

Impact of Media on Society

پر ټولنه د رسني اثرات

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Abstract:

Media plays pivotal role in society; without it no progress could be made in very important fields of life. In this paper the author tried to pin point the due role of media; it's positive and negative aspects besides its significance. The authors of this paper are of the view that mere presence of media could not guarantee the progress in any society but balanced media surely changes the views which may contribute to right direction.

Key words: impact, media, society, surely changes, right direction.