Day: Day: Friday Date: 31Oct, 2025

NOA Test Series

Tehreem Javed

Subject: English Essay

NOA Batch: OB-001-NTS26

2.5/10

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,

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tranforming 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 campaings.

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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.