

M. Abdullah
ID. 14649.

Political Communication

Date = 25-9-2020

Summer = Final

Semester = Fifth (5)



Q1/ Write note on elements of the Political Communication.

1

Communication:-
The imparting or the exchanging of information by speaking writing, or using some other Medium.

Political Communication:-
Political communication is a subfield of communication and political science that is concerned with how information spreads and the influence politics and policy makers, the news media and citizens.

* Elements of Political Communication.

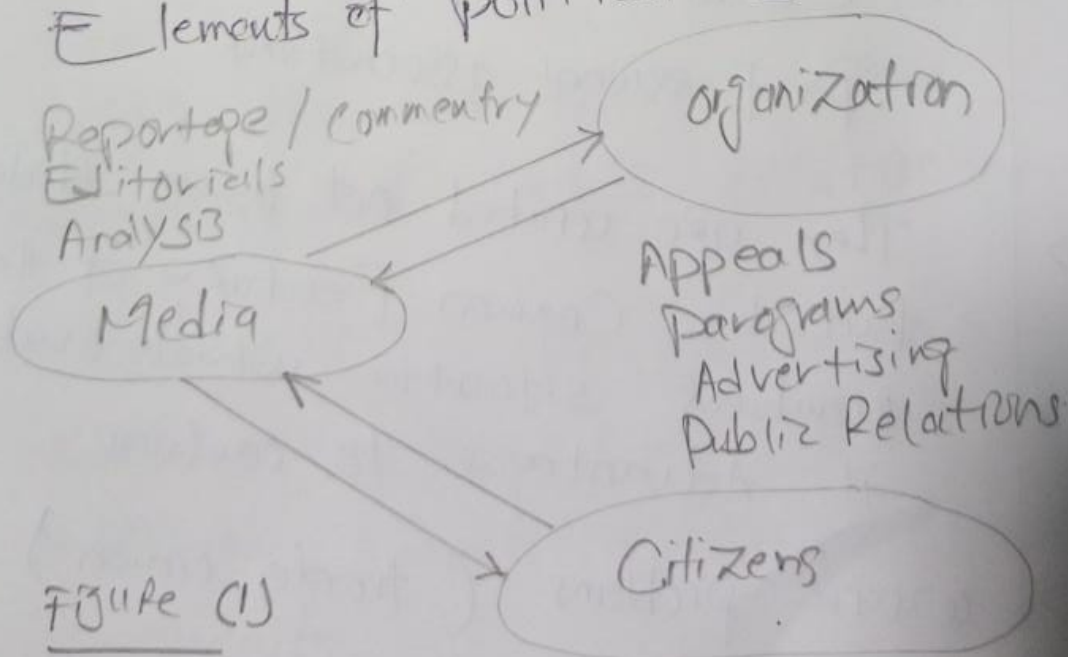


Figure (1)

* Organizations:-

Parties

Contractors

Pressure

Government / Opposition.

2

* Media:-

news paper

TV / Radio channels

Social Media

Citizen Journalism.

* Citizen:-

Trade union

Consumer group

Professional associations

⇒ They are united not by an ideology but by common feature of their members situation which makes it advantageous to combine.

⇒ work problems (trade union)

Pressure groups:-

Pakistan Tahafuz Movement

Pakistan Tahafuz Movement

Tehreek Nifaz Shar'iat Muhammad

Minorities Fight Movements.

Equal Representation.

3

⇒ Pressure groups are unlike the to be established parties, drawing their support and their membership from a more diverse social issue.

⇒ Pressure groups policies politics are largely about communication using the variety of the advertising and public relation techniques.

⇒ Members may be prefer to see themselves as freedom fighters in national liberation or resistance



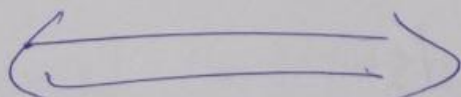
Citizens :-

4

- ⇒ The purpose of All this communication is to persuade.
- ⇒ Target of this persuasion is Audience.
- ⇒ The Audience for a particular political communication may be broad.
- ⇒ In An elections campaign a party will target the whole nation.

Media, Print, Broadcast, Online channels :-

- ⇒ Which organizes outside the Media organization itself.
- ⇒ A sender of political messages contributed by Journalism.
- ⇒ political programs.
Policy statements
Electoral appeals
Pressure groups campaigns



Q2 Explain agenda setting :-

5

* Agenda setting :- The process by which problems and alternative solutions gain or lose public and elite relations

* Why Agenda setting is important :-

⇒ The Definition of the Alternative is the Supreme Instrument of Power.

⇒ Control over agenda means control over outcomes.

⇒ Agenda setting is therefore about getting on the Agenda and about keeping things off of it.

* Foundation of paradigm :-

Rejection of Perseusation :-

⇒ Focus on cognitive processes.

Rediscovery of powerful effects :-

⇒ Response against the limited effects paradigm.

Interset in Media :- politics

(interface and conditions under which effects occur.

Agenda Setting:-

* Issue of Agenda Setting:-

- Group Conflict
- Leadership activity
- Protest movements
- Media coverage or Activity.
- Changes in indicators
- Political changes
- Crisis and focusing Events.

Studying Agenda Setting:-

- ⇒ Time-order is key.
- ⇒ Media shape public Agenda?
- ⇒ Media Follow public Agenda?
- ⇒ Both respond to something else.

Institutional prompting
Objective Reality.



*

Setting the Media Agenda? - 7

⇒ Inter media agenda setting - influence that agendas of different media have on each other.

⇒ Political Advertising and political elites drive the Agenda of all the news organization.

⇒ National News Agencies have been found to drive the Agenda of local news agencies.

*

Setting of elite Agenda :-

⇒ Reciprocal Caustion between Journalists and policy makers both have influence.

⇒ Media Coverage can help shape the the Agenda of Policy Makers

⇒ Elites pay attention to the Public agenda that the Media



* Problems with Agenda Setting :-

8

Trouble Linking evidence to key theories of Society, new work, and human psychology.

Failure to fully integrate content and effects in coherent studies of Media effects.

* Questions about Digital Media :-

⇒ May lessen the Agenda-setting effects.

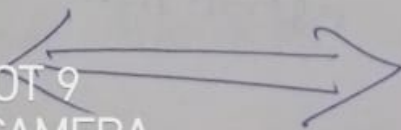
* More content choice.

* More control over content

* More outlets and opinions.

⇒ Blogs on particular, Rely on Media Agenda.

* This may strengthen Agenda Setting effects



Q3/ What is Propaganda? Explain 9
Anti Communism as 5th Filter of Model?

Propaganda:-
Edward Herman & Noam Chomsky

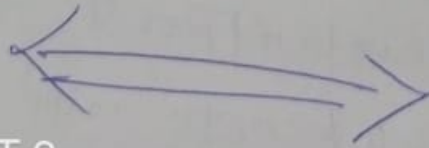
Role of Media:-

- ⇒ Educate
- ⇒ Inform
- ⇒ Entertain
- ⇒ Inculcate
- ⇒ Wealth and major conflicts of class interest.
- ⇒ Full fill their role requires systematic propaganda.
- ⇒ Now a days Media looks like fire.
- ⇒ Its chained by the elite.
- ⇒ Manufacturing Content 1988
- ⇒ Model focuses on the inequity of wealth and power.
- ⇒ Multi level effects on mass -
Media interacts and chooses



* Final & Fifth Filter
Anti Communism As A Control Mechanism:-

- ⇒ Taliban use to torture citizen so human rights were used as a propaganda tool.
- ⇒ Taliban a hero was also part of the propaganda campaign.
- ⇒ Propaganda campaigns in general have been closely attuned to elite interests.
- ⇒ Ideology of Anti Communism.
- ⇒ Mobilize the populace against an enemy.
- ⇒ Serves As political - Control Mechanism.
- ⇒ Exercise A profound influence on Media.



Q.1/11
What is Political Communication?
Explain role of Media in political system?

Political Communication is a subfield of Communication and Political Science that is concerned with how information spreads and the influences politics and policy makers, the news media and citizens.

Role of Media in political system:-

Social Media use in politics refers to the use of online social media platforms in political processes and activities. Social Media platforms encompass websites such as Facebook, Twitter, Line, Snapchat, @ Viber etc.



Political processes and activities include all activities that pertain to the governance of a country or area, This includes political organizations, Global politics, political corruption, political parties, and political values. The Internet has created channels of communication that play key role in circulating news and the social media has the power to change not just the message but the dynamics of conflict in politics. Through the use of social media in the election processes, global conflict, and extreme politics, diplomacy around the world has become less private and susceptible to the public perception.

12



Television:- Television allows us to see live the major political event in fact television has become so important that is the major platform of communication between political figures and the citizens television plays an important role in political socialization helping both children and adults to acquire knowledge about the political system and how it operates.

Newspaper:- when I say newspaper I'm also referring to magazines like SEMANA. An essential function of the newspaper is to bring us news of all around the world, without newspaper we would be like a baby who knows nothing of the outside world. Newspaper plays an important role in an political system.

114
* Internet :- In recent years internet has not replaced the influence of the newspaper radio or television. However the internet has an advantage over the older media types since the internet is an interactive medium that allows citizens to send information medium that allows citizens as well as receive it in real time some thing that television and newspaper don't allow.

* Radio :- Radio since it is the oldest one with the most advantages. The most important advantage that radio offers is its ability to reach specific audiences through specialized programming. Radio can be adapted for the different parts of the country and can reach people at different times of the day.



Q5. Explain Authoritarian Theory in the context of Pakistan?

15

Authoritarian Theory:-

- ⇒ All Form of Communications are under the control of the governing elite or authorities or influential bureaucrats.
- ⇒ Control the media to protect and prevent the people from the national threats through communication.
- ⇒ The press is an important instrument to enhance the ruler's system power in the country rather than any threats.
- ⇒ The authorities have all rights to permit any media and control it by providing license to the media.
- ⇒ If any media violate the government policies against license then the authority has all the right to cancel the license and revoke it.



⇒ The government has all the rights to restrict any sensitive issues from the press to maintain peace and security in the nation.

16

* Censorship :-

⇒ Censorship is a suppression of any communication which may be considered as harmful to the people ruler & government.

⇒ In some other cases, the censorship helps to protect the ruler and the authorities from sensitive issues.

* Types of Censors Like :-

Political censor Corporate censor
Moral censor
Religious censor
Military censor



* Which Countries are Authoritarian? 17

Democracy Index by Country 2019.

Rank	Country	Function of Govt.
1	Norway	9.64
2	Iceland	9.29
3	Sweden	9.64
4	New Zealand	9.29

* Free st Countries 2020 :-

Country	Rank	Personal Freedom Index
New Zealand	1	9.28
Switzerland	2	9.19
Hong Kong	3	8.58
Australia	4	9.18

P.T.O

* Is Pakistan an Authoritarian State?
officially a Federal Republic of
Pakistan has had a long history of
gathering periods of electoral
democracy and authoritarian military
government. However a majority
of Pakistan Heads of State
of government have been
elected civilian leaders.

18

Examples of Authoritarian theory:-

- ⇒ The Soviet Union after Stalin.
- ⇒ The People's Republic of China after Mao.
- ⇒ Portugal from 1926 - 1974.
- ⇒ Spain from 1939 - 1975 (Franco Dictatorship).
- ⇒ IRAN
- ⇒ Pakistan.

