

# The power and responsibility of media

① Introduction

② Powers of media in 21st century

a) It can influence public opinion

b) It can hold public officials accountable

c) It can create peace or panic in society through propaganda

d) It has the power to bring to light acts of oppression and heinous crimes

e) It has the power to transform the world into a global village

f) It has the power to define the standards and norms of society

g) It can either uphold

truth or distort it.

3) Responsibilities of media

- a) It has a responsibility for educating children
- b) It has a responsibility to inform about the various measures of the government
- c) It has a responsibility to play a neutral role in politics
- d) It is responsible for spreading awareness about social evils
- e) It is responsible for promoting women and minority rights
- f) It has a responsibility for discouraging violence in society.

g) It is responsible for inculcating tolerance and moderation in society

4) Conclusion

## Thesis Statement

Media has emerged as a powerful and dominating force which governs every aspect of society. However, such vast powers have also given birth to certain moral and ethical responsibilities.

## The power and responsibility of media

It was midnight. A man was walking down the street when suddenly his eye caught something displayed in bright red on a billboard. In the darkness of the night the words, power and responsibility of media shone brightly. It led him to think about the importance of media in society. Media has emerged as a powerful and dominating force which governs every aspect of society, however, such vast powers have also given birth to certain moral and ethical responsibilities.

In the 21st century, media has achieved tremendous powers. It can influence public opinion. It can also hold public officials accountable. It can utilize the power of propaganda to promote peace or panic in society. It has the power to bring to light acts of oppression and heinous crimes. It also possesses the power to transform the world into a global village. It

has the power to define the standard and set norms of society. It also has the power to either uphold or distort the truth. As a result of such vast powers there are certain responsibilities of media. It has a responsibility for educating children. It also has a responsibility to inform about various measures of the government. Media is also responsible for playing a neutral role in politics and to spread awareness about social evils. It is also responsible for promoting women and minority rights and discouraging violence in society. It is also responsible for promoting tolerance and moderation in society.

Influencing public opinion is one of the most important power of media. Throughout the ages print and digital media has been used to mould public opinion. Media can easily influence public opinion in societies with low literacy rate. For instance digital advertisement and media is effectively utilized in order to influence public opinion during election campaigns.

According to a study conducted by PIDE, 60% of Pakistanis have reported encountering fake news on social media.

In addition to that media can also hold public officials accountable. Media especially social media has effectively uncovered the corruption of public officials. The corruption of NCCIA officers was brought to light by social media. Media can act as eyes and ears of citizens and prevents public officials from misusing their authority. It has become a protective barrier between citizens and public office holders.

Media also has the power to become (eyes and ears of) a tool for peace or panic in the society. The rise of media has also been accompanied by an increase in propaganda. False news can often cause panic and propaganda in society. This negative aspect of media was extensively utilized in World War II. Most extremist and terrorist organizations such as ISIS use media to spread fear in society. According to

Margret Thatcher "Media publicity acts as oxygen for terrorism". For this purpose government impose various sanctions to prevent chaos in society.

Furthermore, media also has the power to bring heinous crimes and acts of oppression to light. Numerous cases of domestic violence has been exposed by media. It has also brought to light heinous crimes including the case of double shah and Taved Iqbal. Honour killing crimes are brought to light and the culprits are held accountable due to the power of media. The injustices of the society are highlighted due to media.

Along with that media has also transformed the entire world into a global village. Print media, digital media and social media has enhanced the connectivity of the world. The genocide in Palestine has been globally reported due to the power of media. The emergence of social media has made communication efficient and easier. The emergence of AI has also resulted in enhancing

## the power of media.

In addition to that, media also possess the power to define the standards and norms of society. The entire fashion industry rests on the publicity gained through media. Various talk shows and health programs defined living standard, financial standard, health standards, and even working standards. Some times it portrays very unrealistic expectations which can have a bad influence on public. The later also follows blindly to the trends set by media. In this regard media plays an important role in educating and inculcating civil responsibilities.

Moreover, media also possess the power to either uphold the truth or distort it. If it distorts the truth, then it curtails informed citizenry. In Indo-Pak conflict 2025, Indian media distorted the facts. Most of the time media distorts truth due to the pressure exerted by governmental organizations or for personal gains.

Owning to such great powers media also has certain responsibilities. The most important

responsibility of media is to educate children. It has emerged as a major platform for child education. The famous youtube channel, Cocomelon with more than 100 million subscribers has become a source for infant education. In this regard media also shapes the character of infants.

Along with that it is the responsibility of media to inform about various measures of government. It highlights strength and weakness of government and makes it accountable. It also criticizes and praises various measures of government. The 27th amendment is being hotly contested by media, often citing its consequences for the country. Citizens are also informed about security and anti-encroachment measures of the government, which raises awareness. It also dispenses political education among citizens.

However, Media has a responsibility for playing a neutral role in politics. 17

media leans too much on one side it can damage its own credibility. It can even promote hateful content citing anger in public. In order to prevent such situations, the government has made certain laws defining the boundaries of media. Hateful and agitating content on social media has resulted in lack of tolerance in society.

In addition to that, media has a responsibility for spreading awareness about social evils in society. It is effectively used for raising awareness regarding ethnic evils, sectarian conflicts, financial frauds, and even for the prevention of Vector borne diseases such as Malaria, Dengue, and Coronavirus. During the time of covid-19, media promoted precautionary measures such as isolation, use of masks etc. It has also spread awareness regarding child marriage and domestic violence. It is also responsible for educating people and providing them awareness about traffic rules, online frauds, and cyber crimes.

Media is also responsible for promoting and protecting women rights. The "Me Too" movement became a global symbol of resistance against violence due to media. Minority rights are also protected. Fake blasphemy cases which has resulted in the death of many minorities are also brought to light through media. The marginalized communities have found a voice in society due to media.

Furthermore, media has a strong responsibility for discouraging violence in society. Day to day cases of abuse are reported globally through media. Cases of notorious criminals such as Jeffrey Dahmer were brought to light through media. It gave voice to oppressed people. Media personalities portray a message for love and peace which discourages violence in society.

Moreover, by discouraging violence, media tends to inculcate a spirit of tolerance and moderation in society. It serves as a medium between government and

people. It reforms the society through dramas, advertisements and talk shows. It also promotes religious tolerance. It ~~also enhances~~ cultural awareness and promotes cultural moderation. It has become a tool for cultural domination as well.

To sum it all, media has evolved through ages. In each age it had great power and responsibility. It has influenced public opinion in every age. In democratic form of government media also holds public officials accountable. It sets the trends in society and possess great powers of upholding or distorting truth. However, with all these powers media also has certain responsibilities. It is responsible for shaping the character of infants. It also informs the citizens about various measures of government. It is responsible to maintain impartiality in politics. It educates people and provides them awareness. It is also responsible for giving voice to marginalized communities. It also discourages violence and is responsible for portraying

spreading love and peace in society. It inculcates the virtues of tolerance and moderation in society. With such wide powers and responsibilities, media has become a force which governs all aspects of society be they cultural, social, political, financial or religious aspect.

Improve your introduction

Start with a strong and relevant attention grabber

Give cogent arguments you have mixed the points of role and power of media try to distinguish between the two

Your outline is good but try to improve your body paragraph

Some paras are too short affecting the coherence of paras

Rest your structure of essay is fine