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QUESTION: 1

The imposition of PPO 1962, establishment of federal information ministry and other draconian measures seriously hampered press during Ayyub's era. Discuss?

ANSWER: 1

The first step in introducing media laws in the country was done by the then military ruler and President Ayyub Khan who promulgated the Press and Publication Ordinance (PPO) in 1962. The law empowered the authorities to confiscate newspapers, close down news providers, and arrest journalists.

QUESTION: 2

Pakistan inherited three radio stations with the end of British regime in sub-continent. Trace the broadcasting history of Pakistan till current era?

ANSWER: 2

Radio Pakistan was originally known as the Pakistan Broadcasting Service at the time of its inception on 14 August 1947. It had the honour of publicly announcing Pakistan's independence from Britain on 13 August 1947 at 11:59 pm. Mustafa Ali Hamdani made the announcement from Lahore in Urdu and English while Abdullah Jan Maghmoom made the announcement from Peshawar in Pashto. In the last two and a half years, three new networks have been launched by PBC. On 28 August 2008, PBC launched National Broadcasting Service NBS the first dedicated Current Affairs Channel. It is a combination of 5 (100 KW) AM transmitters permanently linked together to broadcast a single national program beamed across Pakistan. Islamabad, Peshawar, Lahore, Quetta and Karachi are the main stations generating the national programming. It is a 17 hours programming on major national and international issues, target audience and literary and cultural programs. PBC launched a new Community FM channel after February 2009 Station Directors Conference. The network is called FM-93 Network with 22 stations across Pakistan. Gilgit, Muzaffarabad, Mirpur, Abbottabad, Chitral, Banu, Kohat, Deraa Ismail Khan, Sargodha, Mianwali, Faisalabad, Lahore, Multan, Larkana, Khairpur, Bhit Shah, Hyderabad, Mithi, Karachi and Gwadar transmit the FM 93 network. On 14 November, PBC launched its first English Music Channel in Islamabad called Planet 94. The network operates on FM 94. The second and third stations of the English Channel are soon to start their transmissions from Lahore and Karachi. A 1973 law, signed by Zulfikar Ali Bhutto President and later Prime minister regulated Pakistan Broadcasting Corporation (PBC) as to publish, circulate, distribute and regulate reliable and trusted news and information in any part of the world in any manner that may be deemed fit.

QUESTION: 3

Discuss new media and its impacts on the quality of journalism in detail?

ANSWER: 3

New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, the phrase new media describes content available on-demand through the Internet.

This content can be viewed on any device and provides way for people to interact with the content in real-time with the inclusion of user comments and making it easy for people to share the content online and in social with friends and co-workers.

Examples of New Media:

The phrase new media is in relation to "old" media forms, such as print newspapers and magazines, that are static representations of text and graphics. New media includes.

. Journalism of high value is discriminated against by a system that favors massive and commercial social media platforms function

For Example, Facebook which facilitates the sharing of information on a global scale.

. social media offer information for free now, meanwhile content creators pay too little for the value they provide to users.

. Today, content creators have to be active on different social media channels. They are responsible for writing an article and promoting it.

. Global and rapid spread of false information forced the long-awaited debate on the rights and obligations of technology companies and social media platforms which are responsible for sharing content.

. Protecting the independence of good journalism which becomes part of social media is a challenge for publishers and platforms today

QUESTION: 4

Why TV was introduced in Pakistan? Trace the history of TV in Pakistan till date?

ANSWER: 4

Television in Pakistan:

started in 1964 and the first live transmission of Pakistan Television began on November 26, 1964, in Lahore.

HISTORY:

In 1990, the then government launched the first semi government TV network of the country by the name of "Peoples Television Network PTN under the Peoples TV Network, a wholly owned company of Shalimar Recording Company which is Shalimar Recording and Broadcasting Company now. PTN, the wholly owned company was merged with Shalimar Recording Company in 1991 and the TV Channel PTN was renamed as Shalimar Television Network STN. PTN/STN started from Islamabad first and then from Karachi, Lahore and by mid-1990s the network made its way to the whole of the country. STN for the first time in Pakistan started the programming's of CNN International on the terrestrial beam, this was the first project of STN. Soon programs of BBC World started. In 1990, PTN under an agreement with a private company Inter-flow started first ever private TV slot of Pakistan, Network Television Marketing NTM, in this way STN's broadcast became the combination of programming's of CNN, slot of NTM and limited broadcasts of programming's of BBC World and German DW TV. This successfully continued till 1999. NTM came as a breath of fresh air to the Pakistani viewers due to its fresh and innovative programming's.

QUESTION: 5

What are the current technologies used for journalistic purposes? Enlist in respect of date of inception?

ANSWER: 5

The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.

1: Automated journalism.

2: Social outreach apps.

3: Death of the Cookie

4: Data scrolly telling / visualization.

. Automated journalism

Robot journalism one of the industry’s most controversial examples of emerging technologies, lends a helping hand to journalists, content creators, and publishers by interpreting and analyzing data to produce content. Automated journalism is also used to test headlines, source information, and identify trending stories. The Washington Post has developed Bandito, which provides real-time testing to identify the best performing content and make improvements to stories that don’t quite hit the mark

. Social outreach apps

Content creators can go beyond the usual suspects of Facebook, Twitter, and Instagram to get consumer perspectives. Social outreach apps bring a fresh take on how the media industry engages with its audience. Q&A allows anyone to provide video answers to questions, which enables journalists to get authentic video interviews from as many people as possible, without being physically present.

. Death of the Cookie

Google sent shockwaves through the industry when it announced it will block third-party cookies in Chrome browsers within the next two years. Although advertisers are panicking, content publishers are thrilled to hear they will hold that coveted, first-party data. The move could impact immediate revenue from publishers relying on advertising income, but will reimagine what’s possible with first-party data and fostering direct relationships.

. Data scrolly telling / visualization

Text with visuals is the perfect marriage to satisfy an increasingly mobile audience. Presenting data in interactive and bite-sized chunks is key to engagement. Scrolling is the new clicking, so transitioning between different multimedia data sources should be effortless. ‘Scrolly telling’ is a visualization tool that reveals more data as the user scrolls down the page. A great example of interactive data journalism is The Dawn Wall by The New York Times, which charted one of the most difficult free climbs in the world.