of promoting sensationalism and clickbait, shaping public perception and creating distrust.

(A 2020 Gallup Poll revealed that only 40% of Americans trust the mass media to report the news "fully, accurately, and fairly")

3d) Manipulation of democratic Elections by misinformation and disinformation on media platforms.

(Example: Political disinformation spread by Robocalls to approximately 5000 to 25000 calls that disrupted the New Hampshire presidential elections. Also, suppressing voters).

3e) Potential of AI-Generative Content ~~exacerbating~~ massive disinformation

campaigns and feeding radicalising process of Propaganda.

(According to the News report of The World; AI-Generative Images in Europe has been generated promoting hate speech and Islamophobic content against Muslim Immigrants).

3f) Justification of Genocidal War by Israel against Innocent Palestinians, using AI-deceptive content.

(Digital Dilemma, A report by Al-Jazeera, revealed that Tel-Aviv Stoic Company spend \$2 million, generating Pro-Israeli content)

3g) The Idea of Circular Reporting.

3h) The Misinformation is flying and the truth is lagging behind.

(In 2021, research from UK Safer Internet Center explored how half of ^{48%} young people encounter misleading content on daily basis, with more than one in 10 seeing it more than 6 times a day).

4) Challenges faced by Journalists in revealing the Truth:

4a) Government Surveillance suppressing Press Freedom through censorship and Intimidation of media.

(George Orwell Novel "1984")

5) Wayforward to improve truthfulness on media:

5a) Supporting Independent Journalism and enhancing ethical standards.

5b) Encouraging transparency and regulating misinformation.

5c) Promoting media literacy to all genders, ages and background and developing critical reasoning abilities among individuals.

6. Conclusion.

Introductory Paragraph.

In the age of Information Technology, where a vast free-flow of information is scattered on print and an electronic media, finding truth and authentic content is very rare. Mark Twain has rightly said, "If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed."

Currently, Gen-Z prefers to get informed and updated on different social media platforms which not only influence their perception but also harming their mental abilities to comprehend the authentic knowledge.

However, social media outlets mostly use their platforms for their commercial purposes in order to generate revenues. For this reason, there is very difficulty in discerning the fact from fiction. Additionally, these media outlets along with influencers, are playing a major role in spreading politically cooperative narrative that often mis-lead the public and creates a gulf between the rulers and the ruled. Further, the ~~is~~ exacerbating hate speech, propaganda, and extremist content via generated by Artificial intelligence is leading to an alarming situation. This can create a chaos in the world by forming ethnocentrism, racism, and white hegemony across the world. Moreover, it often manipulates the

election campaigns and harming the democracy. The misinformation is flying and the truth is lagging behind, leading to polarization of societies. Conversely, the loss of integrity among the journalists is also due to government surveillance that impose censorship and intimidate the mass media, harming the press freedom. Therefore, the loss of truth and credibility in the media is extremely frightening. As it promotes sensational content, political extremism, hate speech, and fake news etc. Resultantly, polarizing the societies along with other disastrous consequences of the conflict continued to grow and not properly monitored, the outcome will be much catastrophic for humans.



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Introductory Paragraph.

Abhishek Naskar, a neuroscientist, a best-selling author and mental health advocate says; "The very existence of social media is predicated on humankind's primitive drive of attention-seeking. And when they successfully monetise your attention, they end up with a screwed up mental state. And if we don't do anything about it now, the next generation will be a generation of mentally unstable glass creatures."

Social media platforms like Youtube, Instagram, Tiktok etc was meant to be invented for the benefit of humanity. But its negative use, has impacted our lives so badly that ~~the~~ what users see, has directly been controlled by the algorithms set up in these websites. Consequently, it has weakened our social bonds, caused social isolation and health issues along with state-level cultural antagonism among different societies. It has not only a problem of western societies but also worsened the situation in ^{the} third-world countries, ~~as well~~ in which half of the population is covered with young youth. Though, individuals can get maximum benefit out of ~~such~~ social media platforms such as, Instagram, Youtube, and linkedin, etc. In order to get ~~maximum~~ employment opportunities, spreading businesses, awareness and increase in

cross-cultural interaction globally. By its productive use, the youngsters can get a lot of benefits. As, Research shows that almost 4 billion people across the globe has been active users on social media.

This ratio, especially on teenagers, has affected very badly on their real-life communication by weakening their family bonds, negatively impacting individuals' lives and leading towards the erosion of traditional cultural values. Therefore, striking a balance between offline and online life is crucial for the well-being of society which is only possible by its productive use.

Thesis: Social media serves as a double-edged sword that has brought transformation changes in the various domains of human life, in both productive and destructive ways. Pragmatic remedies can be suggested in order to make it a positive phenomenon.

The Emerging Power of Social: Prospects and Problems.

1. Introduction: While social media offers unparalleled opportunities for preserving human rights, building global ^{connectivity} and innovations at different levels, it simultaneously presents significant challenges by eroding social cohesion, ^{chambers and} creation of polarized echoes, spreading misinformation necessitating a balanced approach to harness its benefits while mitigating its risks.

2. The Evolution of Emerging Power of Social media.

3. Prospects of Social Media Platforms at different levels:

3A. Individual Prospects.

- Preservation of human rights and environmental protection through individual's freedom of expression.
- Social media, a global village, easing cross-border communication.
- Increase in job opportunities.
- Provides free quality educational content through YouTube videos.
- Led a person to overnight fame.

3B. National Prospects.

- A platform of tremendous economic opportunities.
- Political engagement and discourse.
- Activism and awareness campaigns.

Example: Black Lives Matter, #MeToo

- To expose corruption and administration.
- Shapes the mindset and have a favourable public opinion, helps in effective public - policing.

3C. International Prospects:

- Plays an indispensable part of the promotion of democratic ideals.

Global Interactions on International Issues:
 facilitates Eases the communication between State authorities.

- Preserves human rights globally

4. Challenges to Empowering Social Media:

4A. Individual Challenges:

- Erodes social cohesion and causes social isolation.
- Mental health concerns i.e. cyberbullying and FOMO) - add stress.
- Harm a person's reputation.
- Impact on teenage girls.
- Exposes violent content which reduces declines empathy and emotional intelligence.

4B. National Challenges:

- Echochambers and Polarization: Political and Ideological Polarization.
- Erosion of traditional culture.
- weakens traditional classroom education due to over-dependence.
- Can raise misconceptions against the state. e.g. Twitter scandal.

4C. International challenges:

- A tool of misinformation and propaganda (case study: BREXIT)
- Negative use by Terrorist groups
Exploitation

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- to spread their ideologies e.g. ISIS
- Erodes state's unity and divides states into groups.
- Regulatory and Ethical issues.

5. Future trends and Recommendations.

SA. **Evolving technologies and Innovations:** Integration of AI and machine learning for personalized content.

SB. **Need for Enhance Regulations**

Improved data protection laws (GDPR 'General Data Protection Regulation' in the EU and CCPA, California Consumer Privacy Act in the US are significant steps towards protecting users data).

SC. **Promoting Digital Literacy:**

- Educating users to identifying missing information.
- Encouraging mindful and responsible social media use.

6. Conclusion.

freedom of speech nor there should be complete ban on freedom of expression, reasonable freedom of speech with responsibility, needs to be encouraged

Essay Outline.

• Freedom of Speech Should have limitations.

1. Introduction: ^{directly} On one hand, the power of ^{should be} freedom of speech is revolutionizing the world ^{in middle.} while ~~on the other~~ ^{hand}, it is playing a destructive role ~~in~~ ^{also} throughout the world. However, it ^{adverse} also may lead to ^{left increased} consequences if not properly limited. Thus, a balanced approach is required that respects freedom of speech while addressing its potential harms responsibly.

2. The Emerging power of Freedom of speech in today's globalised world.

3. Justification for limiting Freedom of speech:

3a) Social disharmony and Public unrest:

- Rise in Sectarianism within different groups.
- Promotes hate speech, disinformation and fake news.
- Internet trolling; a threat to Psychological ~~&~~ illness and Individual privacy (According to Pew Research, 4 in 10 Americans have experienced online harassment).

3b) Cultural Clashes and Security risks:

- Clash of civilization.
- Exacerbates Ethnocentrism and Racism. (According to Pew Research, Ethnocentrism is on the rise in Europe and America)
- Threat to National Security - leaks of the US-Papers and others.

- Terrorist's free speech as a mean to propagate violence.

3c) International Concerns:

- Clash between Islamic and western culture — Rise in Islamophobia.

(Example: Cartoons published on French magazine caused cross-cultural clashes)

- Digital misinformation is a legitimate threat to elections.

(According to Research published by Journal of Communication, of the 30 million news related tweets 5 month period preceding the elections, 25% were either false or highly biased)

Eruption of social unrest and diplomatic tensions.

4. Consequences for limiting the freedom of speech:

4a) Political instability within state following defamation laws.

4b) Suppressing democratic processes — affecting journalist and public opinion.

4c) Disrupting so Public order.

(Case study: Arab Spring, 2011)

5. Way forward to legitimize the limitation of freedom of speech globally:

5a) Establishing the International consensus

in resolving the cross-cultural tensions

5b) Ensuring the execution of conventions and treaties in state-level or at

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international level.

(c) Emphasizing the need for a balanced approach that respects freedom of expression while addressing its potential harms responsibly.

6. Conclusion.

Revised Thesis: Freedom of Speech should not be absolute rather reasonable with responsibility; it is a fundamental right but none can be allowed to infringe upon someone's rights or to result in chaos. A balance is required in this regard through regulations or realisation.