

Mass Media can accelerate socio-economic progress.

Outline

Well attempted

1. Introduction:

Although some people argue that social media has badly impacted the socio-economic growth, mass media is a powerful tool through which one can enhance socio-economic progress, such as economic growth requires correct and timely information, a free press exposes private and public sector corruption, and it provides a platform for discussion.

Write simple sentences to avoid structural mistake

2. Understanding the term mass media

3. Counter-perspective: Mass media

has badly impacted socio-economic progress

3.1) Misinformation and fake news

example: Punjab College, where protest over a girl rape.

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3.2) Bias and lack of objectivity

4. Mass media can accelerate economic progress because

4.1) Economic growth requires correct and timely information

Example: Stock Market.

4.2) Entertainment industry has potential to transform economy

Case study: Korean dramas and films

4.3) Mass media can increase job opportunities

Case in point: A 2017 report by McKinsey

4.4) A free press exposes private and public sector corruption

Example: 'Impact of Mass Media on Economic Development' by Jagannath Reddy & Chitkara

5. Mass media can increase social progress because

5.1) Mass media plays a vital role in educating public

Example: Health, education, and their rights

3. How democratic
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5.2) It provides a platform for discussion

Example: Facebook, twitter, and Instagram

5.3) It promotes gender equality and social inclusion.

5.4) Mass media bridges gap between different factions

6. Inlay forwards for ^{getting maximum benefits from} improving mass media

6.1) Educating people about mass media

6.2) Promoting free and fair press

7. Conclusion

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"Access to the internet is necessary for solving the most pressing socio-economic problems of our times."

In aforementioned statement, Facebook's founder Mark Zuckerberg published a manifesto about the future in 2017 in which he discussed the most pressing issues of socio-economic. He explained that mass media is a powerful tool through which ~~it~~ one can resolve all the problems and enhance socio-economic development and progression. He further stated that mass media would be the future of upcoming generation completely. Thus, it is safe to assume that ~~socio~~ mass media can accelerate socio-economic progress. Is it possible to run stock market without correct and timely information? Are Korean dramas and films not making impressive growth? Do people not discuss about their problems on mass media openly and freely? How can we expect economic growth

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without promoting soft image on mass media? Although some people argue that social media has badly impacted the socio-economic growth, mass media is a powerful tool through which one can enhance socio-economic progress, such as economic growth requires correct and timely information, a free press exposes private and public sector corruption, and it provides a platform for discussion.

In order to understand how mass media accelerate socio-economic progress, it is necessary to understand the term mass media. Mass media refers to the various forms of communication channels through which one can share information, news, and entertainment to the audience.

This can include television, radio, newspaper, and magazines. With the help of these resources, people often advertise about their products.

Moreover, mass media is a powerful tool through which one

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can shape public opinion

Some people argue that mass media has badly impacted the socio-economic growth and progression.

The most striking evidence of this is to misinformation and fake news. It is

nowadays commonly seen on media

that people are sharing fake information which ultimately affect the growth of country. For example, protest erupted

in the Lahore after reports spread online that a student was raped by a security guard at Punjab College in Women campus.

This news was shared by many well-known personalities which eventually lead to massive protests. Thus, it is logically safe to assume that mass media has badly impacted the socio-economic progress.

Like misinformation and fake news, bias and lack of objectivity is another issue of mass media because it only promotes those who fill their pockets with heavy bundles. One cannot deny

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the fact that mass media is often controlled by elites and politicians. The control of mass media is the control of public perception which can be often seen during the election days.

For instance, The prime minister of India Narendra Modi often manipulated mass media for getting votes, such as muslim card where he incalated hate speech in the hearts of Indian people by showing muslims as suppressors. How

one can expect impartiality when social media relies on the hands of few people.

In a stark contrast, some people might have their own justification about mass media, but it has potential to enhance economic progress. The most obvious proof of this is when economic growth requires correct and timely information. Economy is dependent on markets, and for markets to function efficiently, correct and timely information is instant. If the information is

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unethical, it will be reluctant to participate in investing. For example, stock market requires authentic and verified information, lest it should destroy the economy of country. Thus, it is logically safe to assume that mass media plays a vital role in economic progress.

Apart from this, entertainment industry has also potential to transform economy. Entertainment industry would play a role of soft power globally which ultimately attract foreign investment in the country. Additionally, industry would promote youth to go for entertainment industry which eventually offers them job opportunities. There is a case study of Korean dramas and films which had made impressive progress in entertainment industry. Therefore, one cannot deny that mass media accelerate economic progress.

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Not only this, but mass media can also increase job opportunities. Mass media is a tool through which one can do whatever he wants. It offers various job opportunities on mass media, such as marketing, Amazon app, and AliBaba etc. A 2017 report by McKinsey, for example, calculated that about 50 million jobs in the US would be transformed completely due to digitalization. Thus, this indication proves the actual worth of mass media in enhancing economic growth.

In addition to this, a free press exposes private and public sector corruption. Corruption is one of the major hurdles in the economic growth because it diverts the resources and funds which eventually affect the people. As a result, they will suffer from poverty which ultimately impact the economy. For this, free press can play vital role in exposing the

corruption in private and public sectors ✓

Jaganath Reddy's Chitkora in his research also depicted that a free press can play a vital role in increasing economic growth of country ✓

Thus, it is necessary to assume that mass media can accelerate economic progression. ✓

Moreover, mass media also plays a vital role in social progress.

One of the most obvious evidence of this is to play a vital role in educating public. ✓

Through mass media, people can learn anything because it is a powerful tool through which one can get education, learn about health issues, aware of their fundamental rights. ✓

If the people are educated, they will transform the society completely. ✓ So, it is logically safe to assume that mass media can increase social progression. ✓

Example: In Pakistan, political parties from various regions.

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In addition to this, it also provides a platform for discussion. In Past, people ~~had not access~~ did not have access for mass media, so they were confined at particular point. Today, mass media has provided various platforms, such as Facebook, twitter, and Instagram where people can discuss openly and candidly. In these platforms, people are free to share their problems and issues which ultimately prove beneficial for the well-being of people. So, it is safe to assume that mass media can accelerate social progress.

Furthermore, it promotes gender equality and social inclusion because it awakes people regarding their rights. Owing to societal norms, people consider that women are born to serve, and it is a natural process. This mentality has badly affected the beings of women. But the

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Social media has promoted gender equality by saying that all are equal irrespective of their gender. In mass media, many people argue that it is society which makes gender, not the biology. Thus, it is logically safe to assume that mass media can accelerate social progress.

Like it promotes gender equality and social inclusion, mass media also bridges gap between different factions. There are various factions in the society who possess different ideologies and norms. These things make them different from others and they would not tolerate other ideologies. As a result, clashes will erupt which eventually impacts the social progress. For this, mass media can play vital role because it will provide them a platform where they can understand each other that ultimately bridges gap between them. Hence, it is a powerful

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tool to accelerate social progress.

In order to promote mass media, there is a dire need to adopt some measures for the betterment and progression. The most striking solution is to educate people about mass media. Mass media can increase socio-economic progress when people are aware of its usage, lest it should negatively affect the people and economy of country. Thus, it is imperative to educate people with necessary knowledge and information about technology.

In addition to this, promoting free and fair press is another solution because it is not possible to accelerate socio-economic growth and progression if there is lack of free ~~press~~ press. It ensures the basic and fundamental rights of people. If the rights of people are protected, people will invest in

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country because of free press. It not only ensures fundamental rights, but it also makes people accountable for their doings. As a result, people will avoid doing corruption. Therefore, it is necessary to promote free press for socio-economic development and progression.

In a nutshell, mass media is a powerful tool through which one can accelerate socio-economic progression and development. Because economic growth requires correct and timely information, entertainment industry would play a vital role of soft power globally and attract foreign investment, it will provides job opportunities, and it exposes corruption with the help of free media and press. Apart from these, mass media can accelerate social progress, such as it plays a role in educating public, it provides a platform for discussion,

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it promotes gender equality and social inclusion, and it bridges gap between various different factors. In order to fully utilizing mass media, it is necessary to adopt some preventive measures.

As once Elon Musk said, "Mass media will completely transform the social, political, and economic development and progression."

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