

Mass Media can accelerate socio-economic progress

Introduction:

In 21st century, Mass media has emerged as indispensable part of our lives for socio-economic transformation. With the ability to play a pivotal role through its capacity to inspire, educate and empower individuals, communities and nation. It can catalyze social and economic development.

Thesis Statement:

Through its power to raise awareness about education, entrepreneurship, and drive socio-economic growth. Ultimately, it is promoting to cultural exchange and leading to improve overall human being's life.

Reality TV shows and programs showcasing successful entrepreneurs can motivate people to start their own businesses.

Main Body:

Social progress of Mass Media:-

1. Mass Media promotes education and awareness
 - o UNESCO's digital literacy program (2023) reached 1 million people in Africa, increasing digital literacy rates by 25%.

2 Mass media drives social change and promote social justice

□ "1 billion people on social media, raising awareness about sexual harassment and assault"

(The ME Too movement 2023)

3 Mass media improves healthcare outcomes

□ "3 billion people, increasing vaccination rates by 20%."

(WHO's covid 19 campaign 2023)

4 Mass media increases social mobility

□ "Mass media can increase social mobility by providing access to education, job opportunities, and social networks"

(PAN Research Center, 2023)

Economic Progress:

1 Mass Media increases access to financial services

□ "Mass Media can increase access to financial services, promoting economic inclusion and development."

- WB 2023 -

2 Mass Media promotes cultural exchange and Tourism

□ "Mass media can promote cultural exchange and Tourism by showcasing cultural heritage traditions and landmarks"

3 Mass Media promotes economic development in emerging markets

▫ "Emerging markets generate \$15 trillion in economic output annually."

- EMI, 2023 -

4 Mass Media promotes entrepreneurship and job creation

▫ "Mass Media can inspire and support entrepreneurship, contributing to economic growth and job creation."

- Shark Tank India, 2023 -

Political Progress:

1 Mass Media promotes peace and conflict resolution

▫ "The Israeli-Palestinian conflict 2023 has been addressed through media initiatives, promoting peace and conflict resolution."

2 Mass Media promotes national security and defense

▫ "Mass Media can promote national security and defense by providing information and mobilizing citizens."

- US Department of Defense, 2023 -

3 Mass media promotes democracy and good governance

▫ "Mass media ^{can} promote democracy and good governance by holding leaders accountable and promoting transparency."

(The New York Times, 2023)

Hurdles in the way of Mass Media:

- 1) Unequal access to mass media and information technology
 - o 90% of rural Africa lacks internet access
 - ITU, 2023 -
- 2) Influence of corruption and bias on media content and decision making
 - o CNN's 90% negative coverage of President Trump (2023)
- 3) Lack of media literacy
 - o social media campaign spread false information about vaccine side effects
 - CDC, 2023 -
- 4) Intellectual Property and Copyright issues
 - o Media outlets face challenges in protecting their content from piracy and unauthorized use
 - WIPO, 2023 -

Recommendations:

1. Mass media should prioritize fact-based reporting.
2. Mass media must support reputable media outlets.
3. It should promote critical thinking and encourage critical evaluation of information.
4. Mass media must **establish** media literacy program.
5. Mass media should automate misinformation detection.

★ Mass media significantly promotes education and awareness, by spreading information on various topics, including education, health, environment, politics and etc.

Although, Mass media enhance knowledge of people by making informative videos, documentaries, speeches and crash courses. The main goal of mass media is to produce awareness among society so that it uses education as a weapon for the welfare of society.

"75% of people learn about new topics through online articles and blogs"

- Digital Report 2023 -

"The New York Times online educational resources have reached over 10 million users worldwide"

~~The success story of New York showed~~

As per mentioned in New York educational resources, Mass media clearly shown that the community prefer to acquire information or engaging content through social media.

Mass Media drive social change and promote social justice by raising voice against sexual assault and harassment. Similarly, Mass media plays a crucial role by supporting marginalized voices through social media. Through informative and engaging content, mass media informs and educates the Public about social justice and social change.

"1 billion people on social media, raising awareness about sexual assault and harassment"

-The Me Too Movement 2023-

"1 in 4 women and 1 in 7 men experience sexual violence in their lifetime"

-NSVR 2023-

Mass media, has taken great initiative to

overcome sexual assault by disseminating awareness among the public. 50% of Podcasts focus on social justice and activism.

40% of TV shows and movies displays violence, sexual assault and harassment and also convey open message for public how to take action against it?

This initiative broadens minds of public including Women, Men, childrens and etc.

* Mass media improves healthcare outcomes by providing awareness, disease preventions, health improving strategies, policies and increasing vaccine rates.

Moreover, Mass media plays a vital role by creating awareness in public about health. Now, people can easily learn how to adopt healthy lifestyle through youtube, website and etc. Many health organizations, healthcare system, government and communities has been working on it. Mass media made it easy for everyone to get health content from it.

As per mentioned in Pew Research 2023, "80% of people use online health information to make decisions about their care".

The "I have cancer" social media campaign raised awareness about cancer diagnosis and treatments.

- Cancer Research institute 2023-

As per mentioned, in Pew Research²⁰²³ and Cancer 2023,

it is clearly shown in the research, ^{the} public is using social media for health. This initiative has taken ^{the} results from public and also polished their opinions.

Mass media increases social mobility by providing access to education, job opportunities and social economic network.

Furthermore, Mass media plays a pivotal role by eliminating gap between social and economic network. It becomes very simple for public to watch videos about education, job opportunities, different test preparing videos for exams, interview preparing videos and also about culture.

As per mentioned in Pew Research 2023, "70% of individuals from low income backgrounds who accessed online education resources through mass media reported improved job prospects

- 2023 PEW Research -

Given data shows that mass media helps everyone for foster^{ing} social mobility, by providing career development advices.

* Mass media increases access to financial services by promoting financial payment systems, mobile banking, other finance jobs, economic growth and etc

Additionally, Mass Media plays a influential role for community, to send, receive and deposit money digitally. It also promotes

economic growth, socio-economic stability and digital financial system.

As per mentioned in World Economic Forum 2024, "90% of financial institutions believe that mass media plays a crucial role in promoting financial literacy and inclusion"

Results indicates that mass media makes encourages individuals to use digital financial system especially students.

Students can easily watch video through ~~regarding~~ youtube. Mass media also make digital platforms secure for public to keep away from outside hacking and threats etc.

Mass media promotes cultural exchange and Tourism by showing cultural heritage, traditions and landmark.

Mass Media promotes cultural exchange and Tourism by showcasing cultural heritage, traditions and landmark to global audience.

However, Mass media plays a prominent role by sharing cultural content and engaging tourism videos of which shows ~~are~~ cultural values and norms.

As per mentioned in Trip advisor research ²⁰²³ "75% of travelers used social media to plan their trips in 2023, with instagram being the most popular platform."

Above given analysis reveals that majority from public

Above given analysis reveals that how beautifully social media made interesting for public to plan tourism at national and international level. Tourism also promote economic growth, social interaction with foreigners, cultural heritage in front of outsiders for economic development. Youtube also became best travel promoters in the 21st Century.

18 Mass Media Promotes economic development in emerging markets through foreign investment and trade at globe. Therefore, mass media plays a fundamental role by driving economic stability and businesses. It became job opportunity maker in media industry, international market and other investment platforms. According to World Bank report 2024, "the digital economy in emerging markets is expected to grow by 15% in 2024, driving by mass media's promotion of digital services and online commerce".

- WB 2024 -

As per mentioned in World bank Report, it clearly shown the rapid economic development of country and emergence of new job opportunities for businesses to boost up economic development.

Mass media promotes entrepreneurship by providing informed decision making and business growth tips according to market position.

Notably, It plays a strategic role by accelerating new businesses and make country economically strong. It produces many job opportunities and drive economic stability across the country.

According to LinkedIn:

"70% of entrepreneurs in 2024 use mass media to network and connect with business leaders, investors and potential partners, for expanding their professional networks."

- LinkedIn -

As per mentioned in above data, many peoples got job, boosts their businesses, communicate with investors, business partners to expand their network.

Mass media promotes peace and conflict resolution by making conflict resolution strategies,

awareness about causes of conflict and its impacts on community.

It contributes as a peace maker in maintaining peace in ^{the} country.

As per mentioned in International Peace Institute ^{report,}

"70% of journalists in 2024 receive training on conflict resolution and peace journalism, enhancing their ability to promote peaceful solutions."

- IPI 2024 -

Likewise, Mass media conflict resolution training develops impressive communication skills, conflict understanding capabilities, reduce tensions, strong relationship with different groups and peace making skills in journalists. These skills produce great output in conflict resolution problems.

Mass media promote national security and defense by providing information and awareness of security threats and mobilizing citizens.

Also, It provide dialuge between Govt, citizens and international partnes.

Mass media also play game changing role by providing secure and peaceful environment to citizens.

As per mentioned in cyber security Agency "95% of mass media outlets in 2024 will report on cyber security threats promoting public awareness and education

- (CSA 2024)-

The given result shows that mass media plays a vital role in securing country from internal and external threats and maintain peace across the country. It also produce public awareness and educate people about national security.

Mass media promotes democracy and good governance by holding leaders accountable, public engagement and strengthening democratic system.

Equally important, It plays a leading role for making strong democracy, government and electoral system for accountability of country.

As per mentioned in United Nation report 2021, "The media coverage of international cooperation on democracy and good governance issues in 2024 promote global understanding and collaboration"

-UN 2024-

Above given report displays, mass media covers democracy and good governance by promoting global understanding and collaboration.

Unequal access to mass media and information technology is the biggest hurdle faced by low class community. Firstly, People belong to low rural area background having internet speed issues, majority has lack of using information technology using skills. Mass media plays a remarkable role for those who have proper access of internet. Those people have awareness each and everything happening across the globe through internet.

As per mentioned in International Telecommunication Union report 2023,

"90% of rural africa lacks internet access."

- ITU 2023 -

Above mentioned report shows that mass media is unreachable for africans. They are ^{un}aware about all issues happening in the world due to lack of proper internet facilities.

➤ Influence of corruption and bias on media content and decision making, are leading to distorted reports, spread false information. Mass media has black side in which many news channels covers negative aspect of the story. Full arising issues are not shared with public, just shared negative aspects.

According to CNN report 2023, "CNN's 90% negative coverage of President Trump".

- CNN 2023 -

Above mentioned report reveals the fact how beautifully media channels covers the negativity in their content.

Lack of media literacy leading to unemployment, unawareness about global issues. People have no skills of using technology that causes poverty and unemployment.

According to World Economic Forum report 2024,

"80% of employers require digital literacy skills from job applicant,"

- WEF 2024 -

Above mentioned WEF report shows that the importance of skills is necessary for getting job in modern area. Mass media has made many crash courses for public to seek knowledge and develop their skills for brighter future.

* Intellectual property and copyright issues in mass media through unauthorized ~~use~~ material use, lack of research, competition and pressure.

According to World Intellectual Property organization 2024

"80% of media consumers who value original and authentic content, driving the need for IP and copyright protection"

Above mentioned report emphasizes on the protection of IP and copyright protection.

Firstly, Mass Media should prioritize fact based reporting.

Secondly, Mass media must support reputable media outlets.

Thirdly, Mass media should promote critical thinking and encourage critical evaluation of information.

Fourthly, Mass Media must establish media literacy programs.

Fifthly, Mass media should automate misinformation detection.

"A free press is a pillar of Democracy."
- Mahatma Gandhi -

Media plays a game changing role in accelerating socio-economic progress by creating awareness, educating, engaging in interesting content, It also promote social change, social justice, financial payment system, cultural exchange and tourism, economic growth, peace and conflict resolution and etc.