

**Name; salahuddin**

**Id; 14494**

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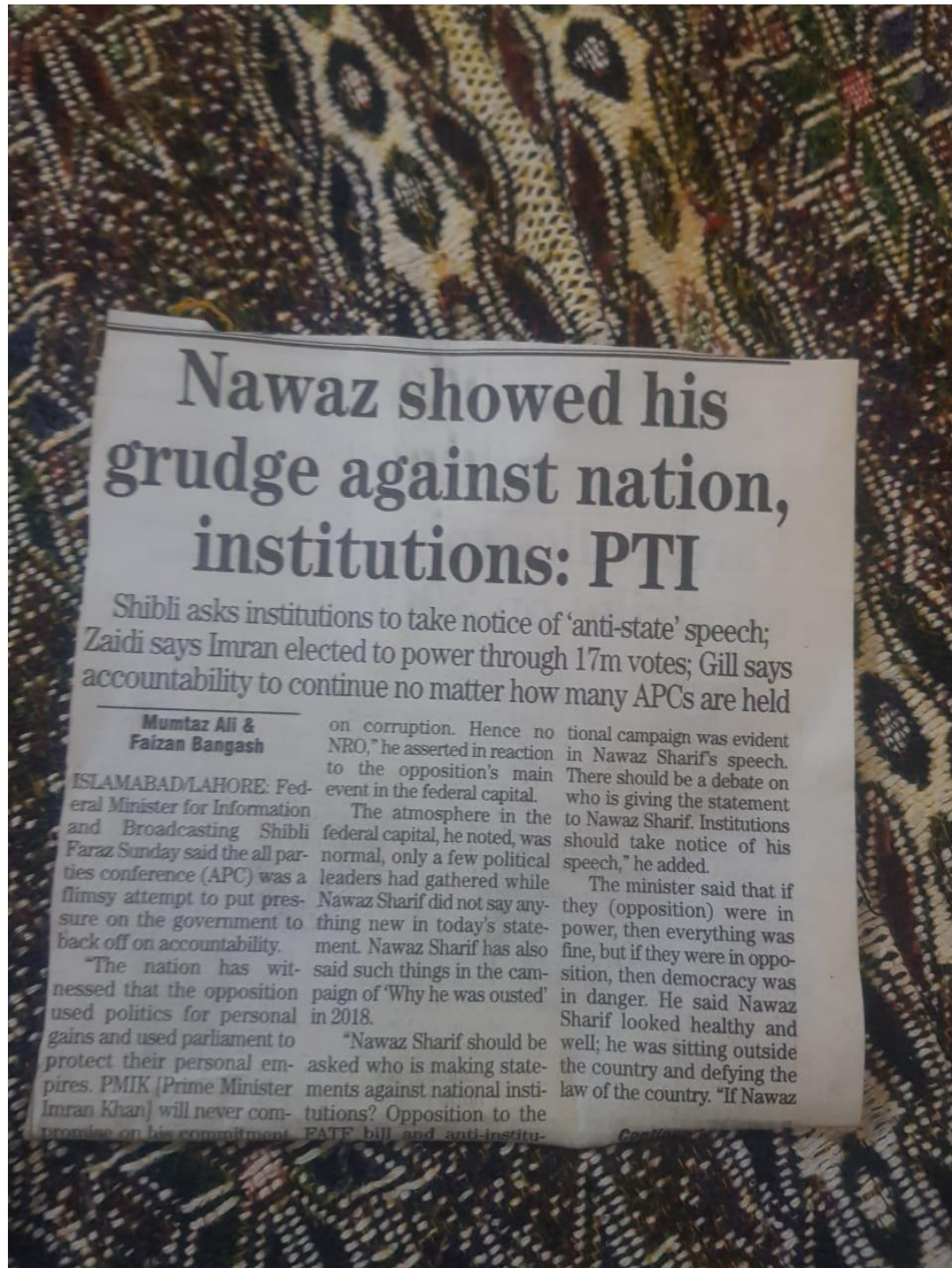
**Department; media studies and mass  
communication**

**Q.1 pack up any given day prominent English daily and pinpoint different kinds of news stories like metropolitan, crime, sport, political and entertainment.**

**Ans. Metropolitan news story;**



## 2. Political news story;



# Nawaz showed his grudge against nation, institutions: PTI

Shibli asks institutions to take notice of 'anti-state' speech; Zaidi says Imran elected to power through 17m votes; Gill says accountability to continue no matter how many APCs are held

Mumtaz Ali & Faizan Bangash

ISLAMABAD/LAHORE: Federal Minister for Information and Broadcasting Shibli Faraz Sunday said the all parties conference (APC) was a flimsy attempt to put pressure on the government to back off on accountability.

"The nation has witnessed that the opposition used politics for personal gains and used parliament to protect their personal empires. PMIK [Prime Minister Imran Khan] will never compromise on his commitment

on corruption. Hence no NRO," he asserted in reaction to the opposition's main event in the federal capital.

The atmosphere in the federal capital, he noted, was normal, only a few political leaders had gathered while Nawaz Sharif did not say anything new in today's statement. Nawaz Sharif has also said such things in the campaign of "Why he was ousted" in 2018.

"Nawaz Sharif should be asked who is making statements against national institutions? Opposition to the FATE bill and anti-institu-

tional campaign was evident in Nawaz Sharif's speech. There should be a debate on who is giving the statement to Nawaz Sharif. Institutions should take notice of his speech," he added.

The minister said that if they (opposition) were in power, then everything was fine, but if they were in opposition, then democracy was in danger. He said Nawaz Sharif looked healthy and well; he was sitting outside the country and defying the law of the country. "If Nawaz



3 crime news story;



## 4 sport news story;

### PCB prepares modalities for airing self-produced content

By Abdul Mohi Shah

ISLAMABAD: The think-tank of the Pakistan Cricket Board (PCB) that gathered in Nathia Gali Saturday prepared the modalities for the next three years to run the national and international cricket following its recent deal with the state-owned TV channel.

A series of meetings chaired by PCB chairman Ehsan Mani not only studied the working of different sections for the last two years but also gave working paper a final shape under which the cricket would be run during next three years.

The PCB has acquired space on the state-owned TV channel where the board will run the content it produces on its own. The board will produce its own content, including live matches, that will be aired for Pakistan only.

"Now the responsibility of every department in the PCB has increased manifold. The initial working paper has been finalised and it will require approval from all the concerned including the PCB's Governing Board in the coming days," a PCB official said.

"Now the domestic and international broadcast rights have been separated by the PCB. The process to sell international rights has already been commenced," the official said.

The PCB has not granted

the state-owned TV channel satellite broadcast rights but only terrestrial rights as it has reached a separate deal for cable with I-Media Communications Services for cable distribution while securing the transmission of PCB's content broadcast on the state-owned TV channel.

"The News' has learnt that the PCB will hire a production company through a tender in coming days to produce its own content.

Meanwhile, Zimbabwe have confirmed their tour to Pakistan next month for three One-Dayers and as many T20 Internationals.

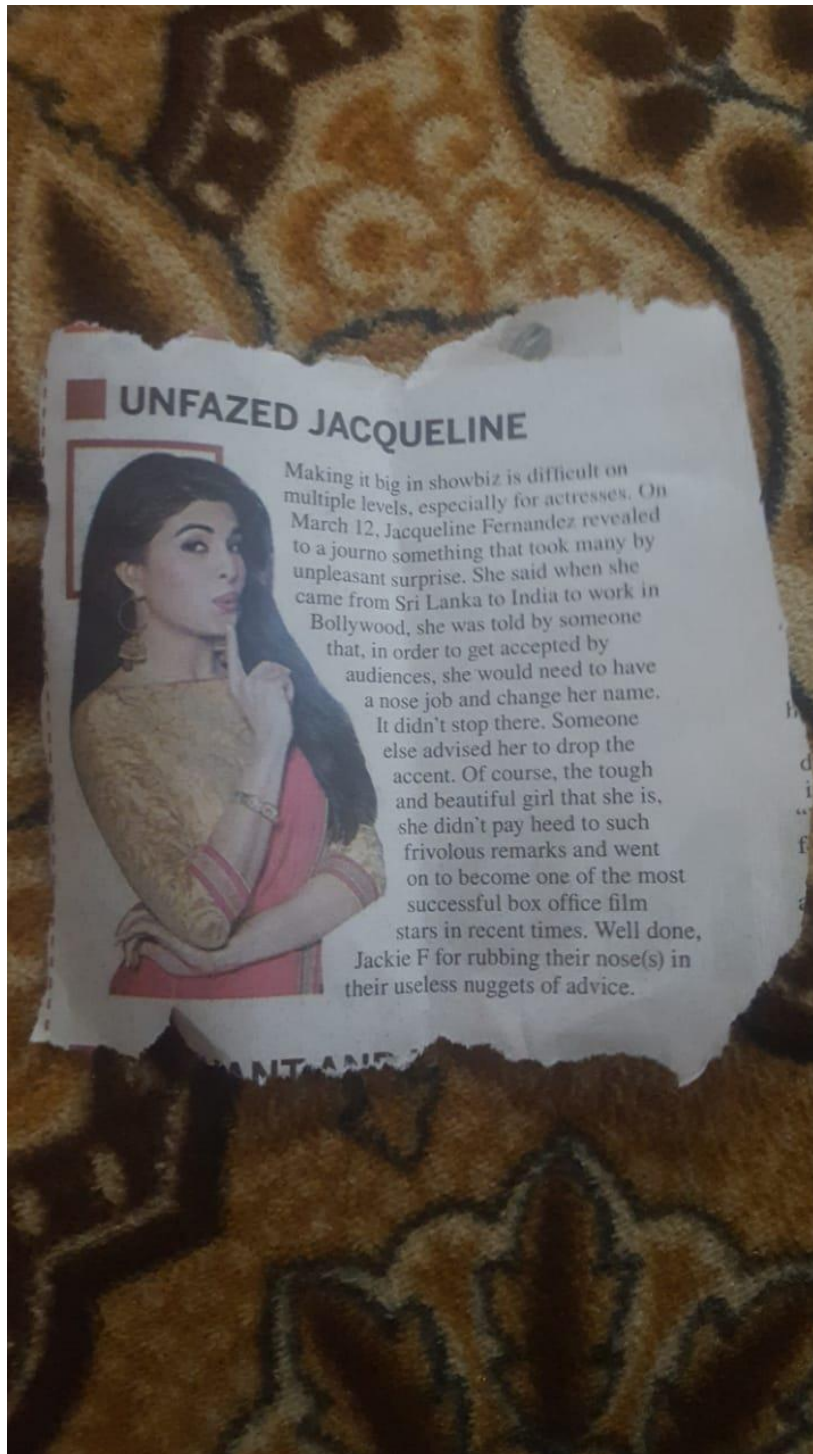
"We have provided them all the relevant information about the team's travel and stay, quarantine period and match days. The Zimbabwe Cricket (ZC) has shared the details with their government and the tour to Pakistan is 99 percent confirmed," the official said.

PCB Chief Executive Officer (CEO) Wasim Khan and Director Domestic Nadeem Khan stayed back in Islamabad and are expected to attend the National Assembly Standing Committee on Rules and Privileges to be held on Wednesday.

As the National Assembly's committee is likely to discuss perks, privileges and salaries of the PCB employees so the PCB chairman is also expected to attend the meeting.



## 5 entertainment news story;



**Q.2 what do you know about propaganda? Explain it in your own words.**

**Ans. Propaganda;**

Propaganda is to influence and manipulate the emotions, attitudes, and opinion of someone or the subject.

Nowadays world is become a propaganda stage there are everywhere propaganda presents which have different reasons behind that. Propaganda act differently with the course of the subject to influence and get the audience attention immediately. It can be used for the business purposes to achieve the goal it can be seen advertisements, production, commercial ect in propaganda there is no facts instead using of fallacies to manipulate the direction and the idea of the audience it is not always achieve their goal but propaganda makers confused the masses for a while or maybe for a long time it is used because to increase the viewership's, hike the ratings, and involve more in the course. It is a negative symbol which creates an irregular form of shape it can be used also by name calling, politicians can also use it for the political purpose and wars. Propaganda is a variety of communication which appeals to accept the particular belief and opinion.

## **Who use propaganda?**

1 media

2 military

3 politicians

4 businesses

5 you and me

## **Techniques of propaganda**

There are many techniques using of propaganda to accomplish propaganda goals. Some are under below;

Extra ordinary promotion

Rapid increase of advertisement

Focus to control the audience

Spreading of money towards to achieve goal

Manipulate the audience

## **How propaganda works**

Propaganda work with different angles and shapes to spread the message to the masses. The nature of the propaganda is different



but same purpose. It suggest the voice is moral and ethical it provide a pleasant movement and reveal it is very important so there are many ways propaganda is on a way to get the goals.

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**Q.3 what is difference between journalism and publicity?  
Explain it in your own word.**

Ans. **Journalism;**

Journalism is a story telling process to inform the masses about the happening of around us.

Journalism is a mirror of society it bring a positive change in a society it provide a way to take decision of their life to lives it provide a meaning full information to the audience and engage them in different aspects of life. Journalism is a tool which keeps the masses to inform them up to date about the upcoming and current happening around them. Journalism is integral part of society and plays a vital role towards the life of the nation it can educate, inform, threats, observation and create new opportunities for the masses without journalism there is no proper medium which provide and keep inform the society regarding different things. Journalism is the practice of investigation events, issues and show relevant solution for that it also cover cultural aspects such is arts and entertainment but in the modern time journalism become business and industry.

# **Function of journalism**

It mold the public opinion and influence

Inform about the news coverage

It provide the welfare of the society

Solve community problems and provide useful tips to solve the problems.

# **Types of journalism**

There are different types of journalism some are under below;

Investigative journalism

Interpretative journalism

Online journalism

Watch dog journalism

Entertainment journalism

Business journalism

# **Publicity;**

Publicity is the movement of information with the effect of increasing awareness of subject.

It is involve the generation of news about the company product, services and brand of media. Publicity is a short term process

which keeps the attention of audience to keep interest about the subject in some matters it is a negative approach of publicity which make the life of audience irregular and publicity as well as positive it depends on the agenda of a company. The major disadvantage of Publicity is having less control of product.

## **Outline of publicity**

Attention

Visibility

Market share

## **Advantages of publicity**

It is credible

Cost effective

High frequency of exposure

## **Disadvantages of publicity**

Less control

Less accuracy

New resale published

## **Conclusion;**



Journalism and publicity is a two different aspect which is different in nature. Journalism deals with the information process to inform the masses about the news the information is based on facts and figure while Journalism focus to make the life of people easy on the other hand publicity deals with the awareness and the popularity of the product, brand, and service etc.

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## **Q.4 writes a news story on any social issue?**

**Ans. Unemployment;**

### **Numbers of jobless people reach to 6.65m 2020-21**

**Islamabad; The number of unemployed people in the country has been estimated to reach 6.65 million during the fiscal year 2020-21, compared to 5.80m of the outgoing financial year.**

According to the government's annual plan 2020-21, Pakistan has the 9th largest labour force in the world which is increasing every year.

The number of employed workers will reach 62.91m in 2020-21 from 62.18m in 2019-20. According to the Labour Force Survey 2017-18, unemployment rate for the next year (2020-21) has been estimated at 9.56 per cent.

Pakistan is experiencing the phenomenon of unemployed educated people, particularly jobless graduates. The unemployment rate among degree-holders is almost three times higher than the other overall unemployed people. The reason given for this is a mismatch between the education being imparted and the need of the economy to sufficiently absorb fresh graduates.