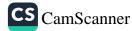
Mass Medio can accelerate socioeconomic progress Introduction: Do not write j In 21st century, Mass media has proposed as indispensable part of our lives for some economic transformation With the ability to play a pivotal rale through its capacity to inspire. educate and empower individuals, communities and nation. It can establish social and economic development. Thesis Statement: Through its power to raise awareness about education, entrepreneurship, and drive socioeconomic 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 oun busimesses. Social impacts of mass Body: Main Social progress of Mass Media:-Mass Media promotes education and awareness O UNESCO's digital literacy program (2023) reached 1 million people in Africa, increasing digital literary rates by 25%.



a cir / millennettonet 170h Mass media drives social change and promote social justice of billion people on social media saising awaveness about sexual haveassment and assault The ME Too movement 2023) Mass media improves healthcare outcomes 03 billion people, increasing vaccinertion rates by 20% (WHO's covid 19 campaign 2023) Mass media increases social mobility a "Mass media can increase sound nobility by providing access to education, job opportunities and social networks" (PAW Research Center, 2023) Increase? What is Economic Progress. Increase financial Mass Media increases access services o Mass Media can increase access to financial service. promoting economic illusion and development." WB 2023. Mass Media promotes cultural exchange and Tousism o "Mass media can promote cultural exchange and Tourism by showcasing cultural heritage traditions and landmark"



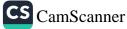
Mass Media promotes e conomic development "Emerging markets generate \$15 trillion in economic output annually -EMI, 2023-Mass media promotes entrepreneurship and job creation Mass Media can inspire and support entrepreneurship, contributing to economic growth and job creation". - Shark Tank India, 2023 -Political Progress: Mass Media promoter peace and conflict resolution • The IsraPli - Palestinian conflict 2013 has been addressed through media initiatives, promoting peace and conflict resolution" エゼ Mass Media promotes national security and Tare defense "Mass Media can promote national security and defense by providing information and mobilizing citizens - US Depastment of Defense, 2013mean promotes democracy and good governance a promotes democracy and good Mass media Governance by holding leaders a countable and promoting transparency." (The New York Time, 100



Hurdles in the way of Mass Media: Unequal access to mass media and information technology Africa o 90% of sural africa lacks internet access ITU,2023-Influence of cossuption and bias on media 2 content and decision making o CNN's 90% negative coverage of President 1xump (2023) Well elaborated Lack of neara literacy 3 outline o social media campaign spread false - CDC + 2023 Intellectual Property and Copyright issues o Media outlets face challenges in protecting 4) their content from piracy and unauthorized use. 0.2023



Recommendations: prioritizes Mass media should prioritize fact-based reporting. Mass media must support reputable media outlets. It should promote critical thinking and encourage critical evaluation of information. Mass media) must establish media literacy program. Mass media should automate misinformation detection. * Mass media significantly promote education, and awareness, by spre by spreading information on varians topics, including education, health, environment, politics and etc. Although, Mass media enh ce knowledge of people by making mormative. videos, documentaries, speeches and crash courses. The main good of mass media is to produce awaveness among society so that it uses education as weapon for the welfaxe 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 to million Do not write in red ink user wordwide The shares story of them Hast shorted



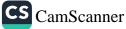
As per mentioned in New York educational resources, Mass media It clearly shows up that the community proter to acquire information ent: through social media or engaging cont es social change ass Media drive -Social change and promote social justice by raing voice sexual assault and harrasment und umedia plays a Similarly coucial. by supporting marginalized voices sule in through social media: Through formative media encacing content, mary cund is and educates the intom ublic about acial justice and social change. billion people on social media, raising awareness about sexual assault and harsasment" Quite relevant igen Me Too Movement 2023in women and Men exposience in +their lifetime sexual violence in - NSVR 2023has Jakon



disseminating SEXUAL assoult vercome Pedicasts. awaveness among the public. focus on social justice and activism. TV SLOWS and movies 40% of disc riolence, sexual assault and karragement convey open message and also public how to take action against "t 2 This initiative broadens minds of public including women, Men, childrens and etc. It also kmproves health Mass media improves healthcare outcomes by providing awareness, disease preventions, health improving stratagies, policies and increasing Vaccinie) rates alco 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 a has been working it. Mass media, made it. easy for everyone to get health content from it. 1.4.27 11 0 CW10 (1. in a Miria As per mentioned in Pew Research 2023, people use online health information to make decisions about their case. The "I have cancer" so ciet media campaign raised awareness about cancer diagnosis and treatments Referencing stille 202+ Ac pet mentioned; in Pew Repeatch and Cancer 2023,



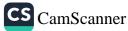
public it is cleasly shalun in the Magazine M.J. using social media Vas initiative has taken results from and also polished their opinions. public It initiates / mobilises Mass media incorners social mobility by and social economic network. Fuithermore Mar media plays a pivotal role by eliminating gap between social and economic network. It becomes very simple for public to watch video about education, job appostunities, different took 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 Juns mat mass media helps everyone for fosterio social mobility by providing career development advices Avoid redundancy of Mass media increases acted to financial services by promoting financial payment systems, mobile banking, other finance jobs, economic growth and etc Additionaly, Massimedia plays a inducential role for community. to send; receive and deposit money digitally. It also promotes



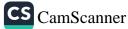
economic growth, socio-economic dability and digital financial system. As per mentioned in World Economic Forum 2024, "go! of financial inclitutions believe that mass medice plays a crucial sole in promoting financial diteracy and inclusion" Results indicates that mass media makes encourages individuals to use digital financial system espacially chudents. Students can easily watch video through digital platforme sequre for make public to keep away from outside threats etc hading and Mass media promotes cultural exchange and Tourism by showing cultural heritage, traditions and landmorok Mass Media promotes cultural exchange by showcasing cultural and Touxicm heritage traditions and landmark to glubal audience However, Mass media plays a prominent role sharing cultural content and engaging videos on which shows not cultural tourism values and norms. 2023 As por mentioned in Trip advisor responsely of traveless used social media to "75% that trips in 2023, with instagram slan being the most popular platform." that majority Above given analysis reveals from public



Above given analycic reveals that have milifully social media made interesting public to plan tourism. et national and international level. Tourism also promote economic growth, social interaction with foreigners, cultural heritage Sit infront of outsider for economic development. Voulube also recume best. travel promotes in the 21st Century. Mass Media Promotes economic develop. 8 ment in energing markets through foreign investment and trade at globe. Therefore, mass media plays a fundamental role by driving economic stability and bussinesses. It became job oppositurity maker in media industry, international market and other investment platforms According to woold 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 2029-As per mentioned in world bank Report, it clearly shown the rapit economic development of country and emergence of new job opportunities for businesses to boost up economic development



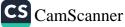
Mass media promoter entrepreneurship by providing informed decision making and bussiness growth tips according to market position Notably, It plays a stratagic role by accelerating new businesses and make country economically strong. It produces many job oppostunities and drive economic stability across the country According to LinkedIn: 70%. of entrepreneurs in 2024 use mass media to network and connect with business leaders, investors and potential partners, tos expanding their professional networks." LinkedIn-As per mentioned in above data, many communicate with investors, business partners to expand their network r writing in one Mass medianessionples peace and conflict resolution by making conflict resolution awareness about stratagies. causes of conflict and its impacts on. community. It contributes as a peace maker in maintaining peace in country As per mentioned in Themational Peace Institute 70% of journalists in 2024 receiver training on conflict resolution and peace journalism, enhancing their ability to promote peaceful solutions -IPI 2024_



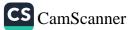
Likewise, Mass media conflict resolution training develops impressing communication skills, conflict understanding capabilities, veduce tensions, strong relationships with different groups and peace making skills in jaurnalisti. These skills product gocat output in comflict resolution problems. Mass media pramote national security and defense by providing information and awarners of security threats and mobilizing citizens. Also, It provide dialwage between govE, citizens and international pustness Mass media also play. game changing role by providing secure and peaceful environment to citizeng. As permentioned in oyber security Agency "95% of mass media outlets in 2024 will report on cyber security threats promoting public awaveness and education . - (CSA 2024)-The given result shows that mass media is plays a vital vole in securing munity from internal and external threats and maintain peace across the country. It also produce public awareness and educate people about national security

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Jare writing in sane democracy and styla governance by holding leaders accountable, public engagement and strengthening democratic system. Equally impostant, It plays a leading vole for making strong democracy, givenment and electoral system for accountability of country As per mentioned in United Nation report 22t, "The media coverage of international cooperation on democracy and good governance issues in 2024 promite global understanding and collaboration -UN 2024 Above given report displays, moss media covers democracy and good governance by promoting global understanding collaboration X Unequal access to mass medice and * information technology is the biggest hurdle faced by low class commonnityral areas Firstly, People belong to love sural area background having internet. Speed issues, majority has lack of using information a remarkable role for those who have proper access of internet. Those people ashave awareness each and everyngthing happening across the globle through internet As per mentioned in International Telecommunication Union opport 2023,



90% of rusal africa lacks internet access - ITU 2023-Above mentioned report chows That Mass media is unreachable for africans. They are manage about the issues happ-ening in the world due to lack of proper internet facilities. Influence of corruption and bios 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 issue are not shared with public, just shared negative espects According to CNN sepost 2023 " GNN's 90% negative coverage of President Trump" Reseatchsis fine Above mentioned report reveals the fact how beautifully media channels covers the negativity in their content. Lack of media literacy leading to unemployment, inawaveness about global issues People have no skills of using technology that causes poverty and and unemployment According to world Economic Forum xepost 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 -fix getting job in modern area. Mass media has made many creash courses for public to seek knowledge and develop their skills for brighter fature. Intellectual property and copyright issues in mass media through unauthorized use material use lack of research competition and pressure. According to Norld Intellectual Property organization 2024 80% of media consumers who value oxiginal and authentic content, driving the need for IP and copyright protection" Above mentioned report emphasizes on the protection of IP and copyright protection. Firstly, Man Media should prioritize fact based separting. secondly, Mass media must support reputable media outlets Thirdly, Mass media should promote critical thinking and encourage critical evaluation of information. Forthly, Mass Media must establish media literacy programs

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ifthly, Masi media, should automate misinformation detection A free press is a pillar of Democracy -Mahatma blandhi-Media plays a game changing role accelerating socio-economic progress creating aucueness, educating, engaging in interesting content, It also promote social change, social justice, financial payment system cultural exchange and tourism, economic conflict resolutions growth, peace and and etc 5 . V

