

**Student Details****Name: MUHAMMAD JUNAID****Student ID: 16176****Subject: Mass Media in Pakistan****Program: BS (MMC) 2<sup>nd</sup> Semester****Instructor: Mehboob Alam****Course Code: PH101****Time Allowed: 06hr****Total Marks: 50****Final Term Assignment**

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**Note: Attempt all questions.**

<b>Q.#</b>	<b>Questions</b>	<b>Marks</b>
1.	The imposition of PPO 1962, establishment of federal information ministry and other draconian measures seriously hampered press during Ayub's era. Discuss.	10
2.	Pakistan inherited three radio stations with the end of British regime in sub-continent. Trace the broadcasting history of Pakistan till current era.	10
3.	Discuss new media and its impacts on the quality of journalism in detail.	10
4.	Why TV was introduced in Pakistan? Trace the history of TV in Pakistan till date.	10
5.	What are the current technologies used for journalistic purposes? Enlist in respect of date of inception.	10

**GUIDELINES/CRITERIA**

In order to better dispense the responsibility, follow the below stated rules.

- Must write name, ID on top left corner before writing your answers.
- Try to comprehend each question properly by reading at least twice, underlining the demanded variables etc.
- Make a rough sketch/blue-print of your answer, before writing formally.
- Answer must be in a logical order. Like first introduce the term, phenomenon in the question, then define/give multiple definitions, then discuss/explore the topic from various angles and finally commentary/conclusion or what your views are, what can be drawn from your discussion.
- Supplement your answer with examples wherever required.
- Properly reference your writing. (in-text referencing).
- And don't be narrow mouthed. All these efforts are to refine your skills and qualities.

ALL THE BEST! STAY HOME, STAY SAFE

1.	The imposition of PPO 1962, establishment of federal information ministry and other draconian measures seriously hampered press during Ayub's era. Discuss.
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The first step in introducing media laws in the country was done by the then military ruler and President Ayub 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. Using these laws, Ayub Khan nationalised large parts of the press and took over one of the two largest news agencies. The other agencies were pushed into severe crisis and had to seek financial support from the government. Pakistani Radio and Television, which was established in 1964 was also brought under the strict control of the government. More draconian additions were made to the PPO during the reign of General Zia-ul-Haq in the 1980s. According to these new amendments, the publisher would be liable and prosecuted if a story was not to the liking of the administration even if it was factual and of national interest. These amendments were used to promote Haq's Islamist leanings and demonstrated the alliance between the military and religious leaders. Censorship during the Zia years was direct, concrete and dictatorial. Newspapers were scrutinised; critical or undesired sections of an article censored. In the wake of Zia-ul-Haq's sudden death and the return of democracy, the way was paved to abate the draconian media laws through a revision of media legislation called the Revised PPO (RPPO).

2.	Pakistan inherited three radio stations with the end of British regime in sub-continent. Trace the broadcasting history of Pakistan till current era.
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The government-owned Pakistan Broadcasting Corporation (PBC) was formed on 14 August 1947, the day of Pakistani independence. It was a direct descendant of the Indian 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 (1951), Quetta (1956), a second station at Rawalpindi (1960), and a receiving centre at Peshawar (1960). During the 1980s and 1990s the corporation expanded its network to many cities and towns of Pakistan to provide greater service to the local people. In October 1998, Radio Pakistan started its first FM transmission.[24]

Today, there are over a hundred public and private radio stations due to more liberal media regulations. FM broadcast licenses are awarded to parties that commit to open FM broadcasting stations in at least one rural city along with the major city of their choice

Pakistan Broadcasting Corporation (PBC) started first setup of FM as "FM Gold" in 1994. PBC used its own studios and staff for this purpose in Lahore, Karachi and Islamabad from 7:00am till 1:00pm as experimental transmissions.

However, FM 100 gave a breakthrough by broadcasting its services in 1998. According to a 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. The music played, the dialogue and language used by the presenter, the chat between callers and anchor-person was absolutely a novel and innovative style. The programme "Assalmo Alaikum Pakistan" by Akbar Shahbaz set a trend in FM Radio programmes in Pakistan, which is now being adopted by almost all hosts of FM radio.

Similarly, Pakistan Broadcasting Corporation's FM channels 101, 93, 94 (classical music) and 93.5 (Soat-tul-Quran) enjoy the biggest range of its services in the country.

3.	Discuss new media and its impacts on the quality of journalism in detail.
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### **The impact of new media on journalism**

The phrase new media was first used in the 1960's. New media are digital form such as chip, CD converted from analogue media(film, cosset). Their fundamental characteristics are free and unlimited access to data and its copying without losing quality and interactivity. The means of transmission by cable, satellite and radio have immensely increased the capacity to transmit by applying communication technology.

According to McQuail, the 'Internet' should definitely be considered a new medium. The Internet is associated with new media, in contrast to traditional media. It is used for production and broadcasting of news, but also for processing exchange and storing of information. The internet and other new media can used for both private and public communication and their functioning does not have to be professional or organized in a bureaucratic way as is the cast with traditional mass media. The internet is the only truly free and autonomous medium which allows anyone to articulate their needs and express their objections.

### Uniqueness:

Some media forms are now distributed across different type of transmission channel reducing the original uniqueness of form and experience in use.

### Convergence:

The increasing convergence of different media by use of technology. Globalizing tendencies are raised and reducing the distinctiveness of any particular national variant of media content and institution. The continuing trends towards integration of national and global media corporations, have led to the housing of different media under the same roof, encouraging convergence by another route.

### New Media as a medium:

Not only concerned with the production and distribution of messages but equally concerned with processing, exchange and storage. As much an institution of private as of public communication and regulated or not regulated accordingly. Their operation is not typically professional or bureaucratically organized to the same degree as mass media.

### Authors:

There are increased opportunities through Internet Desktop Publishing, Blogging etc. The traditional publication function of gate keeping, editorial intervention and validation of authorship will not be affected here.

### Publishers:

Opportunities for self expression are celebrated by the new media. The role as a publisher became easy and sophisticated function through social net work sites even it has become more ambiguous

### Interactivity:

Traditional media was essentially one directional while the new media are interactive. The interactivity possible through various tools such as comments box or mailing , chatting etc

### Social Presence:

Sociability experienced by the user, the sense of personal contact with others that can be engendered by using this new medium Example:skype

### Media richness:

The extent to which media can bridge different frames of reference, reduce ambiguity, provide more cues, involve more senses and more personal.

### Autonomy:

The degree to which a user feels in control of content and use. The technologies shift power from elite group to a greater proportion of media user's content. Anyone can produce content through new media.

### Playfulness:

It is one of the main characteristics of new media of its uses for entertainment and enjoyment as against utility and instrumentality.

### Privacy:

Associated with use of medium and its typical or chosen content.

### Personalization :

The degree to which content and uses are person and with their uniqueness

4.	Why TV was introduced in Pakistan? Trace the history of TV in Pakistan till date.
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Television in Pakistan started in 1964 and the first live transmission of Pakistan Television began on November 26, 1964, in Lahore.

The first television station began broadcasting from Lahore on 26 November 1964. Television in Pakistan remained the government's exclusive control until 1990 when Shalimar Television Network (STN) and Network Television Marketing (NTM) launched Pakistan's first private TV channel. Mr. Yasin Joyia was the first General Manager of (NTM), Which was shut down very soon by PTV bureaucratic conspiracies. But it was of no use as till then cable TV network was already introduced in urbanized cities, like Rawalpindi, Islamabad, Lahore and Karachi. Foreign satellite TV channels were added during the 1990s.

Traditionally, the government-owned Pakistan Television Corporation (PTV) has been the dominant media player in Pakistan. The PTV channels are controlled by the government and opposition views are not given much time. The past decade has seen the emergence of several private TV channels showing news and entertainment, such as GEO TV, AAJ TV, ARY Digital, BOL Channel HUM, MTV Pakistan, and others such as KTN, VSH News, Sindh TV, Awaz TV and Kashish TV. Traditionally the bulk of TV shows have been plays or soap operas, some of them critically acclaimed. Various American, European, Asian TV channels, and movies are available to a majority of the population via Cable TV. first look of the Legend of Maula Jutt .

Using oppressive laws the government has also banned or officially silenced popular television channels. The Pakistan Electronic Media Regulatory Authority (PEMRA) has been used to silence the broadcast media by either suspending licenses or by simply threatening to do so. In many cases these channels were shifted to obscure numbers in channel line-up. In addition, media is also exposed to propaganda from state agencies, pressured by powerful political elements and non-state actors involved in the current conflict. A number of channels have been shut down in the past with the latest such incident involving Geo TV and other channels in the Geo TV network after a Fatwa was issued against it. The shutdown came after the network attempted to air allegations on the involvement of Inter-Services Intelligence in the attempted assassination of its leading anchor Hamid Mir.

5.	What are the current technologies used for journalistic purposes? Enlist in respect of date of inception.
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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 technologies 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. The story of how this invention changed the dissemination of information has almost become a cliché, and it's importance is often overlooked, especially by the generation now at university who don't remember a time before the Internet.

However, it cannot be stressed enough how much it has changed the landscape of available information, and the speed with which we have 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.

However the medium offered enormous possibilities, and enabled sites to reach a worldwide audience with relatively little financial outlay. Sites could become updated endless times a day, to react to events as soon as possible.

### **Digital Photography**

The emergence of cheap digital cameras has also changed the Internet greatly. In the early days of the web most photos were taken with an analogue camera, the film processed, and the photograph scanned. Due to bandwidth limitations (which are all but gone now) the photographs would also be lowered to a very grainy resolution before being uploaded to reduce their filesize.

This process took several hours, even in the most efficient and hurried system. The landscape is very different now though, with digital cameras being so cheap that they are bundled as an extra on virtually every new mobile phone sold today.

With digital cameras it is possible to upload images, and place them on the Internet in a matter of seconds. With mobile phone devices it is possible to send them automatically to a website, in a process called MoBlogging, text can also be included, allowing a small handheld device to create news content.

### **E-books:**

E-books haven'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. Greg spoke with some groups of students who only saw his photographs projected from his flash drive to the wall, and to other classes where every student held an iPad and followed along that way. But regardless of the method of presentation you can prepare students for an interactive visit by designing an educator's guide ahead of time. Include critical thinking questions about the text and photographs, and if you use iPads, also ask about those as instruments for learning, since it's important at this point to gauge what works and what doesn't.

### **Social media:**

Make smart use of the ever-expanding, ever-popular alternate universe of social media. Consider creating a Twitter account specifically for students and educators to follow.. Or set up an Instagram account and post a "photo of the day/week" from somewhere in the world with an informative caption, and challenge students to find a related image or article. Curate a class YouTube account with TED talks, Google Hangouts and relevant documentary clips for browsing or reference. Make up a Twitter hashtag and plan a lesson around students' responses to it; for example, we implemented a campaign around the hidden trail of global commodities by having students use the hashtag #WhoMadeMy followed by an item—chocolate, sweatshirt, hand lotion—about whose origin they were curious. Then have students find the answer. Our reporting on "Global Goods, Local Costs" is a great place to start!