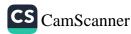
truth is a rare commodity despite freedom of print and electronic medic 1. Introduction Thesis statement: 2. Though freedom of media exists but still truth is hard to find. Freedom of modia is the fourth state in democracy Truth is rare to find despite freedom of media Media commercialazation prioritzes Roffit over truth making truth a name commodityii - Spread of misinformation over Suppress the meth Til- Race of ratings and sensationalization defeats the pursuit of truth iv. Advertisement funding tilt the media and thus make all a ram commodity. National Laws also often creates v. hinderances in the way the media ping it true rale.



Algorithm-driven content is suppress Conclusio with in the past across of media. Gi. Lack & venfication promotes spread Truth 1dentify misinformation funtier denyit vii. pussit of Luth a weapon being used as In vil. namy to further person interests a Ju. gendas, thus undermining truth Political influences over medice shapes K. the broth Cooperate influence over media reforms the Luth is its favor 4. Pragmotic Measures to ensure truth is not suppressed i - Policies to regulate Algorithm of media 11 - Venfication Mechanisms for information being displayed on medica iii - Promotion of private news channels iv. Legal checks and balances over media V- Accountability of those , promotin biased journalisa



Conclusion Troth always been hard to identify Marinhas tatwasterbeen Seeking an istrut ming after the universe, with of. froth of with of God, futh of life. Man being a corrious bes always cought ways of creature knowing and englowing the truth. With the advent of print and electronic media, the pursuit of truth seeme thought easier. It was now may be truth dies just one book ahea one article quead. Media has great potential to be the whistleblow and reveals such truthe which were to access in previous eras hard But the real question is whether falfilled this 106. By media has just looking on the surface of the issue one can tell, despite



-: 3.1 empowerment of modia throughout globes with is afficult fuctors the pursuit of truth. For mample profit pironitizes commercialization truth, Misinformation and hate and alention views eeches gain more thus being pironitized. " ough laure Sometime, National the truth. There exist no verification of mechanism for proper information being promoted via media furthermore - media bears flig. burden of the political and cooperate influences. All of these and man chinder the role of media tourch bearer of froth oma thus, making truth a rare commodify In the democratic form of government, which is the most dominant form of government all over the globe



freedom media 63.4 the fourth estate. Media both electronic and print media act untchdog over the the actions government , ells dz. _____f the form public opinion society 2 on - cf is ves ranging from individual to global issues. Media the bridge between acts as the tongues of the cotizens and ears of those concerned. Therefore, because of underigble importance media in a healthy society, its freedom has advocated since been decades. Free media is sought of democracy and basic tenent healthy society ensure evenpre has voice of there own, It. ensur's healthy disent also that further strengthen the country biggest advocate of dissent The ch light Hegel gave whole pustosophy



growth the ent diss civilization. Thus, and role of time have gressive media again 91 dom for advocated S 50 pro tected Lecua m manmal giope dilemma is the But Motoco Brotechin and the 21 despite that : enjoyed 54 <u>er</u> freedoms information 4 ocean ~ vast the to truth rare 24 is . contains a ił find. reasons Ome the of 2 rat might be situation this commercialization prionitizes dia world the In profit tritt capitalist mindset race 0 and no wonder riches 01 wite sise more tary benefits that advance are from over the troth. an individua



-0. youtube to m oumalism tus newschanneu manes often topic bring value commercial ane piriotized. Those involved often justify this enploying 64 how ertan kin media brings commetcia more that justifies value their hardwa imput in the work. But and this ienosqu justification is not for the silence over moral duty and the these impact of trends over the suppression of truth and true role media. For example, in a survey Youtube content creature, it was revealed that 80% - of Youtuber shape their content around Google Adsense policies. Thus, this behaviours results in prositization of profit over making bruth a rare commodity truth that Another reason gem truth has become a rare



is the spread of misinformation electronic electronic and print media of huth over 1 sensitive issues new Specially on information news and bombardment of 12m which confuses the consumers to and further makes such news vare gem. Misinformation huth a has potential to destabline the and thus media forther country. it. Fors example in enhances October, 2024 during the times of SCO sommit there were huge protests in Labore, causing a serious matter of rape choas a security guard Mary allegation students were hust in the process later oc investigations revealed and that the whole. protect I was on misinformation thus based a distant dream. making bruth - mailine and withermore 2 race of in ratings



electronic media and over sensationalisation of news defeats the parsuit both in media. The success news channess depends n therefore , the ratings prioritizes the news. that brings more rahing. It has been the trends consationalization and overstyre ching of news sensitive topics or news bring mor ratings, thus generate there-fore and study of news channels ratings revealed that their is significant increase times of In viewership during compared to peacetimes. crises So often in the peacennes, newschannels consationalizes the evils of societies over to generate mere raing. This behaviour forther pushes away the truth and change the perception of secure society.



In addition to it advertises also tilt the media funding pushes truthe further away. Most of the revenue generated by Print and electronic modia depends 5 the advertisements. For example, Youtube remain depends on Google Ads, Newchannel journalism also run on commercial advertisements. The information displayed on such ads is after false and focused on more sale of certain product or service. The consumers of such content ane being subconciously trained in foromer of advertised commodity based the shown trats that might be fall Thus, media shapes the huth of but the quiding force believe people this shape and those who invest millions in advertisments. Anothers major contributor of troth suppressor in the times of



-:61 is mational media laws stated before media act 0 As the watchdog over the 4 government that promote freedo Speech freedom of and ensures accountability This media often does witt government and this regislative to enact laws pones on discussion rishirt media 10 copics and issues. The United States Espionage Act 15 enample of suppressing freedom major of media to reveal truth. Thus state institutions use regislation that further enhances hinderances in free media and promotion way of truth. Not only agonthm. but this driven content is also contributing in making huth a rane commodity Truthy to curvice has to deal with



majerity don't discent for which population is not ready. Thus 03 when the forther engrerbedes de only brings the people that matches their bellef. Google, Youtubes and Metor via Facebook, Instagram and Whatsapp channels specesources of dollars and human receivance to changellion the Algorithm of these platforms. Thus, they mostly bring the selective data in frond of selective peoples whose ideologies and beliefs align with the content. further narrowing the space for truth. Such data reasure people that their beliefs and presumptions are truthen while everything else is lie and the real froth is lost in between those Dines. Lack of verification of information adds salt to the injury leople being fed on news that



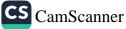
-:61 don't have any factual standing become norm of the lay. Lack of verification of news bery before publis hed yloaded run on-air cause spread of misinformation. During times Covid-19 Soual media, tela some of print machine wave spread latest updates of Cond 17 cases, causalities and remoders which were often denied atter in and called as foropaganda. So it can be safely concluded that in the media industry lack of verification makes truth a range commodity? Moreover, role of media has often been observed as a character andurning troth by being used for personal optimests and harmful ajendas. Free media in theory should easy the way for truth but it has been observed that



electronic an 64 red manipulated 1222222 reedom is interests and agend individua manipulation 0 Biggest enample media 60 is use and Willnited States media Israel the United States At 1st America. media to used America in Russia. it interests advance Later m and war Utrain manipulated media 40 Israel global the corpers in soft generate justify its evils actions society and night with advocativ to self-defen manipulated media being Thus 9. hands of. powers at the parsuit of hoth of deny media. One of crucial influence over ' that extern media pushes quay the troth is prairical influences over it. Through out the globe has been obsamed that li Ha major



parties use media as a weapon -OA the electoral process. This promote Yellow journalsem? Political parties palanzes media channels to advance Huir manife z break this into short sentence dig the weakness of opposition or built public narrative in favor or against of a certain political party or political figure. In the U.S.A the news delivery of CNN and for News clearly indicates this difference. Thus, it will not be wrong to state that political influences over the media shapes troth. Another major influence media that lunders the bruth is cooperate influence. and Big conglomerates ofter advertise their products, and services at the cost of fut. Often they prevent media to play its role



watchdog to maintain repute. this Pakistan's largest chain of colleges of Colleges called Polico Group Pumpab dent Students control the chation and to injured, its honorable repute. maintain Moreover, many industrialist stop anoneness channels to raise media environmental issues because m the emitters themselves are Green House Gasses and Heronsumers fuels. Therefore , to Keep Fossil the pace with honor their fluence the in media fle turning. Hemselves avor into Eraning roes stories an reality the media continees the enginy sta those da slot ... when huth will become mposible to find and Societios be 30 will



stable that OA ny. revolution redia will mire is need to the to Jake magman to ensure not suppressed. that One measure in this major regard the reforminy Algorithms of media. There is need of specific palicies to reform and regulate algorithm of media in such way that content based on verified information and backed by certain criteria such as factes researchs. s institutions is promoted rathin than interests, biasness and belief the individuals which is the correct 5 scenario. in formation being The into brails and spread is feel time there 80% almost fy journalists is no way to ver countered be ran claim. This



fact Find 15555555 NTTTTTTTTT people institutions where estab.lis Lin stitution the lind Article 19 - A 1973 declares to fundamental Pakistan the as mormation such tou. might. Establishme Institution mig but 1 utixon the There is formation 54 Moreover omoto enha to need Durin the channels news mivate Pakistun inc dinecracy de Hun Tha-ul-ha the era in heedom were strict have 3 media and starty a i mpossible neut 40 way news. that it observed camed Ţ was of polanization and monopoly media outlets' and it was equier Fruth the push away . There



the news what multiple being Turn body private wiU laper Vante content, and their w/U Le time of com healthy trothe finden p. One of the most ensony Important step in truth's industry media gunvival m balances Right legal checks and PECA and Tolegraph now PATMRA, the some of among Act are fly solance that legislations. preom 29 anie me Doth their oite There questioned meed to draft a the assistance with Jaw Special Issue lechnocrats on the truth grongside balance of dr and speech feedom media least, ast but not the to bald need theire is a



1.0:those accountable responsible for emoting biased journalism. Quacks needs to be releated and to public. This yell quareness among masses Create and malization that whatever is fed by media by their favorite respective media outlet might be tabley based on propaganda and false facts. In conclusion the whole can be although freedom of media that is the basic deneut in healthy democratic society is advocated since ages and is by some laws both on ensured national international -fronts but still numerous It is emable to earvey the truth, making it a rare commodity. Mojor reasons mig that



~Ö., hinders the truth and stopy the -0.1 anjoyed by medic to play freedom pealthy role are cooperate pulitical imfluences over industry. Those in power, These are the whether they are yovernm ingolomerates they shape the tru which is far from reality after times. Furthermore 2 lack of verification of media narratives adds salt Good use of such idioms to all these factor and many more, reaches to the conclusions Ille is margot a Fortunately all is not lost, if right steps are taken in the right direction, truth can still be protected, which is asou have the ability of thist time and demand of the fredom enjoyed by electronic and print media.

