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The biggest threat of the current age is fake news and propaganda

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German Chancellor Joseph Goebbels once famously said, "Speak! so much lies that, it starts looking as truth". Aptly connect with the current landscape, where the rise of Artificial Intelligence (AI) and its integration in today media industry has created propaganda and exacerbated fake news. People more and more reliance and trust on unregulated, "verified & non-credible" social media platforms is posing a threat to verified, controlled media credible and

industry. Meanwhile, the threat posed by fake news is enormous. As it exacerbates faultlines and creates an environment of panic and doubt among people. The fake news ability to distort truth creates an environment of echo chambers, where existing polarization manifold. This is because people hear what they want to hear and not the other side. Like, people supported their respective state's aggression ^{against} other sovereign states, as evident in recent Indian aggression ^{on} ~~and~~ Pakistan. Similarly, the emergence of AI chatbots and their ability to operate in an environment of unregulation and fact finding is becoming an existential threat to sound credible journalism. Hence, it is imperative strict regulation and compliance must be held on all social media platforms. Like, establishing and empowering a global AI governance framework can help states to counter this menace. Meanwhile, AI companies and social media platforms must transparency in their operations. So that accountability and trust remains between the citizen and state.

The media landscape has gone through a series of changes: starting with the print, then electronic and then came the digital media. Digital media comprises of web media, whereby, a website creation information or disinformation can be spread. As there is no fact-finding^{and} verifiable authority required, this makes the digital media industry more easy to access and susceptible to spread disinformation. The European Union Disinfo Lab found 800 plus websites operating and spreading disinformation globally against Pakistan. This is a case in point.

Similarly, social media is the second most ^{important} revolution after ^{the} industrial revolution, which has altered the course of industry. This is because almost every individual has a social media account, where he can get all packages. These packages range from entertainment, news, voice calling, ~~and~~ ^{to} video calling etc. Resultantly, people more and more trust on these uncontrolled channels ^{is} diluting state ability to ensure informed effective governance.

Meanwhile, with the emergence of updated large scale language models like ChatGPT, Gemini, and Perplexity has created new opportunities as well as threat to information.

These AI chatbots provide information of all sorts. However, many times their information is outdated, wrong and unverified. Likewise, their ability to generate sources ^{of information} is posing a consequential threat to sound journalism. Hence, their ability to provide cost effective, unverified and non-credible information require serious introspection for all stakeholders.

The ability of fake news and propaganda to exacerbate existing faultlines is a serious threat to all states. Moreover, the rise of AI has added more fuel to the fire. For instance, Baloch Liberation Army and its affiliates spread fake news ^{on social media} about massive extrajudicial killing and missing persons against Pakistani state. These allegations have been rebuffed many times, as the phenomena of massive support to Balochistan, under ^{the} National Finance Commission, is being done. Moreover, almost all missing persons cases

have been resolved. Yet, B L A spread and spew hate against Pakistan's state.

Similarly, Fake news ability to create panic and doubt in the hearts and minds of common citizenry warrant introspection. As Fake news channelize itself on people fears this makes it a deadly threat. Like, Fake news were spread in Pakistan frontier areas that polio vaccine leads to infertility and is a western means to control muslim population. Due to this, people refused to take polio vaccine. Resultantly, this endemic is only present in Pakistan, while it is absent from the rest of the world.

Fake news distort truth and reality as evident from the western media hell-bent portrayal of Israel genocide: as Israel's right to self-defense. The western media in particular the United States (US) is cracking down on all truth speaking platforms. Be that may be public universities, research institutes and media to

toe them to line and equating them to antisemitism. For instance, Washington Post in a piece outlined the reason of Israel justified unprovoked attack on neighboring state Iran. This shows that how well credible institutions are resorting to spread fake news to achieve an objective.

Echo chambers emergence is associated to fake-news. This is because AI chatbots reinforce or portray that only news which the viewer want to read or hear. Like, 'Crack Media' in India is a classic case. The media industry in India has insanely become anti-Pakistan, anti-Muslim and anti-Kashmiri. This has created an echo chamber in a wider population that is Hindu of an imminent Pakistan attack on India or Muslims take over of the country. Hence, creating echo chambers to exacerbate fault lines.

Likewise, fake news ability to manifold existing polarization can create challenges to law and order situation. The Tharnwala incident of

Sialkot in 2023 is a case in point. Where rumors were spread that a minority community member has burned Holy Quran. This led to massive protest and resultanty, a whole minority neighbourhood was destroyed. After investigation it was found no incident of burning Quran was reported. But it was an case of ^{personal} ~~reunmity~~ ^{fakenews} where burning of Holy Quran was used as a pretext.

Fakenews ability to sway public opinion is the most consequential threat to peace and truth. As by public opinion, a narrative can be made about self-righteousness. For instance, Israeli authorities are creating a narrative that Hamas is using the Palestinian population as a shield against operations, and no genocide is being conducted. Also Israeli forces linking the war with Jesus coming ^{an effort to} ~~is~~ ^{marking} Israel as self righteous, which holds no absolute truth. Moreover, their portrayal of palestinians as occupiers and brutal Arab people shows that uncivilized

Israel is losing the information war globally. Hence, resorting to self-righteousness tactics

The extensive use of fake news to create a narrative and legitimize aggression on other states is a new toolkit for belligerent states. This contradicts the principle of sovereignty and brings states closer to conflict. Like, after the condemnable attack against tourist in Pahalgam, India directly accused Pakistan and without any third party investigation attacked Pakistan in May. This brought the region close to nuclear conflict. Likewise, Israel's belligerent attack on Iranian nuclear facilities is another case in point, which brought the region to a nuclear war. Hence, in this regard, fake news provides ~~nuclear~~ ^{belligerent} states the means to attack other states.

Social media platforms operate in an environment of unregulated landscape whereby there is no concrete regulatory authority. This provides innumerable platforms the opportunity to spread unverified news. For instance, in the 9th May case, mass on unverified

non-credible news damaged the state institutions. This led to massive unrest in the country. Resultantly, people reliance on social media platform exacerbated the divide and plunged the civil-military relationship to lowest level.

The emergence of AI chatbots is a threat to credible, informed and verified journalism. These AI chatbots don't at often time provide the source of information. Neither these chatbot credit the source from whom they are providing information. Moreover, their ability to provide and generate information in mini-seconds warrants them of plagiarism as at time they provide information that is unreliable.

In order to control this menace of fake news and propaganda. It becomes imperative that strict regulation must be adopted and implemented. Moreover, compliance must be ensured by establishing a body that regulate media and social media.

Secondly, an effort must be made to foster ethical journalism. The rise of AI chatbots has led to proliferation of unethical practices in the media landscape. For instance, if an article has been written via total AI help that should be mentioned. Moreover, AI chatbots should always disclose the source of information from where they extracted information.

Thirdly, as fake news is a menace which is affecting all countries. Hence, a global AI framework strategy must be made. The global AI governance framework by using big data and cyber technology will ensure that countries remain committed to countering fake news. Moreover, technical expertise must be given to all countries so that this threat can be countered.

Fourthly, social media platforms like X, Facebook, and Youtube etc must be held accountable. The content shared on these platforms and on

AI chatbots must be regulated and checked. Also, information on sources and disclosures must be made. This will keep a balance and a tight nose on these platforms. Also, states must discourage themselves from spreading propaganda for a certain objective. Hence, a balance in approach should be maintained.

Lastly, AI companies and social media platforms must hold transparency in their operations. Public representatives must hold these platforms' chiefs accountable. Practices of Congressional hearing must be made public. Precedents in USA where Facebook Chief Executive officers were called on for Facebook parano-graphic content. Such practices must be adopted so that a check can be ensured on these platforms.

In conclusion, it can be concurred that Fake news is an existential threat to peace, prosperity and development. Its ability to distort reality and present an untrue picture warrants

introspection. Moreover, the rise of AI chat bots, large language models, and social media platform can exacerbate the existing prevailing faultlines in the society. Similarly, its ability to create echo chambers, can foster polarization and cohesion, which poses a threat to security. Meanwhile, states like Israel, India and USA ^{are} using these means as a tool to justify unprovoked aggression and belligerence against neighboring states. In all of this discourse, it becomes imperative that state must implement greater regulation and compliance by setting and implementing the rules. Moreover, fostering ethical journalism and holding AI companies and social media platforms can lead to ^{the} greater establishment of credible news. By these means and measures the scourge of propaganda and fake news can be countered.