

English Essay Test #2

Q. Make an outline for any one of the following essay topics. Write the introductory Paragraph and three body Paragraphs.

Outline: Media as a Political Instrument

1. Introduction

a) Hook / attention Grabber

b) General statement / Background

c) Thesis: Social media plays a crucial role in circulating news through newspaper, Radio, Internet and Television. Media has power not only to change the messages but also used in election and Campaign processes as well as has an effect on democracy.

2. Main Body:

2.1 Media as a source of information

a) Information through Newspapers

b) Information through Television

c) Information through Internet

d) Information through Radio

2.2 Politicians, voters and Social media

2.3 Effects of media on democracy

2.4 Media and public utility.

3. Conclusion

Media as a Political instrument

According to the journalist Thomas Carlyle "Media is often called the fifth branch of Government's 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". Decades ago Newspaper was the only source of information. As the advent of technology, it starts to give us more form of mass communication and mass media that might affect political discourse. The current role of media in politics has definitely significant role in how to view and react to certain events and issue of the nation. The internet has created channels of communication that play a key role in circulating news, social media has power to circulate not only the message but also has power to change dynamics of political corruption, values, and the dynamics of conflict in politics. Through the use of social media in election process, global conflict and extreme politics, diplomacy around the word has become less private and more susceptible to public perception. Overtime social media has become the larger way of how we are informed by the news and what is going in word. Social media also affects elections and campaign. Social media plays very crucial role in

Politics by circulating news all over the world, by affecting the democracy and also act as a public good.

Media is a good source of information that provides information all over the world about any type of issue or any other type of information.

Firstly, Newspaper is a good source of information that plays an essential function to bring us news from all over the world, without newspaper we would like a baby who know nothing of the outside world. Newspapers keep citizen informed about the political activities of their government, they give detail the statement and speeches made by the President or other political figures at public meetings or Congress. Secondly, Television allow us to see live the major political events infact Television has become so important that is the major platform of communication b/w political figures and Citizens. Television plays an important role in political socialization, helping both children and adults to acquire knowledge about the political system and how it operates. Nowadays, we can say that television is to be a watchdog between the government and citizens and it act as a bridge between them. Thirdly, radio is the good source of information. The most important advantage of radio is its ability to reach specific audience through specialized

• Programming. It is the most universal mass communication medium and is presently the cheapest one. Lastly, the internet plays a vital role and acts as a good source of information. The internet has an advantage over the older media types that allows citizens to send information as well as receive it in real time, something that television and newspaper don't allow. In Colombia's latest election the president candidates were able to develop a web site to support their campaign. They also developed groups in Facebook, Twitter and many other websites, by this new form of government communication president candidates were able to reach new audiences on the world wide web, creating the potential for an even greater influence in society. We could say that the key word for the Internet and Politics is power. To ~~some~~ therefore, Media provides a lot of information about politics from all over the world.

Media also play an important role for politicians especially during elections and campaigns. When campaigning, politicians spend large quantities of money on media and to reach voters, concentrating on voters who are undecided. Politicians may use television commercials, advertisements

or mailing to point out potentially negative qualities in their opponents while extolling their own virtue. The Trump campaign made extensive use of social media platforms, notably Twitter, to reach voters. Unlike other candidates, Trump's Twitter and Facebook posts linked to news media rather than the campaign site as part of his strategy to emphasize media appearance over volunteers and donations. In electoral context, its importance as a watchdog is extremely valuable. It helps the voters to make their elected representatives accountable by highlighting their success and failure during their tenures. It makes a critical analysis of policies of governments to help them perform better or revise the policies adversely affecting the public or national interest.

Social media has been criticized as being detrimental to democracy. According to Ethan Zuckerman, he says that "social media presents the opportunity to inform more people, amplify voices, and allow for an array of diverse voices to speak." However, the growth of social media has allowed a growth of political participation to a whole new audience within society. This can be seen as a "kick starter of a deeper transformation of democratic practices and opportunities" suggesting that digital media can have huge influences and changes within

Politics but the Question still remains if young people will remain politically active within the near future. The free flow of information on the internet and Social media can have large influence Contribution to open debates and an exchange of ideas, two crucial tenants of democracy. There are other way Social media in the use of politics can have an effect on democracy such as election influence and privacy concern with data. The use of Social media platforms have had crucial effects for election campaigns where politicians are competing for people attention, discuss what they are doing, and specific advertising. with data social media collect many amount of data coming from individual which can be used for political data where people can see specific advertisements. According to a recent research center, a study conducted across 19 advanced nations found that the public views Social medias role in democracy as both beneficial and detrimental.