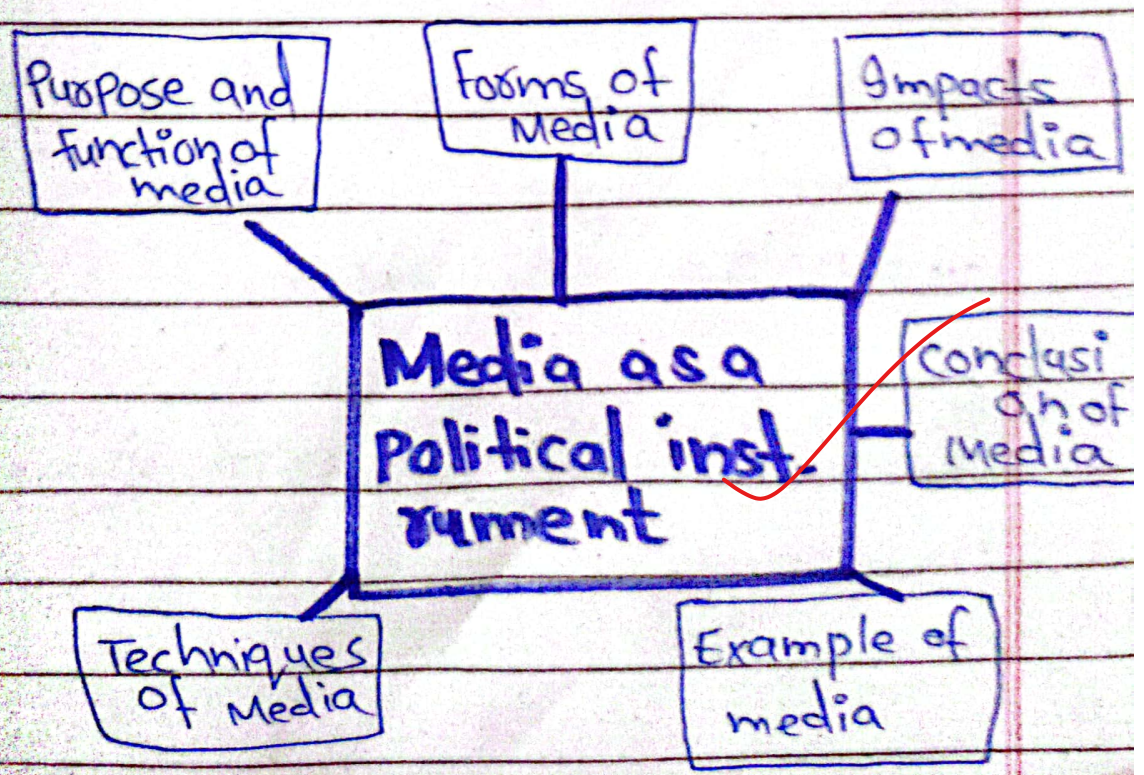


Q. Make an outline for any one of the following essay topics. Write the introductory paragraph. (20 marks)

(F)

Media as a political instrument:

Brainstorming.





## (I) Introduction:

### Hook:

~~"The media's the most powerful entity on earth. They have the power to make the innocent guilty, and that's power. Because they control the minds of the masses"~~

~~- Malcolm X.~~

### Definition:

~~Media refers to the various means of communication used to transmit information, ideas, or entertainment to a large audience. Media as a political instrument refers to its intentional use by individuals, organizations, or governments to shape public opinion, influence political decisions and advance particular~~



agendas or ideologies.

## Importance of Media in Modern politics:

Media plays an important role in shaping public opinion, informing citizens, and holding political leaders and institutions accountable.

1. Media provide citizens with information about government policies, political events, and societal issues, enabling informed decision-making by voters.

2. Media platforms serves as forums for debate and discussion, allowing diverse voices to be heard and different perspective to be shared on political matters.



### 3. Media influence public

opinion by framing issues, selecting which stories to cover, and presenting information in particular ways.

### 4. Media can mobilize citizens

by raising awareness about social and political issues.

"Whoever controls the media controls the mind" - Jim Morrison.

### Forms of Media:

1) Traditional media: newspapers,

Magazines, radio, television

2) Digital media: Websites, blogs, online news outlets.

3) Social Media: Facebook, Twitter, Instagram, TikTok.

4) Emerging Media: Podcast, Youtube channels.



## Background information:

### II) Historical Context:

long ago, people started using different ways to share information about politics. They wrote things down on paper, made funny drawings to make fun of politicians, and gave speeches to groups of people. As time went on, new inventions like radio and television changed how politicians could reach lots of people at once. They used these new tools to talk to voters and try to convince them to support their ideas.

⑤

Even before all these



gadgets, governments found ways to use media to tell people what they wanted: them to think, especially during wars. They made movies, posters, and radio shows to make their side look good and the other side look bad.

Basically, since the early days, media has been a big part of how politics works, helping leaders get their message out and sometimes influencing what people think.

**Body paragraph:**

**1) Impacts of Media:**

These are some positive and



negative impacts of media as  
a political instrument.

## Positive Impacts:

### a) Informed voters:

- Provide essential information on candidates and policies
- Helps citizens make informed voting decisions.

### b) Accountability:

Expose corruption and misconduct

Holds politicians and governments accountable.

### c) Civic participation:

- Encourage voter turnout.
- Mobilizes public support for causes and movements.

### d) Transparency:

- Increase government transparency.



## Negative Impacts:

### a) Misinformation:

Spread false information.

Misguides public opinion.

### b) Manipulation:

Manipulates public perception.

### c) Political polarization:

- create division among people.

## 2) Techniques of Media:

### 1) Agenda-setting.

- media decides which issues are important.

- Highlight specific topics to influence public focus.

### 2) Framing:

- Presents news in a way that shapes how people think about it.



### 3) Priming:

Prepares people to think about issues in a certain way.

### 4) Spin:

puts a positive or negative twist on information.

### 5) Propaganda:

Spreads biased or misleading information.

### 6) Use sensational Headlines:

Uses sensational headlines to attract attention.

### 7) Investigative Journalism:

- In depth reporting to uncover hidden truth.
- Often reveals corruption, scandals, and important issues.



## Conclusion:

Media plays a big role in politics. It informs people about what's happening, holds leaders accountable, and encourage people to get involved. But sometimes, it spreads false information, influences opinions, and can make people more divided. So, while media helps democracy by keeping people informed, it's important to be critical of what we see and hear.