

Role of media in shaping public opinion.

1) Introduction

2) ~~Intro~~ Thesis Statement:

In the modern world media is an effective medium that is utilised to shape public opinion. It readily provides information regarding the current affairs of the world — ~~positive~~ whether true or false. People should be educated to ward off misinformation and make the best opinion by self-analysis.

3) How media shapes public opinion

- a) International ^{forums} for global analysis regarding regions or countries (BBC, Al-Jazeera, Reuters)
- b) Research papers with analysis on global and regional affairs on websites (IPRI, Foreign Affairs Magazine, The Economist)
- c) Editorials and opinions in newspapers influence public opinion (Dawn, New York Times, Tribune)

d) Activists on social media influence the public opinion (Maria B shaping the opinion of people regarding Gaza)

e) Informal media makes channels to provide analysis to influence public opinion (Ahif Mian on Youtube)

4) Impacts of the Role of Media in shaping public opinion

a) Positive image of the West and negative image of Middle East

b) Islamophobia is spreading among the Western civilisation.

c) Need for technological advancement is perpetuating among the public (AI transition)

d) Spread of misinformation (war between India and Pakistan and the role of media)

e) Increasing use of propaganda to influence political decisions of public (Anchor claiming Imran Khan funded by Israel)

5) Solutions to tackle misinformation

a) Read books to get indepth knowledge of the world.

- b) Public must be educated to separate the wheat from the shaft.
- c) Self-Analysis after consulting different sources (Western, Regional and local)
- d) Frequent consultation from neutral sources (Reuters)
- e) Source of information must be reliable.

In the case of a medical emergency, the life of the patient depends on how much treatment he is getting and how quickly did he get the medical care. Similar is the case of the spread of information on media platforms regarding the formation of public opinion in the world. In a global community, people prefer to stay connected. Media platforms, such as electronic, print, formal and informal media; provide the people information that acts as a source of global connectivity. This information plays a vital role in shaping their opinions regarding different parts of

World

the world on different topics. Sometimes it ~~is~~ influences the international opinion of the public by providing analysis on the topics that are prevalent. Moreover, research papers are available on different websites that gives insight to the reader about international, regional and local policies. Furthermore, editorials, opinions, social media accounts and podcast channels also influence the way people think. All of these platforms have two faces of a coin. Sometimes they create positive image of countries and give them good investments to grow by the industrialists. But at other times it causes harm by making people believe that a particular religion, like Islam, is dangerous for them. The misinformation is so rampant in the globalised community that is hard to separate the correct information from the sensationalisation. The international and local politicians efficiently use the information on

the media to spread propaganda and turn the table ⁱⁿ ~~to~~ their favour... by shaping the way the public thinks. In order to separate the wheat from the chaff the public must be educated enough to get thorough information of the concepts that they are forming an opinion about. Individuals must check the reliability of ~~of~~ the sources that they are getting the information from. Neutral sources must ~~by~~ be consulted along with the reading of multiple analysis before forming an opinion. It is because in the modern world media is an effective medium that is utilised to shape public opinion. It readily provides information regarding the current affairs of the world - whether true or false. People should be educated enough to ward off misinformation and make the best opinion by self-analysis.