

Media as a Political Instrument

Outline

- i) Media shapes public opinion
- ii) It sets the political agenda and frame public debate.
- iii) It provides platform for diverse voices.
- iv) Holding those in power accountable
- v) Media can mobilize public support for political causes and Movements

The Essay

The media is the oxygen of democracy, and if it's not functioning well, democracy suffers - Andrew Marr. With the passage of time, everyone is relying on social media - Everyday ^{when} we listen to the news we read a newspaper, we get a lot of information related to politics at national or international level. In Pakistan, there is a democratic

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system, public opinion plays a vital role in this case. Whatever a propaganda is played behind the scene can be exposed through the media, but considering the right information. Media is a mean of communication, between public and political leaders. By its correct use we can connect politically.

Firstly, when we talk about media, it has many types e.g. Print media, Social media, Electronic media, and Digital media etc. Through any mean, we can connect, communicate, and convey our opinion on a political topic. Media shapes public opinion, it highlights those issues which are important to know and discuss. Whatever happening inside the country or related to the country at international level is displayed through pictures, stories

so that the public understand the agenda points of politics.

Secondly, being a third world country Pakistan has a lot of issues related to inflation, poverty, rapes, street crimes, job issues and up to soon. After every five years or even earlier our country's Prime Ministers come and go. They don't bother the problems of the poor people. Then, here comes the need of Media which provides a platform for diverse voices.

In addition, whatever the activities a political leader do at national or international level influence country's progress. Media hold these power leaders in ful accountability.

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Thirdly, not only at national level, media also plays an important role in connecting one's country to other countries as well. Whatever a treaty, projects, or summits held b/w two countries or at an Organizational level and how it affects the country's political, economical and social system, all are done by Media.
