

# The Role of Media in Intellectual, Social and Economic Transformation

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## Abstract

*This research article explains the role of media from three perspectives. First, we describe intellectual growth in the context of how media contributes to the advancement of human thought, highlighting the direct relationship between intellectual evolution and human and cultural development. This implies that human development also depends on intellectual and mental evolution. Any civilization that has achieved high levels of progress has undoubtedly been supported by the efforts and roles of media behind the scenes. The second aspect discusses the social role of media. It is widely recognized that the stronger the social process of media, the more impactful the social message will be. Throughout history, society has only been able to achieve significant milestones when media has actively participated in the social process. Media has portrayed human living and lifestyle, which later became the foundation for emerging societies. This is a definitive aspect of the role of media in social change. The third role illustrates that there is no sector of the economy where media has not promoted human strategies. Whenever an economic plan is formulated, media supports those plans and successfully attracts consumers' mindsets toward the relevant projects. This research article is structured to elucidate these three aspects.*

**Keywords:** Media, Intellectual Growth, Social Role, Economic Role.

## Introduction

The expanse of media is a guarantor of the development of any religion, society, and culture. Through communication, societal thoughts can be influenced and directed toward specific goals, as humans are inherently affected by communication. It has a profound impact on the spirit and lives of individuals. Modern media has played a significant role in shaping individuals' cognitive and ideological systems, and it is this intellectual framework that clarifies the foundations of a lifestyle. Mental evolution is also necessary for establishing and developing a cohesive civilization, as thought and perspective are tied to the human mind. The clearer and more realistic these thoughts are, the closer they will be to nature, contributing more to intellectual evolution. Consequently, when this approach operates in the development of a strong and sustainable civilization and culture, that civilization will undoubtedly be distinctly acceptable to others. On the other hand, freedom of expression and communication is essential for intellectual, research, and cognitive growth within this civilization. If Muslims dominated the world map a few centuries ago and introduced new research to the world, it was primarily because the environment of that time allowed for disagreement, self-expression, and abundant communication facilities.

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The relationship between communication and intellectual change has existed since the beginning of time. The incident involving the first humans, Prophet Adam and his wife, Eve, serves as the initial link in this chain. While living in Paradise, Prophet Adam and Eve were guided by their basic thoughts, but Satan, who was Adam's adversary, diverted their intellectual inclination toward a thought that was not in accordance with God's command (Khan, 2015). We can say that, under the temptation of Satan (communication), these two individuals neglected their previous thoughts, which were based on truth, and adopted a different perspective. As a result, both of them had to leave Paradise.

In the early twentieth century, technology began to take root, and the field of communication also gained significant recognition within the realms of knowledge and the arts. New ideas started to be published in the already established print media. During this century, two events proved to be extraordinarily impactful, both related to the printed medium, notably influencing the thoughts of countless people around the world. The first article was titled "The End of History," published in 1979 by an American magazine. The author, Francis Fukuyama, was working at that time in the Policy Planning Division of the U.S. Department of State. Before the publication of this article, it is unlikely that anyone outside that department had heard of Fukuyama; however, once the article was published, it created a sensation worldwide. Discussions about the end of history began to appear in universities and local newspapers. As mentioned earlier, various philosophical thinkers provided a new direction for people's inclinations, resulting in the creation of new theories. Fukuyama aimed to convey in his article that a moderate democratic system is superior to a communist system and that the success of today's world relies on the implementation of this system.

The second article was written by Samuel P. Huntington and published under the title "The Clash of Civilizations" in the September 1993 issue of the American Journal Foreign Affairs, four years after the publication of Fukuyama's aforementioned article. Professor Huntington was affiliated with Harvard University, where he served as a professor of Government and was also the director of the John M. Olin Institute for Strategic Studies. The article in question was written in relation to a project of this institute titled "The Changing Security Environment and American Interests." Leveraging the power of American media, this article quickly gained worldwide fame and became a topic of discussion everywhere. Even today, as a result of this article's impact, paths for conflict between the West and Islam are being sought. Take the example of World War II; at the end of the war, when the British forces turned the tide, American media attributed the victory not to the British Army but to the American forces. Americans propagated that it was their efforts that saved Europe from the Nazis. This propaganda proved so effective that the European public became convinced that America was nothing less than a savior. Since then, the media has continuously utilized this effective weapon in various forms. Other events, such as the Saur Revolution in Afghanistan (Shahrani, 1986). The Iranian Revolution and the Arab revolutions of the 21st century are intellectual outcomes that occurred under the influence of the media. Additionally, the increased use of reason, reduction in superstition, promotion of scientific thinking, personal freedom, the abolition of slavery, the weakening of feudal and tribal systems, democracy, and freedom of expression are positive changes that have taken place as a result of media influence.

Communication and dissemination are as essential for the survival and development of human society as food and shelter. The evolution of media is closely linked to the progress of human society. Without these means of communication, human society would be deprived of the refined concepts of civilization and culture, wandering instead in the darkness of ignorance and illiteracy. While the media has advanced human society, there are many aspects of life that are either

excessively indulgent or excessively restrained compared to the past. We have witnessed both significant positive changes and dangerously considerable losses. However, upon careful examination of these two aspects (positive and negative), the negative effects of the media tend to appear more prominent than the positive ones. Numerous societies have lost their foundations solely because of the overwhelming influence of powerful media. For instance, Western civilization is viewed with great admiration throughout the world today. The social standards, lifestyles, and modes of communication of the West are being emulated by other societies. However, it is important to note that the social standards of the imitators (non-Western societies) are not the same as those prevailing among Westerners. Here, we specifically highlight five aspects on which the entirety of human life depends, and on which the media has had the most significant impact.

### **Objectives of the Research**

As far as the objectives of this research article are concerned, I believe that highlighting the efficacy and importance of media is essentially akin to fulfilling a significant responsibility in the contemporary era. I have structured this research article not with a specific period in mind, but rather by adopting a general approach to discuss the overall role of media. Therefore, utilizing sources from a decade ago to underpin the research article is not a tale of the distant past; rather, it aims to illuminate the enduring role of media. It appears that I have effectively undertaken this responsibility. Below are a few fundamental objectives of the research:

- The primary goal of this research is to provide a comprehensive overview of the effects of media.
- This study has been formulated with the intent to elucidate the intellectual, social, and economic dimensions of society, particularly within the Muslim community.
- This research highlights through the examples of notable scholars' efforts that, at times, the thoughts and ideas of a single scholar can serve as a catalyst for transforming the structure of society.

### **Family System**

In the contemporary era, aspects such as lifestyle, social behavior, communication style, and even the family system have been significantly influenced by the media. The joint family system, which was a defining characteristic of ancient societies, has now shifted toward a nuclear system due to the media's nuanced teachings. Through various characters in dramas, films, stories, and news, modern individuals have been led to believe that living in a joint family is burdensome. It is suggested that conflicts, disputes, and mutual friction are best avoided by living independently.

A pertinent question arises: What were the reasons that led individuals to prefer the joint family system in the past? Now that we seem to be gravitating toward a nuclear system in modern life, what underlying factors contribute to this shift? Nonetheless, change has occurred, and behind this change, there are numerous reasons that can be articulated in several points, with a significant factor being the media itself.

There is no doubt that every individual should have the freedom to choose their lifestyle (joint or nuclear), and this is included in their legal rights and options. However, has this choice been made independently by individuals? Our answer would be in the negative. From our perspective, as mentioned earlier, this awareness has been imparted to individuals by the media.

The recurring portrayals of conflicts between mothers-in-law and daughters-in-law in films and dramas, the escalating tensions between fathers and sons that sometimes lead to physical

confrontations, and the depiction of aging parents expressing frustration with their sons are, in reality, grim representations of the impacts on the family system. As a result, similar events can often be observed in real life.

Our discussion isn't about whether it was right for individuals to live in joint families in the past and wrong for them to live in nuclear families now. The core issue is to highlight the effects of the media, which we have pointed out in the previous discussion. Here, we have only addressed the structural aspects of the family system, noting that it has changed considerably compared to the past. However, we will further discuss the effects on the individual and collective lives of family members, as well as the fluctuations in morality that have arisen as a result.

## **Social System**

The expansion of human society has made the existence of media an essential element in the realm of human relationships. In the past, people communicated face-to-face, and ideas and thoughts were shared in this manner, but the pace of this exchange was extremely slow. However, in today's era, due to modern technology, it can be confidently stated that human societies are in constant contact with one another on a daily basis, and these close connections have rapidly transformed patterns and ways of life on a global scale.

The speed and development of communication have had significant effects on societies, resulting in numerous changes. Media, including television channels and other communication tools, have gained a status in society that was previously unimaginable. In the current circumstances, media profoundly influence the lives of ordinary people and their lifestyles, with television channels playing a major role. This is primarily because a large majority of people utilize these channels, which enhance their sensitivity and make them more effective.

Such forms of media have attracted many viewers over the past few decades, leading to an involuntary connection to lifestyle issues. Therefore, many contemporary thinkers argue that collective communication mediums also play an important role in shaping ideas and thoughts.

## **Political System**

Ancient states tended to support an authoritarian system when it came to media. The head of the state held all human activities, from state affairs to private matters, within their jurisdiction. In a way, freedom of expression was absent. However, despite having such a strong grip on power, the state leader subconsciously feared that the public might become aware and conscious. Therefore, all matters, from governance to freedom of expression, were controlled by the ruler of the time. Recognizing the significant role of media and being well aware of its effects, rulers restricted media for the convenience of the public while making full use of it for their own benefit.

Like in the past, today's modern world is also dependent on media for the strength and stability of its governance system. Every ruler in the world utilizes various means to maintain control over their subjects and empires, and media is one such means. Today, in developed countries, media is referred to as the fourth pillar of the state. Inevitably, this pillar can either maintain or disrupt the balance of the remaining three pillars of democracy. After the revolution in media, there is not a moment—whether day or night—that goes by without some form of media, and individuals remain connected to media from the moment they wake up until they go to sleep. Whether auditory, visual, or written, media has a significant impact on an individual's thoughts and beliefs.

Without discussing other aspects, if we focus solely on the aspect of newsworthiness, the effects of media can be clearly seen and felt. The news that comes to the forefront through media has such an impact that it prompts local administrations, as well as state and central governments, to take

action based on it. Every day, numerous cases come to our attention where the government arrests criminals due to news published in the media. Conversely, if an innocent person is arrested and the media publishes news or an article regarding their innocence, the government is compelled to acquit that person. In other words, the identification of issues by the media and the determination of the ruler's responsibilities essentially serve as a form of accountability, which is not only effective in practice but also serves as a warning.

Today, television, radio, and especially the internet and mobile phone messages, which are considered new forms of media, play a crucial role in politics. Communication experts have long discussed that in the coming era, social media will have a significant influence on global politics. This political information reaches voters, helping them make informed decisions. However, these tools do not always perform their duties honestly. Even when they provide clear direction, it is often for their own ratings. Thus, the proper identification of mass communication has not yet become clear (Hoggart, 2006).

Commercial media is criticized for being controlled by multinationals that are anti-democratic. News media is often criticized for providing entertainment rather than informative content, focusing on gossip, scandals, sex, violence, and similar topics. Political news is primarily centered around personalities rather than their ideologies. The media often scrutinizes the personal lives of political figures and their families while overlooking their policies. Regarding the control of media in politics and its role, the renowned American intellectual Noam Chomsky writes:

“The role of the media in contemporary politics forces us to ask what kind of world and what kind of society we want to live in, and in particular, in what sense we want this to be a democratic society. Let me begin by contrasting two different conceptions of democracy. One conception holds that a democratic society is one in which the public has the means to participate in some meaningful way in the management of their own affairs, and the means of information are open and free. If you look up democracy in the dictionary, you'll find a definition similar to that. An alternative conception of democracy is that the public must be barred from managing their own affairs, and the means of information must be kept narrowly and rigidly controlled. That may sound like an odd conception of democracy, but it's important to understand that it is the prevailing conception. In fact, it has long been the case, not just in operation, but even in theory” (Chomsky, 1997).

Modern media is not only helpful in raising voices against a country's leadership, but politicians today are also using it to convey their messages directly to the public, rather than relying solely on newspaper and television reporters. U.S. President Barack Obama effectively utilized social media during his second election campaign, even holding discussions with the public about the state of the American economy via Twitter. Similarly, in Pakistan, the chairman of the Pakistan Tehreek-e-Insaf, Imran Khan, the chairman of the Pakistan People's Party, Bilawal Bhutto, and leaders of the Pakistan Muslim League-Nawaz are extensively using media resources to clarify their positions.

### **Economic System**

The media has played a crucial role in societies economically. It has made it possible to easily create markets in multiple countries, helping to discover new opportunities and generate demand, which directly benefits the economy. The increase in production leads to a reduction in costs and an increase in profits. In summary, due to the media, products appear more appealing, effectively meeting consumer needs. To this end, advertising has seen immense growth in order to maximize profits and create markets. Separate sectors have been established for advertising, employing

millions of people. The income of newspapers, radio, and TV channels largely comes from advertising and sponsorship. In this way, a competitive environment is created, benefiting consumers; when there are multiple producers in the market, competition results in lower prices and improved quality. Europeans and Americans have adopted media policies that promote free competition. Thus, the power of media has influenced the economy and plays a significant role in its fluctuations.

## Cultural System

The power of communication has significantly impacted culture and plays a pivotal role in its development. Media promotes Western culture and the establishment of industrial zones. To gain control over a nation, one must first assess the amount of time people devote to media, i.e., how much they read, watch, or listen to it. Media provides people with awareness of social, economic, moral, cultural, technological, and political affairs, furnishing the world with both private and public information. We live in a media society that has become an integral part of our daily lives (Riaz, 2024). Media offers us a variety of options, such as waking up to the radio, reading daily newspapers, watching TV, going to the cinema, and enjoying recorded videos. Media and communication systems are continuously evolving. To exert influence and dominance worldwide, international media and its market play a crucial role in shaping political and cultural values.

Developing nations are facing numerous cultural issues. Commercial media has been controlled by multinational corporations, facilitating the establishment of imperialism while discouraging local products and promoting Western brands. These corporations take full advantage of their excessive profits and engage in attempts to control the world through media. The innovations that emerge in media come from the West, and developing countries often blindly imitate them, joining the race for rapid development. This behavior not only leads to cultural changes but also results in mental control through the media, as developing countries frequently idealize the developed West. Consequently, the pathways to imperialism are easily paved, with multinational companies playing a significant role; in some cases, their profits exceed the total national income of a developing country.

Since the topic of discussion is the impact of modern global media, we must specifically identify the tools that are causing intellectual, political, cultural, and social change. Otherwise, if we intend to reference every form of communication, we would also need to mention lower-level communication methods such as language, eloquence, and interpersonal interaction, which are minimally effective in today's world. The most effective and modern forms of communication prevalent in the 21st century are as follows:

- Personal contact (social media) is the most influential in persuading the audience and can be considered the primary method in the modern era.
- Visual media (television) ranks second in influence.
- Audio media (radio) ranks third, although it was invented before the aforementioned two.
- The internet has become the most effective and fastest medium today.
- The influence of printed books and literature: Printed media is considered one of the oldest forms of communication.
- The impact of newspapers, letters, journals, and magazines: This category is a branch of printed media, although its impact can be seen and felt separately.
- The impact of extemporaneous speeches is greater than that of written speeches.
- Audio media (MP3, audio cassettes, etc.) are quite similar to personal contact.

The various media mentioned above are prevalent in today's world, each having its unique constructive and destructive effects. Some of these media have a very ancient history, while others, although newly discovered, are still woven from the fabric of older media. It is essential to note that the continuous evolution of media is a result of human efforts and the effects generated through them. Therefore, our point is that the type of impactful processes observed by early humans has been expanded by modern humans. Modern media are the most effective and are causing significant mental, intellectual, and political changes. Below, we briefly mention each of the communication tools discussed in the previous lines.

Personal communication tools such as telephones, mobile phones, and social networking websites are the most effective means in today's era. Social media serves as the fastest and most cost-effective means of communication between individuals and organizations. Compared to previous systems, it is an indispensable necessity due to its ease and low cost. On one hand, social media can effectively strengthen national unity and solidarity, while on the other hand, it can play a comprehensive role in globalization at the international level.

The social networking service known as Facebook was launched in February 2004. It was a revolutionary addition to this field. By December 2013, the number of its users had exceeded 1.23 billion, with users spending 700 billion minutes on Facebook each month. More than half of Facebook enthusiasts are aged between 18 and 34. It is also interesting to note that the majority of users are women and girls. On average, each user has about 130 friends, although this average has been increasing over time. Before Facebook, an emailing system was in place; however, Facebook has made that system seem like a relic of the past. Now, messages, pictures, and videos can all be sent on a single page, and there are opportunities for direct conversation on the same page. With all these benefits available in one place, internet users have become captivated. As a result, the number of Facebook enthusiasts began to grow at an extraordinary rate. In terms of the number of users, Pakistan ranks sixth, with 89.2% of individuals using Facebook. The growth of Facebook users in Pakistan is rapid, as evidenced by the fact that in October 2010, the number of users was approximately 2.5 million. By December 2010, it reached 3 million. Now, this number has surpassed 3.8 million, of which 68% are men (Ubaidullah, 2011).

The increase in the popularity of Facebook is due to the following four reasons:

- Message transmission
- Image sharing
- Video sharing
- Live chat facility

The word "Television" is a combination of two words: "Tele" and "Vision." "Tele" is a Greek word that means "Far Away," while "Vision" is a Latin word derived from "To See," meaning "To look" or "To be Seen." Together, the overall meaning is to see something that is very far away (Anjum, 2009). Although television isn't the oldest medium of communication, it has the widest reach and the most significant impact among all media today. Therefore, a detailed and comprehensive explanation of television is of paramount importance, as understanding television and its effects can also help us understand the impact of other media. The reasons why television is the most effective medium can be explained in two points:

Firstly, newspapers, digests, film advertisements, cinema, VCRs, dish antennas, and films— in short, every medium of communication plays an effective role in its own way. They cause changes in human minds. However, among these, television is the most effective because the effects of reading newspapers and magazines are limited and temporary. Furthermore, reading newspapers and magazines requires effort and literacy. Television, on the other hand, does not require such

engagement. Neither literacy nor any special effort is necessary, and even intention or desire is not required.

Secondly, another reason for television's effectiveness is that newspapers, magazines, digests, VCRs, and dishes are not accessible to everyone. However, television is commonly found in every household, hotel, and inn. In the present era, television is easily accessible even in villages. Therefore, television has a greater impact on social and domestic life than any other medium of communication. With this perspective, we have first discussed television to make it easier to explain the effects of other media. Now, we will briefly describe the history of television and summarize its individual effects:

John Logie Baird, a Scotsman, was the inventor of television. While walking along the seashore, he conceived the idea for this amazing device. After years of hard work, Baird finally succeeded, and under his developed method, the BBC presented its first regular program in 1929. The driving force behind the creation of television was the belief that if sound could travel great distances on the wind, then surely images could as well. Since John Logie Baird was a photographer, it was natural for him to think this way.

Television combines sight and sound, presenting events in their original form with less time and more content. Therefore, it easily captures attention and has a greater impact on people's emotions. Like other devices, television is also a Western invention, and in the West, it is considered an effective means of spending leisure time. In non-Western societies, the effects of television have often been more harmful than beneficial, although the role of television in raising political awareness and highlighting social issues cannot be denied.

The United States is the world's largest producer of television programs, with broadcasts exceeding 130,000 hours annually and estimated expenditures of more than \$1,000 per second. On the other hand, Russia has the most television channels in the world, totaling 7,306. China is second with 2,403 channels, while the European Union has 2,700 channels. The United States has 2,218 television channels. India, Pakistan's neighbor, is among the world's five largest countries with 1,400 channels, while Pakistan has 117 television channels (American Intelligence Agency, 2012). Some people might believe that John Logie Baird invented television to morally cripple humanity. Similarly, some Muslim intellectuals believe that radio, television, and the internet were created to destroy Muslim societies.<sup>2</sup>

Some people hold the view that Western civilization and culture are founded on immorality and misguidance. Due to a prevalent materialistic tradition, there is a common belief among them that this world is all there is. To reinforce this mindset, television was created so that people could enjoy themselves during their leisure time (Rahman, 2003).

There seems to be no logical reason to accept both of these opposing views, as both opinions appear to be driven by emotion. If the sole purpose of creating these modern devices was to morally degrade Muslim nations, then why wouldn't other nations use them, or why wouldn't the nations that created these devices avoid using them themselves? The evidence is clear: Western countries

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2. *Some Muslim intellectuals believe that the proliferation of news channels and their novelty are causing social decay. Behind this proliferation of channels is the hand of Jewish and Hindu intellectuals and leaders. For example, a conference held in Cairo in 2006 saw Christian intellectuals agree to promote music to attract Muslims to Christianity. Even if they remain Muslims after being colored by music, they will only be Muslims in name; in terms of their thoughts and ideas, they will be completely Christian. Ref: Qasmi, Maulana Waliullah Majeed, (2010), The Harms of Music, included in: Monthly Life New, Volume 36, Issue 2, Rabi'ul Awal 1431, corresponding to February 2010, New Delhi, p. 52. Ibrahim Khalid says: The most powerful weapon in the hands of the West is the media, which they use to portray a horrific image of Islam. Ref: Ibrahim Khalid, (2001), Western Tactics Against Islam, (Translator: Muhammad Islam), included in: Monthly Muhaddith, Volume 33, Issue 7, Lahore, p. 33"*

have far more media channels than Muslim countries, which have only recently started using television. Muslim countries became familiar with television only after the 1950s. The West is significantly superior not only to Muslim nations but also to many other nations. This global dominance is evident in every aspect of life; their economy, industry, inventions, and all forms of art are stronger and more effective than those of other nations. Moreover, all forms of communication, from traditional to the most modern, are widely utilized in the West and have the ability to influence every aspect of life, both domestically and internationally. While Western nations may use these tools negatively against other countries, it is also evident that they use them to identify problems and national issues among their own people with good intentions and sincerity.

## Radio

After newspapers, radio emerged as the second most powerful medium of mass communication. Radio brought the written word to life through the human voice and introduced a new dimension to human identity that was previously unknown. Furthermore, technology gave radio a global reach. Before the creation of TV channels, radio served as the primary means of electronic communication. However, with the advent of television, the significance of radio diminished. Nevertheless, it cannot be said that radio communication has become obsolete, as continuous efforts are being made to enhance its impact through new innovations.

America has the distinction of being the first country to invent the radio in 1906. Britain was the first to use radio for news broadcasting in 1930. Like many inventions, since radio originated and matured in the West, its spirit, temperament, and overall taste inevitably reflect the thoughts, civilization, and needs of its consumers. Radio broadcasting has a certain superiority over all other means of communication in that geographical boundaries and distance do not pose an obstacle to its broadcast. Moreover, it is economically within the reach of the common man, and the necessary energy sources are also within human reach. If a person in the city can listen to its broadcast, then people living in villages, forests, and mountains can also benefit equally from it. Although its broadcasts can be jammed, they can easily be listened to on a different frequency by changing the frequency.

## Internet

The internet is fundamentally a global communication network. Since its inception, it has transformed the world into a vast digital village. Its origins can be traced back to 1962 when the United States' Advanced Research Projects Agency (ARPA) initiated a groundbreaking project that would eventually evolve into the internet we know today (Licklider, 1963). As of now, there are 1.7 billion internet users worldwide, meaning 77% of the global population has access to the internet.<sup>3</sup> While three-quarters of the total population in the United States and Western Europe have access to the internet (Noorullah, 2011). Over 20.41 million people in Pakistan use the internet. Pakistan has risen to the eighth position among Asian countries in terms of internet usage. So far, 1,812 cities in Pakistan have been connected to the internet, and this number is growing daily. In Asia, China, India, and Japan rank first, second, and third, respectively, in terms of internet usage. Online media has made information accessible to the common man. The internet is now available for all daily needs, from education and commerce.

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*3. Key ICT indicators for developed and developing countries and the world (Totals and Penetration rates)", International Telecommunications Unions (ITU), Geneva, 27 February 2013*

Like other means of communication, the internet also plays a significant role in both connecting and dividing societies. It has shrunk the world, transforming it into a global village. However, like everything else, it has its own set of positive and negative impacts. On the positive side, it facilitates instant communication, enables exploration of the world, and provides easy access to information. On the negative side, it is often the primary cause of societal decay. The abundance of immoral content has led to a decline in the moral values of today's youth. The internet is often cited as a major disruption to the upbringing of young boys and girls. Additionally, excessive internet use has led to a decline in reading habits. People have abandoned books and pens in favor of easy access to information. While the internet is a valuable resource, it is also detrimental to moral values and a significant obstacle to building a constructive society.

## Newspapers

In the contemporary era, newspapers are the most prominent representatives of print media. This form of communication is not only the oldest but also one of the most effective. The more trust a person has in a medium, the greater its impact. Similarly, if someone is familiar with an author's work or has read their previous books, they are more likely to buy and carefully read their new publications. The same applies to newspapers and columnists. Well-written articles and reports by knowledgeable columnists are always eagerly read. These columnists, who utilize newspapers to promote their views, sometimes become the catalysts for national salvation. Since a writer spends their entire life conveying thoughts and ideas through the written word, their thoughts and ideologies often serve as guiding lights for nations, and people are greatly influenced by their words.

In the modern age, print media has evolved into various forms, such as magazines, journals, and periodicals. Since newspapers (print journalism) have already been discussed in the first chapter, we will briefly explore the application of newspapers and other related forms in the contemporary context, rather than delving deeper into the discussion.

Despite the rise of digital media, the global newspaper industry continues to thrive. Circulation figures show a 3.1% increase in newspaper readership in 2008 and a 9% growth over the past five years. This suggests that newspapers remain a popular source of information, with 34% of the world's population (approximately 9.1 billion people) still purchasing a newspaper daily, compared to the 24% who primarily rely on the internet for news (World Association of Newspapers and News Publishers, 2013). Similarly, the average reader worldwide allocates 33 minutes to reading newspapers, 43 minutes to watching television, and 15 minutes to free online content (Khan, 2011).

The global reach and influence of newspapers were highlighted when the killing of Osama bin Laden sparked the publication of nearly three billion news articles, commentaries, analyses, and features in approximately 6,000 languages worldwide. This is evident from the staggering number of articles published in languages such as English (630 million), Korean (610 million), Chinese (16.6 million), and many more (Mangat, 2011).

Newspapers are powerful tools for both propaganda and advertising. The reports and analyses published in newspapers empower people to make informed decisions. This medium plays a crucial role in shaping public opinion. This is particularly evident during elections, when newspapers are flooded with advertisements, articles, news, and commentaries supporting or opposing various candidates. Despite the rise of electronic media, the continued growth of the newspaper industry and increasing readership indicate that newspapers still hold significant influence and shape public discourse.

## Conclusion

The detailed discussions above have unveiled certain issues and redirected the focus of research on various matters. Acknowledging the fact that media plays a pivotal role in the development of any society, it was stated that the role of media has been defined since the very beginning. A reference was subtly made to the narratives of the first humans (Adam and Eve), who initially lived in paradise, suggesting that their thoughts and ideologies were free from external influences. However, these ideas were not enduring, as they changed under the influence of an external force (the devil), causing their transition from a different realm to this world. From the comprehensive discussion, we can identify the following key points that have emerged:

- This research article posits that the communication process has been integral to the origins of human populations. Where human communities began, the element of media has also been present.
- The detailed discourse also clarified that media is not merely an art or entertainment; rather, through these tools, the intellectual framework of any society can be transformed, and various economic aspects can be identified.
- The necessity for freedom and unobstructed access to media has been deemed essential for the growth of civilization and the stabilization of social equilibrium.
- After surveying the current state of the modern world, it was concluded that when powerful entities desire, they can manipulate ideological objectives through media, guiding contemporary minds towards any specific theory. Notably, examples of the media strategies of the global power, the United States, were provided, indicating that the U.S. sometimes endeavors to manifest non-existent theories by publishing articles through its intellectuals in books, journals, and newspapers, and has often succeeded in doing so.
- Discussing the political role of media, it was highlighted that there is a profound relationship between political coordination and the fluctuations of politics with media. Particularly, the politics of developing countries can never be insulated from media influences. This research article distinctly illustrates the impacts of media on politics.

I have organized this research article with the hope that its process will lead to a perceivable increase in social consciousness. I claim that in Islamic societies, where there appears to be stagnation in intellectual, social, political, and economic evolution, the reflection of the true role of media is also weak. There is a pressing need for the media to play a significant role in the social, intellectual, political, and economic advancement of society.

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