

Test #01

Essay

Day: _____

Date: _____

The Role of Media in Shaping Public Opinion

1 Introduction

2 Thesis Statement:

Media plays pivotal role in shaping public opinion regarding political discourse, social movements and culture.

3 Role of media in Political Engagement

3.1 Redefining political ^{engagement}

3.2 media and elections

3.3 Media being a battlefield for conflicting political narratives.

Role of Media in Social Movements

media advocates social movements

Case in point: MeToo movement

media provides a platform for raising voice against gender violence and harassment

Media helps in promoting rights of marginalised communities.

Media as a source of spreading misinformation and ~~Fake~~ Fake News

media is used for character assassination

Social media helps in promotion of religious misinformation

Social media promotes harassment and cyberbullying.

Conclusion

The Role of Media in Shaping Public Opinion

Media plays pivotal role in shaping public opinion regarding political discourse, social movements and culture.

There are two forms of media mainstream media which include TV channels, newspapers and journals and social media which consists of Facebook, Youtube, Twitter and Instagram. Social media has altered the concept of political engagement. For instance, prominent political parties of Pakistan such as PPP, PMLN and PTI campaigned for election on social media apps such as Youtube, Facebook and TikTok. Additionally, social media helps in promoting social movements.

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Apart from promoting social movements, social media is a source of spreading misinformation.