

Topic

Media as a political instrument

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Introduction

According to the journalist Thomas Carlyle "Media is often called the fifth branch of governments After the Congress, the President, the Supreme Court, and the federal bureaucracy, saying that: no other institution has such an impact on government as the media has."

Media plays an important role in political socialization, helping both children and adults to acquire knowledge about the political system and how it operates-

The media has always provided the public with relevant information about the policies the government intends to implement. During presidential campaigns various presidential hopefuls use the media to highlight the policies they intend to implement if elected.

Media as a political instrument

a. Image Building

Politicians often leverage the media to cultivate a favorable public image, using platforms such as interviews, press conferences, and social media to convey their messages and showcase their accomplishments.

b. Crisis Management

In times of controversy politicians may rely on media strategies to manage public perceptions, control the narrative, and deflect criticism by carefully crafting their responses and engaging with journalists.

c. Agenda setting

Media have power to highlight certain issues while downplaying others.

d. Propaganda

Political parties may utilize the media organizations to spread biased or misleading information in order to manipulate public perception and gather support for their policies.

e. Criticism and Accountability

The media can also hold politicians accountable by scrutinizing their actions, exposing corruption, and fostering transparency in governance.

Conclusion

Media play an important role in the country by playing educational and informative role.

Media provides public opinion, informing with recent developments on all issues, determining

the political agenda, awareness, criticism, and social and development of society. Media

performs crucial functions in a society. But sometimes its role proved negative which must be restricted.