

THE ROLE OF MEDIA IN SHAPING PUBLIC OPINION

3.9.10

A. Introduction

Thesis Statement :- Media acts as a powerful tool to influence public opinion. From enabling individuals to express themselves to shaping global narratives, media has revolutionized the world by influencing people's perceptions and behaviours.

B. Media In Twenty First Century

C. How Does Media Play a Role In Shaping Public Opinion? (Societal Level)

1. Busting Stereotypes and gender roles

(Dramas showing males contributing in house hold chores)

a. Promoting digital activism

(movements on social media like #MeToo)

b. Disarming and calling out racism

(Black lives matter movements changed social standing for black people).

4. Creating awareness and visibility

(Campaigns of breast cancer awareness on TV and social media)

(National Level)

5. Shaping political narratives

(Political debates on social media platforms like 'x')

6. Supports counter narratives against propaganda

(fighting misinformation spread by Indians during conflict)

7. Normalizing things that were once considered as taboos

("Mental Health Awareness" campaigns on TV)

8. Building public consensus

(Promoting unity amidst wars and natural disasters)

(Global Level)

9. Creating global hype and promoting trends

("Labubus", "Stanleys" created excitement among masses)

10. Fueling global movements

(Media unmasking Israeli atrocities on Palestinians)

11. Enabling nations to export cultural values
(Hollywood ~~movies~~ and bollywood movies
seen around the world)

12. Promoting environmental awareness
(Greta Thunberg's media presence)

D. Conclusion

The western world had always been silent when it came to unmasking the atrocities of Israeli forces in Gaza. Always commenting, "The situation is too complicated" and scared to speak against Israeli, so they would not sound too anti-semitic. However, times change and media uncovers. From showing beheaded babies, as a result of Israeli bombings and journalists like 'Motaz Aziza' showing the world the realities of Gaza on social media, the ~~near~~ western world has finally decided to call out Israel and label the conflict as 'Israeli' genocide. The UN ~~has~~ also called it as a genocide, a situation that was too complicated for the western world to assess. All because of media and its power to uncover the truth and influence masses. Media in the twenty first century is a means to shape narratives and bust stereotypes so that people can be on the right side of history. It has the power to create awareness, combat propaganda and fueling global movements. Media is a powerful

tool to influence public opinion. From enabling individuals to express themselves to shaping global narratives, media has revolutionized the world by influencing people's perceptions and behaviour.