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Construction of the National Ideals: Role of Media

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The role and significance of media as a tool, platform and facilitator is ever-growing. Its freedom and expansion stand parallel to other factions as a fourth pillar. From certain responsibilities i.e., integrating the society, boosting the economy, identification and portrayal of norms and values, the body becomes a fully functional institute for construction of the national ideals. Furthermore, founding and working on the aspects of social fabrics like education, human resource, the role of youth and social up-gradation, receiving its significant contribution for national development is important. For a developing country like Pakistan, although the role of media is not a key factor, however, its tendency is a pivot for the cognitive balance that ought to be maintained during the procedure.

Introduction

To have emerged as a faction and attained the status of the fourth pillar of the society, the media's challenges came together as a structured orbit. The orbit held the two elements; sustenance of media roles and its position as an entity within the other segments of society. The gradual shifts in the country, especially in political matters and the strenuous communes, have fused the disciplinary capacity of the media. This

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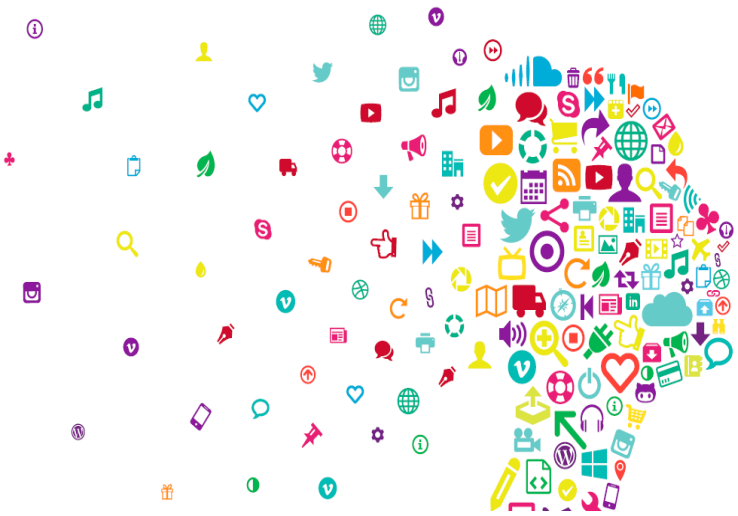
resulted in the outcome of the recognition of the 'interdisciplinary role' of media that not only aimed at establishing the communication from sources to receivers but also construct the prime significance of the faction. Therefore, to discuss and understand the role of media as a tool in building national motives, its mechanics and functional capacity are analyzed accordingly with the relevant dimensions.

The idea of segments is quite similar to the pandora when integration tends to become operational. The media functionality and social sections set the bindings and enable the ultimate or national integration.



In this aspect, first, the role of media is categorized as the binary one that positively contributes to the integration process and inversely working as the outcome of self-operation. Second is the tri-dimensional approach that is adopted by this organ as an entity while enacting. Moreover, the latter illustrates the social classifications that is comprised language, religion, sects, localities and many other aspects. The official bodies constitute their umbrellas like the offices (private and government), thereby integration is made possible by certain factors mentioned below:

- Positive contribution of media in establishing approaches.
- Promoting governmental establishments and serving democracy for being the supreme tool of the federation and provincial governments.

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- Providing opportunities to the stakeholders of social departments.

In this aspect, the dynamics are dealt with the tri-dimensional approach that comprises; economy, information and education. Emerging from these areas, the role of media remains a pivot to certain significant questions as mentioned below:

1. How are the social-economic disparities tackled?
2. How is the modern system of education pushed to meet the challenges in Pakistan?
3. How the information provision is channelized towards the audience?

Analysis and Discussion:

1. Elimination of Socio-Economic Disparities: Role of Media

The role of media in tackling the challenges emanating out of the socio-economic gap is significant because of its ability to be in the centric position. The elaboration of the concept explains that as the institution began to develop and grow, it evolved and presents latest technological ideas to meet the consumer's demand. It is about expanding mediums from the 80s, 90s and then post – 2000 era in which the industrial boom overall categorically opened numerous employment opportunities. The traditional media like newspaper from media offices and non-traditional mediums like internet, laptops and mobile phones have engaged other domains in the media outreach. According to studies of the United Nations Development Program (UNDP), the relative progress of socio and economic domains is directly proportional to the growth capacity of mass media

in any country. As a sector that contributes to the economic growth, it was observed that Pakistan's media have generated revenues per year from post-2000. Some figures are as follows:

The electronic media- Rs 8 billion, the advertising industry -Rs 3 billion per annum, private sector investment post-2010- Rs 126 billion to generate jobs of at least 150,000 people. In short, these studies seem to have concluded in 2013 that media contributed 2% into the 7% of Gross Domestic Product (GDP) to the government. Moreover, enhancing the capacity of media relied on various factors are important. For example, the social fabrics being an essential component of the socio-economic construction is crucial in this aspect. Therefore, the consumers' demand becomes a focus with the maintenance of a few high-level objectives. These objectives tended to inject and nurture the ideals of societal strata, sourcing media as a responsible institute.

2. **Revitalization Social, Cultural and Religious Norms**

Since independence, the media of Pakistan (Radio Pakistan in specific) has known a significant part of disseminating information. The communication in the earliest methods meant to aware the listeners, readers, and viewers about the political stances until they were enlarged with entertainment segment's amalgamation. The earliest channels hold immense importance when dramas like Taleem-e-Balighan are meant to politically aware the viewers about the social motives that constitute the national strength. Furthermore, the Newspapers have also contributed to construct the social fabrics and sustain the

cultural norms. In 2019, around 540 dailies, 444 weeklies and at least 35% of the internet users depicted media's applicability and its portrayals in all spheres of social lives. Recognizing the essentials of various dimensions of social and cultural characters like language, religion, ethical codes and regional mindsets have been the setups to define the media or mediums as bodies. For instance, if a newspaper is being distributed in the English language it would cover all sorts of segments and present a website in the Urdu language. This is the managerial tendency that the institutes currently adopt.

3. **Modern System of Education in Pakistan: Meeting the Challenges**

Existing challenges in the education systems have always been gradual. From the madrassah systems to private schoolings, media played a core part in bringing awareness about modern tools. The modernization of the education system still faces many challenges. The vital variables of planning ability for setting education modules narrow the ideas of progressive prospects. The foundation of uniform education provision still demands input. Nevertheless, media is playing its part by communicating the obvious 'what should not be?" instead of 'What can be?" Thus, the line of action works to build the role of media in education substantially.

4. **Human Resource Development: Youth as National Asset**

In Pakistan, youth is over 60% of the population. The opportunities to learn, work and grow are fundamental to them. Therefore, media becomes a facilitator by providing multiple forums to integrate. Training of youth and transformative patterns are the key elements as they build a connection between youth and the sources. Hence, with the operationalization of these platforms, media can work in the following prospects mentioned below:

- Link youth with the human resources to identify and practice the skillfulness.
- Broadening the spheres of youth engagement projects by integrated platforms.

5. **Involvement of Masses as Volunteer Workers for Social Upgradation**

The contribution of media is not categorically recognized for being one of the prime tools that promote volunteerism but, as a platform, that has done remarkable work in aiding the idea of volunteering for social benefits via different patterns as mentioned below:

- Identifying the potential of youth as a social segment for social up-gradation.
- Signifying professional worth of the people that have been doing volunteer tasks. For example, content writing, awareness campaigns, promoting social norms etc.

- Setting up the cognitive balance between institutions.
- Highlighting the avenues of soft power projection on various national, regional and international forums.

Conclusion

The social and political motives have developed many blended zones in Pakistan. Although the audience is well aware of each sector's distinct functions, their growing relevance as consumers is parallel to the growth of their primitive designation. Media is one of the essential pillars of the state. Therefore, it is pertinent to identify and address the existing challenges in this field and move towards the common goal of prosperity.

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