

An Assessment of the Impact of Development Media Content on Social Levels in Global South Countries: A Review

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Abstract

Various topics in the media discourse that are focused on the southern nations have dominated media content include social structures, economic development, environmental issues, and even cultural identity, among other things. This paper, therefore, discusses the aspect of economic media content that could influencing social dynamics in these southern countries and prepares a linkage to understand how media shapes mass action and perception in relation to economic issues. In fact, this is an era when there is a growing need to give out more and more economic information through news media, television, and digital platforms. The paper investigates how symbolic representations of economic narratives shape societal attitudes, confidence in governmental institutions, and community cohesion, especially in parts of the world struggling with conditions of poverty, unemployment, and inequality. This research also aims to contribute to the literature of the role of the media in economic discourse and its wider social implications through critical literature review and empirical analysis. Finally, this study aspires to contribute to policy makers, media professionals, and scholars interested in how media could be used more effectively to further positive social change in the context of economic downturns.

Keywords

Global South, Development Media, Economic, Media Discourse