

The Role of Media in Shaping Public Opinion

Outline.

1. Introduction

- a. Rupert Murdoch and News Corporation
- b. Role of media in shaping public opinion
- c. Thesis statement

2. The link between media and shaping public opinion

3. How media shapes public opinion

- a. Editorial policies establish a particular narrative with regards to government policies
- b. Prioritization of news events in headlines sets ground for public interest
- c. Talk shows prove very effective in shaping the popularity of politicians around elections
- d. Investigative reporting brings government wrongdoing in the popular discourse
- e. Social media platforms of news agencies spread lopsided information to a vast audience
- f. Television commercials can induce

nationalistic tendencies among viewers

g. Media can become a tool for bringing social change

4. Drawbacks of media in shaping public opinion

a. Commercialization compromises the integrity of set narrative

b. Television entertainment can promote xenophobic tendencies among viewers

c. Media can become an effective tool of propaganda

5. Way forward

a. Delinking commercialization from editorial policy would promote meaningful and educated discourse

b. Fact checking over sensationalization would minimize spread of disinformation

c. Academically inclined analysts would evoke deeper understanding of common issues

6. Conclusion



Essay

Rupert Murdoch is considered to be one of the most influential individuals in the West. He is the owner of News Corporation of the world. This conglomerate ~~ow~~ controls some of the most read newspapers in the United States and the United Kingdom. His influence lies in the fact that his publications shape the public opinion of the leaders of the Western hemisphere. Media has become an effective tool in altering the views of individuals due to its inherent strength of mass circulation. It provides a platform for the spread of a particular editorial policy of news agencies. By prioritizing the news events on the headlines, it can set trends for discussion of national events. During the times of elections, it has the power to shift the popularity of any contestant both ways. Investigative reporting has exposed the wrongdoings of the most influential national figures and governments. Moreover, the hypnotizing effect of media has

increased multifold with the advent of social media. Media can also be utilized as a means for social change. Despite all these ways that make it an effective tool to shape public opinion, media can also have a destructive outlook with regards to altering the views of its audience. Commercialization has led to a decline in the integrity of media houses. Entertainment sector can promote increased feeling of xenophobia among its viewers. Most importantly, media can become a tool of propaganda. However, certain steps can be taken to make its role more productive in shaping the popular opinion. Hence, media plays an important in shaping public opinion due to its ability to influence a large audience, affect popularity of narratives, and eliciting social change. Its effectiveness does have some negative aspects, but pragmatic measures can be taken to produce a more educated and effective public discourse.

The role of media in shaping public opinion

Intro

Thesis Media plc

Media and public opinion

How media shapes public opinion

1. Highlights issues of public

Builds a narrative for contemporary issues
Invites politicians to establish national discourse

Highlights issues of nat. importance

Talk shows

Headlines

Editorials of newspapers

Inhibits certain issues

Analysts develop their own following

Vast spread of information

Social media

National and Global issues

Means of propaganda

Investigative reporting

Governance
Political
Economic
Social
Technological

1. Editorial policies establish a particular popular narratives with regards to governmental policies

2. ~~Analysts~~ ^{editors} being in a ~~low~~ ^{Talkshows} affect popularity of politicians around elections

3. Sheds light on economic ~~marginalization~~ ^{exploitation} of the ~~downside~~ ^{downside} segments

4. Can become an impetus for social change

5. Social media handles spread ~~business~~ ^{lopsided info} across ~~millions~~ ^{bordering} millions

2. Prioritization in the headlines ~~does~~ ^{set} ground for public interest.

Analysts

Means of propaganda.

Investigative

1. Editorial

Drawbacks

1. Can give rise to populist tendencies among aspiring politicians
2. Bigoted info. can give rise to ~~other~~ misunderstandings among nations
3. Commercialization gives rise to setting any. public discourse

Way forward

1. Fact checking Over sensationalization can form a more educated public discourse
2. Having more public interaction can empower the ordinary citizen
3. Delinking editorial policies with commercial interests would enhance credibility.

1. Intro

2. Media and the ~~correct~~ link between media and shaping public opinion

3. How media shapes public opinion

- a. Editorial policies establish a particular narrative with regards to govt. policies
- b. Prioritization of news events in headlines sets ground for public interest
- c. Talkshows affect popularity of politicians and elections
- d. ~~Deep~~ Investigative reporting sheds light on economic wrongdoings of govt.
- e. Social media platforms of newsgroups are very effective in spreading biased info across millions
- f. Political analysts have ~~known~~ become known to turn tide on govt.

g. Media can become a tool of bringing social change

Drawbacks

1. Commercialization of media ~~makes spread of misinformation~~ compromises integrity of the media
2. TV dramas can promote xenophobic tendencies among viewers
3. It is a tool of propaganda

Way Forward

1. Delinking editorial policies

2. Neutrality of analysts can be educated. —