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**BAJ 4-1N**

**Political Communication**

**Activity 2**

As I watched the video, it is undeniable that Political communication and journalism share a complex relationship. On one hand, journalists play a crucial role in holding political communicators accountable by fact-checking their claims and investigating their actions. They serve as the watchdogs of democracy, ensuring transparency and informing the public about political developments. On the other hand, political communicators employ various strategies to shape public opinion and advance their agendas, which can sometimes clash with the journalistic pursuit of objectivity and truth.

The adversarial nature of their relationship can lead to ethical dilemmas for journalists. While they strive to report unbiased news, political communicators often attempt to manipulate narratives and use spin to their advantage. Journalists must navigate these challenges to maintain their integrity and provide accurate information to the public.

In this line of thought, I think the digital age has brought about new obstacles for both journalists and political communicators. Social media platforms have become breeding grounds for the rapid dissemination of misinformation and disinformation. Political communicators, on the other hand, may exploit the viral nature of social media to amplify their messages, regardless of their legitimacy.

Journalists must be vigilant in upholding their role as truth-seekers, despite the challenges that may face when reporting on politics. It is vital for both parties to recognize the importance of responsible and ethical communication to ensure the well-being of our society.