

Media as a political instrument

I. Introduction

A. What is media as a political instrument

1. Positive and negative impact on Society

II. Importance of Media

A. public opinions

1. Analysis of news reporting
2. Discussion on an organization

III. Types of Media

A. Electronic media

1. Newspaper
2. Radio
3. Television
4. Online Webpages

IV - Methods of political instrument

- A. Grouping System
- B. Set the new agendas
- C. Convey positive news

V - Case Studies

- A. Control the media
 - 1. The State own media
- B. Campaign
 - 1. use of social media during elections
 - 2. Political parties handle everything
(eg. new channel, online sessions etc)

VI - Impacts

- A. Policy Decision
 - 1. Policy making processes
 - 2. Media role Set the political issues

VII - Conclusion

- A. Future Challenges for media

The Essay

"Media is not just a mirror of Society; it is hammer with which to shape it."

In modern politics, media play an important role both the reflection and a shape of public opinion. The electronic media platform influence negative impact the mind of citizens but people are agree on the political agendas and propaganda. Sometimes the media convey positive news. But mostly are negative news. In Pakistan discussion is everywhere such as hotels, especially students in universities etc and some on news talk shows. Everywhere media is ^{role} independent but in Pakistan the political parties set the media to convey right things.

One of the most profound implications of media as a political instrument lies to the people do not

Show the positive views of goods.
Whether the media subtle framing
technical or propaganda influence
the issues are understood. The immense
are placed on media reporter to
use ethical standard in their new
reporting.

Moreover, the concentration on
media ownership concern about ^{on} the
public opinion. Similarly, the were
use algorithmic contents on the
social media platform can create
the filters the people belief on that
and use negative impressions. In
this way, it is a significant challenge
for media to the health of democratic
societies.