



✓ Social

- ↳ Emphasising the impact of terrorism - terrorist attack.
- ↳ Escalating Crime Rate/Ratio
- ↳ Violation of Basic Human Right- Health/Education.

Economic

- ↳ Raising Inflation
- ↳ Tax Rate
- ↳ Trade

Political

- ↳ Good Governance
- ↳ Development Project.
- ↳ Policy and Decision Making

Individual

- ↳ Leader Person
- ↳ Religious Person
- ↳ Responsible Person.

OUTLINES

"Biased Media is a Real Threat to Democracy"

I. INTRODUCTION

1.1) Background: "Relationship between Democracy and Biased Media"

1.2) Thesis Statement: "Unfortunately, in Pakistan the problem of biased media is prevalent, threatening the democratic spirit of the 5th largest population in the world through newspapers, Websites, T.V Channels, Social Media, Literary Genra International Funding for Research and AI Tools."

II BIASED MEDIA: A REAL THREAT TO DEMOCRACY

2.1 Newspapers Portraying the Social Matters in a Biased Way.

2.1.1 Imagine of Terrorism

2.1.2 Crime Rates in a Society

2.1.3 Fulfilment or Violation of Basic Human Rights

2.2 Websites Publishing Fake Economic Indicators

2.2.1 Inflation Rate

2.2.2 Country's GDP

2.2.3 Status of Trade and Taxation

2.3 T.V Channels Supporting One-Sided Political Affairs

2.3.1 Governance Structure

2.3.2 Development Projects

2.3.3 Policy and Decision Making

2.4 Social Media as a Tool to Project Individual's Life in the Minds of Public

2.4.1 Whether a Leader or Not?

2.4.2 Righteous or Evil?

2.4.3 Responsible or Reckless?

2.5 Publications of Impartial Literary Genres

2.5.1 Socio-Political Novels

2.5.2 Non Fictions

2.5.3 Magazines

Media

2.6 International Funding for Biased Research Institutes

2.6.1 Case of Israel vs Palestine

2.6.2 War on Terror Reports

2.6.3

2.7 Use of Artificial Intelligence to Mold the Existing Narrative

2.7.1 Editing Video

2.7.2 Changing Contents

2.7.2 Creating False Images

III CONCLUSION

Democracy is defined as a system of government in which laws, policies, politics and leadership of the state is decided by the people of the state.

Democracy is "From the People, By the People and For the People". People hold opinion, values and perception which are very important to decide the future of the state. But often various means are used to influence the public ideology. In today's modern

world with continuous advancements in different sphare of life. The media stands on top. Unlike past in which media only include print media in form of Newspapers, in recent era it has taken many form including TV Channels, Social Media, Literary Genra, Research Papers, and Artificial intelligence tools. While one can say it had lead the world towards progress by having instant access to knowledge and Information but on the other hand it become a major reason to manipulate the public through biased reporting on social, political, economic, individual, international and global level. This manipulation affects people of the state to choose whats best for them. In developed and underdeveloped countries having democratic values are exposed to the serious threat of biased media. Unfortunantly, in

Pakistan The problem of biased media is prevalent, threatening the democratic spirit of the 5th largest population in the world through the use of Impartial Newspapers, Websites, T.V Channels, Social Media, Literary Genra, International funding for Research Papers and use of Artificial Intelligence Tools. if not stopped then Pakistan will face a political chaos. This essay will explore various dimensions of media outlets and it's threat to the essence of democracy in case of Pakistan.

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Newspapers is the major source to influence the democracy. In Pakistan there are several newspapers publishing agencies. Besides few like DAWN and EXPRESS TRIBUNE many are biased. These newspapers are used as a mean to show how a certain political party is combating terrorism. It showcases images of terror attacks in increased numbers which rises fear in the public. It also emphasises on the increase rates of crime in the society causing distress in the public. Similarly, basic social needs like health, education, water and sanitation developments are either ignored or is being favoured for a certain political party. When public are being made feel that their basic human rights are violated. They change their view point. Therefore the newspaper portraying the social matters in a biased way in form of spreading images of Terrorism

increased crime rates and violating human rights affects public opinion which is very crucial for democracy.

Another form of media is websites. Websites are widely used for recent updates or developments regarding a certain phenomena. It can provide recent information on science and technology, music, fashion, culture, art, economic and politics. To affect the democratic process in a country websites mostly focus on publishing fake economic indicators including Inflation rate, country's GDP and status of trade and taxation. In Pakistan these ~~are~~ some websites which escalated the public on the increase in the rate of Inflation. Blaming it on the current government. While in real it was a global phenomena and was widely impacted by Covid-19. During the election many of the voters without

thinking critically voted for a different political party. Similarly Pakistan's GDP is shown as it is increasing but they did not provide any comparative analysis with the previous year or with our neighbouring country Bangladesh, which was in worst condition from Pakistan after Independence yet it has more GDP than Pakistan. Finally these websites also provide reports on the trade and taxation policy. Posting fake updates by glorifying it but in reality these policies have made many industries in Faisalabad to shut down causing thousands of people to become jobless. Thus, publishing fake and unreal data related to economic conditions overshadows the opinion of public necessary for a democracy.

Channels on television is a key medium to engage and communicate

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with the public. It include political debates, live arguments, expert opinion and interview from the key political figure. To influence the public perception these talks are mainly on the governance structure of the current and former government, critical analysis of the development projects and evaluation of the policy and decision making processes of a particular political party. In Pakistan the News Channels will only invite the opponents of one political party and ignore the other party. They will talk about their water governance, education governance and health governance by showcasing it effectively while in reality Pakistan is facing severe flooding from past, education and health emergency. Similarly, these channels transmit the development projects regarding news dams, schools and hospitals

while hiding the facts of uncompleted and abandoned projects. Finally live debates of political figures relating to only one political party is projected again and again on different policy reforms while neglecting the other side. This unbalanced and one-sided critical analysis of political affairs in terms of governance structure, development projects and policy reforms can change the public perception necessary for electing next prime minister.

Social Media platform like Facebook, X, Instagram, Tiktok and WhatsApp have an important role in democratic process of a country. In case of Pakistan where 65% of population consist of young people. Almost all of the youth of Pakistan have access to these Meta Platforms.

Different political parties used these

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Platform to influence the 65% of population by constantly posting about their leadership qualities, involving in ethical practices, and fulfilling responsibilities. These political figure will upload their enthusiastic speeches daily which are only based on emotions and lacking any strong rational. Especially targeting the young minds who don't have awareness. In Addition, political parties in Pakistan hires individuals to keep posting about their righteous image and degrade the image of the opponent party. Posts related to frequently visiting a mosque or taking a picture with an orphan. Also highlightly the abusive language used by other member belonging from a different political platform. On Facebook and X there are also many accounts which posts untrue stories about a certain leader spreading

fake information about how incapable or irresponsible he/she is to be fit for any political role. Thus, hampering the minds of public especially youth to take impartial decisions while deciding the future of the country through democracy.

Literary genre is yet another tool used by publication agencies to promote a certain ideologies. Novels focusing on certain socio-political themes influence the public perception. For instance when Pakistan was facing a scenario in a cold war on whether to join the American Bloc or the Soviet Bloc. Many writers published their books on the theme of supporting America in the world which largely influence the Pakistani public and showed no resistance in joining the US Bloc. On the other hand publications of non-fiction which

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includes biographies written by biased writers also spread a wrong narrative. Magazines on favoring one side which is mostly a good is also causing hurdles to the democracy. Magazines publications such as "Dabiq" and "Kybernetiq" has historically been used in Pakistan to propagate extremist views and glorify acts of terrorism. These publications provide a detailed information on radical ideology posing a serious threat to the democratic spirit of Pakistan.

International funding by the media organizations for establishing biased research institutes is yet another source to threaten the democracy. In case of Israel and Palestine war. Israel is funding media outlets and research projects to depict Hamas as a Terrorist

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organization. During War on Terror Radical Islamic Ideology were publised and funded by funded by the US media to support the war in Afghanistan using Pakistan's soil to push the Soviet Union. Which impacted the public largely glorifying War and "Martial Law" causing a severe harm to the democratic development of Pakistan. Thus, These two cases showcase how funding by International biased media organizations can cause threat to a democracy.

The exercise of Artificial Intelligence by media platforms to mold the existing narrative is challenge to democracy. So many AI tools edit the original video having face of one person with another person spreading hatred among the public masses. To add, AI experts also

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change the existing content entirely. According to BBC there is a rise in such content where the Artificial intelligence is used to download the original report then its real data including facts and figure is completely changed that no one could completely distinguish between the real and fake report. In the same way AI tools is also used to create imaginary images having no connection to reality and then projecting it on different media platforms to alter the citizen against a particular political identity or group. Thus artificial intelligence poses a larger threat to the countries having democratic values, including Pakistan.

In conclusion, People are an essence of Democracy. Their opinion, perception, values matters in deciding laws,

polices and any undertaking of the state. These perceptions are often altered by the misuse of media. The challenge of biased media is both present in developed and underdeveloped countries. Pakistan being one of the underdeveloped country is exposed to threat of impartial media inform of newspapers, websites, T.V Channels, Social media, literary genre, International funding for research paper and use of Artificial intelligence tool. Pakistan should address the issues of media control and contering fake propaganda in order to safeguard it's citizens, one of the largest population in the world for better and prosperous future.
