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Subject: Introduction to Political Communication

Q1 write a note on Elements of Political Communication?

Ans Political Communication:

Communication addressed to these actors by non-politicians such as voters and newspaper columnists. Communication about these actors and their activities, as contained in news reports, editorials and other forms of media discussion of politics.

⇒ Elements of Political Communication:-

① Organizations:-

⇒ Parties, Contestants, Pressure Groups, Government.

② Media:-

⇒ Newspapers, Tv/Radio Channels, Social Media
Citizen Journalism

③ Citizen:-

Public Organization:

Three Categories

- ① Trade unions
- ② Consumer groups
- ③ Professional associations

- * They are united not by ideology but by common feature of their members situation which makes it advantageous to combine.
- * work Problems (trade union).
- * weakness of the individual citizen in the face of large corporations (consumer group).

Pressure Groups:-

- Single-issue groups

- 1 Pashtoon Tahafuz Movement
- 2 Pakistan Tahafuz Movement
- 3 Tehreek Nifaz Shareet Muhammad (S.A.W)
- 4 Minorities Rights Movement
- 5 Equal Representation

* Pressure groups are unlike the established parties, drawing their support and membership from a more diverse social base

* Pressure group politics are largely about communication, using the variety of advertising and public relations techniques

Citizens:

- * The purpose of all this communication is to persuade.
- * Target of this persuasion the audience.
- * The audience for a particular political communication may be broad
- * A contestant will target only his constituency
- * Political communication is intended to achieve an effect on the receivers of the message.

Q2 Write a Short note on Media and Democratic Process?

Media and democratic Process:-

They must inform citizens of what is happening around them (what we may call the surveillance or 'monitoring' functions of the media). They must educate as to the meaning and significance of the facts (the importance of this function explains the seriousness with which journalists protect their objectivity. Since their value as educators presumes a professional detachment from the issues being analysed).

- * The media must provide a platform of public political discourse facilitating the formation of public opinion.
- * Feeding that opinion back to the public from whence it came.
- * Give publicity to government and political institutions - the watchdog role of journalism.
- * Media in democratic societies serve as a channel for the advocacy of political viewpoints.

Q3] write a short note on Libertarian Theory of Press?

Ans Libertarian Theory.

- The libertarian thoughts are exactly opposite to the authoritarian theory.
- People are more enough to find and judge good ideas from bad.
- People are rational and their rational thoughts lead them to find out what are good and bad.
- The press should not restrict anything even a negative content may give knowledge and can make better decision whilst worst situation.

Strength:

- Freedom of Press will give more freedom to media to reveal the real thing happening in the society without any censorship or any authority blockades.
- Is reliable with U.S media traditions.
- It gives more values for individuals to express their thoughts in media.
- Theory excessively positive about media's willing to meet responsibilities which may leads people in to negative aspects.

Weakness:

- Is too positive about individual ethics and rationality.
- Ignores need for reasonable control of media.
- Ignores dilemmas posed by conflicting freedoms.