**Paper: Political Communication**

**Marks: 50**

**Attempt all questions**

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**BS 3RD**

**Q1: What is a Political Government? Explain role of Media in a Political System.**

**Answer**

**Definition:** the set of formal legal institutions that constitute a state or a government.

It is also defined as, a set of process of interaction.

**Types of Political Government**

Main type of political government is:

1. **Nation state**: the state is territorially divided up to 190 countries in which governments are practicing the sovereignty, power and obedience by their will and provides it to its citizens.
2. **Supranational system**: the world is divided into number of separate states and entities, which have contacts with each other, share its goals and needs and face the common threats. In includes empires, leagues, and the united states organizations etc.
3. **National Political System**

It includes two parts i.e.

1. Unitary nation state: Bulgaria, France, Great Britain, Netherlands, japan, Poland etc.
2. Federal systems: Russia, Canada, the united states, brazil, Australia, India, and Argentina.

**Role of media in political system**

* Social media use in politics is that of internet. It has created lots of channels for communication that play a key role in sharing news. Social media is not having the power just to change the message, but it also changes the dynamics of corruption, values, and conflict of political system.
* The other important role is that is provides us with other countries governmental issues and policies.
* Media also shows the real faces of certain political members and parties.
* Role in conflict of media. This includes four ways:

1. It allows information to be framed in mainstream so that communication is limited.
2. New stories go viral quickly and then it leads to misinterpretation which cause conflicts.
3. Media focuses the administration to new media technology
4. Power of sweet-talking leads to corruption, scandals, and violence on social media.

**Q2: What is Propaganda? Explain its types and model.**

**Answer**

**Definition**

An information shared by using misleading nature and an illegal way to promote the political cause or point of view is known as propaganda.

**Types of propaganda**

Following types are given:

1. Card stacking propaganda: in this propaganda ads are shared which only presents the good things and not the negative ones to have a good image. Like for example: a person is called for and interview he/she is very formal and include all the positive things to have a job.
2. Name calling propaganda: in this both the brands are almost the same, but both tries to be better from one another like Coca-Cola and Pepsi, burger king and MacDonald. So same happens in politics as well.
3. Bandwagon propaganda: advertisers know that its human nature if everyone is doing one thing the other will also jumps to it.
4. Testimonial propaganda: advertisers use experts and celebrity figures to convince people on buying it and promoting their products.
5. Transfer propaganda: here a technique is used by sharing or showing your loving feeling and the bad feeling related to something. Like or example if a national song is presented and your country’s flag is shown this gives a good feeling. Means in this propaganda your passion is targeted.

**Model of propaganda**

It is presented by Edward Herman and Noam Chomsky.

Role of media: it includes education, inform, inculcate, and entertain.

**Filters given by Chomsky and Herman**

There are five filters proposed by both. They are:

1. The size and ownership of mass media corporations.
2. The economic model predicated on generating revenue via corporate advertising.
3. The reliance on ‘trusted sources’ which frequently means using government or corporate spokespeople who spend vast sums on public relations and lobbying.
4. The ability of financially or politically privileged actors to provide flak, negative responses to critical media coverage; and
5. An ideological filter described as anticommunism (due to Manufacturing Consent being published during the final years of the Cold war).

**Q3: Write a note on Pakistan’s Political System.**

**Answer**

The politics of Pakistan is established by the constitution. The government consists of three branches: executive. Legislative and judicial.

The current government is in hybrid form having the elements of parliament and presidential system. The country was having the parliamentary form of government butt it changes to presidential with the 1962 constitution. It again came back to parliamentary system with the 1973 constitution.

* Establishment of Pakistan in 1947 as an independent nation, Pakistan.
* Jinnah the founder highlights the importance of Islam.
* Religious composition of Pakistan 97% Muslim, 77% Sunni and 20% Shia Muslim while the remaining 3% is Sikhs, Hindu, and Christians also other beliefs.
* Government of Pakistan is lead by a president, prime minister. Under the presidents goes senate and national assembly.
* Senate is 100 seats. Four provinces 22 seats and Islamabad 4 seats. Tribal Ares 8 seats.
* National assembly is having 342 seats and are divided as: general 272 seats, women 60 seats and non- 10 seats.
* Presidential power is that the president act on prime minister power and follow the 8th amendment of constitution.
* From 1984 referendum movement of Islam is improved. Enforcement of Shia since 1985.
* Military is the long-standing force in Pakistan politics, genera Pervez was not elected and after military takeover in 1999, he came to power,
* Kashmir issue is taken to consideration and Pakistan is dealing with UN security council to bring peace and changes.
* In February 1948, a foreign policy was given by Jinnah to hake a friendly and good relations.
* Member of organisation are united nation, OIC, SAARC, ECO.

**Conclusion**

While Islamic ideology remain important in Pakistan, so political system as situation will reduce the ability to identify as functional modern state.

**Q4: What is Agenda? How a Journalist sets his/her agenda?**

**Answer**

**Definition**

A process by which problems and alternative solutions gain or lose public and elite class attention.

**Why is agenda setting important?**

It controls over outcome and in agenda the alternative is the supreme instrument of power. It tells us what to think about. Identify with MacCombs and shaw in 1972.itt also shows emphasis on how media shapes public opinion. So, the indicators o media shows attention, placement, content, and sources.

**JOURNALISTS AGENDA**

Journalist while preparing agenda (issues journalist considers personally important) have received no importance yet in any research about how to set settings for agenda making. So, it seems that journalist differs in their personal agendas and it influence media content. Some systematic variations are found in working among journalist between men and women and other departments. As journalists' agendas probably have relevance to their news judgments, results seem important to newsroom-diversity issues and media agenda-setting research.

**Q5: Write a note on libertarian theory for a media. Also write its advantages and disadvantages**

**Answer**

**What is libertarian theory?**

It is one of the normative theories of press. It came from Europe inn 16th century.

Liberalism means information is knowledge and knowledge are power. Libertarianism is free from any authority or any control or censorship. The libertarianism is an idea of individualism and limited government which is not harmful to another.

This theory tells that people are good in judging things from bad. They can say whether things are good or bad. The press should not restrict the negative content because even negative can give knowledge and make the better decision the worst. This theory is opposite to authoritarian theory as it says everything works under the elite and control of the government.

**Strength and weakness**

1. Freedom of press will give more freedom to media to reveal real things.
2. Its reliable on US media traditions.
3. Its positive about one’s ethics and rationality.

**Advantages and Disadvantages**

1. Libertarian allows for moral responsibility while the disadvantage is it do not consider the internal and external responsibility.
2. Advantage is free will, but the disadvantage is knowing about moral values brought by society and parental upbringings.
3. Determinism makes society more compassionate while disadvantage is determinism but do not allow personal responsibility.

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