

M. Abdullah

Summer Mid Paper
2020

ID : 14649

Subject :- Political
Communication



Q1 write note on Elements of Political Communication?

T:

Political Communication:-

- * All Forms of communication undertaken by the politicians and other political actors for the purpose of achieving specific objectives.
- * Communication addressed to these actors by non-politicians such as voters and newspaper columnists.
- * Not only verbal or written statement but also visual means of signification.
- * Dress
- * Make-up
- * Hair style
- * Logo - design.

All these elements of communication which might be said to constitute a political image or identity.



* Political bodies parties (125 in Pak with Ecp) 8 Nov 2019. 2

* Total six assemblies in KP assembly.

* National Assembly 342 members

* In NA 60 women & 10 minorities.

* Senate of Pak 104 members.

* KP Assembly 145 members (26 women & 4 minorities)

* Punjab Assembly 371 members (66 women & 8 minorities).

* Sindh Assembly 168 members (29

women, 8 minorities).

* Balochistan Assembly ⁶⁵ (110 men, 3 minorities) members

* Local Bodies

* Elements of political communication :-

Organizations:-

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Parties

Contestants

Pressure

Government / Opposition

Media :-

News paper

Tv / Radio channels

Social Media

Citizen Journalism

Citizen :-

Three categories:

Trade unions

Consumer groups

Professional association.

* work problems (trade unions)

* Weakness of Individual Citizen in
the Face of Large Corporations



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AI QUAD CAMERA

(Consumer groups).

Citizens:-

- * The purpose of all this communication is to persuade.
- * Target of this persuasion is the Audience.
- * The Audience for a particular political communication may be broad.
- * In an electronic campaign a political party will be target the whole nation.
- * A candidate will target only his constituency political communication.

Media:- print, Broadcast, online channels.

- * which originates outside the media organization itself.
- * Acts of terrorism have a political substance.

Political Program

Policy Program

Electoral appeals

Pressure group Campaigns.

The media:-

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- * The media of course don't simply report in a neutral and impartial way, what is going on in the political arena around them.
- * This is true of all media and all the societies some biases may be attributed
- * Commentaries analysis and other forms of authored Journalism are also interwoven in in tension.
 - * Blog sphere * vlogs * Twitter.
 - * web logs * linked in * Facebook wall.

International stage:-

- * Khatrapur & Babri Masjid.
- * Traditional forms of interpersonal international persist.
- * Modern was liberation struggles and terrorist disputes are increasingly fought out in the media with the global public opinion.

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Media and Democratic process 7 note?

Media: In communication, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media but may refer to a single medium used to the communicate any data for any purpose.

Democratic Process:-

The Democratic process is only as great as the people who participate in it.

(P.T.O)

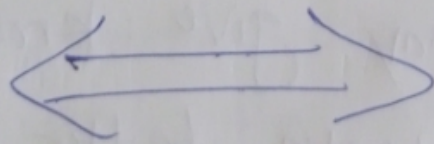
The media and The so far Democratic Process:— 8

- * 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 functions explains the seriousness with which journalists protect their objectivity. Since their value as educators presumes a professional detachment from the issues being analysed.
- * Feeding the opinion back to the public from whence it came.

* The media must provide a platform for public political discourse, facilitating the formation of public opinion.

* Give publicity to the government and the political institutions the watchdog role of journalism.

* Media in democratic societies serve as a channel for the advocacy of political viewpoints.



30/ Write short note on the Liberta rian Theory of Press? 10

* LIBERTARIAN theory :-

* The Libertarian thoughts are exactly to the opposite to the authoritarian theory.

* people are Rational and their Rational thoughts.

* People are more enough to find the Judge good Ideas From Bad.

* The press should not restrict to the anything even a negative Content may give knowledge and can make better decision whilst worst situation.

(P.T.O).

Strength :-

- * Freedom of press will give more Freedom to media to the
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 the individuals to express their thoughts media.
- * They are excessively positive about media.

Weakness :-

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