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**Media as a Promoter for Sustainable Growth: A
Research Study**

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Media as a Promoter for Sustainable Growth: A Research Study

Abstract:

This research investigates the important role of media in sustainable growth, in the context of increasing population growth, urbanization, Climate change & other challenges. As media fulfills the tasks of informing, persuading and shaping public opinions. In this study, attention will be given to how Media can facilitate sustainable economic development through increasing awareness, changing perception and thereby, influencing consumerist behavior.

Media can present such knowledge & information that a common man can comprehend the relationship between environmental, social and economic issues. Such knowledge can enable people to make the right decisions regarding their consumption pattern as well as fight for sustainable use of resources.

In addition, media is very influential in challenging governments and corporations to answer for pollution and other negative effects on the environment. With the help of media, public discover the wrong doings and shed light on them, the responsible behavior is prompted and positive changes may just ensue. It is also necessary, media should remain bias free, ensure that their information is accurate and that multiple opinions are promoted.

Media organizations should collaborate with governments and civil societies in the achievement of the above goals. Media has the possibility of playing an instrumental role in the process of change. There lies the potential of media to play a significant role in the society by creating awareness, educating people and thus encouraging the developments which may foster sustainability and equality in the world. Thus, this research gives an insight into the way media impacts the public, sets policy agendas and supports sustainable development initiatives.

Keywords:

Potential of media, Sustainable Growth, Population, Urbanization, Climate Change, Pollution, Environment, Change.

1.1. Introduction:

Currently, the developing countries of the world are facing many challenges for sustainable development. In this regard, the media can play its full role. Media refers to newspapers, magazines, radio, television, social media, online shopping, trade and many platforms for knowledge and awareness. It is the media that highlights the need and importance of anything among the public, changes consumer behavior, provides convenience, creates opportunities for buying and selling and plays a role in the sustainable development of the state.

It is through the media that the government officials have to be

accountable to the public, thus the media is recognized as the fourth pillar of the state. It is through the media that the public is helped to understand and solve environmental, social and economic problems. Issues such as environmental pollution, global warming, climate change and overpopulation reach the masses only through the media.

There are many social media buying and selling platforms like Daraz, Shopify, Amazon, eBay and Alibaba etc. which provide the convenience of people to buy and sell from home. Looking at the popularity of these platforms, it seems that traditional markets will soon be deserted. . The paper under review highlights the role of media in finding new ways of sustainable development.

Research Methodology:

It is an analytical study, In which we will examine how the media affects the economic growth of any state or the entire world and how the economy of any country can be improved through media.

2.1. Definition of Media:

Media is the primary means of mass communication, through which individuals can communicate not only their writing, speech and emotions but also their products to others.

Until a few years ago, media was only a means of communication which was a source of information, news, knowledge and entertainment to individuals, society or the whole world, but in the present era, due to media or online outlets, media has become the most important means of buying and selling. It has become a great resource. Today, through social media, anyone can share their writing, speech, expressions, and business with everyone in this global village. Some media tools are given bellow.

Newspapers

Magazines

Television

Movies

Radio

Social Media (like Facebook, Instagram and Tik Tok etc.)

Media outlets like Amazon, Shopify etc.

2.2. Importance of Media in a State:

In a State, Media has great Importance, It's like a mirror, informs us about various social, political and economic activities around us.

It is the media that exposes the weaknesses of the state, raises awareness among the people, exposes

the socio-political evils in the society and plays a very important role in empowering the people. The beautiful combination of media and technology has ushered in a new era. [fourth-pillar-of-democracy](#)

Although there are three pillars of the state—the Legislature, the Executive, and the Judiciary—the media is also called the fourth pillar of the state because of its importance. Just as the judiciary ensures the rule of law, the media exposes the wrong decisions and corruption of powerful institutions through its investigative reporting. It forces the other three pillars of the state to stay within their limits and maintain a sense of public accountability.

The media is a direct means of communication between the people and the rulers. It conveys the problems of those classes to the chambers that do not have access to the legislature or the executive. That is why it is considered the soul of democracy and the informal but most powerful pillar of the state. [Hampton, M. 2010, p 5](#)

2.3. Media Economy Past & Present:

The modern study of economics began in the 18th century AD. [Adam Smith. 2022 Edition](#). Economics is generally understood to be the study of supply and demand. There is a need for mass media to advertise various products to

the public and thus economics uses TV, radio, satellite networks, social media, online outlets and print publications. Consumers are represented by two key constituencies: the original audience, who watch, listen or read the content, and advertisers who buy time and space in the media to reach consumers to sell products and services. [Alan B. Albarran, 2023, p 01](#)

Media economy refers to how media firms and industries interact with other forces at different levels of activity (e.g. global, national, domestic, and individual) and how ideas, concepts, and principles are used.

Four other important forces also play a role in the context of the media economy. which are as follows.

1. Globalization
2. Regulation
3. Technology
4. Social aspect

In media firms, industries and various businesses; Globalization is very important. Media globalization means selling any product around the world using media. In this context, different companies sell their products or their services to the whole world rather than to one or a few countries.

The process of globalization first started with Hollywood movies and

later spread to television programming. In present Era, United States of America is the largest exporter of media products. Regulation, Technology and Social aspects are also very important in the media economy. [Muhammad Umair, Vol.20, no.1, January-June 2022.](#)

2.3.1. Media Economy and G-20 Nations:

In 1999, Canada, France, Germany, Italy, Japan, United Kingdom and the United States joined together to form the G-7, which is now known as the G-20 as it now has twenty member countries. A group of 20 leading industrialized countries have been joined by the media. [Margaret Blakers, 2013, p 03](#)

This is a perfect example of media economy and development.

2.4. Sustainable Growth and Media:

Nowadays, media plays a fundamental role in economic development. For example:

Exposes corruption: A free press plays its role in exposing corruption and holding government officials and parliament accountable to the public. When the media exposes misuse of public funds, it increases pressure on government institutions to be transparent. When resources are spent

in the right places, the potential for economic growth increases.

An independent media that exposes corruption sends a message to international investors that the rule of law exists in a country. Investors prefer to invest in places where bribery is low and the business environment is fair.

When systemic flaws are exposed through investigative journalism, governments have the opportunity to correct their policies. These reforms form the basis for long-term and sustainable development. [Stiglitz, J. E. 2017, p 102](#) Builds public consensus: Newspapers, magazines, radio, TV and hundreds of social media platforms help build public consensus. In this regard; Discussions, questions and answers, press conferences, awareness and media advertisements play a fundamental role.

The media determines what topics should be discussed in society. When the media gives importance to issues such as education, health and climate change, it creates a common understanding among the public on them, which helps in achieving the Sustainable Development Goals (SDGs). [McCombs, M. E., & Shaw, D. L., 2017, p 45–60](#)

The success of any policy depends on public acceptance. The media explains complex economic policies in simple

language and informs the public about their benefits, which helps the public support these policies and the development process continues unabated. [Odugbemi, S., & Norris, P. 2010 , p 10](#)

Spreads knowledge and awareness: In modern times, media platforms play a fundamental role in acquiring basic and higher education in addition to science and technology and various skills.

Facilitates Commerce: Media facilitates commerce, which not only causes business advertising to spread across the globe and contributes to increasing business competition, but also buys and sells through online media outlets. It has become very easy.

Media provides timely information about prices, product availability and market trends. This helps consumers make better decisions and increases competition in the market, which is essential for economic growth. Also, various media outlets (TV, social media, and newspapers) provide companies with an opportunity to advertise their products. Through advertising, the public is made aware of new products, which creates demand in the market and the wheel of trade turns faster.

When the media exposes defective products or commercial fraud, it promotes ethical values in the market.

A safe and transparent trading environment increases consumer confidence, which is essential for long-term trade. [Goyal, A., 2014, p125](#)

Media improves quality of life: Traditional media and social media play a role in accelerating development by improving quality of life around the world.

Media raises public awareness on important issues such as health, sanitation, and family planning. When people know about disease prevention and balanced diet, their physical health and quality of life improve.

The media becomes the voice of the weaker sections and fights for their rights. When justice is provided in the society and basic human rights are protected, the overall quality of life improves.

The media provides employment opportunities, platforms for learning skills, and information about new technologies. Economic stability directly guarantees a better lifestyle.

[Sirgy, M. J. P 342](#)

Provides awareness of climate change and global warming: Climate change due to global warming is currently a major obstacle in the economic development of developing countries. Especially agricultural countries are facing many challenges in this regard.

Crops and gardens have been affected due to the increase in the severity of heat and cold. Due to which there is a need for measures to create more resistance in crops, only media can play a fundamental role to raise awareness among farmers and landowners in this regard.

Explains the disadvantages of continuous population growth: The biggest problem facing the whole world at present is the rapid growth of the world population. As the human population on Earth has increased in the twentieth and twenty-first centuries. This has greatly increased the problems and difficulties in the whole world. The only solution is to reduce the growth rate of humans so that future generations can live an easy life. [Rogers, E. M., Vaughan, P. W. 30\(3\), 1999, p195](#)

Keeping people around the world aware of science and technology: It is through the media that people around the world stay aware of science and technology. On the one hand, scientists are busy exploring the depths of the ocean; on the other hand, they are trying to establish new settlements in space and on other planets. It is the media that keeps the public and governments informed about all these modern investigations. [Bucchi, M,ed. 2014, P 92](#)

The above discussion helps to understand the role of media in modern

age and shows how media plays its role in the sustainable development of the state.

3.1. Online Media Platforms:

Online marketplaces are also a form of media. These are the platforms through which individuals in the society buy and sell their products and thus these products reach the entire world. Media outlets form the channel of communication between sellers and buyers. They offer information about products, prices and reviews, they reach a large number of people through their online platforms. Thus, these online markets are important examples of modern media. If the situation continues to change rapidly, traditional markets will soon be deserted.

Online platforms spread news of any event around the world in seconds. This helps in quick response during emergencies, natural disasters and political changes. Social media platforms have provided a global stage to the common man. Now people can directly ask questions to the rulers and express their opinions, which is a modern way of bringing transparency to the country's system.

Unlimited content related to every field of life (education, science, art, economy) is available on online media. These platforms give users the freedom to choose information according to

their choice and need. [Chadwick, A. 2017, p 102](#)

Some E-commerce Platforms:

Shopify: A leading platform for building and managing online stores.

Amazon: A global marketplace for selling products to millions of customers.

eBay: An online auction and marketplace platform.

Etsy: A marketplace for handmade, vintage, and craft items.

Alibaba: A wholesale marketplace for businesses to source products.

Some Marketplace Apps:

Daraz: A popular online marketplace in South Asia.

Lazada: A leading e-commerce platform in Southeast Asia.

MercadoLibre: A major online marketplace in Latin America.

Rakuten: A Japanese e-commerce giant with global reach.

Flipkart: A large Indian e-commerce company.

These platforms offer a variety of features, including payment processing, shipping, marketing tools, and customer support. The best platform for your business will depend on factors

such as your products, target market, and budget.

3.2. Social Media and economic growth:

Because of social media, everyone in the world can send their written, audio or video messages to the whole world. This is why social media is much more popular than traditional media. Due to the same popularity of social media Facebook, Instagram, former Twitter which is now X, Tik Tok, YouTube and other social media companies also publishes various advertisements which are seen all over the world.

Social media platforms help companies reach their target customers directly. This not only increases sales but also strengthens brand reputation, which is essential for long-term economic sustainability. Social media has given rise to the “gig economy” and freelancing. You Tubers, influencers, and social media managers have now become a formal industry, providing millions with decent work from home. [Appel, G., Grewal, L., & other, 48\(1\), 2020, p 82](#)

4. Conclusion:

Media is the primary means of mass communication, through which individuals can communicate not only their writing, speech and emotions but also their products to others.

Media refers to newspapers, magazines, radio, television, social media like Facebook, Twitter now X, Instagram, Tik Tok etc. online shopping & trade platforms like Amazon, Shopify etc. and many platforms for knowledge and awareness. It is the media that highlights the need and importance of anything among the public, changes consumer behavior, provides convenience, creates opportunities for buying and selling and plays a role in the sustainable development of the state. Media plays a fundamental role in economic development. For example.

Exposes corruption:

Builds public consensus:

Spreads knowledge and awareness:

Facilitates Commerce:

Media improves quality of life:

Provides awareness of climate change and global warming:

Explains the disadvantages of continuous population growth:

Keeping people around the world aware of science and technology:

The above discussion helps to understand the role of media in modern age and shows how media plays its role in the sustainable development of the state.

Results:

In this analytical study, it is proven that media affects the economic growth of any state or the entire world and economy of any country can be improved through media. Media plays a fundamental role in economic development. For example:

Exposes corruption:

Builds public consensus:

Spreads knowledge and awareness:

Facilitates Commerce:

Media improves quality of life:

Provides awareness of climate change and global warming:

Explains the disadvantages of continuous population growth:

Keeping people around the world aware of science and technology:

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