

The Impact of Electronic Media on Political Culture

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Abstract

"Electronic Media" is one of those forms of communication based on electromechanical or electronic communications. These means of communication include Radio, television, Internet, computer audio recordings, cell phone video recording etc. Mass media is a work that breathes the oxygen of reality in today's world¹. "Information department". Therefore, this work wishes for the latest information to keep the public connected with world affairs and to expand their vision. Professionals associated with electronic media, cannot continue their services without knowledge. Their knowledge requires a lot, unsatisfactory and greatly expanded. Their sector responsibility is not limited to any particular segment of society². It was pointed out, "The newspaper covers all the news under the sun." Social media has a wealth of information because these are channels that link statistics, stories, etc. Media workers are information coordinators. They should collect news and information to communicate. In democracies the electronic resources along the 3 pillars of government are the Executive, the Legislature, and Justice) became the 4th pillar. It has gained significant importance in a culture of democracy. Therefore, the latest definition of democracy is considered "just as everyone has the right to information". In a democracy vote caster use voting power to turn over the government.

Electronic Media uses its power to create vision and thus promote the effective use of the vote for the benefit of society. Electronic Media promotes awareness, about the political economy. It clarifies people's views on the introduction of the current government. It provides critical and logical analysis of the situation leading the masses to a better view. The question is how the media affects the political culture's development. gradually, how it develops an additional process of evaluation and equity of states without a democratic process.

Keywords: Electronic, Media, Political, Culture, Government

Introduction

The word culture can be defined as "the renewed morality of people spoken of in society from one generation to the next. Including the beliefs of knowledge, religious attitudes, values, achievements and the people's lifestyle group. Geneticist describes these terms of the civilization; Men are born and live their lives in a traditional way. The cultural period is much higher Human life Especially all aspects of culture are passed down from generation to generation³ Cultural values influencing cultural culture of people ie religion, the family, the role of the people in society. and the reaction of the people. they have family and gender implications for the larger social norms. In the ancient Age of Tribal societies - the use of verbally exchange of ideas was in vogue. The senses of hear, touching, tasting, and also smell was much better than acuity of visuality. It grows up the highest contribution, enthusiasm, and the non-judgmental communication

Give importance to the news, personal communication and attention. It involved storytelling, thorough thinking and precise thinking that required the participation of many emotions.

After the illiterate international community came a period of learning which involved more in writing which made lines as the goal of planning, though intuitions were switched by intelligence. It's promotion of thinking, the division, the

philosophy, the mathematics, finally the science. The consequences of the logic of writing were print the writing or visual printing. As the years of printing began with the use of eyes and, thus, it became the leading concept. The eye sensor dominated the period and produced direct thinking; Science and the rise of individualism. Years of printing have transformed individual-writing into professional printings.

It's measured as the national languages which made up the nation. The progressive stage of the development of the human is also called the age-space of electronic and emphasizes illustration of images. The latest idea of Global Village or Globalizations give the rise to television as a masterpiece that combines sensitivity to multiple emotions but is divided by social culture by loss of consciousness and linearity. Conservative ideology suggests that information asymmetry is not due to the activities of the state and the media, but rather some natural features of information collection and dissemination due to the flow of news. With regard to the social influence of the media or the pattern of limited influence, it states that the power of the media is greatly exceeded but has little impact⁴. He goes on to say that the power of the media is measured by "the power of the audience, the power of an active audience to produce their own interpretations and resistance, piped messages that they find inappropriate or irrelevant, and the domination of information technology. That kind of domination of other media conglomerates can have devastating social and political consequences. Therefore, they support the growing changes in the current communication system, while requiring significant change.

In democracies the electronic resources along the three pillars of government (administrative, governing body, and Justice) became the 4th pillar. It achieved significant value in a civilization of democracy. That's why the most recent description of democracy is to be considered "As just everyone has the right of the information". In democracies vote casters use voting power to change of the government. Electronic Media uses its influence to create a vision and thus promote the effective use of the vote in the public interest. Electronic Media

promotes awareness, about the political economy. It clarifies people's minds about the introduction of the existing government. The government provide the critical analysis and logical analysis about the situation leading the ample to a better view. So, the question is that, how the media affects the development of political culture, how, little by little, develops an additional system of evaluation and equity of state without a democratic process.

Inevitably, the media have given it the same status, as it has become one of the most powerful tools for building and damaging public office. It reflects public opinion and affects the decision-making process. There are various forms of communication such as social media, print media, web and exchange for many purposes but the current review focuses on communication and its impact on the political culture in South Punjab. It will similarly attempt to investigate the modified sections and the purpose of the media in changing the public perception of the general public. The review process has transformed a portion of media that affects the general public. Pakistan is a country based on Islamic law where the media has challenged a number of restrictions in the past. From time immemorial the electronic media has gained independence in Pakistan and a number of distortions have emerged in Pakistan. At the moment the media is strongly influencing the lives of individuals. Only electronic media transforms the lives of many people and empowers the world culture. Javed Jabbar says in his book "Stop Media Laws and Regulations in Pakistan"

"Communication is very essential in any every society and in the many forms of government". This is especially true in a democracy where governments rely on the support of the majority. People should be told about government programs, programs, policies, jobs, achievements, achievements etc.

In order to engage people and get their contribution voluntarily, constructive communication, people's response to programs policies and necessarily reached out to the policy makers and also managers so that they can easily modify programs consequently. In that order to solve the social, political and the

economic problems quickly, globally in all over democratic societies, the media plays the role of an association among masses and of the government. Good supremacy can only be achieved via freedom of thought and freedom of speech. In modern age, an important feature of media is providing information that has inspired public. The media also encourages public direct or indirect way. To perform this type of functions effectively and fully for any nation or society, the offices of the communications must be apparent about the broader communication principles that can govern their activities in their schedule of day-to-day work. The function and role of the media is to notify and instruct people to promote awareness of the problem."⁵

South Punjab Political Culture

It is believed that the technological progress determines social and cultural change, on the other hand the intermediate uses of technology as message. It's means that by the prism of the technology people are trying to be connected or interpreted them around world.

The idea came from Marshall McLuhan⁶ Theory: the Determinism of Technology is a debilitating premise that believes that the social and the cultural change in the society is guided only on by technology. ⁷

The determinism of the technological is the trust in technology as the dominant power in the society or in the idea of that technological progress determines the social change.

The 1st major explanation came from the Karl Marx arguing with the purpose of technological change has a profound effect on human relationships and organizational structure. Therefore, cultural practices and social relations revolve around the technical and economic foundations of society. Change is everywhere. Bruce. B 1990, Karl Marx and Three Faces of Technological Determinism. Marx was often regarded as a mechanical determinist when it came to announcements, e.g: "The windmill gives you as the first intelligent community:

steam-process and modern industry" Bruce, B 1990 Charles A. Beard describes the impact of innovation on people's lives, saying, "The new seven-way co-operative boot begins with brutal, progressive and subsequent victories, shattering old manufacturing and business industries, and launching alarming

It shapes the society and transforms our behavior and our interactions. It's very trendy in the post industrial society and it is regarded as an the independent evolution. recognition of the human mind. His famous slogan "medium is the message" fights that the false social effects of the media are noted in the context but in the way they change our view about the world. Then the result of any new thing is the change of degree, speed or the pattern it brings to individual affairs. In this way, they change the models for understanding.

Consistently and without resistance. However, some criticisms are always in conflict with the theory that mono-causal or monistic narrowing down the case becomes the only causal association. A serious comment suggest that, like Stephen

Hill argues in his book "The Tragedy of Technology," that is the interdependence of "cultural text" of technology; modification is not unique. Instead, the change of course is the product of a certain position between the technological and the social opportunities and the existing cultures⁸. The basic premise of this theory is that the mainstream media is the means by which the "possessors" of society receive the voluntary support of the "incumbents" in relation to the current situation. Theologian Stuart Hall goes on to argue that the social change that cannot be accredited to a single revolution called the rigid economic determinism. Marx Weber give details in his culturist view that social behavior's determined by the "more indomitable causes." Social change is caused by means of many factors such as gender, race, and class. ⁹

The hegemonic theory of social change suggests that the powerful effect of "they have" over "emptiness is incomplete, not based on any conspiracy, conspiracy, or power but on the widespread acceptance of the rule. The world around us. Thus,

the mainstream media, especially television, often translates (explicitly) the dominant view. Critical theory puts pressure on that fact social media supports the reputable order of society as a source of public control and therefore legitimizes for statuesque.¹⁰ The attitude and trust of the people is Political culture through their political systems. This is basically psychological view. It talks about what people are think and believe, about the politics. Their values and their feelings are also to be referred. One scholar puts it this way: "A study of the human tendency toward politics is the study of the culture of the world"¹¹ Some scholars think that 'the term political culture defines a cohesive concept that divides society and defines it with these terms," political culture. Refers to divisive beliefs, values, attitudes, practices and behaviors that reflect the political community "¹² Some define it on the basis of the level and direction of the interests of members of the public. political system" Political culture is an integral part of general public culture and is deeply rooted in mainstream culture. It is generally regarded as limited. The daily activities and ideas of participants are presented in a flexible manner.

It has the same effect on the political morality same as the traditional culture has on the social activities of the people. It shapes and provide the guidance on political values and position. The courage of a political culture is a general understanding of the privileges and duties of citizenships over members of the public and their laws to contribute to the political process, therefore one can say it's not an agreement on the same difficulties.

Types of the Political Culture

Three important factors are determined as under;

- Government awareness
- Government expectations
- Political participation

Political culture can be familiar and have to some extent deliberately by public-opinion and polls. Public reports,

speeches, mythology of leaders as well give a natural impression of political culture. Apart from this behavior it also provides indications of political culture. Citizens' interference in their political processes and their response to the rules of style-based demands in the political system are all social and cultural ties. Almond described their report, the kind of people who know their national political system.¹³ It may divide into two categories:

The subjects are those people who have knowledge of the political process. The system has an impact on their lives in the form of quotes such-as social benefit and laws etc. But they have very little chance of contributing to the installation process. The subjects have no knowledge of how they can influence the political system and have no knowledge of the structure of society. Their picture of need is undeveloped and they seem to be the family chief or the local chief. These types of people are the ministers of politics. Participants are those public who are they included in the embedded constitutions and political processes. Participate in expressing curiosity and decision making method. Participants develop a certain approach towards politics and political arrangements. They have a vision of how they can power the political procedure, and use structures such as political parties on how to integrate society and structures. The Gabriel Almond and Sidney Verba describe 3 types of culture by nature and genre. They classify themselves on the base of the level of partaking of the people and their approach towards their supporting systems.

In this kind of political culture people often do not know about the existence of government. They have no part in making decisions. They are usually unaware of political developments. They are not interested in politics. In simple terms the people in this category live by the traditional political culture. Communities where they do not have special political roles are irrational political rituals. In it. Citizens have a low down of alertness, expectations, and contribution in the political process; e.g: from Pakistan, India can be given in this regard. In

that such courses it is observed as a special area and the enforcement of its rules and by law.

In this kind of political culture people know about government. They are highly regarded for its decisions but have little room for disagreement with its decisions. They have a vision of government, political institutions and political systems. People who have entered this category are aware of political differences but are reluctant. Briefly corresponding to the central structure. People have developed political ideologies but are not in tune with the world. They feel that they are area under discussion of state instead of part of a political system. In that culture of the people have a sky-scraping level of awareness and hope other than a low level of participation. Here the lots of Examples from the Italy and the Germany can be presented. When four citizens have a clear understanding of the issues that come out and think that good deeds come from the government, but they rarely have politics. In this culture people have the power to influence the government in many ways and are influenced by the government.

People have important areas in their system on both sides which are political and organizational development. In short, citizens agree in conformity with the configurations and political systems. In that type of culture people have a high stage of giving on all 3 levels as in the US of America and the UK. In this tradition partners are interested in dual aspects of the input systems. Citizens have the great power from the administration and they are actively involved in the politics. At least during elections. This kind of culture plays an important responsibility in self-ruled societies. In Practical Cultures, citizens contribute in both inclusion processes. Almond and Verba said a unbiased and established democracy will likely be attained when the Participants' civilization is achieved. is equated with a selfish political culture and theme. ¹⁴ Political culture is an attitude of solidarity with the beliefs of the people of a community or nation. But it is a test of experience knowing the similarities of culture and cultural differences. There may be a high level of organization in the mainstream, but changes may be due to religion, ethnicity, education, geographical

location, economic and social conditions, and so on. system, can be described as sub-culture. The definition of sub-culture depends on the problems involved, for example, an American political observer might be concerned about free and traditional political issues but a commentator may well not give them a different sub-culture status. France is an very important example of sub-culture. Although the French shows some kind of permanent nationality in some way, the local culture will be so fragmented that it will make the operation of the political system more difficult, without disaster or control. In developing countries such as India and Pakistan religious differences, class distinctions and language create serious problems for political government. For a political process to be successful there must be some degree of the conformity on the job of government in the structure, the participation of people and their organizations in the essential political system. Lijphart pointed-out that diverse or sub cultural distinctions can be conquered by Elite alliances. such as in Belgium and Austria where dignitaries work-together. Lijphart is a proposed program on the basis of social subculture.

Conclusion

Lijphart has given great importance to cultural diversity in society where Almond sees it as the key to democratic diversity. In the context of a democratic political culture it is unlikely to change even if the dignitaries were not advisers.

Extreme unity at the all levels of civilization can make a new type of protest. But different communities have to be deal with twofold aggression and the danger of system crash. But it can create steadiness if sub-culture Elites choose to work together. Almond was of the opinion that a self-ruled scheme might be better defined by cramming the importance, the culture and the society because of these are the basic situations for inclusions in the political system. The same political-traditions mean that all members of the public think the same way about politics, some are strange and some are free and the some have unenthusiastic political approach. These approaches show that how people contribute to the political processes, who they take

part in an election and who they hold up. Many aspects such as relatives, sex, religion, contest, nationality and religion all of those to contribute for preparation. Almond and Verba believed that the political culture influenced the operations of the political system their main objective was to attain conditions for governance that led to, the strengthening of the democratic process. They anticipated the political-culture to work in the structure of government otherwise the organization would not job properly. It's important to note that the research was not planned to establish the facts that when civilization is associated with instability.

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