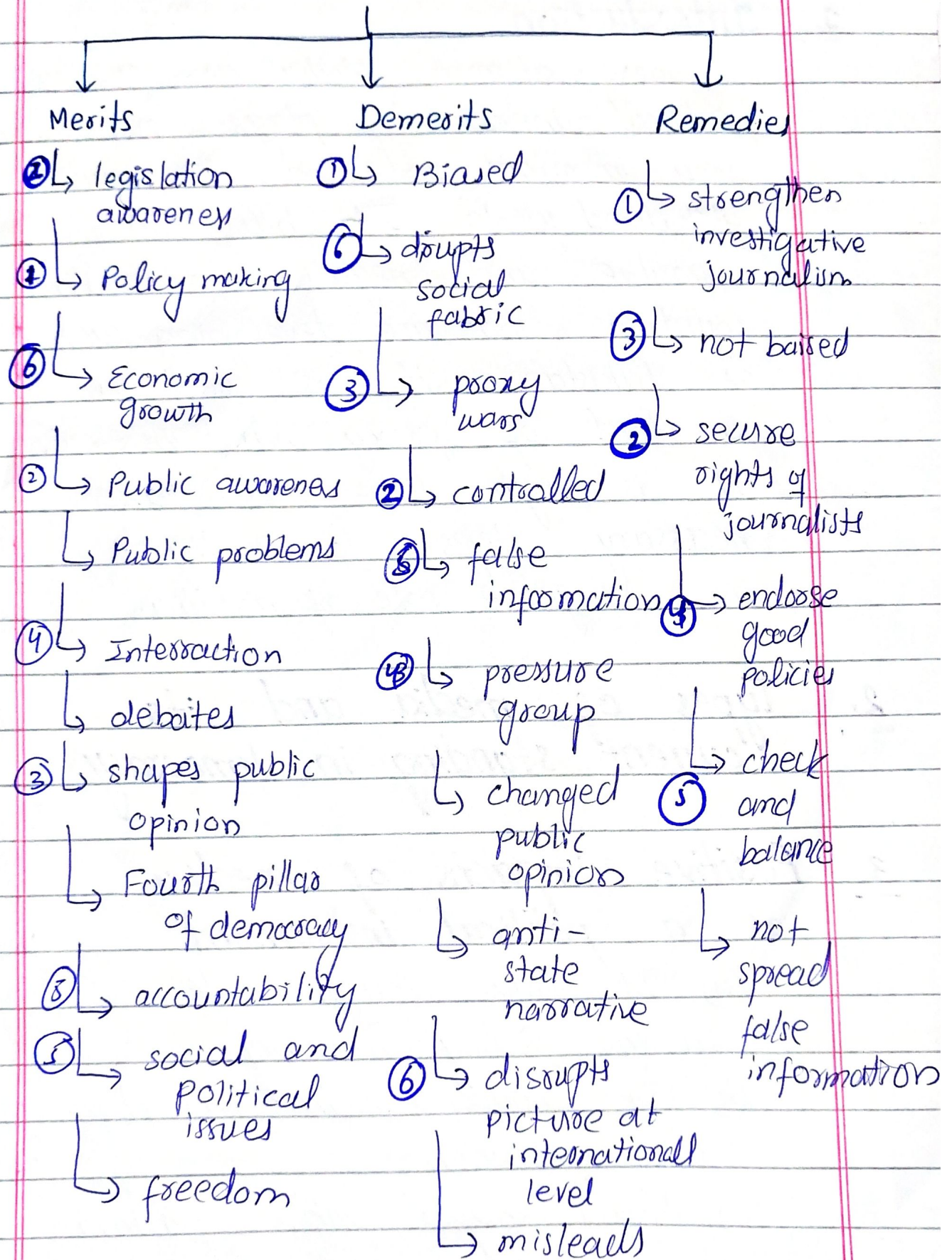


Media as a political instrument



Outline

1. Introduction

Thesis statement: Media as a political instrument plays a very important role in the current globalized world. It has both positive and negative roles. In countries that are developing such as Pakistan, it is used as a tool of proxy war. Therefore, it is high time to take necessary steps to mitigate the negative role of media.

2. Types of media and its current standing in democracy

3. Positive impacts of media as a political instrument

(a) It plays major role in the policy making

(b) It awares public about the legislation

(c) Media shapes public opinion

- on certain political matters
- (d) It serves as a platform of interaction between the public and political leaders
 - (e) Raises voice on social and political issues
 - (f) Ensures accountability and fosters country's economic growth

4. Negative impacts of media as a political instrument

- (a) It plays biased role on certain issues
- (b) It is sometimes controlled by some groups to alter public opinion
- (c) It is often used as a tool of proxy wars
- (d) Media as a pressure group to pressurize state institutions
- (e) It sometimes spreads false information that misleads public
- (f) Disrupts social fabric and the country's image at international level

5 Steps needed to mitigate the negative role of media

- (a) Investigative journalism should be promoted in Pakistan
- (b) Taking steps to secure rights of journalists
- (c) Endorsing good policies and not playing biased role
- (d) Maintaining strong checks and balances

6 Conclusion

"Money, media and political power are very closely connected" (Alexander Stille). Alexander Stille an American journalist and the author of very well-known books clearly depicts the true picture of relation between media politics. When these two are closely related, then one must have an impact on the other. Media as a political instrument has played positive as well as negative role. As a positive actor it helps in policy making, awares public regarding legislation, shapes public opinion, serves as an interactive platform between public and political leaders, raises voice on social and political issues, and helps to ensure accountability. On the other hand, it also has negative impacts such as biased role, controlled by some groups, used as a

tool of proxy war, pressure group, and spread of misleading information. So, media as a political instrument plays a very important role in the current globalized world. It has both positive and negative roles. In developing countries like Pakistan, it is used as a tool of proxy war. Therefore, it is high time to take necessary steps to mitigate the negative role of media.

There are different types of media such as social media, electronic media, and print media. Today, the use of social media in politics is on peak especially in Pakistan and it serves as a pressure group just to pressurize certain state institutions. In a democratic country, media is considered as one of the pillar of

democracy and is playing an important role during election campaigns. According to Reporters Without Borders (RWB), Pakistan is ranked at 152 number in Pakistan Press Freedom Index.

Positive impacts of media as a political instrument are also numerous. The chief impact among them is the role of media in policy making. As through media political leaders has become aware of the public opinion, so they designed certain policies by keeping in view the interests of the public. For instance, there are certain gulf countries which are ready to build better relations with Israel, but due to public pressure they cut off diplomatic relations with Israel. To make aware the governments, the public

we certain social media platforms
and record their protest (Al-
Jazeera, Aug 2023). In this
way, the government designs
national and international policies
effectively with the help of
media.

Media is aided government
institutions in policy making
at one hand and on the
other hand it creates awareness
among the public regarding
the legislation. During the
proceedings of a bill in
both Houses of Parliament
of Pakistan, the public sees
the live discussions and
debates. This is how they
became aware of the new
policies of the government
and also discuss these on
different social media platforms
to give suggestions to the
government. In Pakistan, the
national channel, Pakistan
Television News has given

live coverage to all these
proceeding. In this way,
media as a political
instrument plays an active
role to aware the public
about the legislations.