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Name: Adeel Shehzad

ID: 16671

Department: (MSMC)

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Paper: Mass media in Pakistan

Q.No:1: The imposition of PPO 1962 establishment of federal information ministry and other draconian measure seriously hampered press during Ayub' era. Discuss?

Ans: The first step in introduce media laws in the country was done by the than military ruler and president Ayub Khan who promulgated the press and publication ordinance (PPO) in 1972. The law empowered the authorities to confiscate newspaper, close down, news provider, and arrest journalist.

The media in Pakistan has played a very effective role against the suppression of political dissent and guarding against military/civil dictators.

Yet all successive government in Pakistan have tried to cage the media, beginning with the press and publication ordinance (PPO), promogated in 1962 by general Ayub Khan. During the time of General Zia-ul-Haq, who issued the revised press and publication ordinance (RPPo) in 1980, the media and journalist met of the wrost kind of treatment: torture, detention, public lashes and the closure of various media outlets. But the media, led by the newly established English daily form Islamabad, The muslims valiantly fought against the dactatorial policies of General zia. Subsequently, during the Nawaz Sharif rule a severe tag of war between the government and the jung media

group tested the limit of state was media authority, as each tried to undermine the other. Both would ultimately resolve the issue through a compromise.

Later, General pervez Musharraf who is ironically credited with the proliferation of media in the country would simultaneously try to suppress and control it when it began to much for him to digest. In 2002 general Musharraf issued the press council of Pakistan ordinance (PPo). Again, in 2007. The media was suppressed and several private channels were taken off the air, while some anchors of current affairs programs were barred from conducting their talk show due to their criticism of Govt internal/external policies.

But the media was exemplary: it not only fought against the military ruler, but compelled him to undo the existing black laws.

The most significant and proactive example of the role of the media came when General Musharraf imposed a state of emergency in November 2007 and depose the sitting chief justice of the Supreme Court of Pakistan, Iftikhar Muhammad Chaudhry. The media played a crucial role not only in speaking out against the emergency rule but also in ensuring the restoration of justice Chaudhry.

Although the present Govt of Yousaf Raza Gillani would undo some of the previous black laws

The Role of media in Country, such as repealing the PPO and PCPO.

Some official and ministers have

tried to keep a rein of the media. But the ruling party and strong media reaction compelled the Govt to withdraw these restriction. Following strong protest by the journalist community and the political parties, the Supreme Court ultimately ordered the reopening of these channels on August 13, 2010.

Q.No.9: Pakistan inherited three radio stations with the end of British regime in Sub-Continent. Trace the Broadcasting history of Pakistan till current era?

The Govt own Pakistan Broadcasting Corporation was formed on 14 August 1947, the day of Pakistani independence. It was a direct descendant of the India Broadcasting Company, which later became All India Radio. At independence, Pakistan had radio stations in Dhaka, Lahore, and Peshawar. A major programme of expansion saw new stations open at Karachi and Rawalpindi in 1948, and a new broadcasting house at Karachi in 1950. This was followed by new radio stations at Hyderabad, Quetta (1956), a second station at Rawalpindi (1960).

And a receiving centre at Peshawar. During the 1980s and 1990s the Corporation expanded its network to many cities and towns of Pakistan to provide great services to the local people. In October, 1998, Radio Pakistan started its first FM transmission.

Today, there are over a hundred public and private radio and television stations due to liberal regulations. FM broadcasting licenses are awarded to parties that commit to open FM broadcasting stations in at least one rural and one major city along with the major city of their choice. Pakistan Broadcasting Corporation started its first setup of FM as "FM Gold" in 1994. PBC used its own studio and staff for this purpose in Lahore, Karachi and



and Islamabad from 7:00 am till 1:00 pm as experimental transmission.

However, FM 100 gave a break through by broadcasting its service in 1998. According to

research, FM 100 increased the radio listening habit in Lahore from 40.45 per cent to 82.02

per cent in 1998. during its

first three years of transmission.

FM 100 has gained immense popularity

in a short span of time in the

major cities of Pakistan. Similarly

Pakistan Broad Casting Corporation

FM channels 101, 93, 94 and

93.5 enjoy the biggest range

of its services in the country.

Q. No. 3: Discuss new media and its impact on the quality of journalism in details?

Ans: New media are forms of media that are computerized and rely on computer for redistribution. Some examples of new media are computer animations, computer game, human computer interface, interactive computer installation, websites, and virtual worlds.

New media are often contrasted to old media such as television, radio, and print media although scholars in communication and media studies have criticized inflexible distinctions based on oldness and novelty. New media does not include analog broadcast or unless they contain technology that interactive processes.

Social media or media of new in now of tangible reality in Albania as it is in the entire world. In the last year social network, blogs, different informative sites on the internet have been turn in an important element affect the political, economics and social different societies. The development of information technology the increase of internet user have bring the spread of the social network, know as social media in Albania, setting it in the same line with the global trend. This character is noted more even when we analyze the use of these type of media and see that in Albania, has reached higher rates.

In a situation where the number of Facebook users convert into 80.7% penetration level toward internet users in a country, it is important to study the effect that this new information is making to the performance of traditional media tools and such television. However beside the usage of the new consumer as an information channels, the social blogs are often use as an information sources by the journalist. The political communication is transferred from traditional one where the political leader now they use to be directed to the public form a television or radio, now they use Facebook or twitter to communicate to the public.

This phenomenon has directed the reporter and journalist to follow this way. That's why most of the reporter have abandon the terrain and they are limiting the reporting area by refereeing only to the reporter the status of public people on the social blogs. This has consequently brought a profound transformation in news sources for journalist new question about quality of news and television reporter. Another reduction of the information level is that of the editorial process because the journalist to toward to the news "poor" in source and poor in quality. And by collecting data through surveys on television reporter who exercise the profession actively.

Keywords: Social media, New media, Traditional media and communication.

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Q.No. 4: Why TV was introduced in Pakistan? Trace the history of TV in Pakistan till date?

Ans: Pakistan's first pilot TV station went on air from

Lahore on 26th November, 1964.

Now Pakistan TV has two channels called as PTV and PTV-2.

The idea to establish TV in the country was supported by the report of the commission on national education set up by the Ayub government in 1958.

The commission concluded, economic and social set up of the country.

Interestingly the major emphasis was on education and hence

the TV was introduced in the name of education, initially

TV was set up with the help of UNESCO, Colombo plan and Japanese government.

The Japanese report submitted in 1962 urged that TV should be introduced as a general purpose service and also cater to the educational need of the mass.

Funding was a matter of concern for a poor country like Pakistan to meet the growing cost of TV broadcasting commercial telecast was also permitted. This was a step forward for self-supporting part - of revenues required.

The cabinet decided in 1962 that educational TV be established in Pakistan and it should be under government control.

On October 1963 president gave his consent and said "TV is not a luxury, it is a necessity".

As a result of an agreement between the govt of Pakistan and govt of Japan, the nippon Electric company established two pilot station at Lahore and Dacca in 1964 and 1965 respectively.

Initially these station operated daily for three hours.

Later on more station emerged. Now there are 5 PTV centre in Pakistan namely Karachi, Lahore, Islamabad, Quetta, and Peshawar.

In 1993 PTV-2 was established in order to cater to the need of educational field in the country. PTV-2 was established in order at Islamabad. Further educational centers are planned to be operative in other PTV centre to work exclusively for education.



As regard the transmission of PTV-2 there were 16 re-broadcast booster station in the initial year of 1993.

The transmission network will further expand with the passage of time.

The television promoters company which initially started programming in Pakistan in 1964 was converted into a public limited corporation in 1967.

The managing Director, nominated by the corporation, The corporation function under the control of chairman PTV. There is a Board of Directors to look after policy matter and important affair of the corporation.

Q. No. 5: What are the current technologies used for journalism purpose? Enlist in respect of date of inception?

Ans: In the last few decades, the journalism industry has been rocked by an explosion of technology that has changed how news is gathered, reported, distributed, and shared. The following are the key technology that have aided in the transformation of news:

=> The internet revolution

The internet truly was a revolution for independent journalism, never before could information be broadcast to so many, so cheaply. It can't be stressed enough how much it has changed the landscape of available information, and the speed with which access to that information.

⇒ Web

The internet, at first, was used to create static pages where the content was constant except when updated by the owner. This meant that news sites were quite difficult to run and maintain. Sites could become update endless time a day, to react to event is soon as possible.

⇒ Digital photography

The emergence of cheap digital cameras has also changed the internet greatly. In early days of the web most photos were taken with an analogue camera, the film processed and the photograph scanned. With mobile phone device it is possible to send them automatically to a web in a process called Mo Blogging.

⇒ E-book

E-book hasn't quite taken off in U.S. schools yet, but we think they have huge potential. A recent school tour with photographer Greg Constantine, one of the journalists behind the e-book *In Search of Home*, reflected the spectrum of iPad availability in schools right now.

= Social media

Make smart use of the ever-expanding, ever-popular alternate universe of social media. Considered creating a Twitter account specifically for students and educators to follow. Then have students find the answer. Our reporting on "Global Goods. Local Costs" is a great place to start.