

Day: _____

Day: Friday

Date: 31 Oct, 2025

NOA Test Series

Tehreem Javed

Subject: English Essay

NOA Batch: OB-001-NTS 26

Question - 01.

The Role of Media in Shaping public opinion.

Outline.

01. Introduction.

Thesis statement: The role of media in shaping public opinion is both transformative and consequential, as it not only informs and educates societies to uphold democratic values but also possesses the potential to distort the perception through misinformation.

02. Evolution of Media and its expanding influence.

The evolution of media has been a defining feature of human civilization,

transforming the way societies communicate. From the invention of the printing press to the emergence of the radio and television- media has continually reshaped the contours of public discourse. In the contemporary-era media no longer merely reports events; it constructs narratives and direct the flow of public consciousness.

03. Conceptual Framework.

- a- Media determines what people think about
- b- How media presentation shapes interpretation
- c- Uses and gratification
- d- Suppression of minority opinions due to media dominance.

04. The positive role of media in shaping opinions

- a- Promoting humanitarian causes and civil responsibility.
- b- Exposing corruption and malpractice.
- c- Educating citizens on policies and governance
- d- Media as fourth state of democracy
- e- Media coverage during elections and campaigns.

05. The Dark side : Media as a Manipulative Force

- a- Preference for ratings over truth.
- b- Controlled narratives and state-sponsored agendas
- c- Rapid spread of unverified content
- d- Fragmentation of public discourse

06. The role of social media in contemporary opinion-building.

- a- Empowering marginalized voices
- b- Every citizen as a potential journalist
- c- Role in mobilizing social change.
- d- Emergence of digital influencers as new opinion leaders

07. Conclusion.
