

Media as Political Instrument

Expository Essay

Outlines

- 1- Introduction
- 2- ~~Role of Media in Politics~~
- 3- Media as Political Instrument; Positive Aspects
 - 3.1- A platform for political engagement
 - 3.2- Unprecedented access to political information.
 - 3.3- Agenda setting effect of media
 - 3.4- Enhance political awareness and discussion among ordinary citizens.
 - 3.5- Media role as fourth estate.
- 4- Media as Political Instrument; Negative Aspects
 - 4.1- B Business and Subjectivity of media
 - 4.2- Media's strong influence on election (A case study of US Presidential elections).
 - 4.3- Media's role in spreading Political Propaganda. (A case study of Indian elections 2024).
 - 4.4- Viral fake news and Hashtag activism.
 - 4.5- Frame and modify public opinion
 - 4.6- Media as influencing tool used by corrupt politicians
 - 4.7- Social media serve as unrestrained tool
- 5- A need to increase media education among People
- 6- Conclusion

The Essay

Today, in this digital era, media has strong influence on policy making, politics and on government institutions. In case of Pakistan, opinion of people about certain political parties and policies have modified significantly by media. Role of media as political instrument has both positive and negative aspects on positive side; media enhance political awareness, engagement, access to information, while on negative side; media has role in spreading propaganda, fake news, misinformation, modifying public opinion and playing biased role against certain individuals and institutions. It is dire need of the hour to inculcate people about influence of media in various life affairs. Courses related to media education should be included in curriculum to better inform the new generation.

Why
direct

3. Role of media in politics

Media plays very pivotal role in politics. It acts as watchdog of government affairs. It makes people aware of political policies and enhance the engagement of citizens in politics either directly or indirectly. It criticize the unjust policies of government and uncovers the hidden facts of political affairs. The journalist of ~~the~~ Washington Post revealed president Nixon's role in breakup of democratic party headquarters.

The led to pressure on president and enforced him of resignation by his opponent. This news highly inspired new journalists in

4.1 Media's role in Spreading misinformation

Media used as instrument by political rivals or other individual to spread the misinformation. Media highly exaggerates the event and may include information that is not actually part

of reality. People, who consider
as authentic of information, they
whole-heartedly believe it without any
verification.

US Presidential election
in 2016 has highlighted the term
"fake news" in American media.

In this scenario role of social
media is more crucial. It
spread misinformation in form of
viral news, hashtag. Recently Pakistan

government has formed special department of cybercrime
to deal with it.

4.3. Agenda-setting effect

Similarly, media has
crucial role in telling the people
what is important and what is not

by setting agenda for general public
this effect was first investigated by

"Professor of journalism department
of University of Sussex". Media through

its tactical ways of presenting information
like breaking news, important news
on front page of news paper through

No heading

opening stories and more discussions on certain topics, tells people that these issues are more relevant as result people pay heads to them, while ignoring other important issues. Supreme Court of Pakistan had called two prominent journalist for spreading fake news. (BBC News). FIA has shut down thousands of twitter accounts and websites which were operated by RAW, in Pakistan to spread misinformation against institution

Structure
ISSUE