

Media as a political instrument

Structure

I. Introduction

A. What is media as a political instrument

1. Positive and negative impact on Society

II. Importance of Media

A. public opinions

1. Analysis of news reporting
2. Discussion on an organization

III. Types of Media

A. Electronic media

1. Newspaper
2. Radio
3. Teletel-u Television
4. Online Webpages

IV - Methods of political instrument

- A. grouping system
- B. Set the new agendas
- C. Convey positive news

V - Case Studies

- A. Control the media
 - 1. The State own media
- B. Campaign
 - 1. use of social media during elections
 - 2. Political parties handle everything (eg. new channel, online sessions etc)

VI - Impacts

- A. Policy Decision
 - 1. Policy making processes
 - 2. Media role Set the political issues

VII - Conclusion

- A. Future Challenges for media

The Essay

"Media is not just a mirror of Society; it is hammer with which to shape it."

In modern politics, media play an important role both the reflection and a shape of public opinion. The electronic media platform influence negative impact the mind of citizens but people are agree on the political agendas and propaganda. Sometimes the media convey positive news. But mostly are negative news. In Pakistan discussion is everywhere such as hotels, especially students in universities etc and some on news talk shows. Everywhere media is independent but in Pakistan the political parties set the media to convey right things.

One of the most profound implications of media as a political instrument lies to the people do not

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Show the positive views of goods.

Whether the media subtle framing technique or propaganda influence the issues are understood. The immense are placed on media reporter to use ethical standard in their new reporting.

Moreover, the concentration on media ownership concern about ^{on} the public opinion. Similarly, the were use algorithmic contents on the social media platform can create the filters the people belief on that and use negative impressions. In this way, it is a significant challenge for media to the health of democratic societies.