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Q1. Political Government:-

⇒ A group of people that governs a community or unit. It sets and administers public policy and exercises executive, political and sovereign power through customs, institutions and laws within a state.

⇒ Political government is the authority that sets rule for a society, helps its members relate to one another and to others, and keeps it running smoothly, securely and peacefully.

Role of Media in Political Systems

Media has a dynamic role in the political system. Media has been referred to as "The Fourth Estate" with the important function of being the news media - "the press" and serving as the eyes and ears of the public. Media has played an important role to influence the public to participate in the political system.

Media since beginning has started a cunning performance in the era of political system. It played its part well to showense the truth and false of the inside and outside news of the political system to the public, where the political system also has got great advantage with the existance of media, as per politics it would not have been to this fame and publicity in the world today, if there was no media system.

The conferences, the cross fires, the system issues, government issues all are highlighted by media equally, if media in some cases raises voice against the black mafia there they have proven to show the good sides of parties as well.

The free media serves for essential purposes!

⇒ Holding government leaders accountable to the people.

⇒ Publicizing issues that need attention.

⇒ Educating citizens so they can make informed and mature decisions,

⇒ Connecting people with each other in civil society.

Q2

Propaganda:-

Propaganda is the spreading of rumors, information (false or correct), or an idea in order to influence the opinion of the society.

⇒ Propaganda is a tool to shape the public perceptions, and direct their behaviour to get a response.

⇒ It is generally a technique for convincing people, it is misleading in nature and promotes a viewpoint or political cause.

⇒ Propaganda is a mode of communication used to manipulate or influence the opinion of groups to support a particular cause or belief.

Types of Propaganda:-

The following are the types of propaganda.

⇒ Bandwagon:-

⇒ To convince the audience to do or believe something because everyone else is doing it.

⇒ Plain Folks:-

→ Suggesting something that something is practical and a good value for ordinary people, or attempting to tie in to common, "ordinary" values and to make assumptions about those who use it.

⇒ Glittering Generalities:-

→ Using words so strongly positive in emotional content that just hearing them makes you feel good. The words express a positive meaning without actually giving a guarantee. This slogan is considered to be attractive that the audience does not challenge its true meaning.

⇒ Testimonial

→ Attempts to connect a famous or respectable person with a product or an item

⇒ Repetition:-

→ Using the product name or a keyword or a phrase over and over.

⇒ Name Calling:-

→ Using harsh / kind words to make a point effective. The propaganda attempts to arouse prejudice among the public by labelling the target something that the public may dislike.

⇒ Rewards:-

→ Something that is of value that will be given for taking part or telling the consumer that they will receive a bonus for their purchase.

⇒ Transfer:-

→ Transferring good looks, feeling, or ideas to the person who the propaganda is meant to influence. It also suggests the positive qualities to be associated with the product and the user.

Propaganda Models:-

The model suggests the existence of a set of news 'filters', which dilute the raw news content into content that suits the dominant corporate & governmental interests.

Five filters mechanisms to censor the news by unofficial means.

⇒ Size, Ownership & Profit Orientation:-

→ Wealthy elites control major media conglomerates & new entrants face huge costs.

⇒ Advertising:-

→ Revenue dependency on advertisers biases news towards consumer culture & wealth idolization.

⇒ Sourcing:-

→ Elite institutions and experts subsidize the news with 'objective' information presumed to be accurate.

⇒ Flak & Enforcers:-

Elites produce costly flak to discipline

news outlets and left wing groups.

⇒ Anticommunism as a Control Mechanism

→ A framework that defines boundaries for acceptable ideas and creates 'unity' through a common enemy.

Q3.

Political System in Pakistan

Pakistan is an Islamic and federal parliamentary republic with Islam being its state religion and is classified as a nation-state in South Asia.

The prime Minister of Pakistan solely leads the executive government which is independent of the the state parliament. A bicameral parliament that is composed of two chambers - The Senate (upper house) and the National Assembly (lower house). The Judiciary branch forms the composition of the Supreme Court as an apex court, alongside with the high courts and other inferior courts. The judiciary's function is to interpret

the constitution and federal laws and regulations. The President of Pakistan is a ceremonial figurehead who represents the unity of the nation-state; the presidency is a vital part of the parliament.

Pakistan has a multi-party system in which no one party has a chance of gaining power alone, and parties work with each other to form coalition governments to command the National Assembly. Political alliances in Pakistan shift very frequently.

Some of political parties are

- Pakistan Peoples Party (PPP)
- Pakistan Tehreek-e-Insaf (PTI)
- Pakistan Muslim League (N)
- Jamiat-e-Ulam-e-Islam
- Awami National Party (ANP)
- Jamaat-e-Islami (JI)
- Tehreek-e-Labbaik Pakistan (TLP)

Structure of National Assembly.

General Total Seats $\Rightarrow 342$

General \rightarrow Total 272

Punjab $\rightarrow 148$

Sindh $\rightarrow 61$

K.P.K $\rightarrow 35$

Balochistan $\rightarrow 14$

Merged Area $\rightarrow 12$

ICT $\rightarrow 2$

Women \rightarrow Total $\rightarrow 60$

Punjab $\rightarrow 35$

Sindh $\rightarrow 14$

K.P.K $\rightarrow 8$

Balochistan $\rightarrow 3$

Non-Muslims \rightarrow Total 10

Structure of Senate.

Total $\rightarrow 104$ seats.

General seats per province $\Rightarrow 14 \times 4 = 56$

Women seats per province $\Rightarrow 4 \times 4 = 16$

Technocrats/Ulema per province $= 4 \times 4 = 16$

Non-Muslims Per province $= 1 \times 1 = 1$

Merged Area \Rightarrow 8

Federal Capital \Rightarrow general, woman, Non-muslims
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Total = 104 Seats

Q4.

Agenda Setting:-

Agenda setting is the idea that what the public thinks about is set by the media.

- \rightarrow Media not only directs what we think but also shapes how we think.
- \rightarrow Agenda setting theory was first introduced by Dr. Maxwell McCombs and Dr. Donald Shaw in 1972.
- \rightarrow This theory states that the news plays an integral part in the shaping of political realities.
- \Rightarrow The amount of time spent on an issue and the information relayed in a news story along with the story's position, determines how much a reader learns and the amount

of importance placed on the issue.

→ Agenda setting may be positive or negative.

→ It can be based on individuality or organizational.

⇒ Building of trust of an institution, newspaper or channel is main objective behind agenda setting.

Journalists adopt following things to set the agenda for the media and public

⇒ Set goals to the new trends

⇒ Invent situations to the recent events.

⇒ Give follow-ups on previous news to realise the public about various events.

⇒ Talk about government opposition and public issues

⇒ Build a relationship among public.

⇒ Create trend for social media

⇒ Does several public surveys.

⇒ Publicise the real issues faced by public.

Q5

Liberation Theory

The Liberation Theory originally came from liberal thought in Europe from the 18th Century.

⇒ The Liberation theory describes societies that provide media with unrestrained freedom, especially from government control, so that they are free to report a variety of views.

⇒ There is no control or censorship.

⇒ Under a libertarian media system, ownership of media is mainly private.

⇒ In liberation theory, media or press is given absolute freedom to publish anything at any time and act as a watchdog.

⇒ The theory believes in freedom of thoughts and individualism.

Advantages:-

- ⇒ Media can give true information without any control
- ⇒ There is no censorship
- ⇒ All individuals can express their opinions and thoughts in the media openly.
- ⇒ Every work will be transparent to all.
- ⇒ It checks the government and the state authorities and also prevent corruption.
- ⇒ It functions with democracy.

Disadvantages:-

- ⇒ Media might not always act responsibly.
- ⇒ Individuals might not always have good intentions and ethics.
- ⇒ People can not always make rational judgments.
- ⇒ Media can misuse its power and harm other people's privacy and dignity.