

- Q Critically analyze how Agenda setting Theory and framing Theory operates in Pakistan's contemporary media landscape, particularly in the context of social media platforms. Provide examples from recent political discourse and suggest measures to prevent media manipulation.

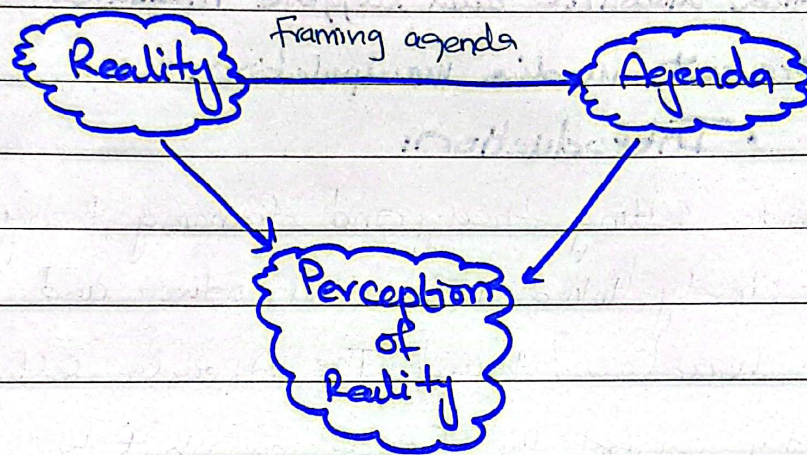
• Introduction:

Agenda setting theory and framing theory are closely linked with each other and work hand and hand. The Agenda setting theory control the Society on what to think, while framing theory is how to think about it. Both theories are have a significant impact on the people through social media.

• Agenda Setting Theory:

Agenda setting theory was developed by Maxwell McCombs and Donald Shaw along with G. Ray in 1968. The theory put forward the idea that news media creates public agenda by making people thinks they want to know. Setting an

agenda is also influenced by a person's perception to certain beliefs. **Example,** a person who is highly sensitive to political issues would regard political news as important.



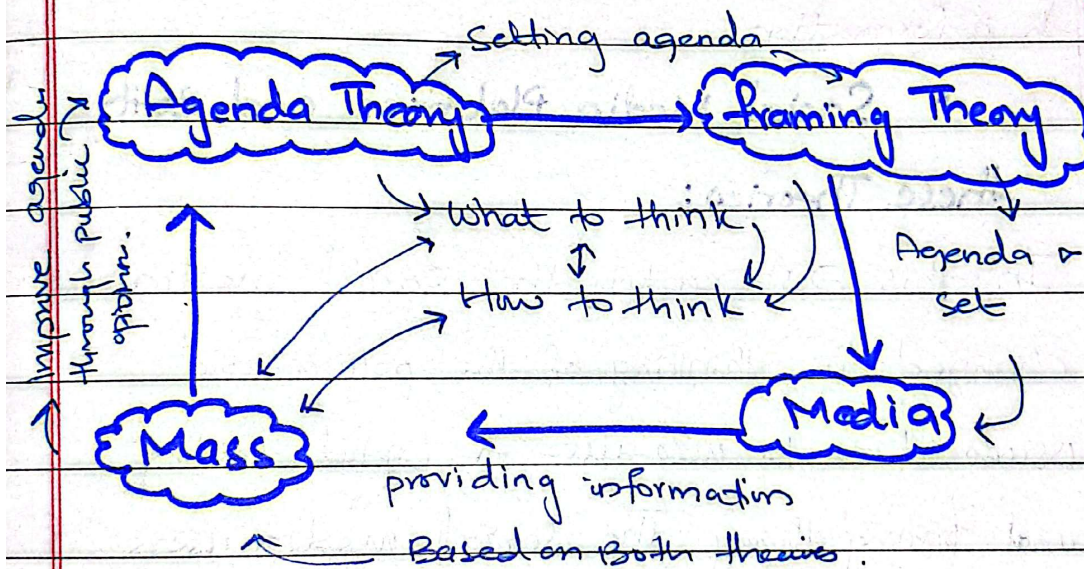
• Agenda Theory as focus to Important News:

Agenda setting theory help people to focus on what types of issues. This setting the unnecessary issues. **For example,** A large number of people, will be interested in price of gas, because it will get more coverage as well as place in the human memory. Rather than a celebrity show. Thus Agenda setting theory focuses on important issue, so that people / mass think

about that issue.

• Framing Theory:

The framing theory is the second step of Agenda system theory. The concept of framing to the theory was added to this theory in 1998 by McCombs. This concept argues that media can not only direct people on what to think about but also how to think about an issue. **For example,**



agenda setting theory only describes the water scarcity of a place but framing theory talks about how the government is causing water scarcity that defines how people take the issue to be the government's fault.

• Pakistani Media and Both Theories:

Both these theories are practised in Pakistani traditional media as well as modern media.

i.e. Social Media. However, the traditional media like watching T.V news and reading news paper are more focused on agenda setting and framing media. While in social media there is a lack of authenticity and do not follow the both theory which can mis-lead the information.

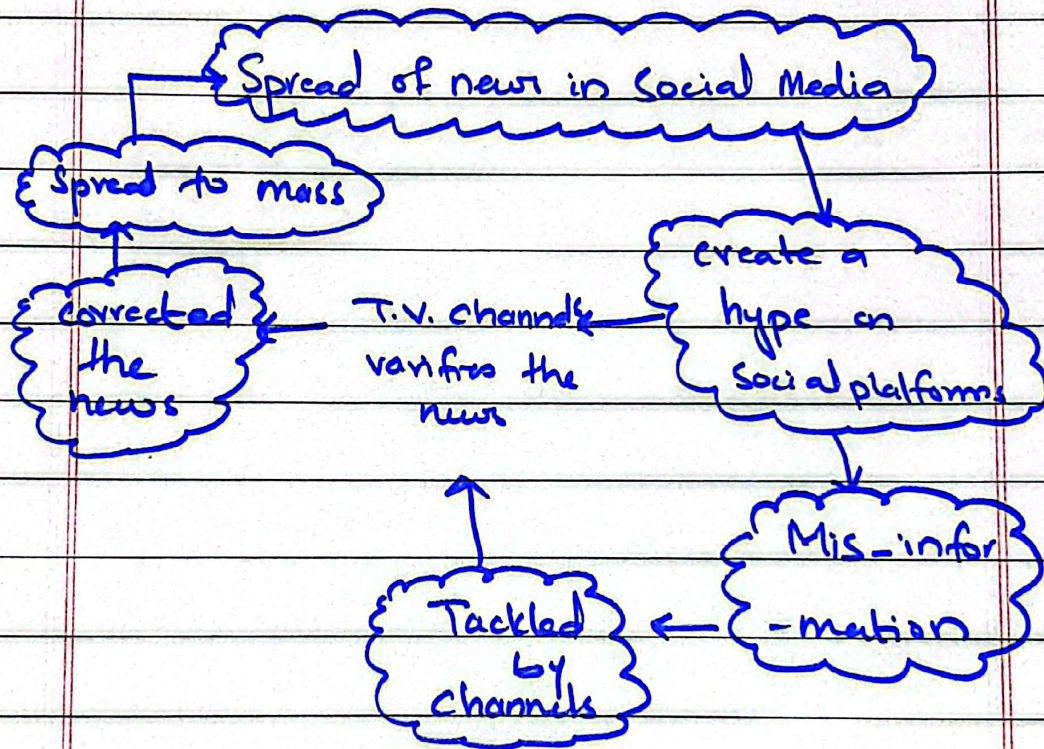
• Social Media Platforms and Both these Theories:

In this 21st century the social media changed the thinking of the policies and issues due to mis-use of agenda setting and framing theory. The social media users have lack of knowledge of these two theories and provide information, without following the rules of these two theories.

For Example, A unknown person spread a political news from a social media account which can create a hype-situation in social media platform and due to that

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Stop the actual T.V. news channel then verifies the news and cast it. Thus, making it more difficult on Social media platforms.

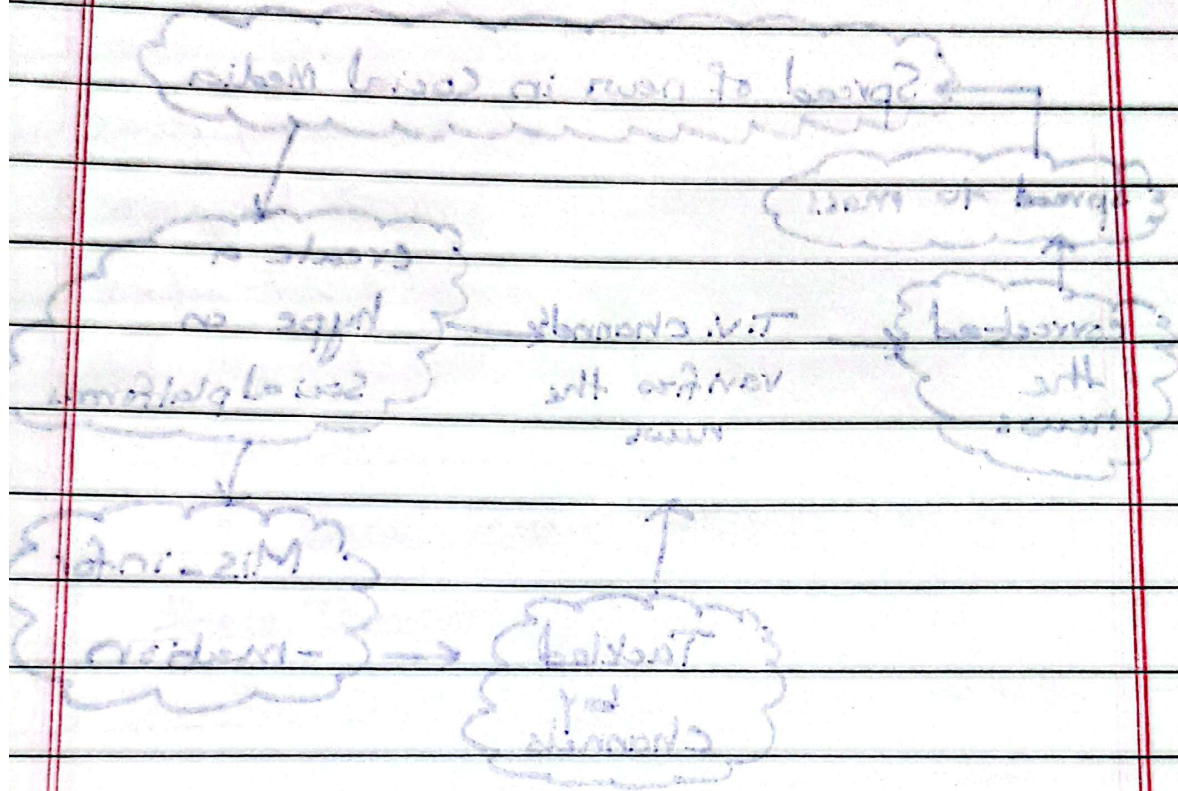


• Conclusion :

Both these theories are still being flawed by traditional media news channels through media and social media to tackle the right information and to stop the mis-information. In this modern time the citizens and general mass hardly watch and read the well-known media channels and easily get influenced by social media news, which are

Date: _____

Spreading more information which is false.



Conclusion:

Both these factors are very important for the spread of news in social media. The first factor is the type of information being spread. If the information is false, it is more likely to be spread. The second factor is the time of day. If the information is spread during the evening or night, it is more likely to be spread. Both factors are very important for the spread of news in social media.