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Mass Media in Pakistan

MCM304

Course Handouts

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Mass Media In Pakistan MCM304

Table of Contents:

		Page no.
Lesson 1	Evolution of Mass Media ……...	3
Lesson 2	Emergence & Role Of Print Media In The Sub-Continent ……...	4
Lesson 3	Mass Media After Independence & Ayub Khan's Era ……..	5
Lesson 4	Role Of Pakistani Mass Media In Ayub Khan's Era …….	6
Lesson 5	Changes In Mass Media In Ayub's Era And Its Impacts ……..	7
Lesson 6	Role Of Mass Media In General Yahya's Era And Its Result ……	8
Lesson 7	Expected Role Of Mass Media In Crisis Of 1971 …….	9
Lesson 8	Role Of Mass Media After The Crisis Of 1971……..	10
Lesson 9	Role Of Mass Media In The Era Of 1977 To 1988……	11
Lesson 10	Role Of Mass Media In The Era Of 1977 To 1988……	13
Lesson 11	Role Of Mass Media In The Era Of 1988 To 1999……	14
Lesson 12	Pakistan Towards Press Freedom ……...……...	15
Lesson 13	Role Of Print Media After 2000…….	16
Lesson 14	The Present Situation Of Print Media In Pakistan …….	18
Lesson 15	Newspaper Contents And Changes In It Over The Period Of Time ……	19
Lesson 16	New Trends Of Journalism In Pakistan ……	20
Lesson 17	Magazine Journalism …….	21
Lesson 18	News Agency ……...…….	24
Lesson 19	Press And Government …….	26
Lesson 20	Press And Government II ……...……	28
Lesson 21	Press And Government III …….	30
Lesson 22	Press And Government IV ……...……...	33
Lesson 23	State Of Media In Different Societies …….....	35
Lesson 24	Radio Broadcasting – A Big Development In Mass Communication ……	41
Lesson 25	Radio In Pakistan I ……...…….	45
Lesson 26	Radio In Pakistan II ……...	46
Lesson 27	Radio Pakistan – Services And Formats ……	48
Lesson 28	Radio And Development Communication ……...…….	50
Lesson 29	Loud Speakers, Audio Cassettes & Tape Recorders ……..	53
Lesson 30	Television ……...……...	56
Lesson 31	Television And VCR ……...……..	60
Lesson 32	Pakistan Television……	62
Lesson 33	Impact Of Television On Society …….	64
Lesson 34	Impact Of Television On Society II ……..	67
Lesson 35	War and Television ……...……	74
Lesson 36	Regulation of Television ……...…….	76
Lesson 37	Effects Of Global Culture On Our Culture ……...….....	79
Lesson 38	Motion Picture/ Film ……	81
Lesson 39	Pakistan Film Industry ……...……	84
Lesson 40	Downfall Of Pakistan Film Industry And Emergence Of Commercial… Theatre ……	85
Lesson 41	Exploitation Of Film As A Medium Of Communication ……..	87
Lesson 42	Computer – A Medium Of Mass Communication ……	90

Lesson 43	Impact Of Computer Technology ……	93
Lesson 44	Importance Of Mass Media ……...……	96
Lesson 45	Effect Of Other Organizations On Mass Media And Its Performance …	99

LESSON 01

EVOLUTION OF MASS MEDIA

- The oldest mass medium is print media. Human history gives us a clue that posters, banners and pictures were first used to convey the messages.
- In the 10th century handmade press was first established. Book printing was started in 15th & 16th century in Europe.
- Mass Media at first faced a lot of restrictions because when mass media emerged at that time imperialism was in rule. The rulers were using Church in Europe as an authority over people to convey any message. Because Church was the only platform that was influential and was in reach of people and government. So most of the times Church was considered the first platform of Mass Medium.
- The emergence of Print Media created doubts in the minds of the rulers and they took it as a threat against their rule. The rulers presumed that people would become aware of their rights and they will challenge the authority. So most of the rulers in Europe took it as a revolt and declared capital punishment for the persons involved in Mass Media. In 1663, the last capital punishment was given to a publisher because he published a book of an anonymous writer. This book contained the idea that rulers are accountable for their deeds and decisions to the masses and if any ruler does not feel himself accountable then masses have the right to overthrow his rule. This was the last capital punishment that was awarded in the history of England.
- Print media could not get its full growth till the 18th century as illiteracy was the major problem in all the societies and most of the newspapers were read by the elite class because state was not responsible for the education of the masses and elites had a privilege to get private education from the arranged tutors.
- In the sub-continent East India Company started some papers that were in English language and mostly read by the employees of the East-India company. In 1757 when East India Company conquered Bengal, there were one lakh informal institutions that were either run by Hindu Pandits or Muslim Ulamas. So publishing papers entirely in English language means that they ignored the factor of local educated people. Later on the English papers started to publish in Madras, Bombay and Calcutta because East India Company offices were in all these cities. So, it proved that publish of this paper was entirely for Company employees and not for the local Indians.
- In 1822, first Urdu paper named Jam-e-Jahanuma emerged and English rulers took it as a threat against them and they started to think to impose press laws to outclass local papers. Therefore, in 1823 Press Act came to suppress Urdu press and it was made compulsory that the name of the Editor, Publisher and Owner along with the address should be on the first page of the newspaper. So that the government can recognize the authority of these papers. It was named as Press & Publication Ordinance (PPO). So, the era before the division of India was a tough one for the mass communication as many press owners and editors faced punishments several times under this ordinance.

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LESSON 02

EMERGENCE & ROLE OF PRINT MEDIA IN THE SUB-CONTINENT

- The emergence of democratic societies asserted that knowledge is the right of everyone and no one can be denied from the basic rights. It also gave the idea of respect to everyone. The same idea came in the sub-continent when people became aware of their rights. So, this awareness led them to have their own press and their own papers.
- Print media in the sub-continent carried the same style as of English newspapers and it was very simple in its style. There was no concept of headlines, format settings and catch lines. The newspaper was just in a story form.
- The emergence of print media in the sub-continent was an ill omen for the East India Company because soon these newspapers started to condemn the brutalities of East India Company and people started to become aware of the callous attitude of the Englishmen. So this emergence of Print Media started a concept of unity. Because now a person of Bengal and Lahore can well assume the critical situation regarding the atrocities of the Englishmen.
- The Urdu papers of Lucknou and Delhi adopted a harsh stance and strong words were used against East India Company. Till 1857, this practice continued. In Oct 1857 Delhi fall occurred and Englishmen took control of the entire India. After one year a report for the causes of the revolt were sent to the Queen Victoria by the appointed commission. This report also blamed some Indian papers and Molvi M, Baqar, who was printing Sadiq-ul-Akhbar, was given capital punishment.
- In 1858, Queen Victoria declared India as a colony and the Police Act of 1861 was introduced for the people of India as the slaves of the colony. This created a sense of inferiority among the people and they got the idea that they are under a constant suppression. In the mean while Sir Syed Ahmed Khan started reformation and he assured the people that suppression could be ended by just getting modern education and Muslims were not in a position to afford any conflict with the rulers. On the other hand, he assured Englishmen that Muslims were not only responsible for revolt but it was done by all the natives collectively so to target Muslims was not the best idea. Sir Syed was not a professional journalist but he used print media to educate people.
- After the abrogation of Bengal Division Muslims became more aware of their rights and also some incidents like World War1 occurred on international arena in which Muslims of the Sub-continent were having sympathies with Turks because of the Caliph and Turks were fighting against England. Therefore, British Govt. kept a close eye on Indian press and never allowed to publish anything against the interest of the rulers.
- Despite, the punishments Muslims continued to work for presented and adopted a bold stance in print media. Maulana Zafar Ali Khan, Maulana Muhammad Ali Johar and Maulana Hasrat Mohani were the famous names of that era. These people never cared about the ferocious laws of British Government and they continued their work. Zimindar that was published by Maulana Zafar Khan faced several time bans but it continued to print and gained much popularity among people. This brave stance of Journalism in the history of Print Media of Sub-continent is knows as Militant Journalism.
- Quaid-e-Azam after Pakistan Resolution paid special attention to print media and he published Dawn from Delhi that was later shifted to Karachi after communal violence. Similarly the Urdu daily ‘Manshoor’ and weekly ‘Aaj- Kal’ were printed in the same age. In the same era Jang from Delhi started to publish and Nawa-i-Waqat from Lahore. ‘Inqalab’ was representing Unionist party in Lahore but after Pakistan Resolution it started to portray Muslim League stance.
- In 1947, Progressive Papers Ltd started Pakistan Times in Lahore by Mian Iftikharuddin.
- All these above newspapers played a vital role in awakening people for the struggle of Pakistan as a homeland where Muslims can save themselves from cultural eclipse of the dominating Hindu majority.

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LESSON 03

MASS MEDIA AFTER INDEPENDENCE & AYUB KHAN'S ERA

- After independence there was no organized structure for mass communication in Pakistan and there were few radio stations that were functional. The Radio station of Peshawar was built in 1927 and it was under agriculture department used to give instructions to the farmers.
- After the establishment of Pakistan it was expected that there would be a shift in the print media and it would be far better from the age of colonialism. But the problems at the time of independence were so grave like the problem of refugees, lack of infra structure, absence of official machinery and lack of administration that government remained disheveled and so as the print media. Therefore, it was very unfortunate for the mass media that it could not bear any change. Law and order situation of the country hindered the freedom of press.
- Most of the newspapers that were in Delhi prior to independence were shifted to Karachi while the papers of Lahore continued to work in their normal routine. However, some civil and military gazettes were printed in English.
- 'Imroz' started its publication and for the first time this paper collected a good team in Pakistan. Many prominent personalities like Abdullah Malik, Faiz Ahmed Faiz, and Chragh Hassan Hasrat came under one roof. So 'Imroz' very quickly attained a reputable place in the leading newspapers.
- In 1953 'Kohistan' was published by a famous novel writer Nasim Hijazi in Rawalpindi. This paper gave a new trend to publications by starting Offset printing method instead of Litho printing. There was a big problem in offset printing method that pictures could not be printed in this sort of typing. So till 1953, before the arrival of Litho printing there was no photo journalism.
- In 1953, communal riots between Muslims and Ahmedis started and a commission was appointed to investigate the causes. The members of the commission were Justice Munir Ahmed and justice Kiyyani and after sometime the commission published its findings and it blamed newspapers for provoking the emotions of the people for communal riots.
- Till 1957 media was free in Pakistan and there were only 60 cases that were registered in the entire country in which actions were taken against newspapers.
- In 1960 Magazines were replaced by 'Digests' that were influenced by western style.
- Progressive Papers Ltd. Published Lail-O-Nehar, Imroze, Pakistan Times and the literary personalities attached with Progressive Papers Ltd. started Progressive movement in literature. During that time there was a shift in the government and Gen M. Ayub Khan took control of the country as President of Pakistan and imposed Martial Law. So the progressive movement was unacceptable for government. Therefore, government took over Progressive Papers Ltd.
- There were two independent news agencies APP (Associated Press of Pakistan) and PPI (Pakistan Press International) were working in the country. Martial Law government also took over those news agencies. Ayub government also bound international news agencies that they will not distribute news and reports directly to the radio and other newspapers. So government took a complete hold over all the news resources and the freedom of press was totally abolished.
- National Press Trust was established by the government and government took the stance that the trust will look after or take over those newspapers that are suffering from financial crisis. So gradually till 1960, it took over almost 60% renowned newspapers of the country.

LESSON 04

ROLE OF PAKISTANI MASS MEDIA IN AYUB KHAN'S ERA

- In 1961, Press laws were reformed and all the newspapers strongly condemned that move and demanded that Ayub government should revise it. So in 1963, government revised it but still it was without much flexibility.
- According to the Press Act of 1823, declaration was submitted to the government official (Deputy Commissioner) who was not supposed to decline it as it was not considered a license. Ayub government announced that Deputy Commissioner had the right to refuse the declaration so for the first time it was treated as a license. It was a strong check against anti-government newspapers.
- District Magistrates started a practice with the support of government to gather secret information regarding the person who filed the declaration. So it became a common practice that the applicant was blamed in any charge by the Commissioner and he gave a verdict against him. This was against the ethics of law that Commissioner was given the right to blame and also to make a decision.
- Advertising plays a major role in profit taking of newspapers and government sector advertisements are very important for any newspaper. Governments usually use this policy to pressurize newspapers and governments do not give advertisements to anti-government newspapers. Ayub government also used this famous tool to manipulate newspapers.
- In Pakistan almost all the printing material is imported and import license is required to import these materials. Ayub government restricted the quantity of import material for anti-government newspapers to pressurize them and to stop their circulation on a large scale.
- During 1965 war, radio, television and newspapers supported government stance and the unrealistic and exaggerated stance regarding the victory in war was presented to the people. But when Tashqand agreement was signed in Jan 1966 and people protested against it because government was declaring it as victory and Tashqand was humiliation in the eyes of the people. So protests against government started and a student died. This helped to build a mass movement against the government and ultimately it ended on the resign of Gen Ayub Khan in March 1969. It was a direct result of a wrong media policy by hiding facts from the government.
- Government celebrated "A decade of development" in 1968 and radio television and newspapers were used as mouth piece of government.
- Mass media is a source by which rulers can well understand what people think and what they want and it plays a role of a watchdog. They give direct response to government policies because they are directly affected by that policy. Ayub Khan closed that channel so government remained blind to public opinion and it resulted in severe hatred against government policies which ultimately lead to the fall of Ayub Khan.

LESSON 05

CHANGES IN MASS MEDIA IN AYUB'S ERA AND ITS IMPACTS

- In Ayub's age newspapers faced a big challenge because newspapers were habitual of keeping their focus on politics since 1857 in Indo-Pak. So to maintain the interest of the readers in the newspapers was a big challenge as martial law government put ban on all political news.
- This resulted in an effort on the behalf of newspapers to seek other topics and they started to publish different supplements like Sports Supplements, Women Supplement, and Youth Supplement etc. So the focus shifted to social life. In the mean while 'Imroz' hired a woman reporter and started to publish an article on the problems of women and its title was "Khatoon ki Nazar Main". Imroz was the first newspaper to introduce such trends in newspapers.
- After the efforts of 'Imroz', Mashriq and Kohistan from Lahore started to publish women Pages.
- Feature writing also got a new dimension. The features along with the pictures were printed.
- Some newspapers got the attention of the public by publishing film pages and film bulletins. It gave rise to glamorous journalism. It also created a bad impact on those magazines that were purely film magazines. So with the variety of film pages in daily newspapers, the purely film based magazines just disappeared gradually because they lost leadership.
- The trend also shifted to weekly and episodically features. These features covered the social and cultural aspects.
- The entry of television affected the readership of the newspapers. Because poets and writers were writing for the newspapers without any financial gain. Television ended this trend and they were paid for writing anything for the television. So they stopped writing for the newspapers and gradually the newspapers lost readership.
- Periodical journalism also went to decline because all the newspapers gradually started to publish in different supplements where all the material for different age group people was present in one single newspaper.
- Official statements of government ministers replaced the touch of political news not only it highlighted the policy of government but also papers felt themselves secure after portraying government point of view.
- Even today newspapers present government ministers statements but this is not a healthy trend in terms of journalism. Official statements are subjective while news should be objective. Also, a page to represent subjective opinion is present and it is called Editorial page. So the official statements should not cover the major portion of the newspapers.
- A newspaper is for public and it is a device to build public opinion. The term 'Public' does not mean every citizen but it also means a specific group of people. There are three different terms that are used frequently in the mass medium namely, Mob, Mass and Public.
    - **Mob** is a result of an immediate problem. When the problem will not be there mob will also not be there. Secondly the people in a crowd or in a mob have no link with each other. They gathered quickly without any plan on a problem. Thirdly, they have no resemblance among each other of income, status and intelligence.
    - **Mass** have the same reaction about like and dislike but it is not a deliberate effort. For example the reading of a famous daily by 1 million people is a similarity of liking but they did not start it deliberately. It is by chance that their liking matched among themselves.
    - **Public** is a group of people that emerged after an effort. Paper builds opinion so its audience is called public. Public opinion is never unanimous. Sometimes even the opinion of minorities prevails as public opinion. Public opinion is the opinion of those people who assert their opinion by using different communication techniques. Any opinion to become public opinion must be apparent. So public opinion should be expressive.
      So in a nut shell we can say that papers of Ayub's era were not to build a public opinion but they were for masses to assert the news of government policies.

LESSON 06

ROLE OF MASS MEDIA IN GENERAL YAHYA'S ERA AND ITS RESULT

- General Yahya agreed to all those demands presented by different sections of the society. He revived parliamentary system, Direct elections, Revival of trade unions and Student unions. He also broke one unit and accepted the right of representation on the basis of population.
- The announcement of elections was made in May, 1969 that elections would be held in Dec 1970. So the election campaign changed the environment and a political rivalry started and all the sixty three parties launched their campaign immediately. In this situation, Mass media did not show sense of responsibility and most of the news that were reported by the papers were just those in which politicians blamed each other for being a traitor. The newspapers reported rumours, speculations and just predictions that were truly against the spirit of journalism. It was also against the universal code of conduct of journalism.
- Press and Publication Ordinance (PPO) were not used by the Yahya government. So a mushroom growth of newspapers was seen. As a result many ban newspapers started their publications again. So they started to give the support to politicians without thinking whether it is a healthy move or not. It created a very partial and electrified situation came into being.
- National Press Trust owned by the government was favoring rightists and mass media was giving impression that they would easily win elections but elections showed different results. It proved that all the mass media did not perform the impartial role in the elections .Awami League in Eastern Pakistan and PPP in West Pakistan got victory while newspapers showed that these parties would face a defeat. So one sided stance was given to public and they were not mentally ready for that change. Keeping in view such an attitude in Aug 1969, Musawat started its publication to represent Pakistan Peoples Party because other newspapers were not giving proper coverage to this party. Similarly, Jamat-i- Islami started two newspapers one was 'Kohistan' and the second was 'Jasarat'. Kohistan due to some reasons stopped its publications while 'Jasarat' is still printing from Karachi.
- There was only one newspaper 'Azad' in West Pakistan that played a fair role in the elections. It showed that Awami League will win elections in East Pakistan and PPP in West Pakistan. So that was a realistic picture of that era.
- Mass media trains the people but unfortunately in 1970, Pakistani media failed to inform the people that what changes were coming in the minds of the people of East Pakistan, and what was the magnitude of the political anger. Therefore people remained uninformed so they could not pressurize the government to transfer power to 'Awami League' and ultimately government was unable to take the right decisions and the right time.
- General Yahya Khan announced that on 3rd March the introductory session of National Assembly would be held in Dhaka. Pakistan Peoples Party threatened to boycott the first session of the assembly unless their demands are entertained. Sixty other independent candidates of West Pakistan also boycotted the first session. So General Yahya postponed the session of National Assembly. Awami League strongly protested against that decision and on 7th March they declared non cooperation movement. At that time it was the duty of the newspapers to inform the people about the entire situation but they just portrayed the government stance saying, "Everything is fine". The military government decided army action rather than a dialogue process. Awami League was banned and leaders were arrested. The constant strike paralyzed government machinery in East Pakistan. An attempt was made to run the Eastern Part of the country by sending essential staff members of the state department. Papers remained silent and they neither persuaded people that a political move should be opted nor they pressurized government for dialogue. So ultimately all efforts of military action resulted in the separation of East Pakistan as an independent state of Bangladesh.
- Language barrier between East Pakistan and West Pakistan hindered communication between the two wings of the country. Only English was a source of communication while a lot of population was not able to understand English language. The readership of the English newspapers was very limited and Urdu newspapers were not performing their role so the tragedy of life time could not be stopped. If media was aware of their duties at that time it might never happen.

LESSON 07

EXPECTED ROLE OF MASS MEDIA IN CRISIS OF 1971

- The geographical borders of East Pakistan and West Pakistan were never joined. More importantly the territory of a hostile country India was present between the two wings. It created a wider gap in the understanding of the people of the two wings and there was never an effort to develop a collective approach in between the two sections of the country. Even the newspapers remained fail to develop any consensus among the people.
- East Pakistanis had Bengali as their local language. Bengali had the Sanskrit script and was written from left to right. On the other hand Urdu was widely understood in the West Pakistan. Its script was derived from Arabic and Persian and it was written from right to left. So the only medium of communication between the two wings was English language and also this language was understood by a very small number of people. Similarly there were very few English newspapers that were published from both the wings as they had a very low percentage of readers. The famous newspapers were Pakistan Observer from Dhaka, Morning News from Dhaka, Dawn and Pakistan Times from Karachi and Lahore respectively. The area of influence of these newspapers was very small so they can never communicate a true feeling among the people of both wings of Pakistan.
- PIA was the only air line to bride up the gap of two wings but its fare was not in the reach of a common man. So a very few no of people ever got a chance to interact among themselves by visiting the areas.
- National identity is always on communication, Common literature, Common culture and daily aspects of life but these were the areas where East Pakistan and West Pakistan had no unanimity.
- Bengalis had many complaints against the rulers since the independence. East Pakistan was the biggest province and it consisted of the 56% population of the entire country. So after independence immediately Urdu was declared as the national language Bengalis protested a lot against that decision and after 7 years of agitation Bengali was accepted as second official language of the country. Pakistani newspapers never talked about that demand of Eastern Pakistan. The newspapers never wrote even a single article that Bengali demand was justified. Even some of the newspapers of West Pakistan declared that the people who were against Urdu were disloyal. It was the negative attitude of the newspapers. Bengali was an old language and Urdu was a comparatively new language and it had nothing to do with the loyalty. So this stance of newspapers further segregated people of both the wings.
- Constitutional problem was also a very big problem because the first constitution was delayed and in 1956 new constitution was made and it proved workable for 2 years only. In 1962, there came a new constitution and in this constitution the West Pakistan was combined to one unit. Both wings were given equal representation. This was the exploitation of East Pakistan and it made them more annoyed. In a federation system it is never possible that all the federating units have the uniform population. So usually in such a situation Bicameral System. One platform for population representation and the other for equal representation. This policy was delayed in Pakistan and East Pakistan had to face the greater loss.
- Bengalis were getting the impression that all the wealth is spent in West Pakistan only. The construction of the new capital strengthens their perception.
- The most popular political party of Awami League was banned in 1970. It further infuriated East Pakistanis. The decision of military operation 1000 miles away without any land contact was also not feasible. Gradually Bengalis started Mukti Bahini (Liberation Front) and it was supported by the India which made it very difficult for an isolated army to win the war of 1971 as army was fighting on two fronts. On inner front it was facing Liberation Front and outside India started war to make things more complicated and ultimately Pak Army lost the battle ground.
- In all these miserable circumstances the newspapers never gave a true picture to the people of Pakistan. Pakistanis were deprived of from their right to know and ultimately they cannot use the right to express. By knowing correct information people can opt right stand but unfortunately that was denied on Pakistanis and common man remained unaware till the last moment of the tragedy of East Pakistan and the silence of press made misery the destiny of people.

LESSON 08

ROLE OF MASS MEDIA AFTER THE CRISIS OF 1971

- There were many problems Pakistan faced after the separation of East Pakistan like the Pessimistic approach of the people, economic crisis and tarnished reputation of Pakistan in the community of nations.
- There was a dead silence on the political arena as no political leader has the heart to come out and face the public after the crisis of East Pakistan. Therefore, General Yahya decided to handover government to Pakistan Peoples Party because it was the largest political party in the West Pakistan in 1970. So Mr. Zulfiqar Ali Bhutto took the oath as president and the martial law administrator. The role of newspapers was very critical in this age because they encouraged the people and gave them the self belief.
- In this critical era, Indian mass media started to propagate that Two Nation theory had no grounds and it had failed badly. Even the Indian Prime Minister Indra Ghandi said, “Two Nation theory is buried now in the gulf of Bengal”. In this scenario people started to think that probably it was the decline of Pakistan Ideology after the fall of Dhaka. However, all the newspapers splendidly defended the stance of the Pakistan and assured people that separation of Pakistan was a political failure it never meant that ideology or philosophy of Pakistan was no more.
- The economic problem was solved by the aid of Libya and Saudi Arabia. Also the policy of nationalization of the major industries helped in boosting the confidence of the laborers and land reforms boosted the confidence of the farmers.
- Second Islamic Conference was held in 1974 in Lahore and it helped to revive the image of Pakistan among the Muslim Countries. All the 40 members of Islamic countries participated in that and some important decisions were taken in that conference. This conference was also held at a very crucial time because in 1973, Egypt defeated Israel in war and Arab countries got the confidence for the first time that they were in a position to defeat Israel. So all the Muslim countries who were the members of the OPEC decided that they would not sell oil to friendly countries of Israel. This decision shook the entire West and oil was the major source of energy for them.
- Pakistani mass media during the OIC session portrayed the feelings of Muslim Ummah in a very positive and appreciable way. This was the positive role of the Pakistani mass medium that helped Pakistan to regain its prominent position in the Islamic World. The live telecast of OIC was made and in many languages the special programs were telecasted.
- Muslim countries in the session of OIC in 1974, also decided to establish a news agency named Islamic International News Agency (IINA). The wealthy Muslim countries like Kuwait, Saudi Arabia and Libya promised to provide the major share of funds for that.
- In 1974, India also tested nuclear devices. Z. A. Bhutto declared that Pakistan would also acquire nuclear technology. The bitter history of relations between Pakistan and India compelled Pakistan to take that decision. Western world did not like that decision because the session of success and the unity of Islamic countries made Western countries doubtful about the role of Pakistan and they started to criticize the decision. However, Pakistani newspapers published so many articles in which they justified the need of Nuclear weapons. In their publications they addressed the West and masses of Pakistan that nuclear armaments are the need of Pakistan. It is an essential for the security of Pakistan because Pakistan cannot face threats like the separation of East Pakistan everyday.

ESSON 09

ROLE OF MASS MEDIA IN THE ERA OF 1977 TO 1988

- The major contribution of PPP rule of 1972 was to develop a unified constitution that was accepted by all the political parties present in the National Assembly. Pakistan is a federation and federation always faces a problem of representation. In Pakistan this problem was solved by introducing bicameral political system and Parliament was divided in National Assembly (representation on the basis of population) and Senate (Equal representation). This move gave confidence to the smaller federating units that they would not be exploited by the influence of larger population units.
- In this era Mass media created awareness about the approved constitution and gave them a realization that the new constitution is the best one considering the circumstances of Pakistan. It was a positive contribution on the behalf of the newspapers.
- Zulfiqar Ali Bhutto also signed Shimla agreement with the Indian Government and 93000 Pakistani army prisoners were released and Indian media started propaganda and they started to give the impression that Shimla agreement recognized Kashmir Issue as a bilateral issue between Pakistan and India and it can not be raised on any international forum. Pakistani media clarified the vision of the people that there is no such clause included in the Shimla accord. It was the best possible agreement that was signed.
- Elections were held in 1977 and Opposition parties made an alliance PNA (Pakistan National Alliance) in which 8 Pakistani political parties and 1 was from Azad Jammu Kashmir. This alliance blamed government for rigging in elections and soon this movement became a very violent movement.
- Mass media in this movement very clearly presented the stance of opposition parties that was never seen in the history of Pakistan. Only the radio, Television and NPT newspapers presented government point of view but rest of the papers felt their role and presented a real picture of the political arena.
- On 5th July, Gen Zia ul Haq enforced 3rd martial law of the history of Pakistan and promised to play a role of an umpire and holding free and fair elections and transferring of power to the winning party. But he postponed elections not only after 90 days but several times till 1985 when the elections were held on the non party basis.
- During martial law era declaration of many newspapers were cancelled and Musawat was the first newspaper to be the target of Gen Zia's aggression as it was the party newspaper of PPP.
- In the meanwhile PFUJ (Pakistan federal union of Journalists) started a movement against the censorship policies of Gen Zia and against the cancellation of the declaration of the newspapers.
- On 14th March 1983, MRD (Movement for the restoration of democracy) was launched. 59 signatories signed a memorandum for the restoration of democracy. In these signatories 9 were NPT employees and 1 was a Punjab university professor. All these 9 members were terminated from their services by martial government and were restored in 1985 in the civil government of Muhammad Khan Junicho.
- Local Bodies elections were held in 1985 by the Gen Zia government and newspapers projected the importance of these elections in a very forceful way.
- In 1978 the communist fraction in Afghan government over threw the government that was backed by USSR. The very next year Iranian revolution took place and religious fraction came into power that was led by Ayotullah Khomeni and Raza Shah Pehlvi was forced to flee from the country. The new Iranian government openly declared USA the open enemy of Iran. This was the threat for USA because US feared that through the influence of Afghanistan and Anti American government Communism could reach to the Gulf States and could capture the oil resources of Gulf States.
- Communist philosophy negates God and provokes godless society. So Americans declared Muslims as their natural ally and Americans planned to support the Jihadis for a holy war against communism. Pakistan had an important geographical position as its boundaries were joined with the Iran and Afghanistan so Pakistan was given a leading role to stop the communist

- Pakistani media favored this holy war against communism. Pakistan was used as a base and America launched a militant movement in collaboration of Gen Zia ul Haq that ended in 1989.

LESSON 10

ROLE OF MASS MEDIA IN THE ERA OF 1977 TO 1988

- The changes in international political arena directly effected Pakistan in the era of 1979. The Afghan Crisis and Iranian revolution were the two major events of that era and the geographical location of Pakistan made it center of attention for super powers.
- In the inner political scenario General Zia ul Haq was trying to islamicize the country. In this phase of history mass media working in Pakistan was not easy because the ideal working for mass media is possible in democracy where everyone enjoys the freedom of expression.
- The religious based political parties got a major role in the country politics because on the Afghan issue the slogans of Jihad or Holy war were providing a suitable environment to such parties and internally Gen Zia ul Haq was also in favor of that.
- All the newspapers of that time covered Afghan stories and fully supported Mujahidin and Jihadi groups.
- General Zia ul Haq presented three **demands** to perform a basic role in Afghan crisis and these demands were:

(a) Arms supply given to Mujahideen should be of Russian origin and no American ammunition would be used.

(b) No other country including USA would be allowed to contact Mujahideen directly and aid for the Afghan refugees would be dealt through Pakistan. So Pakistan can avoid any chaotic condition.

(c) At a given time two aero planes loaded with ammunition will land in Pakistan. Further arms supply to be made after confirmation by this country.

- Americans agreed to all those three demands of General Zia ul Haq and Pakistan started to play a significant role in Afghan Jihad fully supported by mass media.
- Mass media in that era did not mention the negative aspects of Afghan Policy but it left many areas of concern for Pakistan.
- During Afghan war Pakistani militant groups got expertise in ammunition and sectarian groups armed themselves with modern weapons and ammunition.
- Religious groups also got encouragement that they were fighting a bigger enemy on the name of Jihad. This aspect encouraged religious extremism and sectarian violence in the country.
- In the meanwhile, there was no tolerance preached by the newspapers to acknowledge the creed and sects of others. They published the news of sectarian violence quite regularly but there was no planned effort on the behalf of the newspapers to discourage sectarian violence.
- Pakistani papers started to think that religion is a sensitive issue so they do not to touch such issued in the editorial and articles. They used simplified terms to name and blame the culprits.
- Newspapers never developed a social pressure on the extremist groups by educating people and papers never tried to organize that problem. In fact we can say that in terms of Social Responsibility Theory people ignored their role of social responsibility. The newspapers were never representative of the following definition of democracy in the country, “When we agree to disagree with each other, it is democracy.”

LESSON 11

ROLE OF MASS MEDIA IN THE ERA OF 1988 TO 1999

In 1985, non party elections were held to life martial law and M. Khan Junejo was appointed the Prime Minister of Pakistan.

- On the international scenario Michael Gorbachauf came into power and he thought communism was not powerful enough so he amended the system completely. He declared communism is no more a national movement. Because of international character of communism, it was obligatory for USSR to support smaller communist countries and it was a burden on USSR. So he decided to withdraw that. According to Geneva agreement he decided to withdraw Russian forces from Afghanistan. So in 1989 all the Russian forces were withdrawn from Afghanistan.
- In the mean while M. Khan Junejo was dismissed by General Zia ul Haq saying that party system is not fruitful for Pakistan as there is no party system in Islam.
- In 1988, General M. Zia ul Haq's Plane C130 crashed in Bhawalpur and a care taker government was formed. This caretaker government replaced PPO (Press Publication Ordinance) with RPPO (Registration of Press & Publication Ordinance). However when new assemblies were formed this ordinance was not presented for approval and it ultimately quashed. But during the care taker government, with the decline of PPO a lot of newspapers started to publish and it suddenly give boost to journalism in Pakistan.
- Gradually, a new trend of evening newspapers was introduced. Evening newspapers were quite common in Karachi but now they started to print from Lahore and Islamabad. It was a positive start. However, many critics said that they started a fiction trend and yellow journalism was started to practice. However, newspapers refuted this blame.
- From 1988 to 1996 different governments were formed but all the time president dissolved assemblies in different times. In 1996 election Pakistan Muslim League got a land slide victory and its governments were formed in all the provinces and also in National Assembly.
- In 1998, a conflict was established between Muhammad Nawaz Sharif and Jang group. Nawaz Sharif demanded that 23 journalists should be dismissed from Jang group who were opposing Mian Nawaz Sharif's policy but Jang group denied to do so.
- Against this step journalists launched a movement and called it an attack on freedom of Press.
- After this step, a group of Journalists started to say that journalists should stop to take privileges from the government because it effects neutrality of journalists and the objective writing of journalists become subjective.
- In 1998 India tested its nuclear devices and adopted very aggressive policy against Pakistan. Pakistan replied that aggressive policy by testing nuclear devices on 28th May, 1998.
- On this event all the newspapers started to favor government stance and told the people that Pakistan is now in the race of super powers and there will be a new opening for Pakistan after that.

LESSON 12

PAKISTAN TOWARDS PRESS FREEDOM

- Freedom of expression in Pakistan started with the arrival of care taking government after the tragedy of Bhawalpur in 1988. On the other hand the world was moving towards global village. So the satellite communication made it impossible for the governments to hide facts from the public. Pakistan was also affected by the new satellite technology and Dish antennas became quite common. Government also felt the change and started to think about the freedom of press gradually.
- In Pakistan there was never a favorable time regarding the freedom of press. The facts were always kept hidden from the public. Ayub Khan was the first ruler who curtailed not only the political growth but also the growth of the freedom of press. This trend prevailed in Pakistan for a very long time and no government tried to break the chains of communication till 1988.
- The inquiry report of Dhaka fall named as Hamood Ur Rehman Commission Report was published after 34 years in 2005. The reason for publish of this report was that an Indian Web site revealed and published it on internet. When it became an open secret then government of Pakistan also decided to publicize the report. It is the best examples how international scenario affects national policies.
- The frame work of International politics also changed drastically after 9/11 tragedy in the US. The strain in relation was seen on the international horizon. Western Europe and American relations became strained. Similarly, Middle East and American relations also went under great strain.
- The blame of 9/11 was put on Osama bin Laden and Taliban's in Afghanistan. So the military option was decided. To complete the military operation on Afghanistan either Iran could be helpful or Pakistan. Iran has no bilateral relations with US SO Pakistan was the last suitable option for USA to complete military operation. President Musharaf was contacted and his answer was in affirmation regarding the help of US forces to carry out military operation. Pakistani newspapers clearly wrote that people of Pakistan did not like President Musharaf's stand on the Afghan Issue. Some newspapers even wrote that US is not the reliable friend of Pakistan.
- Despite all these things the statements of President Musharaf that Terrorism cannot be eradicated from this world unless the root causes of terrorism are removed. So, we can say that a balance sort of view was seen in the newspapers. The papers not only given the feelings of the government but also given some anti government feelings.
- Generally, for all the information we rely on Western media that provides their point of view. During Iraq war for the first time private TV channels and newspapers sent their representatives to Jordan and Syria near Iraq border to get the real picture. This was the first attempt of Pakistani mass media to present their point of view.

LESSON 13

ROLE OF PRINT MEDIA AFTER 2000

- Mass media and governments are mostly opposite to each other because every government wants to just highlight the achievements while mass media is also interested in the flaws and mistakes committed by a government as the role of mass media is just like a watch dog. The mistakes of the government become a hot issue when they get printed in the newspapers. Therefore, the interest of the reader remains intact and every newspaper seeks such stories that portray some thing excited for the people.
- The decision of Musharaf Government to support US after 9/11 cost a lot for Pakistan because a fresh wave of terrorism was seen across the country.
- Every newspaper tries to keep itself in the main stream. However, some dummy newspapers also remain in the main line because they keep submitting the copies of the newspapers to press branch. The declaration of the newspapers is bound to their circulation. So many dummy newspapers just to keep their declaration intact give this impression that the newspaper is printing as a result they keep submitting a few copies to press branch.
- In Pakistan many newspapers staff is untrained. The emergence of RPPO started a mushroom growth of newspapers and immediately the emerged newspapers could not find technically competent staff. Therefore, many journalists are unaware of the working condition and ethics of journalism.
- In Pakistan the main stream newspapers are either English or Urdu newspapers. The local languages newspapers have not much area of influence. It is very unfortunate that even these two newspapers have a major difference in their policies. The readership of English newspapers is very much different in culture, values, status, Economic interest and political understanding. Therefore, in many cases we see a widening horizon between these two papers.
- The best example of the difference of opinion between English and Urdu newspapers can be seen in 1998. When India tested nuclear devices and for the 3 weeks Pakistani government was thinking to take a step in response to Indian aggression at that time Urdu newspapers were clearly supporting the stance that Pakistan should also have nuclear weapons. Urdu newspapers not for a single time talked about the harmful impacts of nuclear weapons. On the other hand English newspapers opted a very moderate stance and they clearly informed the public about the negative impacts of the nuclear weapons.
- Child Labour is another issue that is dealt very seriously by the English newspapers and they clearly condemn the issue while there is a very rare chance of any such news or article in the Urdu newspapers.
- English newspapers very frequently talks about Woman rights and show the clear picture of their exploitation in the society as a suppressed class while Urdu newspapers are silent on this issue for quite a long time.
- Religious extremism is condemned by English newspapers while Urdu newspapers have no such policy. In fact many times in Urdu newspapers such articles were written or news was molded in this way that people developed sympathy with religious extremists all around the world. Our politicians also did not condemn religious extremism and as our Urdu newspapers give 70% of their news in the form of political Statements so a common man had nothing to read in Urdu newspapers and politicians were silent on it.
- The President Musharaf's policy to uproot extremism could not be successful because Urdu newspapers never supported the policy and common man got very little to read about the negative impacts of it. It is a fact that only those movements got success that was supported by mass media as happened in 1977 and during Afghan Jihad. English newspapers played their part but majority Urdu newspapers did not do that.
- There are some groups in Pakistan that are not only printing Urdu newspapers but also English newspapers. However, their policy was found different for Urdu newspapers and different for English newspapers.

- In a nut shell the basic reason for government failure in catering religious extremism was the role of Urdu newspapers as the Urdu papers never supported government on this issue.

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LESSON 14

THE PRESENT SITUATION OF PRINT MEDIA IN PAKISTAN

- In Pakistan Urdu and English newspapers are different in content regarding religious extremism.
- Pakistani mass media on International Islamic Character is very sensitive and it has been very sensitive even before the establishment of Pakistan and example can be quoted of Khilafat Movement.
- Most of the Muslim countries never paid attention to the identity of not only their country but also of the other Islamic countries. To them the concept of Ummah negates nationalism. By thinking so Muslim countries are in fact ignoring the present age of nation states.
- In Muslim countries Mass Media is not as free as it is seen in Pakistan and Turkey. Therefore, to a great extent media is free to criticize government.
- Mass media presents an analysis of a nation that what are the drawbacks in it. If media would be under constant observation and would not be free it would be impossible to analyze a nation. Unfortunately, Muslim world have no platform for self-analysis as press is not free in most of the Muslim countries. This gap is filled by the mass media of West. People usually are bound to see the Western media to satisfy their curiosity to see the drawbacks of their governments.
- Mass media of the Western countries create a monopoly and they try to manipulate the ideas of other nations. They have done it so successfully that today if Economist, Time Magazine and New York Times write something that will be considered true.
- Western media has mastered in psychology of warfare. If we keenly observe the role of Western Media we will come to know that Psychological warfare is a part of mass media. In this regard Muslim world is far too behind to safeguard the interest of the world.
- It is true that radio, TV and newspapers should not be a tool for Propaganda.
- In any state there can be four influential groups namely Policy Makers, Military Elites, Politicians and Civilians. To influence the policy makers it is important to influence common man because statesmen take decision in favor of the people.
- The direct communication also has an important part to play. Television, radio and papers play an important part in it.
- Democratic societies do not use superficial sort of words in mass media. One word “unanimous opinion” is most commonly used in our media. While there is no unanimity in democracy as democracy means to acknowledge the different thoughts. Another word that was exploited by our mass media is “dynamic leadership”. All these words tell the story how much our mass media is biased and how bad outlook it gives in comparison to the other mass media of the world.
- Pakistani mass media is still working on the same footing as it did in the past in the time of Pakistan movement. We are still using obsolete and outdated terms. Mass media should realize that time has changed now we are no more in conflict to someone. Such words should be avoided that were used for the leaders of Pakistan movement. Present age media should look like a true established democratic media and neutrality should be its chief characteristic.

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LESSON 15

NEWSPAPER CONTENTS AND CHANGES IN IT OVER THE PERIOD OF TIME

- In the beginning all newspapers were not in this form as they are seen today. In earlier phase, newspapers were just in a story form and there was no concept of formatting of news. In the sub-continent Paisa newspaper was very popular. The layout of the newspaper was just like a Magazine. There was no concept of heading.
- There are three basic segments in a newspaper nowadays. (a) Advertising (b) Editorial (c) News. Advertising is a very important feature of a newspaper. The most persuasive advertising leaves a lasting impact and has great appeal for the newspaper readers. There is a general concept that news sources are directly under control of Jews. This is a misconception. News sources are not in the control of Jews. Jews in fact own Multinational companies and they are the biggest advertisers. So advertising is the life blood of a newspaper that is why newspapers subdue to the policy of these multinationals.
- A newspaper has a circulation department and good newspapers do a lot of research to find out the interest of the readers. In fact this marketing is a device to address the interest of the readers so that the circulation of the newspapers can be enhanced.
- Editorials are another important segment in a newspaper. The subjective opinion of every kind is given on this page. The ethics of journalism say that news should be objective. Therefore, a separate page is associated for that and it is called editorial page. Usually editorial page reflects the policy of the newspaper. Columns are printed on editorial page and in the beginning columns were just humorous. In the sub continent, Abdul Majeed Salik, Chragh Hassan Hasrat and Atta-ul-Haq Qasmi are the prominent names on this horizon. Usually columns are called the interpretation of the news. Walter Lipan, who is a famous journalist, says that events are not important unless they are reported. Letters to the editor also carry a personal opinion so they are also printed on the Editorial Page.
- Reporting is the third important segment of a newspaper. Every kind of news is classified into its respective beat. Every reporter in a newspaper has a special beat. News is constantly monitored by sub editors in a news room. Every source is used by the newspapers to collect the news. Radio, television, news agencies, National and International news agencies are used for this. For reporting there are normally three shifts and the last shift is very important till 2am because it has to collect all the material till dead line.

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LESSON 16

NEW TRENDS OF JOURNALISM IN PAKISTAN

- There are some important things that are very important in the formation of a newspaper. Make up, Designing and Printing and Stall value.
- In Pakistan after independence till 1953, Litho printing was used. There was no clarity in Litho Printing and its impression on paper was very ordinary. In 1953, Kohistan started Offset printing that made photo journalism possible. In offset printing photographic plates are used and then it is converted on Aluminum plate.
- In newspapers a good picture should supplement the news. There is a Chinese saying that a good picture is better than one thousand words.
- In Vietnam war 58000 American soldiers lost their lives. People saw the ugly face of death on television and it created a very different impact and Americans started to criticize the policy of government.
- The other important aspect of pictoral journalism is show biz. Fashion photography has become the part of the newspapers.
- Similarly, advertising is also the essential part of pictoral journalism. Many advertisements are in Multi-colour which was absent 10 years ago.
- A new trend that is emerged in our newspapers is forum discussion. Papers invite different experts. It gives the advantage of having different opinions at one plat form and then these are published in newspapers.
- Some newspapers organize Musical activities and get marketing and publicity.
- Many seminars on serious issues are also organized by different newspapers. It enhances freedom, of expression. The recent example is Hudood Ordinance. Many newspapers organized discussion panels for that.
- In Pakistani newspapers there is no investigative reporting. In many countries like USA investigative reporting is very common.
- President Nixon had to leave his office after the investigation reporting of Washington Post that Water Gates building is bugged. President Nixon ordered that all the speeches and sessions of Democrats would be recorded. When Washington Post published this news. President had to resign.
- In Pakistan freedom of press is not encouraging. But an ordinance of 2005 was implemented. It made things very easy but still it is not the ideal one.
- Features have covered the gap of investigating reporting.
- There is a wide difference in news and a feature. Features are not time bound while news are time bounds. Features can be objective and subjective while news is always objective.
- Features writer take their material from the happenings around them.

LESSON 17

MAGAZINE JOURNALISM

Magazine
A magazine is a periodical publication containing a wide variety of articles on various subjects.

Periodical
A periodical is a regular issue from a press; it could be a magazine or a review.

Journal
A journal is a professional periodical.

Historical perspective


THE
Gentleman's Magazine:
OR, TRADER'S
Monthly Intelligencer.
Number I. for JANUARY.
CONTAINING,
LONDON:

The term Magazine was first used in 1731 in the title of "Gentleman's Magazine" which was founded in London, however, magazine in its very early form was available to general public since 1646. In 1691 The Compleat Library appeared on the scene which is taken as the first magazine that broke away from book information .The first essay-type periodical was Tattler and the first magazine published from USA was Andrew Branford's American Magazine.

Magazine Journalism after Independence
Major contribution of periodicals in the history of Pakistan had been in the area of literature. Quite a huge number of literary journals and magazines of high quality were published in the early years of our independence which resulted into this mindset of the readers that a periodical is a *literary journal,* which is altogether wrong.
Since independence different magazines and periodicals have been published and are still being published. These magazines and periodicals can be classified into different categories:

Literary Magazine
A literary magazine is a periodical devoted to literature. It usually covers poetry, short stories, essays on different topics, critical reviews of different books, interviews of different poets and authors, letters and a lot of other related stuff.
Some famous literary magazines that were published but have now vanished from the scene are: Sawera, Naqsh, Naya Daur, Naya adab, Urdu adab, etc. After 60s one by one they vanished and digest magazines took their place. Most of the critics blame radio, tv and newspapers for this. Television and radio are providing entertainment and information in the form of dramas, songs (poetry), discussions etc. and therefore people don't bother to buy and read these magazines. Another reason is the lack of availability of good piece of writings and the cheap entertainment available in the form of digests.

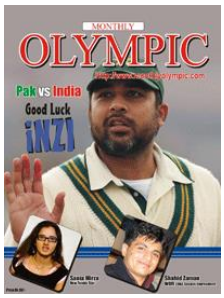
Religious Magazine
Religious magazine is a magazine devoted to some specific religion. It is usually aimed at preaching some particular religion though religious poetry, religious scholars' articles and interviews, answering people's different questions and queries regarding that religion, historical incidents, comparative analysis with other religions etc.
In 19th century when journalism was taking its shape in sub-continent the most popular periodicals were religious magazines. Hindus, Muslims and Christian missionaries were publishing their magazines and propagating their religions.
Different organizations, sects and people belonging to different religions are publishing their magazines in Pakistan but they are not so popular any more because electronic media particularly private Islamic and other channels are also doing the job in a bit different and to an extent popular way which has ultimately reduced the demand for religious magazines.

Film Magazine

Film magazines provide both information as well as entertainment to the readers. They are considered as the most popular periodicals worldwide. They provide an update to public on the upcoming new local and international movies, interviews and pictures of their favourite starts, some spicy news about the actors and actresses, and a lot of other stuff of public interest.

In Pakistan, film magazines have become less popular over the time which is considered as the outcome of over all downfall of Pakistan Film Industry. Till 1970, app.110 films were released per year and now it is 20-25. Similarly, number of cinema houses in the country till 1970 was 850 and now it is about 350. This gradual decline of film industry has disturbed the circulation of film magazine in the country resulting into the lesser number of publications available. Another reason is the coverage of film and entertainment media by newspapers. Newspapers are now providing such an extensive coverage to entertainment industry particularly films that people don't really feel like buying film magazines any more.

Sports Magazine



As the name indicates, sports magazine cover sports and sports persons. They provide information to sports fans about the international and national sports events and sports persons and also give pictorial coverage to mega sports events to meet the public demands.

Political Magazine

Magazines providing an insight and update on different political events nationally and internationally, political updates, news, interviews of famous politicians, political parties' activities and their affairs, political scandals, public opinion regarding the popularity of different parties and politicians are called Political magazines. In 7th and 8th decade of 20th century we had some really popular political magz but now they are not that popular any more and their circulation has also decreased to a great extent. The major reason of their decline is newspapers; newspapers are now so deeply and thoroughly covering political news and other related things in the form of editorials, features and columns that people are no more interested in spending extra money on reading political magazines because they can read and get all the required information from newspapers. Some of the very famous political magazines that once we had were: Lail-o-nahar, Al-fateh etc.

Women's Magazine

Before partition, sub-continent had some very popular women's magazines like Ismat, which was published from Delhi. After independence, in 1960s other then independent women magz, all national dailies also started publishing women's periodicals.

A women's magazine has everything of women's interest which could be beauty tips, articles on women issues, their poetry and other writings, interviews of successful women, etc.

Children's Magazine

Phool was one of the most popular children's magazine of sub-continent before independence. Khilona from Delhi was another one that continued publishing even after partition. In Pakistan, daily newspapers are also publishing children's special periodicals in which they mostly cover children's drawings, pictures, poems, shot stories, cartoons and other stuff of their interest.

Fashion Magazine

They are also called society magazines as they inform people about the new trends of the society in different ways. A special feature of these fashion magz is their quality of Photo Journalism, which is very high. They are usually liked by people but their circulation is not that high in the country which is due to their expensive nature.

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Digest Magazine

Reader's Digest is the first digest in the history of digest magazines. Digest magazine is a magazine that provides a digestible material to its readers.

In Pakistan 80-85 digest magazines are available for light reading. They usually cover translations of short stories and novels from other languages mostly English, mythological stories, local stories, fiction etc. Digest magazines have now become the most popular and affordable type of magazine in Pakistan.

In-house Journal

The journals published by different organizations to provide information to their client and employees regarding their services, policies and other related information. In Pakistan, different government, semi-government and private organizations are publishing in-house journals. They can be divided into different sub-categories; newsletter is one of the most popular of its types.

Research Journal



Research journals are usually published on quarterly basis. They cover and publish latest research usually in the form of research papers, sometimes on different topics and sometime in a specific area. Almost all universities and higher education institutions publish these research journals on regular basis because they are now considered as a symbol of progress and knowledge. Students also give them more importance over their academic books.

Some other professional journals like medical journals, architectural journals and magazines, IT journals etc. are also being published in Pakistan.

Necessities/ requirements/qualities of Magazine Journalism

The editor of a periodical or a magazine should be a reputable person in his field in terms of his contacts e.g. an editor of a literary journal must be aware of all the important persons of the field and should have a friendly relation with them because they are the biggest source of information to his magazine.

Photo Journalism:

Another important thing is high quality photo journalism. Whatever category a magazine falls in its pictorial coverage of events, incidents and personalities has always been a major reason of popularity among its readers. A magazine with a low quality photo journalism cannot establish its identity and position, neither in the market nor in the eyes of its readers. *Life Magazine*, a magazine of international repute, was purely based on Photo Journalism and is considered as a fine example for others. It not only established its own identity through its pictures but also helped in establishing a standard guideline for other magazines.

LESSON 18

NEWS AGENCY

A news agency is an organization that acts as a source of news for different newspapers, radio, television and other organizations and individuals who are interested in getting them. News agencies do not publish these news themselves; they collect the news and provide them after subscription to their clients. They are also called as wire services or news services or press agencies.

Historical perspective

World's first news agency was formed around 1820s in New York City under the name of Association of Morning Newspapers. It was formed to gather upcoming reports from Europe.

The first international news agencies formed in Europe were: Agence Havas of Paris (1835); the Reuter Telegram Company of London (1851), known simply as Reuters; and the Continental Telegraphen Compagnie of Berlin (1849), known as the Wolff Agency. They started their work as a financial data service to bankers and businessmen but then extended their service to world news. Reuters is also considered as the oldest news agency of the world. Initially news agencies used to send news through telegraphy services now it has been replaced by internet.

International News Agency

Four major international news agencies are:



- Reuters
- Associated Press (AP)
- United Press International (UPI)
- Agence France-Presse (AFP)

They are providing extensive service to their subscribers all over the world. They provide 3.5 crore words per day to their subscribers in more than 150 countries. These international news agencies work 24 hours and now also provide trade related hot news, international market trends and rates, currency rates and other commerce related information to their clients.



News Agencies in Pakistan

United India's first news agencies were Press Trust of India and Associated Press of India. Later before independence when two nation-theory got a recognition and acceptance, another news agency called Orient was formed in Lahore by Muslim journalists and newspapers of sub-continent. After independence, Orient survived for a very short time however the part of Associated Press of India that remained in Pakistan was declared as the first news agency of Pakistan with a name called **Associated Press of Pakistan** (**APP**). Now APP is considered among the world's major International news agencies. APP was formed and initially controlled and run by the journalists and newspapers' editors of Pakistan. In 1956 some journalists parted from it and formed a private news agency called Pakistan Press Association. After sometime when it broaden its canvas and started working internationally, it changed its name to **Pakistan Press International** (**PPI**).

In 1960 General Ayub Khan's government took APP under government's control and made it a state owned news agency under the Federal Information Department, from that day till date APP is working as a state owned news agency.

Another news agency **United Press of Pakistan** came into existence in December 1949. Mr. Qutubuddin Aziz, as a private limited company founded it. However for a long time, the agency has merely existed on paper and just about manages to get the small subsidies marked for it by the central and provisional governments.

In general Zia's regime some smaller news agencies also appeared but they could not establish their identity and name as APP and PPI did.

Difference between the working of a newspaper and news agency:
A newspaper has its own policy under its own specific management; however, news agency cannot form a specific policy or point of view. A news agency has its clients and subscribers in different parts of the world with their own specific policies and stance on different issues therefore, a news agency is bound to adopt an unbiased, objective and indifferent approach in its reporting and services to keep its subscribers satisfied.

LESSON 19

PRESS AND GOVERNMENT

1780-1822

All newspapers were published in English language which was not a matter of concern for East India Company as major population of sub-continent was unable to read and understand English. So they were at ease that these newspapers cannot raise the people against them in anyway. And therefore they did not regulate them and other publications in the form of any law. However, they showed a little concern when initially William Bolt in 1776 showed his interest in publishing first newspaper in sub-continent and was therefore ultimately deported back to England by East India Company.

Jame Jahan Numa first Urdu newspaper appeared on the scene from Calcutta in 1822 but as Urdu was not a popular language at that time therefore Munshi Sada Sukh later converted it into Persian and then made it a bilingual newspaper. An important press act was introduced by the foreign rulers in 1823 immediately after native people's idea of publishing newspapers in their own languages (Persian, Urdu, Bengali). According to this act taking a prior permission (license) for publishing a newspaper or any other publication was made compulsory. The government also had the authority to cancel the license whenever it desires so.

Pre and post 1857 period

When the war of independence began British government wanted to curtail the freedom of press completely so therefore they victimized different local papers claiming that this war is the result of that freedom which was given by them to local media.

As British came out victorious and it was a Muslim ruler whose throne was toppled by them therefore Muslims had to face more bitter consequences than Hindus. Newspapers published and edited by them particularly the newspapers and journalists of Delhi were blamed to be responsible for the so-called mutiny and rebellion against British and East India Company. Sadaq-al-akhbar edited by Syed Jamiluddin and Delhi Urdu Akhbar edited by Maulvi Muhammad Baqir were closed down by the Raj as a punishment to stand against them.

At this bleak and difficult time Sir Syed Ahmed Khan realized his responsibility as a learned and educated man and played a major role in reducing distances between British government and Muslims of sub-continent. His Tehzib-ul Ikhlaq, Urdu Journal, published in 1870 propagated his reformative doctrines regarding society and religion. He is undoubtedly the greatest figure in the transitional period of sub-continent's history.

Khilafat Movement 1914-1924



The Khilafat movement was a religio-political movement launched by the Muslims of British India for the retention of the Ottoman Khilafat and for not handing over the control of Muslim holy places to non Muslims. When Khilafat movement started in 1914 Muslim journalists played a vital role to steer the direction of the struggle. *Zamindar* of Molana Zafar Ali Khan, *Comrade* and *Hamdard* of Maulana Muhammad Ali Jauhar, and *Al-Hilal* and *Al-Balagh* of Molana Abul Kalam Azad, *Urdu e Mualla* of Molana Hasrat Mohani were the prominent newspapers and magazines which performed their duties to express their resentment.

These Muslim journalists and their papers were sentenced and sanctioned several times. In 1910 another press act was enforced by the Raj, under this press act only Zamindar had to give security 11 times. Newspapers and journalists of Bombay, Delhi, UP, Madras were particularly under strict observation in this period.

Rowlett Act, 1919

Rowlett Act was a black law introduced in India. To the law, the government got authority to persecute any Indian and the arrested had no facility of legal assistance and right to appeal just as the 'Lettres de

Cachet' in France before the French Revolution. Quaid e Azam resigned from the central legislature as protest.
In 1929, after the failure of All Parties Conference in which Hindus rejected demands presented by Muslim leaders and refused to adjust them in anyway, Indian politics divided into muslim politics and hindu politics and similarly muslim journalism and hindu journalism.
In 1942, Congress started Quit India Movement which became quite violent, press laws were amended again by the government to control them, strict actions were taken against newspapers that supported this movement which were mostly Hindu newspapers.

After independence
The establishment and beurocracy of the new born state was mostly comprised of British trained officials. So in a way the same approach regarding the freedom given to press traveled down to Pakistan from Raj. Quaid-e-Azam addressed the opening session of Pakistan's Constituent Assembly on 11th Sep. 1947 which was presided by Jugindhar Nath Mandal. In this session Quaid-e-Azam took an oath of the president of the Assembly and after that delivered a speech in which he announced his policy and the shape of the constitution that this assembly will form, and along with this he also defined the to be structure and form of the political scene of Pakistan. A part of the speech was:

"….you are free to go to your mosques, you are free to go to your temples or to any other place of worship. It has nothing to do with the business of state and politics. By pursuing this policy you will realize after sometime that Hindus will cease to be Hindus and Muslims will cease to be Muslims not in religious sense because religion is a matter of personal faith for everyone. But as citizens of Pakistan for political purposes, all citizens will have equal rights in Pakistan…"

A press advice was issued to radio and newspapers in which they were asked not to publish the complete text of Quaid's speech. Dawn's editor Altaf Hussain did not like the idea as he was very close to Quaid, he called PID to find out who is behind it and what part of the speech they don't want to be published but the true source could not be located. This is how the press-govt relationship began in Pakistan.

Contd...

LESSON 20

PRESS AND GOVERNMENT II

1947-1958

When Pakistan appeared on the map of world, cold war or ideological war was going on between Soviet Union and America and the channel being used was media; whole world was divided in two blocks i.e. Communist block and American block. When Pakistan came into being it also has to choose between the two, so leaders of the nation decided to be a part of American block and after that numerous actions were taken against those newspapers, magazines and journalists who were more bent towards communist school of thought.

Progressive Papers Limited (PPL) was an important organization that was formed by Mian Iftikhar uddin, a former member of a communist party of India, when Quaid-e-Azam Muhammad Ali Jinnah asked muslim journalists of sub-continent to publish newspapers from different places to spread the message of Muslim League and to support the Pakistan Movement. The intellectuals in PPL were mostly those that took part in Progressive Writers Movement (1936) and it is the only organization in the history of Pakistan that gathered such a huge number of laureates and intellectuals under its roof. After joining American Block the first newspapers and publications that were targeted by the government were PPL's publications. In 1953 Communist Party was banned; from 1947-53 almost 58 magazines and books were banned by the establishment and removed from the market.

1958-1969

On October 7, 1958, President Sikander Mirza abrogated the Constitution and declared Martial Law in the country. This was the first of many military regimes to mar Pakistan's history. With this step, the Constitution of 1956 was abrogated, ministers were dismissed, Central and Provincial Assemblies were dissolved and all political activities were banned. General Muhammad Ayub Khan, the then Commander-in-Chief of the armed forces, became the Chief Martial Law Administrator. The parliamentary system in Pakistan came to end. Within three weeks of assuming charge on October 27, 1958, Sikander Mirza was ousted by General Ayub Khan, who then declared himself President.

Ayub Khan within the first week of his coup detained Syed Sibt e Hassan, editor of weekly Lail o Nihar, Ahmed Nadim Qasmi, editor of Imrooz and Faiz Ahmed Faiz, editor of Pakistan Times who worked for Progressive Papers Limited (PPL) and went a step further and took over the PPL's papers on April 18, 1959, this move was aimed at reining the PPL (publishing Pakistan Times, Imrooz, Lail-o-Nihar, Sports Times) from roaming in the *"DISTANT ORBITS AND ALIEN HORIZONS"* as the PPL backed Progressive Ideology. Board of directors of PPL was dissolved and an administrator was appointed.

Press and Publications Ordinance (PPO)

In 1961 Press and Publications Ordinance was formed and enforced to keep the newspapers under government's control. It was a black law completely boycotted by media organizations and journalists. According to one clause stated in this ordinance all newspapers were ordered to publish DPR's or PID's published handouts as it is which is simply against freedom of press.

In 1963, West Pakistan Press and Publications Ordinance and East Pakistan Press and Publications Ordinance were introduced by the provincial governments, the pressure built by these provincial laws resulted into an amendment in PPO but even after that its harshness remained same.

In 1964, National Press Trust was established and all the PPL papers were given to this monster. NPT had right to take over any such newspaper, magazine which is apparently financially not able to run the newspaper or is dangerous to country's security. Apparently it was an independent body but actually it was state-controlled. After PPL's publications Daily Mashriq was also handed over to NPT, Sindhi paper Hilal-e-Pakistan was also taken over, Morning News which was being published since 1936 first from Calcutta and after partition from Karachi and Dhaka was also taken over. Some Bengali newspapers were also taken over by NPT. Dawn, Jung, Nawa-e-waqt were the only papers that were not taken in government's custody but they still had a tough time in Ayub's time as they were not liked by government.

Another harsh action taken against press by Ayub's government was the condition imposed on

were asked to send their news via APP or PPI. This action was taken to control and restrict the news and information coming from international media from reaching to Pakistani people.

1969-1971

In March 1969 second Marshal Law was enforced in Pakistan by General Yahya Khan. After taking over he accepted all the political demands that were being asked by the political parties for quite a time now. Press was also given complete freedom and on PPO a moratorium was put that it cannot be used against press any further.

Although freedom of press was enjoyed by the media and newspapers but still General Yahya's period is not considered as a flourishing period of journalism as in this period no ethics were observed by the newspapers, with an exception to few reputable papers. Many dummy papers were revived; free insulting and even abusive language was being used. Other than state owned papers and some private newspapers journalistic scenario was quite dark, this time, out of freedom given to the press.

In this period some actions were taken against journalists. First target was again PPL, 24 journalists were fired from Imroz, Pakistan Times & Lail-o-Nihar. These fired journalists formed Journalist United and revived a dummy paper Azad. A rebellion case was filed against the editorial board of Azad in the Marshal Law court as they were favoring the Majority Party that won the election. This action made it clear that even in General Yahya's government freedom was restricted to immorality, not to the truth.

Contd……

LESSON 21

PRESS AND GOVERNMENT III

In all societies of the world, democratic or un-democratic, rulers always resent any attempt to provide new philosophies, new opinions and new ideas to the people.
Press history of Pakistan shows that most actions taken against the press and journalists by the government were taken in first 5-7 years of its independence. Immediately after independence a Security Act was brought in front of Quaid-e-Azam which was a black law to restrict the freedom of people and press. Under this act, law enforcing agencies had the authority to arrest any person for three to six months without giving any reason in the name of keeping peace, law and order or to avoid any law and order situation. Quaid-e Azam being a man of law very rigorously rejected this act. After Quaid's death the same Act was first enforced as an ordinance and later on passed by the parliament and enforced as a law. This Security Act was brutally used against politicians and the journalists by the later governments.

1971-1977
In 1971 crisis, journalists and newspapers were under strict observation and no journalist or newspaper was permitted to write about situation or incidents happening in East Pakistan, to keep the people blind of the situation. Freedom of press which was bestowed on newspapers and journalists was for obscene and immoral things, not for objective or unbiased reporting. People's right to know was an unacceptable thing to the government.
Later, nation's anger over country's humiliating defeat by India boiled into street demonstrations throughout country. To forestall further unrest, General Yahya hastily surrendered his powers to Zulfikar Ali Bhutto of Pakistan People's Party.
After Dhaka fall media played a great role in re-boasting nation's morale that were very disappointed over country's division into two parts and brought them back to the real life. Even then Draconian law, PPO was revived again and used against the press by the new government. Weekly Outlook and Punjab Punch were closed down using this ordinance despite the fact that Punjab punch and outlook were among those papers that supported PPP in election.

Different governments used different actions against newspapers and journalists in different times. However most actions usually taken by the governments against newspapers to show their anger and to punish them are:

- Quota of Official ads is reduced or abandoned.
- Newsprint quota is reduced.
- Ending up subscription of newspapers in public institutions.
- Not inviting journalists to official functions and not to let them cover official meetings, seminars or functions.

Declaration of Principles on the Conduct of Journalists
Adopted by the Second World Congress of the International Federation of Journalists at Bordeaux on 25-28 April 1954 and amended by the 18th IFJ World Congress in Helsingör on 2-6 June 1986. This international Declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information and in describing events.

1. Respect for truth and for the right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right of fair comment and criticism.
3. The journalist shall report only in accordance with facts of which he/ she knows the origin. The journalist shall not suppress essential information or falsify documents.
4. The journalist shall use only fair methods to obtain news, photographs and documents.
5. The journalist shall do the utmost to rectify any published information which is found to be

6. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.
7. The journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins.
8. The journalist shall regard as grave professional offences the following:
    - Plagiarism.
    - Malicious misrepresentation.
    - Calumny, slander, libel, unfounded accusations.
    - Acceptance of a bribe in any form in consideration of either publication or suppression.
9. Journalists worthy of that name shall deem in their duty to observe faithfully the principles stated above. Within the general law of each country the journalist shall recognize in professional matters the jurisdiction of colleagues only, to the exclusion of every kind of interference by governments or others.

In Pakistan three major organizations have been formed to secure the journalists', newspapers' and editors' rights. They are discussed below:

APNS

All Pakistan Newspapers Society (APNS) is the organization of the Pakistani newspapers' owners. Its election is held every year; three major groups of newspapers are the major players of APNS that are: Jang Group, Dawn Group and Nawa-i-Waqt Group. These groups are accused for bribing the smaller newspapers and getting benefit at large from the successive governments. This is the major body which refuses to give the Wage Board Award to the working journalists. According to the Pakistan Federal Union of Journalists, the labor laws are violated in the Pakistani newspaper industry but no government dares to take action against these powerful elite of the country.

It was founded in 1953 by the major, pioneering editors and publishers of they day to facilitate the exchange of views between the editors of the major publications of Pakistan and to protect the rights of newspapers by giving them a voice to appeal unfair decisions against them.

Today, the APNS is a clearing house of sorts for its member publications, safeguarding the commercial interests of newspapers under its membership (including tax payment). For example, if a company advertises in a publication but refuses to pay, the publication complains to the APNS. The APNS gives the agency an ultimatum: pay or get blacklisted.

Its founders were: Hamid Nizami, Altaf Hussain – all the important, pioneering editors of the day. Before APNS in 1950, the Pakistan Newspapers Society (PNS) was founded (to emerge the existing publishers), when the editors of the time realized that the print media needed organization and needed a clearing house. However, the PNS didn't last for very long as it didn't receive much support from publishers, advertisers or authorities.

Three years later in 1953 the All Pakistan Newspapers Society (APNS) came into being. It was badly needed to 'facilitate the exchange of views amongst newspaper owners on matters of common interest. APNS successfully gave newspaper owners the means to watch over, protect, preserve and promote the rights and interest of the newspaper industry on matters directly or indirectly affecting its rights and interests.' The Daily DAWN was the founding member.

CPNE

A couple of years later after APNS came into existence, in 1955, the Council of Pakistan Newspaper's Editors (CPNE) was established as a representative body of the editors of the publications of Pakistan. Both the CPNE and the APNS struggled against black press laws that trampled over the freedom of the press.

PFUJ

Pakistan Federal Union of Journalists (PFUJ) is located in Islamabad, Pakistan. PFUJ is arguably South

since its inception it has always stood out as a symbol of freedom of speech. The battles it waged for press freedom and for a democratic dispensation in the country will always remain etched in the collective memory of Pakistanis.

To this day, PFUJ remains committed to the ideals for which it was established in 1950. Set up primarily to work towards a better working environment for Pakistani journalists, it didn't remain isolated from the struggles and campaigns launched by the civil society. In fact, it was in the vanguard whenever sacrifices needed to be made and freedoms were to be won.

Pakistani journalists are although following some code of ethics on their own as different media organizations and newspapers have their own code of ethics but there is no unanimous written code of ethics for the country's press which is mainly because PFUJ has always stood on the demand that the government should first abolish the black laws against press and after that talk about the code of ethics. In established democracies, press and media have their own independent bodies, court of honours and code of ethics to keep the media, press and journalists accountable.

Among the laws that are used against press, newspapers and journalists, other than press/ media laws, are laws of defamation and liable. Another law of contempt of court is also used against press and journalists particularly in case of court reporting.

LESSON 22

PRESS AND GOVERNMENT IV

1977- till date

General Zia-ul-Haq came to power by overthrowing Prime Minister Zulfikar Ali Bhutto, after widespread civil disorder, in a military coup on July 5, 1977 and imposed Martial Law. He assumed the post of President of Pakistan in 1978 which he held till his death. He was assassinated in a planned aircraft crash on August 17, 1988 under mysterious circumstances.

18 magazines and newspapers were closed down and almost 150 journalists were arrested and given different punishments by the Marshal Law courts in this period. For a long time pre-censorship was also imposed on the newspapers, no newspaper could publish anything without prior approval from the Information department. In protest for quite a time newspapers kept publishing leaving an empty space for censored news but then they were ordered by the Information Department to publish or give some other news in place of censored news. Till 1988 these restrictions continued. In 1988, General Zia-ul-Haq died in a planned aircraft crash. After that the new caretaker government repealed PPO and introduced a new and a better ordinance Registration of Printing Press and Publications Ordinance (RPPPO). RPPPO was a sigh of relief for the journalists and newspapers since then press is comparatively enjoying and working in a better environment and did not have a major clash with the government. It was just in 1997-99 Nawaz Sharif's government had some problems with the Jang Group of Newspapers.

On 12h October, 1999 General Musharraf took over but no new law or additional restrictions were imposed on the press rather Musharraf's government appreciated the private sector and gave them a chance to invest more in electronic media which resulted into many new radio and TV channels.

People's right to know

Freedom of press is something that is linked with the people's right to know or free excess to information that ensures accountability and a true democratic society. In all democratic societies, government accepts people's right to know and therefore cannot stop anyone from getting any information. It is an accepted basic human right in democratic societies to keep the governments accountable to public.

Universal Declaration of Human Rights (1948)

On December 10, 1948 the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights. Following this historic act the Assembly called upon all Member countries to publicize the text of the Declaration and "to cause it to be disseminated, displayed, read and expounded principally in schools and other educational institutions, without distinction based on the political status of countries or territories."

Article 19

"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

International Covenant on Civil and Political Rights (1966)

Article 19

1. Everyone shall have the right to hold opinions without interference.
2. Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.
3. The exercise of the rights provided for in paragraph 2 of this article carries with it special duties and responsibilities. It may therefore be subject to certain restrictions, but these shall only be such as are provided by law and are necessary:

- For the protection of national security or of public order (order public), or of public health or morals.

Till 2002 this basic right was not approved or accepted in Pakistan. Freedom of expression and freedom of press is mentioned in Constitution of Pakistan 1973 but with conditions that are very vague and can be used by the government to exploit any journalist, newspaper or media organization.

Constitution of Pakistan 1973

Article 19
"Every citizen shall have the right of **freedom of speech and expression**, and there shall be **freedom of the press**, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security, or defense of Pakistan or any part thereof, friendly relations with foreign states, public order, decency or morality or in relation to the contempt of court, defamation or incitement to an office."

During the caretaker government of Malik Mairaj Khalid (Nov. 1996 – Feb. 1997), Information Minister Javed Jabbar introduced an ordinance "Right to know". But the government that came later did not forward it in the assembly and therefore the ordinance died its own death.
In October 2002, when international donors insisted on legislation on the people's right to know, an ordinance called the Freedom of Information Ordinance was hurriedly promulgated by General Musharaf's government. The fact that the parliament that had come into being at that time was deliberately bypassed in making the law throws some light on the negative attitude of the government of the day on the issue.
Some of the serious flaws in the Freedom of Information Law stand out. First, the ordinance is in addition to, and not in derogation of, anything contained in any other law for the time being in force. It means that if there is any law that militates against the right to know, that will take precedence over the ordinance and nullify its effect.
Secondly, the ordinance prohibits making public several important documents which throw light on the decision-making process in government departments. These include noting on files, minutes of meetings, any interim orders, records of banking companies relating to the accounts of their customers and the record of private documents furnished to public offices among others. Denying access to these important documents means shielding the government against charges of mis-governance and corruption in hatching schemes and making purchases that might be utterly useless or downright harmful.

LESSON 23

STATE OF MEDIA IN DIFFERENT SOCIETIES

For good democracy two things are very important:

- Accountability
- Free Mass Media

Mass media in a democratic state plays two major roles i.e. it works as a watchdog and as a mirror of the society. Accountability is only possible if there is transparency, and mass media is the only mean to get that transparency. But being so powerful that it can positively or negatively influence the society, there must be some ethical boundaries within which mass media should work. Universally, some ethics are being practiced by the journalists but Pakistan could still not succeed in making its code of ethics for journalists and mass media.

Researchers of human psychology unanimously agree over the fact that it is very difficult for a human being to be objective like a machine therefore, now journalists and reporters are asked to be as objective as possible, unlike before when they were asked to be objective at every cost.

In different societies media is enjoying different levels of freedom and working with different objectives:

In the book, *Four Theories of the Press*, originally published in 1956, Siebert, Peterson and Schramm help give historical, philosophical and international perspective of the press. Siebert, Peterson & Schramm (1956) proposed that the press system is divided into four categories.

AUTHORITARIAN THEORY

Authoritarian doctrine has determined the mass communication pattern for more people over a longer period of time than any other theory.

Development

The authoritarian theory evolved in 16th & 17th century in different parts of Europe and is still in practice in many places.

Fred S. Siebert said:

"For almost two hundred years after the spread of printing in the western world, the authoritarian theory furnished the exclusive basis for determining the function and relationship of the popular press to contemporary society.

... in fact practically all western Europe... utilized the basic principles of authoritarianism as the theoretical foundation for their systems of press control."

Who owns the media in an authoritarian system?

Ownership of printing remains mostly in private hands, but broadcasting and cinema usually remain in the hands of government.

The form of control the government exercises over media in authoritarian countries is the same as the control it has over the people who live there. The concepts are inseparable. That is, one follows the other.

History provides us with many examples. Two stand out:
Germany under Hitler and Italy under Mussolini.

Main Purpose

To support and advance the policies of the government in power and to serve the state.

How are the media controlled?

Authoritarian Assumptions

- Press should do nothing to undermine vested powers and interests.
- Press should be subordinated to vested power and authority.
- Press should avoid acting in contravention of prevailing moral and political values.
- Censorship justified in the application of these principles.
- Criminalization of editorial attacks on vested power, deviations from official policy, violation of moral codes.
- Media, as instrument/ mouthpiece to publicize and propagandize government ideology and actions.
- Absolute power of state versus subservience of the individual – press "freedom" a right vested in the state.

LIBERTARIAN THEORY

DEVELOPMENT

Adopted in England after 1688. The best early expression of libertarian ideals is Areopagitica, an essay published by John Milton in 1644. In the essay, which was intended for Parliament, Milton argued for intellectual freedom without government control.

He said:
"... though all the winds of doctrine were let loose to play upon the earth, so truth be in the field..... Let her (truth) and falsehood grapple; who ever knew truth put to the worse, in a free and open encounter?"

In America, the best example historically of libertarian thought was Thomas Jefferson. In a letter he wrote in 1787, Jefferson said:

"The basis of our government being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."

Jefferson also said:
"Eternal vigilance is the price of liberty."

The best spokesman for Libertarian thought was John Stuart Mill, an Englishman who lived from 1806 to 1873.

In 1859, he wrote *On Liberty*:
"When we consider either the history of opinion or the ordinary conduct of human life, to what is it to be ascribed that the one and the other are no worse than they are? Not certainly to the inherent force of the human understanding, for on any matter not self-evident there are ninety-nine persons totally incapable of judging of it for one who is capable; and the capacity of the hundredth person is only comparative, for the majority of the eminent men of every past generation held many opinions now known to be erroneous, and did or approved numerous things which no one will now justify. Why is it, then, that there is on the whole preponderance among mankind of rational opinions and rational conduct? If there really is this preponderance - which there must be unless human affairs are, and have always been, in an almost desperate state - it is owing to a quality of the human mind, the source of everything respectable in man either as an intellectual or as a moral being, namely, that his errors are corrigible."

PHILOSOPHY

Writings of Milton, Mill and general philosophy or rationalism and natural rights.

This theory takes the philosophical view that man is rational and able to discern between truth and falsehood and, therefore, can choose between a better and worse alternative. Man is capable of determining his own destiny, and given all the facts will make the right choice.
Rooted in this theory is the belief held by Thomas Jefferson, the third President of the United States, that if man exercised reason, the majority, as a group, would make sound decisions, even if individual citizens might not.

Jefferson said, "Were it left to me to decide whether we should have government without newspapers or newspapers without government, I should not hesitate for a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

Main purpose

To inform, entertain, sell – but chiefly to help discover truth and to keep check on the government.
Undermined authoritarianism – emphasis on personal freedom and democracy.
Modernity: rise of democracy, religious freedom, expansion of economic freedom, philosophical climate of the enlightenment.

Who has the right to use the media?

Anyone with economic means to do so.

How are the media controlled?

By 'self right process of truth' in 'free market place of ideas' and by courts.

Ownership

Chiefly private.

Classical liberal perspective

- Free market as foundation of free media.
- Freedom to publish without prior restriction – independence from government.
- Public has access to wide diversity of opinion (only limitation on freedom to publish is public willingness to pay).
- Market-based diversity promotes public rationality – free marketplace of ideas and information as a self-righting mechanism, minimises bias and exposes weak arguments and evidence.

Another strand in liberal tradition

- Media as representative agency ('Fourth pillar of the state' alongside executive, legislative and judicial authorities)) or as a watchdog protecting the public (individuals rights), overseeing the state.
- Watchdog reveals abuses in the exercise of state authority… this role overrides all other functions of the media and dictates the form in which the media should be organised, i.e. the free market.
- "The best stories are those that afflict the comfortable and comfort the afflicted, the ones that the people of power do not want told." Peter Beaumont and John Sweeney, *The Observer*
- But, can muckraking journalism co-exist with objective journalism?
- Objectivity: As newspapers gradually lost their party affiliations, journalists worked to establish their independence as searchers after "objective truth".
- Independence from government control and influence – if media is subject to public regulation it will lose its bite as a watchdog.
- Press is source of information and platform for expression of a range of divergent opinions;

Libertarian Assumptions

- Press should be free from any external censorship.
- Publication and distribution should be accessible to any individual or group with a permit or license.
- Attacks on governments or parties should not be punishable.
- No coercion to publish anything.
- Freedom of access to information.

SOCIAL RESPONSIBILITY THEORY

Development

Hutchins Commission, 1947 – reaffirmed the principles of freedom/ independence but added to them the notion of social responsibility.
Practiced in the US in the 20th century.

Purpose

Purpose is to inform, entertain, sell, but also to raise conflict to the plane of discussion.

Who owns the media?

Ownership is private.

Philosophy

The social responsibility theory is an outgrowth of the libertarian theory. However, social responsibility goes beyond "objective" reporting to "interpretive" reporting.

A truthful, complete account of the news is not necessarily enough today, notes the Commission on the Freedom of the Press: "It is no longer enough to report the *fact* truthfully. It is now necessary to report *the truth about the fact."* Today's complex world often necessitates analysis, explanation, and interpretation.

As the Commission stated in 1940:

"The emerging theory does not deny the rationality of man, although it puts far less confidence in it than the libertarian theory, but it does seem to deny that man is innately motivated to search for truth and to accept it as his guide. Under the social responsibility theory, man is viewed not so much irrational as lethargic. He is capable of using his reason but he is loath to do so

If man is to remain free, he must live by reason instead of passively accepting what he sees, hears, and feels. Therefore, the more alert elements of the community must goad him into the exercise of his reason. Without such goading man is not likely to be moved to seek truth. The languor which keeps him from using his gift of reason extends to all public discussion. Man's aim is not to find truth but to satisfy his immediate needs and desires."

Responsibility of Press

"It is the press, therefore, that must be the "more alert element" and keep the public informed, for an informed populace is the cornerstone of democracy.

Today's large media conglomerates, however, may not function naturally as a public forum, where all ideas are shared and available. "The owners and managers of the press determine which persons, which facts, which versions of these facts, shall reach the public," writes the Commission.

In this same light, Siebert, Peterson and Schramm warn:

...the power and near monopoly position of the media impose on them an obligation to be socially responsible, to see that all sides are fairly presented and that the public has enough information to decide; and that if the media do not take on themselves such responsibility it may be necessary for some other agency of the public to enforce it.

Siebert, Peterson and Schramm also note that "freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. ..One's right to free expression must be balanced against the private rights of others and against vital social interests."

For example, it likely would not be socially responsible to report how the terrorist, using some new method, evaded security measures and smuggled a bomb onto a commercial airline.

Solutions to the problem (of reconciling freedom with responsibility)

Regulation

- Promotion of political and cultural pluralism – independent public institutions for control of broadcasting (e.g. ICASA).
- Balance of public and private ownership.

Professionalism

- Codes of conduct.
- Training and continuing development of professionalism, to advance and nurture balanced and impartial news presentation.

More principles (Denis McQuail)

- Media should accept responsibilities towards society.
- Media should fulfil responsibilities by setting professional standards with regards to the supply of information and the truth, accuracy, objectivity and balance of their reporting.
- Media should apply self-regulation.
- Media should avoid publicising information that can lead to crime, violence or social disruption, as well as information that can offend ethnic or religious minorities.
- Media collectively should represent all social groups and reflect the diversity of society by giving people access to a variety of viewpoints and opportunity to react to them.
- Society entitled to high standards and intervention justifiable if the media fail to meet these standards.

SOVIET COMMUNIST THEORY

Development

Developed in the Soviet Union, although some of the same things were done by Nazis.

Purpose

Purpose was to contribute to the success and continuance of the Soviet socialist system, and especially to the dictatorship of the party.

Who owns the media?

Ownership was public.

Assumptions

- Media should act in the interests of and be controlled by the working class.
- Media should not be under private control.
- Media should perform positive functions for society, such as socialisation (to make people conform to desirable norms), education, the supply of information, motivation and mobilisation of the masses.
- Media should respond to the desire and needs of their recipients.

More assumptions

- Society has right to use censorship and other legal measures to prevent and punish antisocial publication.
- Media should reflect complete and objective view of world and society in terms of Marxist-Leninist principles.
- Media should support communist movements everywhere.

LESSON 24

RADIO BROADCASTING – A BIG DEVELOPMENT IN MASS COMMUNICATION

Till First World War, newspapers were a major medium of communication and information. After communist revolution in Russia, Russian Radio started using radio as a medium to propagate their communist ideology to other parts of the world. Radio being a medium of no physical boundary and wisely used as well, helped Russians in spreading their new ideology of communism to the rest of the world. As a result European and American leaders showed their anger towards newly formed communist government and protested against it internationally, taking its actions and broadcast as an effort to provoke their people to revolt against their governments. This is how the world realized the power of electronic media, which if used tactically, can cross any border to achieve its goals.

At that time in Europe some individuals were broadcasting different radio channels on their own.

Audio broadcasting (1915 to 1950s)

- 1916: First regular broadcasts on 9XM (now WHA) - Wisconsin state weather, delivered in Morse Code.
- 1919: First clear transmission of human speech, (on 9XM) after experiments with voice (1918) and music (1917).
- 1920: Regular wireless broadcasts for entertainment began in Argentina, pioneered by the group around Enrique Telémaco Susini.
- 1920: Spark-gap telegraphy stopped.
- 20 August 1920: E.W. Scripps's WWJ in Detroit received its commercial broadcasting license and started broadcasting. It has carried a regular schedule of programming to the present. Broadcasting was not yet supported by advertising. The stations owned by manufacturers and department stores were established to sell radios and those owned by newspapers to sell papers and express the opinions of the owners.
- 31 August 1920: The first known radio news program was broadcast by station 8MK, the unlicensed predecessor of WWJ (AM) in Detroit, Michigan.
- October 1920: Westinghouse in Pittsburgh, Pennsylvania became the first US commercial broadcasting station to be licensed when it was granted call letters KDKA. (Their engineer Frank Conrad had been broadcasting from his own station since 1916.)
- 1922: Regular wireless broadcasts for entertainment began in the UK from the Marconi Research Centre at Writtle near Chelmsford, England. Early radios ran the entire power of the transmitter through a carbon microphone.
- Mid 1920s:
- Amplifying vacuum tubes revolutionized radio receivers
- and transmitters; Westinghouse engineers improved them. (Before that, the commonest type of receiver was the crystal set, although some early radios used some type of amplification through electric current or battery.)
- Inventions of the triode amplifier, generator, and detector enabled audio radio.
- Fessenden and Lee de Forest pioneered the invention of amplitude-modulated radio (AM radio), so more than one station can send signals (as opposed to spark-gap radio, where one transmitter covers the entire bandwidth of spectra). Westinghouse bought DeForest's and Armstrong's patent.
- Early 1930s: Single sideband (SSB) and frequency modulation (FM) were invented by amateur radio operators. By 1940, they were established commercial modes.

Westinghouse was brought into the patent allies group, General Electric, American Telephone and Telegraph, and Radio Corporation of America, and became a part owner of RCA. All radios made by GE and Westinghouse were sold under the RCA label 60% GE and 40% Westinghouse. ATT's Western Electric would build radio transmitters. The patent allies attempted to set up a monopoly, but they failed due to successful competition. Much to the dismay of the patent allies, several of the contracts for

inventor's patents held clauses protecting "amateurs" and allowing them to use the patents. Whether the competing manufacturers were really amateurs, was ignored by these competitors.
These features arose:-

- Commercial (United States) or governmental (Europe) station networks
- Federal Radio Commission
- Federal Communications Commission
- Birth of the soap opera
- Race towards shorter waves and FM
- 1933: FM radio was patented; Edwin H. Armstrong invented it. FM uses frequency modulation of the radio wave to minimize static and interference from electrical equipment and the atmosphere, in the audio program.
- 1937: The first experimental FM radio station was granted a construction permit by the FCC.
- 1940s: Standard analog television transmissions started in North America and Europe.
- 1943: Tesla's patent (number 645576) was reinstated by the U.S. Supreme Court shortly after Tesla's death, because prior art existed before Marconi's patent was established. Ignoring Tesla's prior art, the decision may have let the U.S. government avoid paying damages that the Marconi Company was claiming for use of its patents during World War I; it is speculated that the U.S. government initially refused to grant Marconi the patent right, to nullify any claims Tesla had for compensation.
- After World War II: The FM radio broadcast was introduced in Germany.
- 1948: A new wavelength plan was set up for Europe at a meeting in Copenhagen. Because of the recent war, Germany (which was not even invited) was only given a few medium-wave frequencies, which are not very good for broadcasting. For this reason Germany began broadcasting on USW, "ultra short wave" (nowadays called VHF). After some amplitude modulation experience with VHF, it was realized that FM radio was a much better alternative for VHF radio than AM.

Later 20th century developments

- Early 1960s: VOR systems finally became widespread; before that, aircraft used commercial AM radio stations for navigation. (AM stations are still marked on U.S. aviation charts).
- 1954: Regency introduced a pocket transistor radio, the TR-1, powered by a "standard 22.5V Battery".
- 1960: Sony introduced their first transistorized radio, small enough to fit in a vest pocket, and able to be powered by a small battery. It was durable, because there were no tubes to burn out. Over the next twenty years, transistors displaced tubes almost completely except for very high power, or very high frequency, uses.
- 1963: Color television was commercially transmitted, and the first (radio) communication satellite, TELSTAR, was launched. In late 1960s, the U.S. long-distance telephone network began to convert to a digital network, employing digital radios for many of its links.
- 1970s: LORAN became the premier radio navigation system. Soon, the U.S. Navy experimented with satellite navigation.
- 1987: The GPS constellation of satellites was launched.
- Early 1990s: Amateur radio experimenters began to use personal computers with audio cards to process radio signals.
- 1994: The U.S. Army and DARPA launched an aggressive successful project to construct a software radio that could become a different radio on the fly by changing software.
- Late 1990s: The digital transmissions began to be applied to broadcasting.

When radio first started, no one thought about politics. Because radio was viewed as just another novelty, getting politics on the air was a slow process. For political purposes it was first used in USA in US Presidential Elections 1924. Through mid-1924, shortwave was still seen as an inconsistent novelty even by engineers, and few believed it could ever be used reliably for daytime long-distance

Ten thousand employees sat down in 65 banquet halls across the US and Great Britain. President Coolidge was the featured speaker - from Washington D.C. The president's speech was carried by landline to KDKA then broadcast over shortwave. This was the first time such a broadcast had been attempted, and millions in the Americas and Europe are believed to have heard it.
When the 1924 campaign began, no one knew that radio would be worth as a weapon in the campaign war chest. For millions, to hear the voices of the candidates was unique - it couldn't be duplicated in silent movies or newspapers. Many questioned how they could know if there was an audience listening and if their message was reaching them. By the end of the campaign, these questions and more were answered. It was clear that radio had improved politics and furthermore politics had improved radio.

Radio Broadcast in sub-continent

March 1926	Indian Broadcasting Company, a private company was formed in Bombay.
23rd July 1927	IBC launched its transmission.
1928	A small transmitting station was set up at Lahore.
April 1930	Broadcasting went under the direct control of Government and IBC was changed to Indian State Broadcasting Service.
Jan. 1934	The Indian Wireless Telegraphy Act 1933 came into force.
Jan. 1935	Peshawar Radio Station was set up by NWFP Government – 250 watts transmitter.
Jan. 1936	Delhi Radio Station was opened. A.S. Bukhari was appointed as its 1st Station Director.
Jun 1936	Indian State Broadcasting Service was changed into All India Radio.
Dec 1937	Lahore station went on air.
1939	Dhaka Radio station was opened.

Radio Broadcast in Pakistan
Aug 14, 1947 Pakistan comes into being and the announcement of its creation is made by the new organization, the Pakistan Broadcasting Service which comes into existence at the same time and later designated as Radio Pakistan.

When Pakistan came into being it had three radio stations: Lahore, Peshawar and Dhaka. Setting up of further radio stations in every nook and corner of Pakistan is as under:

1948	Rawalpindi-3 Radio Station. – 500 watts' shortwave transmitter
1948	Karachi Radio station – 100 watts' shortwave transmitter
1949	Rawalpindi station – 100 watts' Medium wave transmitter
1950	Karachi Radio Station
1951	Hyderabad Radio Station – 1 KW/ SW transmitter
Oct 1956	Quetta Radio Station 1 KW/ SW Transmitter
Oct 1960	Rawalpindi – 2 Radio Station 1KW/ SW Transmitter
1970	Staff training and technical training school at Islamabad.
1970	Multan Radio Station 120 KW/ MW.
20 Dec.1972	Radio Pakistan was converted into "Pakistan Broadcasting Corporation. (PBC)
April 1973	World service for overseas Pakistanis
1974	Khairpur Radio station 100 KW
August 1975	Bhawalpur Radio Station 10 KW/ MW
1977	Islamabad Radio Station in the new national Broadcasting house 1000 KW/ MW transmitter
1977:	Skardu Radio Station 250 W/MW
1981:	Turbat Radio Station 250 W/MW
1981:	D.I. Khan Radio Station 10 KW/MW
1981:	Khuzdar Radio Station 250 W/MW
Sept 1982:	Faislabad Radio Station 250 W/MW
May 1986:	New BH at Khairpur
1989:	Sibi Relay Station - 250 W Trans

1989: Abbotabad Relay Station 250 W/Trans
Aug 1993: Chittral Radio Station 1 KW/FM Trans
1996: Loralai Radio Station 10 KW/MW
1996: Zhob Radio Station 10 KW/MW

Radio as an effective medium of communication

As 2nd world war began radio showed its affectivity in a much better way therefore making its place in the mechanical world as an important invention. Radio was used to perform two important jobs in this mad war. One, it was a best medium to transmit and provide latest information regarding different warfronts as each day was coming with a new warfront. Secondly, it was used as tool, to conduct psychological war i.e. boasting the morale of your own people and demoralizing the enemy.

Before independence there wasn't any concept of private ownership in the broadcasting world as British government was more sensitive towards electronic media and they could not afford to take the risk of allowing people to own radio stations. And that's also the reason why we see newspapers playing their part actively in Pakistan Movement and don't hear about any radio station and its contribution in Pakistan Movement.

Before partition radio was more used as a medium of entertainment and even in the early years of our independence it did more in entertainment section. Radio Pakistan's contribution in promoting music, in all its forms, and singers, is really acknowledging.

In the news section, being a state owned organization it has always followed government's policies and worked as a government's mouthpiece.

As Pakistan is a developing country and its literacy rate is also very low, so like other developing and third world countries, radio has been a very effective medium of communication (information and education) here. In remote and rural areas where newspaper could not reach or where electricity is not available and therefore people cannot watch television, radio is still a best medium of communication. Radio is also very cheap and in the form of transistor can be taken to any place therefore makes it possible for a person to be aware of the things going on in the world even being on a warfront.

But it has one disadvantage which makes it difficult for the broadcasters to use it to address complex issues or complicated things or even to use a difficult language. Radio like telephone is a time consuming channel of communication, therefore in its case speed of comprehension is always in performer's hand which makes it impossible to be used to send complex messages. That's the reason that among broadcasting standards, one standard is the use of simple language and precise messages.

Till 60's when TV was not introduced, radio was a very popular medium of communication in both rural and urban blocks of the country, now it is more listened in rural areas with an exception to FM radio channels that are equally appreciated and listened in cities.

(Cont…….)

LESSON 25

RADIO IN PAKISTAN I

Immediately after the independence of Pakistan, the country was facing many challenges, it wasn't possible for anyone to solve those problems without the help of any medium of communication, using newspapers was an impossible thing as they were not really in a position to help and at the time when every second was unveiling a new challenge it wasn't possible for the leaders of the nation to use such a medium that consumes 24 hrs time to produce a new paper; at that time radio stepped forward and dealt so devotedly and passionately with those challenges that now the history of the nation acknowledges and salutes the role of radio, radio broadcasters and performers at that crucial time.

A major challenge of the time was to deal with and rehabilitate the migrating people who were coming from India in a condition that besides physical shelter they also needed an emotional consolation. Children, women, elderly people, everybody was in a devastating state. Radio on aired special programmes for them; special announcements were given to re-join the separated members of different families, which wasn't possible otherwise for the administration of the newborn state.

After that Radio Pakistan is also saluted for its role in 1965's Pak-India war. In the war it produced two different types of programs. One were to keep the morale of the nation and its military forces high and the other were to demoralize the enemy country, its public and its military forces who were relying on Radio Pakistan for the news and updates.

In the modern world, it is an accepted belief that now a country cannot win a war merely through its military force and arms or ammunition. Now people of the enemy country and there morale is equally important, in the modern world wars are fought with military and media on parallel scale. The best example is America-Vietnam war. Americans, although a super power, lost the war just because its strategists failed to break the commitment and resistance of Vietnamese who had such a high morale that they were not ready to give up even after years and on the other side American people were not supporting their government and were protesting against their government's and military's actions and decisions.

In 1965's Pak-India war Radio Pakistan worked on psychological grounds and through its music and special programs for people and soldiers keep providing a strong moral support to the nation. It also broadcast propaganda programs for the Indian people particularly for Eastern Punjab of India after which on 9 Sep. 1965 Indian government had to announce that under Defense Act of India anyone found listening Radio Pakistan will be given three years imprisonment. This shows that Radio Pakistan's propaganda programs were very successful and it was being listened there and had more credibility than All India Radio that had already lost its credibility by giving a wrong news of Lahore's occupation at the early stages of the war.

In Ayub Khan's era Radio Pakistan being a state-controlled medium of communication worked as a government's mouthpiece and therefore started losing its credibility in the eyes of the public, particularly in 1968 when Radio Pakistan celebrated 10 Years of Progress with the government, it was very difficult for the people to absorb these celebrations as reality that they were seeing with their own eyes was saying something contrary to these celebrations.

Till 60's and even before partition the most popular format of radio was Radio Drama. Radio Pakistan did very well as far as producing dramas are concerned; in fact it is very lucky to have such a big names like Rafi Peer, Imtiaz Ali Taj etc in its very early days. The artists who worked in that golden era of Radio Pakistan are still as famous as they used to be at that time.

Children Programs of Radio Pakistan were also very popular. Moni Hameed, who worked as host of children's Programs on Radio Pakistan and even in Untied India's radio is still remembered for her beautiful and perfect voice.

Radio being a medium of sound has always given an importance to the perfect voice of broadcast quality. The reason is that unlike other medium of communication the message delivered through radio has no Parallel messages (body gestures, expressions etc) with it. So a prefect voice for broadcast is preferred and appreciated as it helps to fill the space left by Parallel messages. Now background music and sound effects that are improving with the passage of time are used as Parallel messages in radio broadcast.

LESSON 26

RADIO IN PAKISTAN II

"To express the public opinion and to mould the public opinion is the primary duty of all the mass media in a democratic society."

General Ayub Khan's policies of concentrating political power in his own hands, his control over the press and media, imposing state of emergency in the country, and his interference in religion kept infuriating people. Adding insult to injury, he celebrated a decade of his rule with the mass media (state-owned newspapers and radio) in 1968 and made exaggerated claims about the development in the country.
By the end of 1968, the public resentment against the Ayub's regime touched a boiling point and an anti-Ayub movement was launched by the urban-middle class; including students, teachers, lawyers, doctors, and engineers. The Joint Labor Council called for a labor strike. Demonstrations and agitation swept the whole country. Law and order broke down and Ayub was left with no other option but to step down.

National integration
Pakistan as a newborn state had a very strange territorial shape; it was comprised of two wings that had a hostile territory of 1400-1500 km in between them. Not only this, the two parts of the country had different languages, culture and traditions too, the only thing they shared was Ideology of Pakistan for which they struggled together under the leadership of Quaid-e-Azam. When Pakistan came into being it was the responsibility of its leaders and mass media to bring the people of East Pakistan and West Pakistan closer to each other by introducing them to each others cultures, traditions, languages and building a harmonious relationship between them. But unfortunately the state's media and leadership failed to bring them close to each other. Radio Pakistan, rather than dividing its transmission into reasonable categories, preferred to divide its stations and their responsibilities. Radio Pakistan's Dhaka station transmitted its programmes in Bengali and Radio Pakistan's stations in West Pakistan kept transmitting most of their programmes in Urdu to which most of the people living in East Pakistan were unfamiliar of; a very small part of Radio Pakistan's transmission was in English which was a common language of understanding between the people living at two ends of the same country.
For a successful federation it is very important for the people to be aware of each other's culture, background and traditions and no one can perform this job better than the mass media, in fact national integration is one of the major responsibilities of mass media, which Radio Pakistan failed to accomplish.
Although newspapers were also available but due to the lack of transportation facilities and the distance we had between the two ends it wasn't possible to achieve such a big task through a limited mass medium like newspapers. Radio was the only medium available that had the capability to do this job but unfortunately it failed.

Radio and Development Communication
UNESCO when suggested the use of mass media for development purposes particularly in underdeveloped or developing countries, the best medium it found around to be used for the purpose was Radio. UNESCO invited all nations to join in this great venture for the unshackling of men's minds and the liberation of a new technological, civic and moral potential everywhere.
Since this important decision was adopted by the General Assembly, a number of significant events have occurred within the framework of the U.N. and UNESCO which reveal the interest the idea of a mass literacy campaign has aroused around the world.
Thus, two U.N. regional bodies – the Economic Commissions for Africa and for Asia and the Far East – met respectively at Addis Ababa in February and Tehran in March 1964 and adopted resolutions recommending that the governments of those regions include adult literacy programmes in their national education plans as a part of overall development. Similarly, the regional conferences of the Asian and Arab National Commissions for UNESCO, the former held in Bangkok in February and the latter in Algiers in March, used almost identical terms to stress the importance of literacy in those countries. At

Pakistan is an agricultural country. Today's world is a world of mechanized farming. Radio can be and has been used here to provide, the people in remote areas, information regarding modern farming which can definitely help in country's overall development in agriculture sector.

In 1950 Japan invented transistor radios which are now available in very small sizes. In most cases only one dry cell is required to make them work. After the invention of transistor radios it has become much easier to use this medium of mass communication for development purposes. People are conveyed messages though different programmes in their native languages and by favorite artists.

Radio Pakistan is broadcasting programmes in 31 different languages, among them 23 are local languages and 8 are international languages. Total broadcast hours of Radio Pakistan are 400 which is quite a time if used properly and constructively. World's biggest broadcasters, Voice of America and BBC have a 1000 hrs broadcast on daily basis and they are broadcasting their programmes in 70 different languages which definitely involve propaganda programmes too.

LESSON 27

RADIO PAKISTAN – SERVICES AND FORMATS

Radio in Pakistan started its job more as a source of entertainment than information or education. Through its wonderful music, evergreen plays and sports coverage with vibrant running commentaries, it was thought to be a medium made for entertainment at home. Later, Radio Pakistan emphasized on developing its other formats and services and extending its boundaries to other responsibilities and duties it owes towards the society.

Radio Pakistan broadcast programmes in different formats that are discussed below:

News

Director General News is the in-charge of this department. His responsibility is to ensure that the policy of the channel is followed by the news producers and the news bulletins which they are preparing may not carry any such news item or information that is against the news policy of the channel. Being a state-controlled body Radio Pakistan has always kept its policies in accordance with the government, therefore people listen to Radio Pakistan particularly when they want to know government's stance on some issue or government's policies regarding different things. Initially Radio Pakistan used to broadcast a few news bulletins in a day, now it is broadcasting a news bulletin after every hour to keep people informed and updated.

The procedure that is followed in this format is that reporters collect news from different places and bring them to the newsroom where they are sub-edited and after that selected to be placed in the news bulletin which will then be sent on air. Radio Pakistan also receives news from international and national news agencies. For central news bulletin, news are sent to the Central Newsroom Islamabad, where they are again edited by the news editor and after that chosen for the news bulletin. Central news bulletin is always comprised of very important news whether national or international.

Radio news usually do not carry that much details of a news as we can read in newspapers. To cover this some insertions are made in news bulletins which could be a police officer's statement on some murder case or a part of foreign office spokesperson's briefing about government's stance on some international issue.

Current Affairs

This is another important format of Radio Pakistan. The programmes formed under this format can be further divided into various categories. E.g. discussions, talk shows, interviews, seminars, conferences etc. Usually the current affairs programmes involve debate on hot or important international and national issues. The basic purpose of these programmes is to keep people aware of the issues and problems which they are surrounded with and also to keep them up to date. In these programmes both the sides of a picture are made public regarding some topic and then the decision is left on public.

Entertainment Programs

1. Drama

Drama is usually defined as a literary work in which the characters experience some sort of internal or external conflict. It is a very important format in entertainment or programming section. Radio drama is very different from TV drama. In radio drama there are no parallel messages along with the real message that has to be delivered, a voice artist has to be very expert in his dialogue delivery so that he could convey the true sense of his message. Radio Pakistan is very lucky in this genre as it had really good dramatists and performers even in its very early days when its other formats were not so developed.

2. Sports

Sports have always been a part of Radio Broadcast since its first day. Vibrant running commentaries of nation's favorite games have added a lot to the radio's popularity particularly before the arrival of TV, even still, in many parts of the world where there is no electricity or where people cannot afford to have

International Broadcasts
International broadcasts can also be divided into three main categories.

One is *World Service for Overseas Pakistanis*. In these broadcasts programmes are produced to keep the expatriates aware of what is going on in their homeland, usually local and national issues are discussed in these programmes. Some entertainment-based programmes are also produced in this category. Then comes *External Service* (in almost all important international languages), these broadcasts are usually aimed at building and improving the image of Pakistan internationally. Another objective of these programmes is to build PR or better relations with foreign nations.

Propaganda broadcast is another category of International Broadcasts. These broadcasts are usually aimed at demoralizing or provoking the rival nations and their people against their own governments.

Radio Library/ Archives
Library is the richest place in Radio Pakistan. Its archives have everything, Quaid-e-Azam's speeches and addresses, country's political leader's addresses, interviews of important personalities, musical archives, dramas, etc. They are kept in the form of audio cassettes and cds.
In USA since 1924 radio is being used as a commercial medium. Radio Pakistan got commercial in 1970s when it involved itself in advertising and sponsorships. In the present times, for a medium to be popular among public has to be successful commercially. Now ratings are issued for every program and that program gets more ads which is listened by more people. So, now competition is linked with commercialism.

LESSON 28

RADIO AND DEVELOPMENT COMMUNICATION

Before the invention of transistor radio, radio did have some limitations e.g. it wasn't possible for anyone to take it with him/her at far off places where there is no electricity or where radio signals could not reach. But with the arrival of transistor radios Japanese made it possible for the people to use radio for more than it was used before. Development communication is one of those important areas (after the invention of transistor radio) where radio did a lot in most parts of the world and is still doing in other.
Development Communication refers to a spectrum of communication processes, strategies and principles within the field of international development, aimed at improving the conditions and quality of life of people struggling with underdevelopment and marginalization.
Development communication is characterized by conceptual flexibility and diversity in the application of communication techniques used to address the problems of development. Some approaches in the "tool kit" of the field include: information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and participatory communication. Development communication is for the betterment of the society, though raised from a particular group but affects the whole mass for better.
Since Nora Quebral (1971) of the University of the Philippines at Los Baños first used the term **development communication**, the concept has become entrenched in communication studies and practice. Another working definition that contains many of the tenets and assumptions of the concept refers to development communication as the planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio-economic, political and cultural development.
Since the decades of the 1960s and 1970s, development communication strategies and approaches have been employed in numerous development programmes and projects across the length and breadth of underdeveloped and developing countries of Asia and Africa.

Radio and Education

Radio has been used extensively as an educational medium in developing countries. Published reports confirm that it has supported educational programs in a wide range of subject areas and in many different countries. Consider the following list of examples (which is by no means exhaustive). Educational radio has been utilized in:

- Thailand, to teach mathematics to school children (Galda, 1984), and for teacher training and other curricula. (Faulder, 1984).
- India, for rural development. (Long, 1984).
- Swaziland, for public health purposes. (Byram & Kidd, 1983).
- Mali, for literacy training. (Ouane, 1982).
- Columbia, for various programs. (Muhlmann de Masoner, Masoner, & Bernal, 1982).
- Mexico, for literacy training and other programs. (Ginsburg & Arias-Goding, 1984).
- Nigeria, for management courses for the agriculture sector. (Shears, 1984).
- Kenya, in support of correspondence courses. (Kinyanjui, 1973).
- Nicaragua, for health education. (Cooke & Romweder, 1977).
- Philippine, for nutrition education. (Cooke & Romweder, 1977).
- Guatemala, in order to promote changes in farming practices and to improve production. (Ray, 1978).
- Sri Lanka, for family planning and health. (Academy for Educational Development, 1980).
- Trinidad and Tobago, to promote knowledge of breastfeeding. (Gueri, Jutsen & White, 1978).
- South Korea, in support of family planning. (Park, 1967).
- Botswana, for civics education. (Byram, Kaute & Matenge, 1980).
- The Dominion Republic, in support of primary education. (White, 1976)
- Paraguay, to offer primary school instruction. (Academy for Educational Development, 1979).

Educational radio has been employed within a wide variety of instructional design contexts. In some cases it is supported by the use of printed materials, by local discussion groups, and by regional study

centres. It is sometimes designed so as to permit and encourage listener reaction and comment. Indeed, in some cases, there is provision for the audience to raise questions and to receive feedback.

Farm Radio Forum

One of the most dominant and widespread examples of the use of educational radio is known as "Farm Radio Forum." It was started in Canada in 1941 as a radio discussion program and served as a model which was adopted subsequently in a number of developing countries.

The lessons learned from Canada such as the use of forums, multi-media, printed materials, two-way communication and various production techniques (drama, interview, panel discussion) were then introduced in India early in 1956, and in Ghana in 1964, with the initiative and sponsorship of UNESCO. The radio programs for rural forums have been concerned with the problems of agriculture, rural development, rural education, innovations, self-government and literacy. Such forums have now been introduced in many developing countries. By 1968, a total of about 15000 was reported. (Nyirenda, 1981; Waniewicz, 1972).

In a study sponsored by UNESCO, Paul Neurath (1959, 1960) studied the effects of a Farm Radio Forum project at Poona, India. He compared 145 forum villages with non-forum villages. The forum lasted for ten weeks with a total of twenty programs. Each forum had twenty members who came together twice a week to listen to a thirty-minute program on subjects such as agriculture, health, and literacy. Forum members were interviewed before and after the project as were samples of twenty adults from each of the control villages. Each forum was visited and observed four times during the project. It was found that forum members learned much more about the topics under discussion than did adults in villages without forums.

According to Neurath (1959):

“Radio farm forum, as an agent for transmission of knowledge, has proved to be a success beyond expectation. Increase in knowledge in the forum villages between pre and post-broadcasts was spectacular, whereas in the non-forum villages it was negligible. What little gain there was occurred mostly in the non-forum villages with radio.”

Education and Communication

Evaluation of communication programs, projects and experiments have repeatedly shown that radio can teach; it can present new concepts and information (Galda & Searle, 1980; White, 1976, 1977; Leslie, 1978; Jamison & McAnany, 1978; Byram, Kaute & Matenge, 1980; Hall & Dodds, 1977; McAnany, 1976). In this regard, Sweeney and Parlato (1982) concluded that radio plays an effective educational role both as the sole medium or in conjunction with print and group support.

Dialogue and Innovation

In some cases, radio has been used effectively to advise populations of new government policies and to encourage discussion, feedback, and eventual support for new measures. Radio has also been used to promote community development, innovation, and other programs in which self-help and community participation are essential:

Neil (1981) contends that educational radio can only be effectively utilized by employing the following techniques:

1. Using educators with long (and preferably recent) experience of living in rural areas.
2. Communicating, in detail and continually, with the leaders of village learning groups where these exist.
3. Paying careful attention to, and learning from, the work of local communities or other organized groups (for example, farmers, agricultural and health service radio broadcasters).
4. Working through valid intermediaries such as chiefs or headmen in villages, i.e., through established and accepted social structures.
5. Encouraging illiterate people to communicate their ideas and concerns through trusted and better educated villagers, who can act as scribes if, required.

Community Radio

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to a local audience but is overlooked by more powerful broadcast groups.

Community media is a term that describes media which are small in scale, and which are owned and operated by citizens on a not-for-profit basis to exclusively serve the public interest of a relatively small community e.g. a cluster of villages or small settlements, or a small town or a city, or parts of a city.

Radio can reach communities who live in areas with no phones and no electricity. And it reaches people who can't read or write. Even in very poor communities, radio penetration is vast. Community radio stations can play a significant role in increasing participation and opinion sharing, improving and diversifying knowledge and skills and in catering to health and cultural needs.

Thus, community radio in developing countries can give people hope for a better future. And groups and individuals from poor communities from across South Asia are taking communication and information matters in to their own hands and exercising greater control over their access and services. Even before governments give official sanction to electronic community media, an increasing number of communities are exploring whatever avenues are open to them to get their voices and messages heard.

Generally, for successful development communication Mass Media must ensure:

- Accessibility of the message to the target audience
- Message should be attractive enough to attract the target audience.
- Selection of the message on listener's choice
- Right time of broadcast

For distance education, when TV was not there, in different parts of Pakistan, radio was used as an educational medium to teach children in their classrooms. It was mostly practiced in villages, and along with the school going children it was also used and is still being used to educate elderly people. Pakistan is an agricultural country so teaching modern farming techniques is one of the basic objective of broadcasters and the government which they are achieving and practicing through Radio.

Health is another area where Radio Pakistan and other private radio stations are doing a lot in creating awareness among people regarding different diseases that are preventable with a little care. As it is said *prevention is better than cure*. People in remote villages are not even aware of basic hygiene techniques radio is trying to aware masses of these basic things that can change their lives miraculously without any investment.

Another important issue in this area on which radio is trying to aware people is Family Planning and its advantages. Government is running campaigns through media (print and electronic media) and other forms of communication which even involve face to face communication to increase awareness among people on the subject.

Commercial Broadcast and radio

Commercial broadcast in South Asia was first started by Radio Salon, Sri Lanka. After that when Radio Pakistan was formed, it followed the same technique and was so popular among its listeners that the market of South Asia which was initially relying on Radio Salon now turned its direction towards Radio Pakistan for its ads and commercials. Now Radio Pakistan is working as a complete commercial medium.

PEMRA has issued almost 70 licenses to new FM channels out of which 20 have started working. These FM channels are not only providing entertainment but are also serving the society through their other social and public service broadcast and messages.

LESSON 29

LOUD SPEAKERS, AUDIO CASSETTES & TAPE RECORDERS

Audio linked with radio s used for mass communication in two ways:

- Loud Speakers
- Audio Cassettes& Tape Recorders

Loud Speakers 

Instant feedback is an advantage that is only available in face to face communication i.e. inter personal communication. In other forms of mass communication instant feedback is still a dream. To get rid of this disability, loud speakers were invented that made it possible for communicators to communicate at a mass level and get an instant feedback too. Loud speakers are used to deliver public speeches by politicians and public leaders. In rural areas they are also used for making announcements and public service messages. E.g. during floods when electricity system and other communication means are adversely affected by the heavy flow of water.

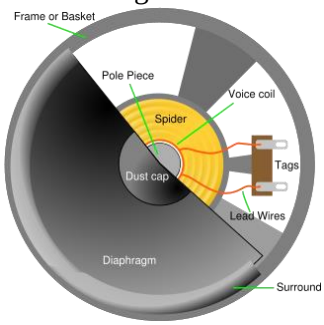
Loud speakers are very useful mean of communication in two step flow of communication. When the frame of reference of the sender and receiver is different or due to social differences or due to any other barrier message is not convincing for the person on receiving end and the communication is becoming unsuccessful opinion leaders (usually religious leaders are considered as opinion leaders in religious societies) are used to achieve the desired results. Opinion leader then conveys the same message to the same target audience that in most cases is very successful. This is called as two step flow of communication. In remote and rural areas, mostly the mean of communication used for this two step flow formula, is loud speaker.

History

Loudspeaker, speaker, or speaker system is an electromechanical device which converts an electrical signal into sound. The term loudspeaker is used for both individual devices and for complete systems consisting of one or more drivers (as the individual transducers are often called) in an enclosure, often with a crossover circuit.

Alexander Graham Bell patented the first loudspeaker as part of his telephone in 1876. This was soon followed by an improved version from Ernst Siemens in Germany and England (1878). Nikola Tesla is believed to have created a similar device in 1881. The modern design of moving-coil drivers was established by Oliver Lodge in (1898). The moving coil principle was patented in 1924 by Chester W. Rice and Edward W. Kellogg.

These first loudspeakers used electromagnets because large, powerful permanent magnets were not available at reasonable cost. The coil of an electromagnet, called a field coil, was energized by direct current through a second pair of connections to the driver. This winding usually served a dual role, acting also as a choke coil filtering the power supply of the amplifier to which the loudspeaker was connected.



The quality of loudspeaker systems until the 1950s was, to modern ears, poor. Developments in cabinet technology and changes in materials used in the actual loudspeaker led to audible improvements. Despite their low-tech appearance, paper cones (or coated paper cones, where the paper is treated with a substance to improve its performance) are still in use today and can provide good quality sound. Plastics (e.g. Polypropylene), metals (e.g. aluminum), and composite materials (e.g. fiber-reinforced materials) are also used as diaphragm materials.

Additional improvements in loudspeaker technology occurred in the 1970s.

In 1877, German, Ernst Siemens patented the first loudspeaker on Dec. 14, 1877. Englishmen, Sir Oliver Lodge received the second patent for a loudspeaker on April 27, 1898. This was all before music was electrified.

In 1924, two General Electric researchers, Chester W. Rice and Edward Washburn Kellogg patented the modern, moving coil, direct radiator, loudspeaker, which become the prominent design for all loudspeakers The Rice and Kellogg loudspeakers were sold to consumers under the name of "Radiola" loudspeakers beginning in 1926, and were superior to anything previously invented by lowering sound distortion and raising audio quality for the consumer. In 1958, the first box-enclosed loudspeakers were invented by the Cabasse, a French company.

Tape Recorders and Audio Cassettes
Tape recorder is a mechanical device used for recording on magnetic tape and usually for playing back the recorded material.

History
The Magnetophon tape recorder was one of the first recording machines to use magnetic tape in preserving voice and music. It was developed in the mid-1930s by German scientists, primarily to record the speeches of Adolf Hitler for later broadcast, especially overseas. Since Hitler enjoyed classical music, he probably approved of its use in recording concerts. One of the first concerts to be recorded on a Magnetophon was by Sir Thomas Beecham and the London Philharmonic Orchestra, during their 1936 concert tour. When Beecham and the musicians heard the playback they were amazed at the quality of the recording since it did not have the surface noise of discs and generally was higher in fidelity.
In 1940, AEG engineers J. von Braunmühl and Dr. W. Weber accidentally discovered the technique of tape bias in which the addition of an inaudible high-frequency tone resulted in a striking improvement in sound quality. In 1944, Magnetophon was used to make the first stereophonic tape recordings, including a performance of Beethoven's *Piano Concerto No. 5.*
Magnetophon recorders were widely used in German radio broadcasts during World War II, although they were a closely guarded secret at the time. American audio engineer Jack Mullin acquired two Magnetophon recorders and fifty reels of magnetic tape from a German radio station at Bad Nauheim near Frankfurt in 1945, and over the next two years he modified and developed these machines, hoping to create a commercial recording system that could be used by movie studios.
Mullin's public demonstrations of his modified Magnetophon recorders in 1947 amazed American audio professionals and led directly to the development of the world's first commercially-produced reel-to-reel tape recorder, the Ampex Model 200, developed by the Ampex electronics company of California.
Magnetic tape proved particularly useful when Columbia Records introduced the first successful microgroove long-playing records in 1948. It soon became an industry standard and tape recorders were used by every major recording label until the development on digital audio tape. Remington Records began making the first commercial stereophonic tapes in the U.S. in 1953, followed in February 1954 by RCA Victor. These tapes were initially released for home stereophonic tape machines. (Columbia began taping in stereo in 1957, followed by other major record labels.) In 1958, with the introduction of stereo LPs, RCA released its first series of "Living Stereo" discs.

Philips introduced the compact audio cassette medium for audio storage in Europe in 1963 and in the United States in 1964, under the trademark name Compact Cassette.

Use
Tape recorder is a recording system that uses electromagnetic phenomena to record and reproduce sound waves. Their invention made it possible particularly for the broadcasters to keep a record of their produced programmes for later use and also in the library as an asset. Tape recorders and audio cassettes are also used for other purposes like political or religious purposes etc. Their biggest use recorded in the history was seen during Iran’s Islamic Revolution (1978-79) when even after the ban, the devotees and followers of exiled Ayatullah Khamnei used to bring his speeches and messages to the people living in Iran in the form of audio cassettes.
Nowadays journalists also use them extensively during reporting events and interviews. Radio Reporters even use these tape recorders to record interviews for broadcast particularly in radio news, which,

formed to keep the record of programs. In these libraries archives are kept usually in the form of audio cassettes and cds.

Tape recorders and audio cassettes are a useful mean of communication particularly in development communication. In remote areas, they are used to educate people, even in schools they are used to give daily lessons to the children. This technique of delivering Audio lectures is so catchy and attractive for students that they prefer to take lessons in this form along with other supporting means over conventional learning system. UNESCO is also using them in various campaigns in different Asian and African developing and underdeveloped countries.

Audio cassettes and cassettes player/ recorders are a complete mass media which are being used to run various awareness campaigns in rural areas. E.g. farmers are briefed and educated about new farming techniques, pesticides etc. via this medium. But all these uses are secondary because if analyzed objectively then their best use is seen with disable people, e.g. blind people. Blind people are getting their education through these audio cassettes, a lot of books are available in audio form, which are being used by these people to learn new concepts and theories and to keep pace with the world. Illiterate people are also getting benefited as many other mean of mass communication particularly newspapers; books and magazines are not much of a use to them.

Video cassettes and recorders i.e. VCRs are another form of this recording system. But to use them TV is a mandatory thing as it has to record visuals with the audio. Invention of VCR added a lot to the usefulness of recording system and of course communication. For development purposes, promoting education and running awareness campaigns VCRs are equally used with cassette player or tape recorders/ players.
Cassette players in the form of Walkman's are also used on a large scale especially by youngsters/ teenagers for entertainment and fun.

In mass communication it is very important that what medium is used on what scale in what way to achieve what objectives? The mass media where helps societies in their development, can also be used to ruin or deteriorate them. In civilized democratic societies, ethics are observed by professionals working in various branches of mass media but mass media like tape recorders/ players and VCRs that are available to common man cannot be monitored officially, here responsibility lies on people themselves who must know that these are such a powerful medium of communication that if not used carefully can bring very bad results like we see in our country. Before the arrival of dish antenna when VCRs were introduced to the society, the only thing they were used for was watching smuggled Indian movies that used to come here from Middle East. At layman's level this medium was not used to attain positive or any educational or informational objectives. Although providing entertainment is an important responsibility of mass media but the way these VCRs were used to get entertainment was neither legal nor ethical. Indian cinema brought Indian culture with it, which is quite visible in the wedding ceremonies and family functions or get togethers. No preventive measures were taken to save the Native culture. This sudden cultural shift was due to low literacy rate, thirst for entertainment and lack of awareness among people. Local cinema was not capable of providing people healthy entertainment so what they were getting in the form of Indian films and VCRs available at nominal rents was more than something to them. Suppressed minds adopted the foreign approach and culture like nothing which definitely affected our own culture. Some people did raise some hue and cry on social forums against this cultural attack but raising voices against foreign culture was not more important than saving your own culture through strong propagation, which was not done.

LESSON 30

TELEVISION

History of Television

Television is a common telecommunication system for broadcasting and receiving moving pictures and sound over a distance.

1831: Michael Faraday in Britain and Joseph Henry in the United States experiment with electromagnetism, providing the basis for research into electrical communication.
1844: Samuel Morse publicly demonstrates the telegraph for the first time.
1862: Italian physicist, Abbe Giovanni Caselli, is the first to send fixed images over a long distance, using a system he calls the "pantelegraph".
1873: Two English telegraph engineers, May and Smith, experiment with selenium and light, giving inventors a way of transforming images into electrical signals.
1880: George Carey builds a rudimentary system using dozens of tiny light-sensitive selenium cells.
1884: In Germany, Paul Nipkow patents the first mechanical television scanning system, consisting of a disc with a spiral of holes. As the disc spins, the eye blurs all the points together to re-create the full picture.
1895: Italian physicist Guglielmo Marconi develops radio telegraphy and transmits Morse code by wireless for the first time.
1897: Karl Ferdinand Braun, a German physicist, invents the first cathode-ray tube, the basis of all modern television cameras and receivers.
1906: Lee Deforest develops the "Audion", a vacuum tube capable of amplifying signals, and thus crucial to the electronic revolution. Also this year, Boris Rosing of Russia develops a system combining the cathode ray with a Nipkow disc, creating the world's first working television system.
1907: Boris Rosing transmits black-and-white silhouettes of simple shapes, using a mechanical mirror-drum apparatus as a camera and a cathode-ray tube as a receiver.
1908–1911: A.A. Campbell-Swinton, a Scottish electrical engineer, publishes proposals about an all-electronic television system that uses a cathode-ray tube for both receiver and camera.
1923: Vladimir Zworykin patents the "Iconoscope", an electronic camera tube. By the end of 1923 he has also produced a picture display tube, the "Kinescope".
1924: John Logie Baird is the first to transmit a moving silhouette image, using a mechanical system based on Paul Nipkow's model.
1925: John Logie Baird obtains the first actual television picture, and Vladimir Zworykin takes out the first patent for colour television, although electronic colour systems are not fully developed until 25 years later.
1926: John Logie Baird gives the first successful public demonstration of mechanical television at his laboratory in London.
1927: The British Broadcasting Corporation is founded, and the Columbia Phonographic Broadcasting System — later known as Columbia Broadcasting System (CBS) — is formed. Pictures of Herbert Hoover, U.S. Secretary of Commerce, are transmitted 200 miles from Washington D.C. to New York, in the world's first televised speech and first long-distance television transmission.
1928: John Logie Baird transmits images of London to New York via shortwave.
1929: In London, John Logie Baird opens the world's first television studio, but is still able to produce only crude and jerky images. However, because Baird's television pictures carry so little visual information, it is possible to broadcast them from ordinary medium-wave radio transmitters.
1930: The first commercial is televised by Charles Jenkins, who is fined by the U.S. Federal Radio Commission. Also this year, the BBC begins regular television transmissions.
1935: William Hoyt Peck of Peck Television of Canada uses a transmitter in Montreal during five weeks of experimental mechanical broadcasts. Germany opens the world's first three-day-a-week filmed television service. France begins broadcasting its first regular transmissions from the top of the Eiffel Tower.
1936: There are about 2,000 television sets in use around the world. The BBC starts the world's first

1938: Dumont manufactures the first all-electronic television set for sale to the North American public. One of these early Dumont television sets is featured in *Watching TV*.
1939: Because of the outbreak of war, the BBC abruptly stops broadcasting in the middle of a Mickey Mouse cartoon on September 1, resuming at that same point when peace returns in 1945. The first major display of electronic television in Canada takes place at the Canadian National Exhibition in Toronto. Baseball is televised for the first time.
1940: Dr. Peter Goldmark of CBS introduces a 343-line color television system for daily transmission, using a disc of three filters (red, green and blue), rotated in front of the camera tube.
1941: North America's current 525-line/30-pictures-a-second standard, known as the NTSC (National Television Standards Committee) standard, is adopted.
1946: The world's first television broadcast via coaxial cable is transmitted from New York to Washington D.C.
1950: Cable TV begins in the U.S., and warnings begin to be issued on the impact of violent programming on children. European broadcasters fix a common picture standard of 625 lines. By the 1970s, virtually all nations in the world used 625-line service, except for the U.S., Japan, and some others which adopted the 525-line U.S. standard. Over 100 television stations are in operation in the U.S.
1951: The first color television transmissions begin in the U.S. this year. Unfortunately, for technical reasons, the several million existing black-and-white receivers in America cannot pick up the color programmes, even in black-and-white, and color sets go blank during television's many hours of black-and-white broadcasting. The experiment is a failure and color transmissions are stopped. Also this year, the U.S. sees its first coast-to-coast transmission in a broadcast of the Japanese Peace Conference in San Francisco.
1952: The first political ads appear on U.S. television networks, when Democrats buy a half-hour slot for Adlai Stevenson. Stevenson is bombarded with hate mail for interfering with a broadcast of *I Love Lucy*. Eisenhower, Stevenson's political opponent, buys only 20-second commercial spots, and wins the election.
1956: Apex Corporation demonstrates videotape recording, initially used only by television stations. Henri de France develops the SECAM (sequential color with memory) procedure. It is adopted in France, and the first SECAM color transmission between Paris and London takes place in 1960.
1957: Russian satellite, Sputnik 1 was the first artificial satellite to be put into geocentric orbit.
1960: Direct telecast from one continent to other started.
1961: The beginning of the Dodd hearings in the U.S., examining the television industry's "rampant and opportunistic use of violence".
1962: The Telstar television satellite is launched by the U.S., and starts relaying transatlantic television shortly after its launch. The first program shows scenes of Paris.
1965: The Vietnam War becomes the first war to be televised. Protesters against the war adopt the television-age slogan, *the whole world is watching*.
1967: FCC orders that cigarette ads on television, on radio and in print carry warnings about the health dangers of smoking.
1968: Sony develops the Trinitron tube, revolutionizing the picture quality of color television. World television ownership nears 200 million, with 78 million sets in the U.S. alone.
1969: On July 20, 1969, the first television transmission from the moon is viewed by 600 million viewers around the world.
1972: The American-conceived Intelsat system is launched this year, becoming a network and controlling body for the world's communications satellite system.
1973: Ninety-six countries now have regular television service.
1979: There are now 30 0 million television sets in operation worldwide. Flat-screen pocket televisions, with liquid crystal display screens, are patented by the Japanese firm Matsushita.
1980: India launches its national television network. Also during the 1980s, in the U.S. and Germany, laws and policies are enacted to preserve a person's right to television in the event of financial setback. Later in the year, the U.S. Cable News Network (CNN) goes on the air in the U.S.
1996: There are over a billion television sets in operation around the world.

History of Pakistan Television (PTV)

Pakistan Television Corporation Limited

Pakistan Television Corporation Limited (PTV) is a public limited company. All its shares are held by Government of Pakistan. The decision to establish a general purpose television service with the participation of private capital and under the general supervision of the Government of Pakistan (GOP) was taken in October 1963. In 1962, Philips had already introduced TV; in 1963 they ran a train and showed different skits and programs to the people in different parts of the country to promote television. Government of Pakistan signed an agreement with Nippon Electric Company (NEC) of Japan, allowing it to operate two pilot stations (Lahore, Dhaka) in Pakistan. The first of these stations went on air in Lahore on 26 November 1964. On the completion of the experimental phase, a private limited company, called Television Promoters Limited was set up in 1965, which was converted into a public limited company in 1967. Television centres were established in Karachi and Rawalpindi/Islamabad in 1967 and in Peshawar and Quetta in 1974.

PTV's satellite transmission is round the clock. The transmission includes ETV and PTV world transmission.

Karachi Centre

The Karachi Centre commenced its transmission on November 2, 1967 and was the first full-fledged station housed in its own building fully and properly equipped with better technical extensive equipment for production by electronic methods it has four main colour studios, including one designed and equipped for News.

The professional quality of its varied programme fare, be it music or drama has been of a top standard. The PTV-Karachi Centre along with four re-broadcast stations at Thana Bola Khan, Shikarpur, Noorpur and Thando Allahyar, connected to other RBSs in the country through Microwave link cover about 90% of the population.

Lahore Centre

PTV Lahore's pilot centre started in collaboration with N.H.K. Company in a very small studio known as Studio 'C' (with three Cameras, one Tape recorder, one 35mm Telecine, one 16mm Telecine and one Opaque Projector.). Studio 'C' was situated inside the Pakistan Broadcasting Corporation, Lahore area. Lahore centre started its transmission on 26 Nov., 1964, six days in a week (Monday off-day) in black & white, with a very limited staff.

At that time, all studio programmes were telecast "LIVE" as no VTR recording machines were available, which were made available in the year 1968.

Peshawar Centre

A Pilot TV Centre was formally inaugurated on December 5, 1974 at 2-Fort Road, Peshawar. It was Black & White production/ transmitting centre consisting of recording studio and a booth for news/announcement.

On February 18, 1982 Main Color TV Centre was inaugurated at 58 Shahrah-e-Quaid-e-Azaim with two production studios, one announcement/ news studio, an outdoor broadcast van & 7 portable outdoor recording units for News/Current Affairs and Programmes.

PTV Quetta

PTV Quetta was established during 1974 in the abandoned Masonic Lodge, Quetta Cantt. and was formally inaugurated on 26th November, 1974 (on the 10th opening anniversary of PTV in Pakistan, as the first PTV Centre was established in Lahore on 26th November, 1964 and later on too, most of the centres were established on 26th November).

Importance of TV as a mass medium

Television is a very useful medium of communication as along with the real message all kinds of parallel messages can also be seen and heard on it. The only drawback it has or can say the difference

between face to face communication and mass communication via TV is that in case of TV Instant Feedback is not available.

History gives us many examples that show the importance of television. In American-Vietnam war, USA was defeated by Vietnam. After the war US defense department researched and found out the major causes of their defeat. At the top of the list was electronic media particularly television. American television showed the war and its horrible images live on television and American people saw that how innocent people are being killed which turned them against their own government and they pressurized it to pull back its troops.

Guideline given to PTV regarding its channel policy included various things some of which are mentioned below:

- PTV's programs and broadcast will not promote biased or prejudiced approach towards any religion or sect of a religion.
- They will not show immoral or unethical programs.
- No ethnic, racial or linguistic discrimination.
- No gender discrimination.

In the beginning when television came to Pakistan and PTV's foundation was laid in Lahore, no trained staff was available; so most of the people who were initially included in its team were called from Radio Pakistan and PTV therefore, came under the shadow of radio particularly in the area of news. There was no difference between radio and TV news other than this fact that in case of TV one can see picture too.

LESSON 31

TELEVISION AND VCR

In 1972 colour television was introduced in the country and along with that via microwave link, nationwide broadcast also started. In 1975, VCP and VCR i.e. video cassette player and video cassette recorder were introduced.

With the arrival of VCR some rapid changes were observed in the society, which were mostly quite negative. The introduction of VCR was not very formal to our society, initially it was brought by the expatriates who were working in Middle East; they brought these VCRs along with other electronic machines as gift to their families. This is how VCR started penetrating into the society. As Pakistani cinema was not very strong so the most attractive entertainment available to people was those Indian movies that were also entering our borders via Middle East after the ban was imposed on their import by government in 1962. It affected the society in two ways. One, it destroyed our culture as Indian dresses customs, traditions, styles, and societal behaviors and approaches started getting popular here. Secondly, due to the entertainment available at home in the form of VCR people stopped going to cinemas and our film industry that had just started taking its roots, was affected really badly and it started moving towards decline before reaching the boom.

Like Eastern societies, VCR was not a welcoming invention for the western societies too. Television that was thought to be building bonds within the families and a new term TV Lounge was getting popular where whole family used to sit together just to watch television, started segregating again as now they had a recording device at home on which they can record their favourite programs and watch it anytime they want. So the bonds started weakening again.

Effects of TV on Pakistani society

Television affected our society in many different ways which were both positive as well as negative. When television came there was so much excitement in the air that people used to go to each others houses just to watch TV, if the don't have it at their own home. The famous personalities, actors and newscasters were like their own family members to them, not just this they used to take TV itself as a family member. The whole architecture changed. Now TV lounge was a mandatory part of every map of a house. Now people were more well-informed because in shape of TV they had a regular supply of information available at their homes. In the form of news, especially they were seeing everything happening in the world with their own eyes. World sporting events, religious festivals, cultural events, wars, everything was now on TV. In 1969, the whole world saw man's first foot on moon. Similarly when tsunami came in South East Asia in 2005, in every nook and corner of the world, people saw innocent people dying.

According to a survey, in Pakistan there are almost 40 Lack TV sets and if watched 2 hrs/set and 5pesons/ set then the average TV viewing that comes out is 4crore.hrs. This figure alone is enough to tell how strong TV viewing has become in Pakistan which ultimately increases its impact on the society. Now PTV has 24 hrs transmissions. In 2003, PTV National was started which broadcasts news and other programs in different regional languages of the country. PTV National shows that PTV has ultimately broken its watertight compartment policy.

Television – a tool of psychological warfare

Television as a powerful mass medium has played a great role in psychological war fares. E.g. in First Gulf War when American Army was welcomed in Kuwait whole world saw it on their TV sets. An American lobbyist firm's MD gave a speech in American Military Academy and told there that the flowers and American flags that were seen in that footage were provided by his firm who was given this responsibility by the American government to lobby all people in their favour.

When Cold War ended in 1992, East and West Germany unified and the wall between East and West Berlin was fallen. Whole world saw those sentimental images on media, many divided families re-united on that historical day which became an event. For quite a time, western media kept repeating that footage on their TV channels and portrayed that it's not the Berlin Wall that has fallen rather it is the Communist Ideology that has fallen with the wall.

Similarly, when Baghdad was taken over by USA in 2004 it was thought by the Americans that they'll be welcomed in Iraq in the similar way they were welcomed in Kuwait but on the contrary Iraqi people did not show any enthusiasm towards American invasion. American military tanks while patrolling in Baghdad's streets saw some of Saddam's opponents trying to knock down his big brass statue but due its weight were not succeeding; those military soldiers helped that small group of people in demolishing that statue. American media captured that scene and repeatedly showed it on various channels. Experts later noted that no long shot was taken by the cameraman of the scene and the crowd which was quite small in number is not very prominent in the footage. Only close shots of the scene were taken which shows political maneuvering of the incident, which definitely affects those who are seeing it and completely changes the meaning of the whole footage.

In the initial stages of the same war, British soldiers entered Basra City , Al-jazeera television of Oman showed some clips in which they showed some dead British soldiers who died in that combat. USA and Britain protested at a very high level for showing this footage on media and declared it against the Geneva Convention. The actual reason was that before American-Vietnam war they were not aware of the impact of TV on public's opinion, now they were aware of it, they knew that it will not have a positive impact on their own people when they will see their own soldiers lying dead on TV.

Seeing is believing. This proverb makes the importance of television very clear.

PTV has never done much as far as its news coverage is concerned. However, it has done a lot in the category of entertainment, particularly Drama. PTV's Drama was so powerful that it competed with Indian Cinema and it is due to PTV drama that they had to start Parallel Cinema or Art cinema so that they could beat PTV. PTV has used its dramas to address many social issues and it can do much more particularly by addressing those social problems that are poisoning our society slowly and still considered as social taboos and no one discuses them openly. A problem cannot be solved until and unless it is not addressed. PTV can play its part in this area via its plays.

LESSON 32

PAKISTAN TELEVISION

Pakistan television filled the space left in the entertainment industry by the Pakistani Film through its dramas. PTV's Long plays were even capable of competing with Indian Parallel Cinema.

Initially PTV had only one channel i.e. PTV 1 but with increasing demand and pressure from people and international media Ministry of Information decided to launch an educational channel which was named as ETV. ETV used to broadcast Allama Iqbal Open university's lectures. Its target audience was those children and students who wanted to study but could not due to financial constraints or any other reason. PTV Global was another channel launched to make Pakistan a part of this Global Village and to tell the world and expatriates how rich we are in our culture and mores.

After that PTV broke its long time watertight compartment policy by launching PTV National. It was launched to promote and preserve different cultures of different regions of the country and of course to play PTV's long dued part in National Integration.

Now PTV is not just facing competition at national level in the form of private channels but it is also facing a challenge on international level. The country whose media is not strong and cannot make its voice heard in the international community cannot stand anywhere. It's like being *out of sight, out of mind* situation. To make one's place in this Global Village one has to have a strong and free electronic media. Understanding this, Pakistan television started PTV World which is a complete news channel that not only covers important national and international incidents in the form of news but also broadcasts analytical & critical reviews, experts' opinions on hot issues and discussion programs.

PTV Academy

The main project of PTV i.e. having PTV's own training academy was approved in 1981 with an estimated cost of Rs.33.9 million from the government, whereas PTV had to contribute Rs.9.7 million in the form of old/used equipment. Engineering Training Cell was established in 1978 to train PTV Engineers.

PTV World

PTV World, a new satellite channel was launched in the face of tough international competition. The objective was to provide update news for 24 hours.

PTV National

The objective of PTV National is to provide different local News and as well as entertainment in all languages spoken in different parts of the country.

AJK TV

AJK TV is a Kashmiri Channel, providing different programs for local viewers, including Kashmiri and Gojri news.

PTV BOLAN

PTV Bolan is a complete channel launched to cover an ignored province and region of the country i.e. Balochistan. It broadcasts news and programs in different local languages of the region.

PTV GLOBAL

Every field in the world is passing through the process of globalization; likewise Pakistan Television has entered into global competition. PTV Global would provide entertainment and the latest news to Pakistanis working abroad.

STN

Shalimar Television Network (STN), the first private channel (in fact semi government channel) of the country, used to re-telecast programmes of BBC, CNN, TNT Movies etc. besides its own productions.

The news bulletins that STN used to take from CNN were first re-edited according to the government's policies and then sent on-air.

PTV's Policy

Under the guidelines that were given to PTV for their News Policy, particularly, one important instruction was to form and maintain a neutral policy. It was asked to adopt that policy in which all political parties would be given equal importance and their view points will be conveyed to the public through electronic media and no biasness will be shown towards any party. Keeping these instructions in mind if PTV's past performance is analyzed then we don't find them really following it. Almost every government used the state controlled channel for their own objectives. Opposition has never been given any importance and PTV has always worked as a government's mouthpiece.

In Zia's regime PTV was different, after that it was different and now it is more than different. Over the time PTV has changed a lot and even matured in few areas, in every regime its shape and policies have kept changing but one thing has always sustained i.e. its bent towards the party or the man in power. Due to the competition that it is facing internationally and even due to the new private channels that are more objective in the eyes of the people, PTV is changing its policy now, now it is broadcasting open debates in which different issues that were not touched before on the national channel, are even discussed.

LESSON 33

IMPACT OF TELEVISION ON SOCIETY

Television is a very strong and powerful medium of communication, where it can influence societies and their cultures there it is also affected by the society or the environment it is growing in and that is why we find different channels of different societies showing different kinds of programs on their electronic media that reflect the culture and society they belong to.

IMPACT OF TV ON CULTURE

Culture has always been a difficult term whenever comes a matter of defining it; different scholars define it in different ways.

The *Harper Collins Dictionary of Sociology* defines culture as: "the way of life for an entire society." As such, it includes codes of manners, dress, language, religion, rituals, norms of behavior such as law and morality, and systems of belief.

Culture also refers to refined music, art, and literature; one who is well versed in these subjects is considered "cultured."

Culture is an integrated pattern of human knowledge, belief, and behaviour that is both a result of and integral to the human capacity for learning and transmitting knowledge to succeeding generations. Culture thus consists of language, ideas, beliefs, customs, taboos, codes, institutions, tools, techniques, works of art, rituals, ceremonies, and symbols. Every human society has its own particular culture, or socio-cultural system. Variation among cultures is attributable to such factors as differing physical habitats and resources; the range of possibilities inherent in areas such as language, ritual, and social organization; and historical phenomena such as the development of links with other cultures. An individual's attitudes, values, ideals, and beliefs are greatly influenced by the culture (or cultures) in which he or she lives. Culture change takes place as a result of ecological, socioeconomic, political, religious, or other fundamental factors affecting a society.

It is our dilemma that we could not still decide what actually our culture is, different people see it in different ways and there is no unanimous approach adopted so far. One school of thought says our culture is linked with our religion Islam and to the place where it originated from i.e. Arab. So our culture is actually Arab's culture. Another school of thought is that our culture is linked with Indus Valley civilization which is recoded to 5000 years back. Some other people think that our culture should be the way we have been living from thousands of years i.e. Punjab with its own culture, Sindh with its own culture and similarly Balouchistan and N.W.F.P. with their own cultural ideology and background. This group believes that we don't need to have a culture based on nationalism; they believe that if Punjab has its borders beyond the country then on both sides Punjab's culture should remain same and there is no need to bring any change for nationalism.

In the light of these different opinions the question that is raised by people and intellectuals is: What culture is revealed on our television channels then? This question is still a question as we could not still specify our definition of culture.

The responsibility of mass media is to bring both sides of picture in front of the people and then let them decide what is right/good for them and what's not.

Regarding influence and impact of TV programs on the society and culture of the society, some people believe that only dramas and plays influence it however the other group says that music particularly the new genres of music are very strongly affecting our culture. These people blame and criticize Pop or Rock music for deteriorating our culture and new generation, they believe that our culture is restricted to our traditional classical and folk music and every other form of music that has originated from any other land particularly west is not our culture.

The critics of TV say that television:

- Debases the arts and audience tastes.
- Undermines moral standards.

- Engages in economic exploitation.
- Exhibits a liberal bias.
- Sets up false images of reality.
- Distorts reality through omission.

In this era of Globalization when whole world is becoming a global village you cannot restrict TV viewers to your own channels and when they'll watch other channels it will definitely influence them in different ways, which will ultimately influence the culture of the society. There is only one way to handle it and it is to project and promote your own culture and traditions more strongly so that people may not be influenced by the cultures or norms of other societies and this can only be done through strong and free mass media.

Couch Potato Syndrome
Television doesn't have to be violent or vulgar to have a negative effect. Excessive television watching of any sort has clear psychological and physiological effects on children. It is referred as the "couch potato" syndrome. Several studies have documented that even benign television content decreases children's creativity and imagination, decreases physical activity, increases obesity. Lowered grades, decreased ability to handle stress and conflict, and higher levels of aggressive behavior with peers have also been clearly documented.

IMPACT OF TV ON KIDS
How much impact TV has on children depends on many factors: how much they watch, their age and personality, whether they watch alone or with adults, and whether their parents talk with them about what they see on TV.
Although there are potential benefits from viewing some television shows, such as the promotion of positive aspects of social behavior (e.g. sharing, manners, and cooperation), many negative health effects also can result.

Violence
Over the past two decades, hundreds of studies have examined how violent programming on TV, affects children and young people. While a direct "cause and effect" link is difficult to establish, there is a growing consensus that some children may be vulnerable to violent images and messages.

Researchers have identified three potential responses to media violence in children:

Increased fear—also known as the "mean and scary world" syndrome
Children, particularly girls, are much more likely than adults to be portrayed as victims of violence on TV, and this can make them more afraid of the world around them.

Desensitization to real-life violence
Some of the most violent TV shows are children's cartoons, in which violence is portrayed as humorous and realistic consequences of violence are seldom shown.

Increased aggressive behaviour
This can be especially true of young children, who are more likely to exhibit aggressive behaviour after viewing violent TV shows or movies.
Parents should also pay close attention to what their children see in the news since studies have shown that kids are more afraid of violence in news coverage than in any other media content. Fear based on real news events increases as children get older and are better able to distinguish fantasy from reality.

Effects on healthy child development
Negative health effects of television viewing on children and adolescents, such as violent or aggressive behavior, substance use, sexual activity, obesity, poor body



Television can affect learning and school performance if it cuts into the time kids need for activities crucial to healthy mental and physical development. Most of children's free time, especially during the early formative years, should be spent in activities such as playing, reading, exploring nature, learning about music or participating in sports.

TV viewing is a sedentary activity, and has been proven to be a significant factor in childhood obesity. According to the Heart and Stroke Foundation of Canada almost one in four Canadian children, between seven and 12, is obese. Time spent in front of the TV is often at the expense of more active pastimes.

A *Scientific American* article entitled "Television Addiction" examined why children and adults may find it hard to turn their TVs off. According to researchers, viewers feel an instant sense of relaxation when they start to watch TV—but that feeling disappears just as quickly when the box is turned off. While people generally feel more energized after playing sports or engaging in hobbies, after watching TV they usually feel depleted of energy. According to the article "this is the irony of TV: people watch a great deal longer than they plan to, even though prolonged viewing is less rewarding."

As well as encouraging a sedentary lifestyle, television can also contribute to childhood obesity by aggressively marketing junk food to young audiences. According to the Canadian Paediatric Society, most food advertising on children's TV shows is for fast foods, candy and pre-sweetened cereals. Commercials for healthy food make up only 4 per cent of those shown.

A lot of money goes into making ads that are successful in influencing consumer behaviour. McDonald's, the largest food advertiser on TV, reportedly spent $500 million on their "We love to see you smile" ad campaign.

Sexual content

Kids today are bombarded with sexual messages and images in all media—television, magazines, advertisements, music, movies and the Internet. Parents are often concerned about whether these messages are healthy. While television can be a powerful tool for educating young people about the responsibilities and risks of sexual behaviour, such issues are seldom mentioned or dealt with in a meaningful way in programs containing sexual content.

According to a 2001 study from the Kaiser Family Foundation, entitled *Sex on TV*, three out of four prime time shows contain sexual references. Situation comedies top the list: 84 per cent contain sexual content. Of the shows with sexual content, only one in ten included references to safe sex, or the possible risks or responsibilities of sex. In shows that portrayed teens in sexual situations, only 17 per cent contained messages about safe and responsible sex.

LESSON 34

IMPACT OF TELEVISION ON SOCIETY II

Sectarianism and Extremism

Father of the nation, Quaid-e- Azam Muhammad Ali Jinnah, in his very first address advised nation and its leaders to show tolerance particularly religious tolerance towards each other as it is the first thing that matters in the peaceful lives and histories of the nations.

Quaid-e-Azam, while addressing the opening session of Pakistan's Constituent Assembly on 11th Sep. 1947 which was presided by Jugindhar Nath Mandal, announced his policy and the shape of the constitution that this assembly will form, and along with this he also defined the *to be structure and form* of the political scene of Pakistan. A part of the speech was:

"….you are free to go to your mosques, you are free to go to your temples or to any other place of worship. It has nothing to do with the business of state and politics. By pursuing this policy you will realize after sometime that Hindus will cease to be Hindus and Muslims will cease to be Muslims not in religious sense because religion is a matter of personal faith for everyone, but as citizens of Pakistan for political purposes, all citizens will have equal rights in Pakistan…"

At the time of partition almost 10 Lac Muslims, Hindus and Sikhs were massacred to show hatred towards each other in the name of sectarianism. Quaid-e Azam made it clear to the whole nation that in this new country, religion will not be used or exploited to gain political or any other objectives. He put forth the example of European countries where they had this same intolerant attitude towards each other due to their different and sometimes conflicting ideologies, faiths and beliefs but got rid of it through education and the role that their media played in the development of the society

PTV, the state controlled and owned television, has certainly discussed this crucial issue but just to fulfill the formality. PTV probably preferred not to address this issue openly as one school of intellectuals believe *if you want to get rid of something just ignore it.* But this formula is not some universal formula which could be applied to all kinds of problems. There are some problems and issues that become more intense and sensitive with every passing moment and the more you ignore them the stronger they become and when you come to realize it, it is too late to handle that mountain-high problem. It can also be taken in this way that it is easy to mould and handle a child who is not that strong to fight with you but when that child is grown up into a strong man it becomes really difficult to mould his personality or change his habits. Sectarianism or religious intolerance is one of such issues.

Our neighboring country India had the same problem from the day one. But their media policy had always been open. In their movies, TV dramas and even on radio they discussed sectarianism and religious intolerance as a subject, to guide and teach their people. It may had not given them excellent results but it had definitely given an open chance to their people to think in a different and a better way and now among extremists they are also having a class where religion is a person's own business and nobody hates the other person for having different believes.

PTV, being a state channel, can do a lot to control sectarianism and extremism. Like many other areas it seems that in General Musharraf's government, it has changed its policy, may be due to the international pressure, and has started addressing sectarianism and extremism in its plays, talk shows and discussions. PTV's these productions are just a beginning, a late beginning. PTV would have to do much more and in a much better way to convince its audience and viewers that religious intolerance will bring nothing, but devastation.

As far as media's role in propagating sectarianism and extremism is concerned then history has a lot to tell us about it. In 1799, when newspapers started publishing in sub-continent, East India Company issued first directive to the newspapers which was the beginning of regulation of media in this part of the world. That directive was issued on the reason that the newspapers being published by Christian missionaries, Hindus and Muslims were showing religious intolerance towards each other and were so intolerant that East Indian company feared that it may not reach to a limit where government may have to face any problem.

Under this directive, pre-censorship was imposed on the newspapers to control and censor the provoking content that was being published in these newspapers, to insult each others religions and religious beliefs.
In this area PTV had always been impartial and unbiased. It had never tried to provoke one group of people against other on any ethnic, religious or sectarian ground. But when this positive behaviour is acknowledged it is also said that PTV did not do what it should have been doing or done to promote national integration and tolerance.

Media Violence/ Crime on media
It has always been a debate that should crime stories or crime news or crime in any sense, be shown on TV? A lot of people agree with the idea that being a news and being an issue it cannot be neglected for whatever consequences it brings or could bring. Efforts can be done to reduce its negative impacts, if there are any, but it cannot be ignored at all.
TV being a medium of communication should reflect what's going on in the society it is entertaining and educating, and if any crime happens in that society it is mandatory to be reported on it. But certainly it matters a lot that how one presents or reports that crime on this influential screen. Glamorization of crime is a big issue in almost all societies particularly since the film and TV has started producing plays and movies on the subject, for entertainment purposes. Some media experts, researchers and social scientists consider it extremely dangerous for their societies as this projection of crime and violence on media is changing and affecting people's approaches, attitudes, behaviours and even their physical and mental health, which certainly affects their over all span of life too.
In our society media violence is also playing its part because this is an era of globalization and satellite technology has also ended all borders and boundaries for those who want to know and see but as far as state owned channel i.e. PTV is concerned, its past and even present is clean in this regard. PTV is in fact famous for family-oriented plays that were not only popular within country but also got international recognition. It is known for being humble and soft in its productions even when it is addressing serious mattes or issues of the society. But overall, society has been influenced by the electronic media because VCRs, then Dish antennas and now Cable technology has not kept any limits for them. English plays, movies and heroes are getting popular among people and now they like watching thrilling, violence based programs and movies. Fun and entertainment, is all that it has become.
In 380 B.C., Saint Augustine lamented that his society was addicted to gladiator games and "drunk with the fascination of bloodshed." – Violence has always played a role in entertainment. But there's a growing consensus that, in recent years, something about media violence has changed.
Laval University professors Guy Paquette and Jacques de Guise studied six major Canadian television networks over a seven-year period, examining films, situation comedies, dramatic series, and children's programming (though not cartoons). The study found that between 1993 and 2001, incidents of physical violence increased by 378 per cent. TV shows in 2001 averaged 40 acts of violence per hour.

Francophone viewers experienced the greatest increase. Although physical violence on the three anglophone networks in the study increased by 183 per cent, on their francophone counterparts it increased by 540 per cent. One network, TQS, accounted for just under half (49 %) of all the physical violence on the networks studied.
Paquette and de Guise also identified a disturbing increase in psychological violence, especially in the last two years. The study found that incidents of psychological violence remained relatively stable from 1993 to 1999, but increased 325 per cent from 1999 to 2001. Such incidents now occur more frequently than physical violence on both francophone and anglophone networks.

In 2001, only a quarter of the most violent television shows, and two-fifths of the most violent movies, were rated R. The majority were rated PG or PG-13. *(Center for Media and Public Affairs, 2001)*

Globalization of Media
Concerns about media violence have grown as television and movies have acquired a global audience.

cent of children had a television in their home -- and not just in the U.S., Canada and Europe, but also in the Arab states, Latin America, Asia and Africa. More than half (51 per cent) of boys living in war zones and high-crime areas chose action heroes as role models, ahead of any other images; and a remarkable 88 per cent of the children surveyed could identify the Arnold Schwarzenegger character from the film *Terminator*. UNESCO reported that the *Terminator* "seems to represent the characteristics that children think are necessary to cope with difficult situations."

On average, children in the 23 countries surveyed watch television three hours each day, and spend 50 per cent more time watching the small screen than they spend on any other activity outside of school. *(UNESCO, 1998)*

Violence without Consequences or Moral Judgment

The notion of violence as a means of problem solving is reinforced by entertainment in which both villains and heroes resort to violence on a continual basis. The Center for Media and Public Affairs, Canada (CMPA), which has studied violence in television, movies and music videos for a decade, reports that nearly half of all violence is committed by the "good guys." Less than 10 per cent of the TV shows, movies and music videos that were analyzed contextualized the violence or explored its human consequences. The violence was simply presented as justifiable, natural and inevitable -- the most obvious way to solve the problem.

Research on the Effects of Media Violence

Whether or not exposure to media violence causes increased levels of aggression and violence in young people is the perennial question of media effects research. Some experts, like University of Michigan professor L. Rowell Huesmann, argue that fifty years of evidence show "that exposure to media violence causes children to behave more aggressively and affects them as adults years later." Others, like Jonathan Freedman of the University of Toronto, maintain that "the scientific evidence simply does not show that watching violence either produces violence in people, or desensitizes them to it."

Many Studies, Many Conclusions

Andrea Martinez at the University of Ottawa conducted a comprehensive review of the scientific literature for the Canadian Radio-television and Telecommunications Commission (CRTC) in 1994. She concluded that the lack of consensus about media effects reflects three "grey areas" or constraints contained in the research itself.

First, media violence is notoriously hard to define and measure. Some experts who track violence in television programming, such as George Gerbner of Temple University, define violence as the act (or threat) of injuring or killing someone, independent of the method used or the surrounding context. Accordingly, Gerber includes cartoon violence in his data-set. But others, such as University of Laval professors Guy Paquette and Jacques de Guise, specifically exclude cartoon violence from their research because of its comical and unrealistic presentation.

Second, researchers disagree over the type of relationship the data supports. Some argue that exposure to media violence causes aggression. Others say that the two are associated, but that there is no causal connection. (That both, for instance, may be caused by some third factor.) And others say the data supports the conclusion that there is no relationship between the two at all.

Third, even those who agree that there is a connection between media violence and aggression disagree about how the one affects the other. Some say that the mechanism is a psychological one, rooted in the ways we learn. For example, Huesmann argues that children develop "cognitive scripts" that guide their own behaviour by imitating the actions of media heroes. As they watch violent shows, children learn to internalize scripts that use violence as an appropriate method of problem-solving.

Other researchers argue that it is the physiological effects of media violence that cause aggressive

blood pressure. Some think that this simulated "fight-or-flight" response predisposes people to act aggressively in the real world.
Still others focus on the ways in which media violence primes or cues pre-existing aggressive thoughts and feelings. They argue that an individual's desire to strike out is justified by media images in which both the hero and the villain use violence to seek revenge, often without consequences.

In her final report to the CRTC, Martinez concluded that most studies support "a positive, though weak, relation between exposure to television violence and aggressive behaviour." Although that relationship cannot be "confirmed systematically," she agrees with Dutch researcher Tom Van der Voot who argues that it would be illogical to conclude that "a phenomenon does not exist simply because it is found at times not to occur, or only to occur under certain circumstances."

What the Researchers Are Saying?
The lack of consensus about the relationship between media violence and real-world aggression has not impeded ongoing research. Here's a sampling of conclusions drawn to date, from the various research strands:

Research strand: Children who consume high levels of media violence are more likely to be aggressive in the real world.
In 1956, researchers took to the laboratory to compare the behaviour of 24 children watching TV. Half watched a violent episode of the cartoon *Woody Woodpecker*, and the other 12 watched the non-violent cartoon *The Little Red Hen*. During play afterwards, the researchers observed that the children who watched the violent cartoon were much more likely to hit other children and break toys.
Six years later, in 1963, professors A. Badura, D. Ross and S.A. Ross studied the effect of exposure to real-world violence, television violence, and cartoon violence. They divided 100 preschool children into four groups. The first group watched a real person shout insults at an inflatable doll while hitting it with a mallet. The second group watched the incident on television. The third watched a cartoon version of the same scene, and the fourth watched nothing.
When all the children were later exposed to a frustrating situation, the first three groups responded with more aggression than the control group. The children who watched the incident on television were just as aggressive as those who had watched the real person use the mallet; and both were more aggressive than those who had only watched the cartoon.

Over the years, laboratory experiments such as these have consistently shown that exposure to violence is associated with increased heartbeat, blood pressure and respiration rate, and a greater willingness to administer electric shocks to inflict pain or punishment on others. However, this line of enquiry has been criticized because of its focus on short term results and the artificial nature of the viewing environment.
Other scientists have sought to establish a connection between media violence and aggression outside the laboratory. For example, a number of surveys indicate that children and young people who report a preference for violent entertainment also score higher on aggression indexes than those who watch less violent shows. L. Rowell Huesmann reviewed studies conducted in Australia, Finland, Poland, Israel, Netherlands and the United States. He reports, "the child most likely to be aggressive would be the one who (a) watches violent television programs most of the time, (b) believes that these shows portray life just as it is, [and] (c) identifies strongly with the aggressive characters in the shows."
In 2003, Craig Anderson and Iowa State University colleague Nicholas Carnagey and Janie Eubanks of the Texas Department of Human Services reported that violent music lyrics increased aggressive thoughts and hostile feelings among 500 college students. They concluded, "There are now good theoretical and empirical reasons to expect effects of music lyrics on aggressive behavior to be similar to the well-studied effects of exposure to TV and movie violence and the more recent research efforts on violent video games."

Research Strand: The introduction of television into a community leads to an increase in violent

Researchers have also pursued the link between media violence and real life aggression by examining communities before and after the introduction of television. In the mid 1970s, University of British Columbia professor Tannis McBeth Williams studied a remote village in British Columbia both before and after television was introduced. She found that two years after TV arrived, violent incidents had increased by 160 per cent.
University of Washington Professor Brandon Centerwall noted that the sharp increase in the murder rate in North America in 1955 occurred eight years after television sets began to enter North American homes. To test his hypothesis that the two were related, he examined the murder rate in South Africa where, prior to 1975, television was banned by the government. He found that twelve years after the ban was lifted, murder rates skyrocketed.

Research Strand: People who watch a lot of media violence tend to believe that the world is more dangerous than it is in reality.
George Gerbner has conducted the longest running study of television violence. His seminal research suggests that heavy TV viewers tend to perceive the world in ways that are consistent with the images on TV. As viewers' perceptions of the world come to conform with the depictions they see on TV, they become more passive, more anxious, and more fearful. Gerbner calls this the "Mean World Syndrome."

Gerbner's research found that those who watch greater amounts of television are more likely to:

- overestimate their risk of being victimized by crime
- believe their neighbourhoods are unsafe
- believe "fear of crime is a very serious personal problem"
- assume the crime rate is increasing, even when it is not

André Gosselin, Jacques de Guise and Guy Paquette decided to test Gerbner's theory in the Canadian context in 1997. They surveyed 360 university students, and found that heavy television viewers are more likely to believe the world is a more dangerous place. However, they also found heavy viewers are not more likely to actually feel more fearful.

Research Strand: Family attitudes to violent content are more important than the images themselves
A number of studies suggest that media is only one of a number of variables that put children at risk of aggressive behaviour.

For example, a Norwegian study that included 20 at-risk teenaged boys found that the lack of parental rules regulating what the boys watched was a more significant predictor of aggressive behaviour than the amount of media violence they watched. It also indicated that exposure to real world violence, together with exposure to media violence, created an "overload" of violent events. Boys who experienced this overload were more likely to use violent media images to create and consolidate their identities as members of an anti-social and marginalized group.
On the other hand, researchers report that parental attitudes towards media violence can mitigate the impact it has on children. Huesmann and Bacharach conclude, "Family attitudes and social class are stronger determinants of attitudes toward aggression than is the amount of exposure to TV, which is nevertheless a significant but weaker predictor."

Television and Sports
PTV has contributed a lot in promoting sports in the country. Before TV it wasn't possible for the people to enjoy matches being played in different parts of the country which was definitely affecting their interests in games and their teams. When tv was introduced in 1964 it gave special coverage to sporting events particularly of Hockey and Cricket, which increased general publics interest in these sports and also supported these sports on economic grounds. Many multi national companies when saw people's increasing interests in these sports they not only sponsored players and their national and international sporting events but also gave special attention to their further progress and many multi national and national companies even started arranging sport events for their own promotion.

PTV where played its part in promoting Hockey and Cricket there it has also ignored some very important sports. All the traditional and regional sports have been ignored on the state controlled channel. Being a part of our culture PTV should have tried to preserve them but policy makers did not give any importance to them and now half of our new generation is unaware of them and the other half, if knows, don't take any interest in them.

Advertising

Advertising is paid communication through a medium in which the sponsor is identified and the message is controlled. Variations include publicity, public relations, product placement, sponsorship, underwriting, and sales promotion. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, the Internet, and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store PA systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access visuals and/or audio, especially on clothing.

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached $2.7 million (as of 2007).

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible.

A **television advertisement** or **commercial** (often called an **advert** in the United Kingdom) is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Most commercials are produced by an outside advertising agency and airtime is purchased from a Media Agency or direct from the TV channel or network.

The first television advertisement was broadcast in the United States at 14:29 on July 1, 1941, when the Bulova Watch Company paid $9 to New York City NBC affiliate WNBT (now WNBC) for a 20-second spot aired before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. It simply displayed a Bulova watch over a map of the U.S., with a voiceover of the company's slogan "America runs on Bulova time!"

Television is now so much dependent on advertising that experts believe that this medium of communication cannot even think of surviving without ads. Television and advertising are inter-dependant on each other. In lesser educated societies like ours Electronic media becomes more important for advertising because majority of the population is unable to read, so ads given in newspapers and magazines don't work too much. Television also gives an opportunity to advertisers and advertising industry for development.

TV ads can be categorized into various categories:

Straight announcements

Usually this exercise is done to save time and preferably in between the programs. There are hardly any sound effects accompanying the advertisements of this nature. Since these ads are small in size, the advertisers can repeat them many a times during a day.

Jingle based ads

Most popular form of ads is perhaps the jingles. These are crisp little songs with a very attractive musical composition. At times the jingles are so impressive that you may catch a person humming those while doing routine chores. Making a good jingle is rather difficult as compared to other forms of advertisements for it involves complete audio video production techniques of writing script, production

Dialogue based ads

This is a very common approach as during exchange of dialogue among two or more people that it is established that a particular product, or services, are best in the market. In most cases advertisers prefer to include both male and female voices to give an impression that the product is meant for all the people alike.

Sponsorship

To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor. Sponsorship typically benefits both the recipient (by providing material benefits) as well as the sponsor (as a marketing tool that enhances the sponsor's public image and provides access to a wider audience).

Sponsorship may be an arrangement to exchange advertising for the responsibility of funding a popular event or entity. For example, a corporate entity may provide equipment for a famous athlete or sports team in exchange for brand recognition. The sponsor earns popularity this way while the sponsored can save a lot of money. This type of sponsorship, known as cause-related, is prominent in the sports, arts, media and charity sectors.

On PTV usually sports programmes have been sponsored but now the trend has changed and we can see many entertainment based musical and fashion programs sponsored by multinational or national companies. On major religious or national days special programmes or shows are also sponsored by these companies.

LESSON 35

WAR AND TELEVISION

War on television has been the subject of both fictional accounts and extensive, often compelling, news coverage. War and other bellicose activities have inspired television documentaries, docudramas, dramatic series and situation comedies. But experts are still debating that is it right to bring war on television which is present in almost every living room on this planet. Some say “Yes” and some, “No”. Hawks, (people who are more bent towards using power against their enemies or opponents for solving matters), say that war footage and images must not be shown on television, they consider it not good for children and people who are living in peace. They don’t think it good for people’s mental and psychological health. But on the other hand, those who favour the idea support their point of view with the argument that it will help in stopping on going and even future wars. They think that it will build revulsion and hatred, for wars and killings, in people’s hearts which can play an important part in stopping wars.

Vietnam was the first "television war." The first "living-room war," as Michael Arlen called it, began in mid-1965, when Lyndon Johnson dispatched large numbers of U.S. combat troops, beginning what is still surely the biggest story, television news has ever covered. The Saigon bureau was for years the third largest the networks maintained, after New York and Washington, with five camera crews on duty most of the time.

Despite a less than definitive understanding of television coverage and its impact on popular support for war efforts, military strategists began to integrate domestic public relations strategy and overall military strategy during the Vietnam War. As the war progressed, military analysts continued to debate whether it was appropriate for the military to attempt to influence civilian public policy through such efforts. Within military circles and in the wake of the Vietnam War, most such debates were left behind and media relations strategies went far beyond censorship and toward a full-fledged engagement (some say co-optation) of televised media.

What was the effect of television on the development and outcome of the war? The conventional wisdom has generally been that for better or for worse it was an anti-war influence. It brought the "horror of war" night after night into people's living rooms and eventually inspired revulsion and exhaustion. The argument has often been made that any war reported in an unrestricted way by television would eventually lose public support. Researchers, however, have quite consistently told another story.

Television coverage inspired controversy during the Vietnam War (1962-1975). Despite clear evidence that the war effort was less than successful in objective terms, popular opinion and much expert military opinion regard the Vietnam War as one that could have been won on the battlefield but was lost in the living room (where viewers watched their television sets).

Whether the public turned against the Vietnam War because television, in particular, and the media, in general, presented it unfavorably, or whether the public turned against the war because media accurately depicted its horrors and television did so most graphically? remains an open and hotly contested question in the public debate. There is, however, no historic evidence to prove that a graphic portrayal of war disinclines a viewing public to engage in a war. Some critics suggest that the opposite may be the case when a public considers a war justified and is exposed to images of its side enduring great suffering.

Walter Lippmann (1922), a famous American journalist, whose syndicate column used to publish daily in 70 newspapers, said that all our ideas and experiences are stored in the form of pictures in our minds. The mental pictures are imagined ones; there could be a difference between the pictures formed in our imagination regarding an incident and the real picture of that very incident. So when the real picture comes in front of us, we come to know, the reality and the difference between our imagination and the reality. This difference is what that TV made clear to the people when it started on airing war footages and made it clear to them that what they think of war is quite different from the real picture which is extremely horrible and terrible.

Hawks were initially not against putting war footage on television rather they were the ones who decided to give this liberty to television in Vietnam War, it was after the war that they went against the idea. After Vietnam war, America fought many wars but it did not give that much liberty to the media particularly TV channels that it had given in the war with Vietnam.
Doves believe that war coverage on media particularly television can play a great part in controlling and stopping future wars. They even believe that a lot of terrible wars and other related horrible incidents that took place in past could have been stopped if they had TV with them.
Hitler's Nazi party brutally killed Jews in Second World War which is remembered as holocaust in the history. Experts believe that if they had TV in Second World War Hitler may not have been able to do that.
In case of Israel-Palestine Conflict, USA had been very openly supporting Israel by all means in all its actions and this support had not been on governmental level only rather American people had also been thinking for a very long time that Israelites are very innocent and it is Palestinians who are militants and terrorists and they are the reason of all the problems in the region. But in 80s, due to TV, people saw sitting in their homes that how Israel is bombing at innocent people. On June 6, 1982 Israel attacked Lebanon and occupied southern part of Lebanon which was the hub of Palestinian refuges. After the 1948 Arab-Israeli conflict, Lebanon had become home to more than 110,000 Palestinian refugees from their homes in present day Israel. By 1975, they numbered more than 300,000. Civil war was also going on in Lebanon so it sought help from Syria officially, Syria accepted the request and sent its troops to Lebanon and provided support to its neighbour by all means. Israel after occupying southern Beirut brutally bombarded Palestinian refugee camps in the name of attacking PLO camps and the whole world saw that on their TV sets and came to know the real face of Israel. It is estimated that around 17,825 Arabs were killed during the war. There are different estimates of the proportion of civilians killed. Beirut newspaper *An Nahar* estimated that 5,515 people, military and civilian, were killed in the Beirut area only during the conflict, and 9,797 military personnel (PLO, Syrian, and others) and 2,513 civilians were killed outside of the Beirut area. TV made all this clear in front of the world that Israel is itself a terrorist state who attacked innocent Palestinians knowingly and intentionally during the war.

Similarly, in 2003, US attacked Iraq and after invading it very proudly claimed that they've freed the Iraqi people of a tyrant leader and have enforced democracy in the country but people rejected this claim because they were seeing on electronic media that how Iraqis themselves are protesting against Americans and their presence on their land.

Documentary film is a format of film medium but it has also been extensively used by TV to convey facts to the people. TV documentary has always been a very popular format of its programming section. It is a very effective way to influence *Public Opinion*.
Michael Moore, a famous US documentary director, used this format to address many sensitive issues on TV. His documentary Fahrenheit 9/11 got worldwide popularity for its subject and direction. It was made on the incident of 9/11 in which US official airline's four planes were hijacked and then they destroyed two World Trade Center's twin towers, pentagon's one wing and the fourth plane struck a deserted place in Pennsylvania. Michael Moore revealed come very important hidden facts regarding US government and officials in this documentary which were not known to the people before.

LESSON 36

REGULATION OF TELEVISION

Being very close to face to face communication TV proves to be a very effective medium of communication. But despite all advantages there is one disadvantage which affects its affectivity i.e. the speed of comprehension in this form of communication is controlled by the performer and newscaster unlike print media where speed of comprehension is in readers own control. This disadvantage gives some limitation to the media persons in their use of TV as a tool of communication.

Television is that medium of communication which has given extra ordinary strength to communication and now we are introduced to the global or international culture due to this television. TV has made it possible for the people living in two ends of the world to know about each others cultures, languages, religions, philosophies of lives etc.

PTV came under state's control in its very early phase. Its this state-controlled status created some problems in its use as medium of communication and more importantly as a medium of information.

Till 1998 PTV had a complete monopoly nationally, as there was no other channel that could give a competition to it. But despite that monopoly, introduction of dish antenna made PTV lost its status up to a great extent at least in the developed cities, because the majority of the population was living in rural areas and even in certain small cities not everyone could afford to have dish antenna, therefore we can say that even in the presence of dish antenna PTV was not having a huge competition.

Due to the popularity of satellite communication all over the world and under some international and national pressure it did not remain possible for the government to keep its people way from information and sources of information. Therefore in 1998, Federal Information Ministry, decided to allow private Radio and TV channels to operate. However a regulatory body called PEMRA, Pakistan Electronic Media Regulatory Authority, was made to regulate these private channels and to keep a check on them.

PEMRA under its rules devised a criterion for evaluating license application which is stated below:

- Economic viability
- Technical competence
- Financial capability
- Credibility and track record
- Extent of Pakistani share in ownership
- Prospects of technical progress and introduction of new technology
- Market advancement, such as improved service features or market concepts
- Contribution to universal service objectives
- Contribution to other social and economic development objectives

Issuance of license

(1) The Authority shall process each application and on being satisfied that the applicant(s) fulfils the conditions and the criteria and procedure as provided for in section 19 of the Ordinance, may, on receipt of the applicable license fee, as determined through the bidding process, and the prescribed security deposit, issue license to the applicant(s) concerned.

(2) In addition to General Terms and Conditions contained in the Schedule, the Authority may impose on the licensee such other terms and conditions as appear to it necessary.

(3) The Authority will consult the Government of the Province, with regard to proposed location of the broadcast station and the possible area of coverage, through the Chief Secretary of the Province or an officer so authorized by him.

(4) The Authority, if satisfied that the issue of the license to a particular person is not in the public interest, may, for reasons to be recorded in writing and after giving the applicant an opportunity of being heard, refuse to grant a license.

(5) The Authority shall take decision on the application for a license within one hundred days from receipt of the application.

(6) The Authority shall make regulations setting the procedures for an open and transparent bidding process in such cases where the number of the applicants is likely to exceed the number of licenses which the Authority has fixed for that category of license.

In-eligibility for getting a License:

A license to establish or operate a broadcast or cable TV network station shall not be granted to:

- A person who is not a citizen of Pakistan or resident in Pakistan.
- A foreign company organized under the laws of any foreign government.
- A firm or company the majority of whose shares are owned or controlled by foreign nationals or whose management control is vested in foreign nationals or companies.
- A person whose license under the Ordinance has previously been cancelled because of the contravention of the provisions of the Ordinance.
- A person who already owns or operates, as sole or joint shareholder, any other broadcast or cable TV network station, printed newspaper or magazine or an advertising agency.

Programming content

(1) The contents of the programmes and advertisements broadcast or distributed by the broadcast or cable TV network stations shall conform to the provisions of section 20 of the Ordinance and the Code of Conduct set out in the Schedule.

(2) Programmes shall conform to the provisions of the Motion Pictures Ordinance, 1979 (XLIII of 1979), and the rules and Code of Conduct framed there under.

(3) The advertisements shall conform to the TV Code of Advertising Standards and Practices in Pakistan.

(4) The duration of the advertising break shall not be more than three minutes continuously and there must be at least a fifteen-minute regular programme duration between successive advertisement breaks.

(5) The licensee shall maintain a record and register of the programmes being broadcast by him and shall preserve the programmes aired or distributed, on audio or as the case may be on the video tapes, at least for a period not less than thirty days.

(6) The Authority may issue regulations regarding minimum Pakistani content in the programmes and channel mix, to be broadcast or distributed by a licensee.

(7) The Authority may, by regulations, specify as eligible channels, which it considers suitable for broadcasting or distribution.

(8) The cable TV operation licensee shall include the national TV broadcast channels, in his respective bouquet, amongst the first five of the serial order of the distributed channels.

First censor law was made by British Raj in 1874 to regulate the theatre. In Zia's regime electronic media was although already under state-control but still they had to face many additional restrictions e.g. playwrights were not permitted to write stories on capitalists and workers conflict. Similarly for quite a time they were also not permitted to show court scenes in there dramas and plays.

Now PTV is facing competition not only at national level in the form of private channels but also internationally with other channels some of which are very popular among people. It is not possible for a person to watch all channels; generally people adopt short listing policy in which either they short list

its allies, people started watching international channels for news update. And soon they realized that some channels are biased and some are doing objective reporting so they short listed those channels which they thought objective and unbiased and left those that were biased.

Now almost all channels are commercial therefore they also have to fight to get ads because without ads no channel could exist in the market.

PTV has now got rid of its life long water tight compartment policy and is also providing people some real information and news, to keep its viewer ship intact and to survive in the market. Although being a state channel it does not have to struggle for ads but maintaining viewership is definitely a problem. Due to the cable technology now people are having more variety in entertainment and information available to them. Therefore it can be said that the private channels and satellite/cable technology has given some liberty to the people for making a better choice that did not have before.

LESSON 37

EFFECTS OF GLOBAL CULTURE ON OUR CULTURE

Global Culture is usually defined as one world culture. Encyclopedia Britannica defines globalization as: "process by which the experience of everyday life ... is becoming standardized around the world." Globalisation has produced flows of people internationally and domestically for a variety of reasons. Significant developments in transport and technology have given rise to a burgeoning tourism industry. Advertising and tourism have gone hand in hand in the promotion of a multi-billion dollar global industry. From the information superhighway to the international trade in drugs and arms, to the phenomenal impact of Mac World, Nike and the global media, the subject of globalization has come to concern all and sundry. At the core of most discussions of the issue is the extraordinary explosion of both technology and information, in ways that have considerably reduced the twin concepts of time and space. In particular, information and communications technology (ICT) has emerged as perhaps the most dominant force in the global system of production, albeit with significant ramifications in all other spheres of contemporary human existence.

Over all what is less known and less obvious to the people are the negative impacts of globalization (or the origin of Global Culture) on some indigenous cultures. Some argue that globalisation is a threat to local cultures by creating a homogenised world culture. Others believe we are witnessing an increasing hybridisation of cultures.

The reason why globalization and global culture is becoming a threat to underdeveloped and developing countries is the fact that in the name of globalization and global culture developed countries(who are enjoying monopoly in Electronic Media due to their resources) are taking over the culture and even the economy of these struggling countries. Developed countries via their strong electronic media (TV and radio) are affecting the cultures of underdeveloped and developing countries. Technically and justified too, Global Culture should be a mixture of all cultures and should not represent or project one culture but when we look around and see what actually global culture is we find that it is more like Westernization or even according to some experts Americanization than Globalization. Media hegemony of western world is influencing the culture and tradition of North, South and East, which to most experts is not Globalization in its true sense.

Historically we can see many incidents when media was used to achieve personal goals and to spread personal thoughts and approaches by different countries particularly western nations. In Second World War USA used electronic media to do propaganda against Russia and the ideology of Communism and along with it, US also used media to propagate Democratic System of Governance and tried to persuade people all over the world that no system is more good than democracy. Similarly, USSR used media to propagate Communism.

At regional or national level different countries are taking measures to confront this cultural imperialism but due to the lack of resources and the monopoly of western media, they are facing a lot of problems. To break this monopoly, third world countries attempted a try which is often referred as New World Information and Communication Order. New world order was a good idea but west's negative reaction did not let it go and now we are having the same problems that we had at the time of its introduction.

Economy of Waste:

Globalization is affecting our culture in many ways. We are adopting those things in our daily lives that are not even economical to us. TV's glamour and advertisements are influencing the mind of a common man and he is coaxed to do what even does not make any sense. E.g. in western countries usually cold drinks are taken in tins rather than glass bottles because tins are more economical to them than glass bottles. But in Asian countries particularly in India and Pakistan tins are not economical than glass bottles but still young boys and girls prefer buying tins than bottles as a part of their style. Similarly, *Disposable Culture* (using disposable things) is getting popular here which is also due to the global culture established by TV.

In our wedding ceremonies we are adopting foreign trends and cultures that are not even appreciable in our society. We are adopting foreign, mostly Western trends in our dresses and most importantly

for a person, due to the dearth of vocabulary, if he/she is asked to talk in his/her native or national language continuously without seeking help from foreign tongue.
Due to the satellite and cable technology foreign media has got access to our homes and we know that when foreign media would come they would bring their culture too. It is an obvious factor. The need of the time is to equip your own media with technology and give it a freedom which is mandatory for winning people's confidence that are relying on foreign channels for information and entertainment.

Showing off is also not a part of our culture but this approach is also among getting popular trends. Western (American) TV channels are showing such plays, movies and shows in which they are portraying that showing off is among casual behaviours that make you trendy, stylish and advanced.
Western TV channels are not only taking over developing and underdeveloped countries' cultures and societal set ups, they are so tactically using this medium that no area is out of their influence. They are even targeting each others cultures to prove their supremacy over one another.
On Feb. 21, 2005 a demonstration was held in Beirut, Lebanon demanding withdrawal of all Syrian troops that came to Lebanon on Lebanese government's request when Israel attacked Beirut and killed many innocent Palestinians taking refuge in Lebanon. Western electronic media gave extra ordinary converge to demonstration and propagated that small demonstration as an incident. As a result Syria called back its troops, Lebanese government resigned. Western media called this a victory of democracy.
On March 9, 2005 a much bigger pro-Syrian demonstration was held in the same city to thank Syria for their support at a crucial and difficult time. People were holding "Thank you Syria" placards and chanting pro-Syrian slogans. Western media did not cover this demonstration in the same way it covered the former one. It was the policy adopted with personal interests but influencing everyone who is watching it. This is media monopoly.
Similarly in war against USSR, Osama bin Laden was among US allies, the man was presented by USA and its media as a Hero and his followers were called Majhadins fighting for a sacred cause. But it continued till they had an interest when the interest ended the same man became a terrorist, a fanatic and a danger; media changed its views, people changed theirs. This is media monopoly, this is media hegemony.
The underdeveloped and developing countries can break this monopoly and can stop this invasion, if they could build the credibility of their TV channels and news sources in the eyes of people as western media has built. Individually this is not possible but certainly at least on regional level it is not difficult. They would have to present themselves as credible sources of information. Credibility is the quality of being believable or trustworthy and that can be achieved with the freedom of speech, expression and by recognizing people's right to know.

LESSON 38

MOTION PICTURE/ FILM

Film or movie is a form of entertainment that enacts a story by a sequence of images giving the illusion of continuous movement. They are also called motion picture because a film or a movie works on the theme of pictures in motion.

Historical background

In the early 19th century scientists took note of a visual phenomenon: A sequence of individual still pictures, when set in motion, can give the illusion of movement. These scientists attributed this experience to what they called *persistence of vision,* whereby the eye retains a visual image for a fraction of a second after the source has been removed. The eye's retention of a visual image, now known as *positive afterimage,* has long been considered a founding principle of motion pictures, even though its relationship to the perception of motion is still not well understood.

Inventors began to conceive of combining the principles of these moving-image devices with the photographic recording of actual movement soon after the development of still photography in the 1830s. The most famous experiment occurred in the 1870s in California, where railroad tycoon Leland Stanford hired British photographer Eadweard Muybridge to settle a bet on whether a galloping horse ever had all four feet off the ground. Muybridge set up 12 cameras along a racetrack and spread threads across the track with a contact to each camera's shutter. Moving along the track, the horse broke the threads and caused a sequence of photographs to be taken. The photos showed the horse with all four feet off the ground, and Muybridge went on a lecture tour showing his photographs on a moving-image device he called the zoopraxiscope.

Muybridge's endeavors stimulated French scientist Étienne-Jules Marey to devise equipment for recording and analyzing animal and human movement. He built what he called a *chronophotographic* camera that could take multiple images superimposed on one another. His work was aided in turn by developments in photographic materials. In 1885 American inventor George Eastman introduced sensitized paper roll "film" in place of the individual glass plates then in use. In 1889 Eastman replaced the paper roll with celluloid, a synthetic plastic material coated with a gelatin emulsion.

Legendary American inventor Thomas Alva Edison drew upon the work of Muybridge, Marey, and Eastman when he turned his attention to motion pictures in the late 1880s. In his laboratories in West Orange, New Jersey, Edison assigned to a British employee, William K. L. Dickson, the task of constructing a machine for recording actual movement on film and another machine for viewing the resulting images. By 1891 Dickson had produced a motion-picture camera, called the Kinetograph, and a viewing machine, dubbed the Kinetoscope.

In early 1893 Edison constructed a motion-picture studio on his laboratory grounds, dubbed the Black Maria by his staff who thought it resembled police patrol wagons known by that nickname. On May 9, 1893, he held the first public exhibition of films shot using the Kinetograph in the Black Maria. But only one person at a time could use his viewing machine, the Kinetoscope.

In France, the brothers Auguste and Louis Lumière, who ran a factory in Lyons that manufactured photographic equipment, sought to improve on Edison's accomplishment. By 1895 they developed a lightweight, hand-held camera that used a claw mechanism to advance the film roll. They named it the Cinématographe, and they soon discovered that it could also be used to show large images on a screen, when linked with projecting equipment. Throughout 1895 they shot films and projected them for select groups. Their first screening for the general public was held in Paris in December 1895.

The Lumière brothers held a unique place among all these simultaneous efforts, since they were innovative filmmakers as well as inventors and manufacturers. The many films they made during 1895 and 1896, though very short, are considered pivotal in the history of motion pictures. *Arroseur et arrosé* (Waterer and Watered, 1896), a brief comedy drawn from a newspaper cartoon, shows a gardener getting drenched with a hose as the result of a boy's prank. *La sortie de l'usine Lumière à Lyon* (Workers Leaving the Lumiere Factory, 1895) and *Arrivée d'un train en gare* (Arrival of a Train at La Ciotat, 1896), which shows a train coming to a station and passengers getting off, were among the so-called actuality films—films that depicted actual events rather than a story told by actors—for which the

During the decade following the advent of projected motion pictures, films were shown as part of vaudeville or variety programs, at carnivals and fairgrounds, in lecture halls and churches, and gradually in spaces converted for the exclusive exhibition of movies. Most films ran no longer than 10 to 12 minutes, which reflected the amount of film that could be wound on a standard reel for projection (hence the term *one-reelers*). Many were comedies or actualities, following the Lumière brothers' example. Their purpose was spectacle—to show something astounding, unusual, titillating, or perhaps newsworthy. But filmmakers also struck out in new directions, especially toward fantasy and narrative.
A former projectionist and traveling exhibitor, Edwin S. Porter, took charge of motion-picture production at Edison's company in 1901 and began making longer films that told a story. As with Méliès's films, these required multiple shots that could be edited into a narrative sequence. Porter's most notable film—and the most famous work of early cinema—was *The Great Train Robbery* (1903), which is credited (being first story based film) with establishing movies as a commercial entertainment medium.
With a few experimental exceptions, motion pictures from their earliest days until the late 1920s lacked *synchronous sound* (sound that matches the action). But these silent movies were rarely silent. Early films almost always were projected with piano or organ accompaniment, and sometimes also with a narrator or live actors behind the screen. As feature-length films (four reels, with a running time of 40 to 50 minutes or more) became the norm in the 1910s, live orchestras began to play in larger theaters, frequently using music written specifically for the film.
The advent of recorded sound in the late 1920s changed motion pictures forever and we were introduced with an entirely different world of Sound Films. Years of experimentation resulted in two different recording systems: *sound on disc*, modeled on the phonograph, and *sound on film*, which involved recording a soundtrack directly onto the celluloid strip. At the same time, engineers achieved an effective amplification system for theaters by drawing on the new technology behind radio. First demonstrated in 1926, recorded sound was in almost universal use by 1930. By 1930 the sound-on-film method had become standard because of problems with the discs.

Film in sub continent

The Lumier Brothers of France exhibited their short films in December 1895 at Grande Cafe, Paris. The following year, they brought the show to India and held its premiere at the Watson Hotel in Bombay on 7 July 1896. It was a package of 6 films, which were: Entry of cinematograph, Arrival of the train, The sea bath, A demolition, Leaving the factory and Ladies and Soldiers on wheels. From 18th July 1896, films were released at the Novelty Theatre on a regular basis. Entrance tickets ranged from four annas to one rupee.
Raja Harishchandra (1913) was the first silent feature film made in subcontinent. It was made by Dadasaheb Phalke.
By the 1930s, the industry was producing over 200 films per annum. The first Indian sound film, Ardeshir Irani's Alam Ara (1931), was a super hit. There was clearly a huge market for talkies and musicals; Bollywood and all the regional film industries quickly switched to sound filming.

Film – a popular medium of communication

Film is an important and a very popular mass medium of communication particularly persuasion and entertainment. Although in our society it has not been used in such a planned and systematic way where it could help in addressing social evils and other problems but in developed societies and even in many developing countries this medium is being utilized to it fullest and have given very positive results.
Films have been produced on different subjects and topics in different parts of the world but the topic that has always been a center of attention since the early years of motion picture is "War".
War films have often been used as 'flag-waving' propaganda to inspire national pride and morale, and to display the nobility of one's own forces while harshly displaying and criticizing the villainy of the enemy, especially during war or in post-war periods. Jingoistic-type war films usually do not represent war realistically in their support of nationalistic interests, while avoiding the reality of the horrors of war. The good guys are portrayed as clashing against the bad guys.
The first war film to be documented was a one-reel, 90-second propagandist effort - the Vitagraph

American War. It portrayed a faked, reconstructed version of the seizure of a Spanish government installation in Havana by U.S. Some other people believe that Greco-Turkish war 1897 was the first war film.
After that US- Vietnam war, First World War and then Second World War also became subjects of many war movies.

Experts have argued over popularity of movies generally and war movies specifically. They believe that in case of war movies one reason is that whatever the party it favours but in the end anti-war message is always conveyed. Another reason is "conflict". Conflict between right and wrong, conflict between good and evil, conflict between two ideologies, conflict between two countries, in fact conflict in any form always attract people's attention. War movies and even other propaganda movies that show conflict between any two things usually gain popularity which proves this research that conflict is something that catches people's attention.
Experts concluded that generally when people watch movies they assume themselves as their favourite heroes and it takes them away from their real lives where they are facing many problems. It also help them sometimes in seeing their unfulfilled dreams being fulfilled on screen which gives them a strange sense of satisfaction and despite the fact that they know what they are seeing on screen is fabricated and not real but still they spend money and time to watch it and enjoy it. Deprived people when see people living luxurious lives on screen, they dream themselves in place of protagonists, it gives them an unconscious feeling that they themselves are present at those beautiful lands or living that extraordinary life which is nothing but a trance.
Film is a very strong medium of communication. Usually the films that are declared best movies of the year are those that have something for everyone. These movies have strong subjects and story lines whether they are war movies or religious movies. Their story, camerawork, editing, script, dialogues, acting everything is of quality which makes them best.

LESSON 39

PAKISTAN FILM INDUSTRY

Till 1931 all movies were silent/mute films. Among the famous films that were produced in that era, Charlie Chaplin's films are given classical status. He was a producer, director, writer as well as a very good actor. He addressed very serious issues in his comedy films. Comedy is basically divided into three main categories: (i) Dialogue-based comedy (ii) Situational comedy i.e. sit com, and (iii) Gesture-based comedy. As those movies were silent films therefore Charlie Chaplin used later two categories of comedy and entertained his fans and viewers. He also made many movies on violence and Economic Depression that Europe was facing in those days.

Film in Sub-Continent

In sub-continent films started in 1913. Calcutta, Bombay and Lahore were three main hubs of film industry in India. Initially the films that were produced either were religious films or wars or violence based films. The movies that were produced in Calcutta had an element of music too. The first talky film that was produced on Indian soil was Alam Ara (1931).

From 1931 to 1947 in addition to Lahore, Bombay and Calcutta, Madras also became a hub of film industry and a lot of the movies produced in this region appeared on the film world. Among the directors that got international fame, Satya Jeetray, is a big name. He was a Bengali director and the only person from this part of the film world who got international acclaim.

Film in Pakistan

In Pakistan, along with Lahore the city that became a hub was Karachi. New studios were built here and a lot of the actors and directors migrated from India and started their work on Pakistani soil. Third centre of Pakistan Film Industry was Dhaka, in Eastern wing of the country that has now become Bangladesh.

Indian movies also kept coming to Pakistan, as they were a big source of entertainment to people and Pakistan Film Industry was not so developed and very few films were being produced here. But whatever the films Pakistani Directors and Producers were producing, under the trade policy signed between the two parties, Pakistani films were also sent to India. Initially, in spite of lack of facilities, Pakistan produced some really good movies that competed with India films.

Under the agreed trade policy, exchange was taking place on the standard that our A class movie was exchanged with their B or C class film. It continued till 1962. In 1962, film producers protested that our films industry cannot flourish until and unless Indian movies will keep coming here. This movement is remembered as Jaal Film Movement because it was launched when a very successful Indian film Jaal was to be released here. At film producers, directors and actors strong protest government finally accepted their demand and put a ban on the import of Indian films. After that Pakistan Film Industry started flourishing and almost 120-125 films were released in a year. At that time there were almost 850 picture houses in the country.

Ban on the import of Indian films, where gave a boom to our film industry, there it also affected it in a negative way. From 1962-1973, all the hit films produced by Pakistani producers were plagiarized versions of blockbuster Indian films. And people came to know it when Indian government fixed its boaster in Amritsar to make their TV broadcast reach to Pakistani border areas and started telecasting two films in a week. It was a great shame for the whole nation when they came to know that the entertainment provided to them by their great directors, producers and writers was all plagiarized. Media particularly newspapers criticized it very openly and brutally and started publishing lists of all plagiarized films, song's lyrics etc. Showing their reaction towards this open criticism film producers passed a collective resolution and stopped giving their ads to Pakistan Times and Daily Mashriq. It was one reason that why our film industry could not flourish because they never trusted in their own abilities and preferred copying over producing original stuff.

Very few of our film producers and directors tried to produce original and creative stuff, most of them have been copying others' creativity that did not let them grow in their creativity and now they are not able to survive in this competitive word.

LESSON 40

DOWNFALL OF PAKISTAN FILM INDUSTRY AND EMERGENCE OF COMMERCIAL THEATRE

Pakistan film industry is facing artistic as well as financial crisis. After a ban on Indian films, film industry started progressing but their plagiarizing attitude restricted their creativity from further growth. However that's not the only reason of the present crisis that industry is facing. There are many other factors that are responsible for the downfall of the industry.

In late 70s and early 80s when VCR culture flourished, once again it provided a market for Indian Films. As there was no apparent ban on watching Indian films at homes and easy availability of VHS tapes and VCRs on minor rents, a whole market for Indian Films developed. People preferred watching original stuff than plagiarized versions. Although most of their films were also copied from Hollywood or English films but still they were producing some original stuff too and along with that, technical quality of their films was also very good, this moved people towards Indian movies and than from habit, it became a culture.

Another reason is lack of any training or educational institute where producers, directors, actors, cameramen, set designers, script writers could be given any training. In Pakistan, film has never been accepted as a true Art form and therefore no step has been taken for its growth and development. Now in 21st century some private institutions have started some degree programs but still nothing could be said on the quality of the education or training they are going to provide. Still, over all as a beginning it is a good step and hopefully public institutions will also be taking such steps to add fresh blood to the industry. Unlike Pakistan, in India there are many institutions from quite a time now where actors, producers and directors are given proper training and then as a professional they join the industry.

In Pakistan, lack of technical facilities that are important to compete internationally, are another reason of its downfall. Advertising companies make short films for TV but they don't process their films here as they are not satisfied with quality of the equipment available. They have to send their films to Thailand, Singapore and Turkey for processing. This has affected Art films production in the country.

Another problem of our Film industry is finances. After 1971 East Pakistan separated from us where 56% of the population was living. That tragedy affected the market and viewership of the industry. Then due to Indian films people also stopped coming to cinema houses and as a result producers stopped investing into this business. It also affected the owners of Cinema Houses who later started converting their Cinema/ Picture houses into Theatres or marriage halls or shopping centers etc. In 1973/74 country had almost 850 cinema houses and now they are almost 350, others have been converted into other businesses. By laws of the government are another reason because they have made owning a cinema house a heavy business for the people. Most of the cinema houses have been converted into commercial theatres, which are getting popular day by day despite their low quality and standard.

Initially in theatre we had big names like Imtiaz Ali Taj, Rafi Peer etc. but theatre never had a status of a medium of mass entertainment particularly in our society. Serious theatre was the only form of theatre available to people. Commercial Theatre began when cinema owners particularly in Lahore started converting their cinemas into Theatre Halls. The theatre that started here was mostly comic but due to the cheap and substandard content negative criticism arouse against theatre plays' producers, directors, writers and actors and government therefore decided to censor the plays and theirs scripts. As dances were also a permanent element of these plays therefore government also adopted a strict stance over these dances and many actresses were fined and at times even banned for performing vulgar or obscene dances on stage.

Experts say that although in this 21st century everyone around is talking about freedom of expression but the kind of entertainment these plays are providing to people is worth censoring. However, the laws that government is using against them need to be updated or revised. Still 1874's law is being used to censor these theatre plays.

Theatre is a very strong medium of communication. People buy very expensive tickets to see these plays. If used sensibly and seriously it can bring better and constructive results. The reason why it has not been used seriously here is that unlike England, we don't have a culture of watching theatre plays.

If seen in over all scenario film and theatre actors particularly in comparison to TV actors are not given respect and honour in one society. It is still not an accepted art form here. People watch their movies and plays, get entertained but don't give back anything other than money. Some people even think that the people who invest money in these businesses invest for the purpose of turning their black money into white money. There might be some truth in it but still they are art forms and they should be treated like other mediums of communication and entertainment.

In civilized countries media of communication give support to each other. In Pakistan PTV has also tried to perform this job and has filled the space left due to the non-availability of good films and has even competed with Indian Art Cinema but it could not do anything in developing the industry or getting it out of the crisis it is facing, may be because people in film industry are themselves not united and not doing anything in getting out of the present crisis.

In our country the concept of Art Cinema or Parallel Cinema is also very vague. People don't know much about them Art films are formed for a specific audience and not for general audience. Another form of film making is Amateur Film making, which is very developed in our neighboring country. Here in Pakistan some people have now started taking interest in it but still due to the lack of good institutions they are not capable of competing at international level. However some of them are really good and show a spark that if given some support and training can do much better.

LESSON 41

EXPLOITATION OF FILM AS A MEDIUM OF COMMUNICATION

Propaganda

Film as a mass medium has been exploited in various ways to achieve different objectives, Propaganda is one of them.

A propaganda film is a film, either a documentary-style production or a fictional screenplay, which is produced to convince the viewer of a certain political point or influence the opinions or behavior of people, often by providing deliberately misleading, propagandistic content.

One of the early fictional films to be used for propaganda was *The Birth of a Nation*, although it was not produced for the purposes of indoctrination. In 1918, Charlie Chaplin made, at his own expense, *The Bond*, a comic propaganda film for World War I.

The 1930s and 1940s, which saw the mad war i.e. Second World War, are arguably the "Golden Age of Propaganda". During this time USA, England, France and Italy produced many propaganda movies to support their stance and to prove Hitler and his Nazism wrong. In the United States during World War II, filmmaker Frank Capra created a seven-part series of films to support the war effort entitled *Why We Fight*. This series is considered a highlight of the propaganda film genre. Other propaganda movies, such as *Thirty Seconds Over Tokyo* and *Casablanca*, have become so well-loved by film viewers that they can stand on their own as dramatic films, apart from their original role as propaganda vehicles.

Leni Riefenstahl, a filmmaker working in Germany, created what is arguably the greatest propaganda movie of all time: *Triumph of the Will*, a film made to chronicle the 1934 Nazi Party rally in Nuremberg. Despite its controversial subject, the film is still recognized today for its influential revolutionary approaches to using music and cinematography.

Many of the dramatic war films in the early 1940s in the United States were designed to create a patriotic mindset and convince viewers that sacrifices needed to be made to defeat "the enemy." One of the conventions of the genre was to depict a racial and socioeconomic cross-section of the United States, either a platoon on the front lines or soldiers training on a base, which come together to fight for the good of the country.

In Italy, at the same time, film directors like Roberto Rossellini produced propaganda films for similar purposes.

After World War II, films were used in promoting the Anti-Communist message. The US government placed substantial pressure on prominent individuals and companies in Hollywood to prove their allegiance to American democracy. This pressure, along with several incentives, pushed Hollywood producers to create numerous anti-communist films.

Governmental agencies funded the production of numerous films that dramatized the communist threat. *Red Nightmare:* The Commies are Coming was presented by the Department of Defense Directorate for Armed Forces but starred two of Hollywood's big stars, Jack Webb and Jack Warner (William Smith 1).

Communist Blueprint for Conquest, The Communist Weapon of Allure, Communist Target Youth were three films originally produced by the Department of Defense and the Armed Forces Information Agency in 1955 and 1956. In Communist Blueprint for Conquest, the methods and techniques used by the Communists to seize power in a country are explained. Shows how the party gains control of local and central governments, how it moves against other political parties, landowners, big business, the middle class, professional groups, workers, and churches and describes the party attitude towards the individual in relation to the state.

Now after 9/11 western media particularly America is producing anti-terrorism propaganda movies. They are also propaganda films because in these movies they are projecting stereotype image of terrorism by showing a terrorist always a muslim. As the people involved in 9/11 incident were mostly Muslims so they try to show in their movies (at times even without saying, just by clothing) that Islam or Muslims (Arab or Pakistani) are somehow more prone to terrorism or terrorist acts. They have produced quite many and successful movies on the subject.

While propaganda films are often associated with wartime movies and political films, they can also aim at influencing opinion on other issues. The film *Reefer Madness* is a propaganda film that depicts marijuana as an addictive and dangerous drug which leads to madness, as a way of discouraging young adults from drug use. As well, during the 1960s, the United States produced propaganda films that cheerily instructed civilians how to build homemade fallout shelters, to protect themselves in the event of nuclear war. Kolberg (1945), directed by Veit Harlan and Wolfgang Liebeneiner, was one among them.

Our neighouring India has also been producing propaganda films on the subject of Partition. They try to show in their movies that division of sub-continent was unnatural and unjustified. They have even exploited human emotions and feelings to move people and to influence their minds. Quite many of their propaganda films have been successful on box office.
Pakistan on the contrary could not give a proper reply to them in this regard. Our film industry has although discussed the subject but not forcefully and therefore could not make their presence felt. However they have successfully raised their voice, knowingly or unknowingly, on some other important issues of our society. Capitalism is one among them. In our movies particularly Punjabi films, capitalism has been addressed very strongly and openly. We usually find a capitalist in a negative role and the person who is opposing it is as the hero of the film.

Documentary Film
Film is certainly a strong and in fact more accepted as a medium of entertainment. Fiction and at times over projection of ideas and subjects have been the favourite technique of film makers for entertainment. There are different types of films that are produced all over the world; very important among them are Documentary Films.
Documentary is derived from document which means a writing that contains information. They are produced to record facts. As compared to other types of films which are mostly made for entertainment, documentary films are produced usually with the objectives of informing and educating people. E.g. a lot of the movies have been produced on the subject of tourism both nationally and internationally. Tourism is itself an industry, every person cannot go and see every place; these films provide an opportunity to people to see different places and enjoy beauty of nature sitting at their homes. Not only this, another objective of these films is to introduce different hidden beauties of nature to foreign tourists who use these documentary films as source of information.
Then archeology is another subject on which different documentaries have been formed here. In our country we have quite a many archeological sites that are not only important for the anthropologists and students but tourists also show keen interest in visiting them. E.g. Mohinjodaro, which is an important archeological site, has 5000 years old recorded history. Then Harappa (Punjab) is also a contemporary civilization of Mohinjodaro. Similarly, Texla is an important archeological site of Buddhist civilization.
A lot of the documentaries films have been produced on famous and important personalities, which are called Personality-based Documentaries. E.g. Quaid-e-Azam, then Allam Iqbal, a lot of documentaries have been produced on them. But number of such films is comparatively very less. Another reason of their non-popularity is that in our country they are not properly exhibited and screened unlike west and even in many developing countries where documentary films are treated like other films.
We have a department called Films and Publications department, formed under Pakistan Information Department that has been given this job and responsibility to produce documentaries and publish English and Urdu publications for preserving different parts of our culture and history. Among their publications most are official publications: Mah-e-no (monthly literary magazine), pak jamhoriat(magazine), Pakistan Pictorial(quarterly) . They have also been making films and exhibiting them in cinemas, in past.
Micro films are another kind of films that were very important particularly before the invention of computer technology. They are very small in size are usually use to preserve files and to keep records of documents in the form of extremely small films.
A lot of films have been produced to give a positive thought and bent to people's approach and thinking. Michael Moore is one of the very famous documentary film directors of the century. He has produced

Fahrenheit 9/11. It was made on the incident of 9/11 in which four hijacked planes of American airline hit and destroyed, World trade Centre's twin towers and a complete wing of pentagon. Fourth plane fell and destroyed in an uninhabited place in Pennsylvania. In this Documentary film he disclosed many secrets related to the incident that forced people to think in a different direction. He also produced film on the free availability and use of weapons in USA. In this film he addressed the happy trigger attitude and culture of Americans.

We've got many issues around us that can be addressed and dealt with by using this extremely strong medium of communication. Scientific documentaries are another form of documentaries that are not in vogue in our society but are making their place in developed societies. In our society scientific documentaries are only used at students' level e.g. medical students use them for learning and education particularly watching operations etc.

LESSON 42

COMPUTER – A MEDIUM OF MASS COMMUNICATION

History of Computer

"Who invented the computer?" is not a question with a simple answer. The real answer is that many inventors contributed to the history of computers and that a computer is a complex piece of machinery made up of many parts, each of which can be considered a separate invention.

This series covers many of the major milestones in computer history (but not all of them) with a concentration on the history of personal home computers

Year	Inventors/Inventions	Description of Event
1936	Konrad Zuse - **Z1 Computer**	First freely programmable computer.
1942	John Atanasoff & Clifford Berry **ABC Computer**	Who was first in the computing biz is not always as easy as ABC.
1944	Howard Aiken & Grace Hopper **Harvard Mark I Computer**	The Harvard Mark 1 computer.
1946	John Presper Eckert & John W. Mauchly **ENIAC 1 Computer**	20,000 vacuum tubes later...
1948	Frederic Williams & Tom Kilburn **Manchester Baby Computer & The Williams Tube**	Baby and the Williams Tube turn on the memories.
1947/48	John Bardeen, Walter Brattain & Wiliam Shockley **The Transistor**	No, a transistor is not a computer, but this invention greatly affected the history of computers.
1951	John Presper Eckert & John W. Mauchly **UNIVAC Computer**	First commercial computer & able to pick presidential winners.
1953	International Business Machines **IBM 701 EDPM Computer**	IBM enters into 'The History of Computers'.
1954	John Backus & IBM **FORTRAN Computer Programming Language**	The first successful high level programming language.
1955 (In Use 1959)	Stanford Research Institute, Bank of America, and General Electric **ERMA and MICR**	The first bank industry computer - also MICR (magnetic ink character recognition) for reading checks.
1958	Jack Kilby & Robert Noyce **The Integrated Circuit**	Otherwise known as 'The Chip'
1962	Steve Russell & MIT **Spacewar Computer Game**	The first computer game invented.
1964	Douglas Engelbart **Computer Mouse & Windows**	Nicknamed the mouse because the tail came out the end.
1969	**ARPAnet**	The original Internet.
1970	**Intel 1103 Computer Memory**	The world's first available dynamic RAM chip.
1971	Faggin, Hoff & Mazor **Intel 4004 Computer Microprocessor**	The first microprocessor.
1971	Alan Shugart &IBM	Nicknamed the "Floppy" for its

1973	Robert Metcalfe & Xerox **The Ethernet Computer Networking**	Networking.
1974/75	**Scelbi & Mark-8 Altair & IBM 5100 Computers**	The first consumer computers.
1976/77	**Apple I, II & TRS-80 & Commodore Pet Computers**	More first consumer computers.
1978	Dan Bricklin & Bob Frankston **VisiCalc Spreadsheet Software**	Any product that pays for itself in two weeks is a surefire winner.
1979	Seymour Rubenstein & Rob Barnaby **WordStar Software**	Word Processors.
1981	IBM **The IBM PC - Home Computer**	From an "Acorn" grows a personal computer revolution
1981	Microsoft **MS-DOS Computer Operating System**	From "Quick And Dirty" comes the operating system of the century.
1983	**Apple Lisa Computer**	The first home computer with a GUI, graphical user interface.
1984	**Apple Macintosh Computer**	The more affordable home computer with a GUI.
1985	**Microsoft Windows**	Microsoft begins the friendly war with Apple.
SERIES	TO BE	CONTINUED

Pakistan was introduced to this technology in 1960s when University of Engineering and Technology, Lahore had a computer in their lab which was huge enough to cover a complete room.

Computer is a strange device comprised of many small chips that store all data which is later used for various purposes. A chip is a small piece of semi-conducting material (usually silicon) on which an integrated circuit is embedded. A typical chip is less than ¼-square inches and can contain millions of electronic components (transistors). Computers consist of many chips placed on electronic boards called printed circuit boards.
There are different types of chips. For example, CPU chips (also called *microprocessors*) contain an entire processing unit, whereas memory chips contain blank memory.

In present computer technology has developed so much that it is being used for millions of purposes. Libraries are using computers to store their data and even books in this technology. It is being used in wars too for quite a time now. In 1990-91 First gulf war, US bombed Iraq using computer technology which was controlled through satellite. Similarly USA also used this technology in its war against Afghanistan.
Technology has changed human life. One school of thought says that computer and other modern technologies have benefited humanity but the other school of thought is that man has become subservient to technology which is bringing more disadvantages than benefits. If man had kept technology under its control rather than becoming subservient to it than it could have been taken as a blessing but in the present circumstances it is getting dangerous day by day.
On 14 July 1945, Atom Bomb was invented and on 6th and 9th August it was used against Japan and just to win a mad war so many man's generations war thrown into hell. It was the worst example of using modern technology which is still going on, more accurately with the help of computers, in various forms against various nations. After that Russia also got nuclear technology and a race started between Russia and USA and they developed such a huge number of atomic and nuclear weapons that according to

some experts if all these weapons are used then this whole planet can be destroyed five times. Now supremacy is no more to man, technology has started ruling over humanity and humankind.

Among various uses of computers one important use its role in providing easy access to information and education and entertainment. Now via internet (A network of computer networks which operates world-wide using a common set of communications protocols) one can get information on any topic regarding any subject. Online universities, degrees and books are a great source of education and information particularly for those who cannot adopt conventional methods and means to reach to them. Online advertising and shopping has also opened avenues for business. For online advertising you don't even need to have a long staff and a big office, you can do this business with a very small investment and set up, just because of this great technology.

Regarding Journalism and Mass Communication, computer is playing a very big role. In Pakistan and all over the world almost all newspapers and magazines have their websites where one can read their news, columns and editorials etc. now you don't have to buy a newspaper and you can get information not just from your national but also from international newspapers. In this online journalism, some newspapers and magazines have their whole newspapers and magazine available on their websites. Similarly broadcasting services also give their news on their websites where you can also listen to their bulletins and broadcasts.

Different television channels have also made their websites. They provide information regarding their program schedules and at some sites you can also subscribe to watch tv online. Technology has really gone far ahead.

Communication has various types and forms. Two important among them are one-one i.e. interpersonal communication and the other one is one-many i.e. mass communication. Computer does not fall in one category as a medium of communication. You can chat on it with various people at a time and now even voice chat and cameras are also available which makes your chat almost like face to face communication. Then you can read newspapers and other informative websites which are available to millions of people at the same time, this quality makes it a mass medium.

A computer remains your personal until and unless your work on it benefits you alone but when you put something on it in the form of a blog or a website which is accessible to anyone who wants then it becomes a mass medium of communication.

LESSON 43

IMPACT OF COMPUTER TECHNOLOGY

Some sociologists believe that technological innovation is the single most important source of social change. But just how does a technological advancement spur social change? What are some of the changes taking place due to the proliferation of computer technology in our society, culture and in fact in our whole life?

Since the dawn of the Industrial Revolution, life in industrial and post industrial societies have been characterized by a constant stream of evolving products, innovative methods of production and dynamic means of distribution. The development of the World Wide Web, is a major breakthrough in the advancement of communication. Today, a few years after its introduction, the Web has become a major cultural movement involving millions of people. One eminent computer scientist, Michael Dertouzos, head of the Massachusetts Institute of Technology Laboratory for Computer Science, has authored a captivating book about the future of computer science. Mr. Dertouzos thoughtfully explain his vision of the future "Information Marketplace". In *What Will Be*, the author gives the reader an insiders preview of the advancements and inventions that will propel the information revolution in new directions.

The world of information that we now live in has already altered many aspects of our lives, either directly or indirectly. For example, the millions of web users, from homeowners to Chief Executive Officers, have grown in numbers at an astronomical rate, adding daily to the cumulative web of information by posting their own "home pages" that describe their own specific interests and needs. The computer mouse clicks, of all these subscribers, is opening new avenues for information retrieval, fun, commerce, and surprises at millions of web sites. The theses of Mr. Dertouzos book is that, in a quiet and relentless way, information technology is altering our world so profoundly that the movement rivals the changes brought on by the Industrial Revolution. The evidence of these changes is embedded in our popular culture and have ramifications for all our institutions.

Technology has given people the tools to do their jobs at home. People are also forging new communities in cyberspace and developing new relationships with their neighbors in real space. Arguably, technology has the potential to increase individual freedom and strengthen community - even though so many people argue it does neither at the moment.

Since 1965, Americans have gained an average of one hour of leisure each day, according to social scientist at the University of Maryland. Some "experts" even believe that by the middle of the next century, the average work week in America will be shorter than 28 hours. Today men and women have more time and opportunity than ever to pursue their dreams.

Besides keyboards and mice, today's interface devices include trackballs, joysticks, hand held styluses for handwriting and drawing, microphones that pick up speech, and both still and video cameras for images. There are many other devices being developed around the world. Scientists and engineers are currently working on gloves that let the computer know the precise movement of your fingers. Experts are also working on glasses and head tracking helmets with mechanical, electromagnetic and optical gadgets that track eye and head movements so that the computer knows where you are looking. Complete body suits that convey the motions of the torso and limbs are not readily available but they have been built (in clumsy forms) and will undoubtedly appear in the future. These same devices will feed information back to you, flooding your senses with spoken information, three dimensional video, audio and "bodyo"- tactile impressions that will range from the tickle of a cats' whiskers to being driven into the back of your chair. These state of the art interfaces will forever alter the way we work and "re-create" in the near future. These new interfaces may allow individuals to work simultaneously with colleagues around the globe. The application possibilities for these interface technologies is really mind boggling.

Despite many uses computer is definitely being misused too and is also bringing some disadvantages. Children and even adults now rely on computer for getting any kind of information rather than consulting libraries and books. In fact now even online libraries are available where you can buy or read books online. It is not only affecting book reading culture but also affecting people’s health as they now spent even more time on computer than television. Many people don’t even bother reading newspapers now as online journalism has provided them this facility too. But this impact may not be as bad as

research from internet and present it with their own name. They now prefer plagiarizing over original research.
Obscene and porn material is easily available on internet, which is affecting children's and teenager's mental and psychological health and is becoming a matter of worry for parents as they can't be with their children all the time. Now when internet cafés are present in every town and city and easy access to internet and such material is available to children, it is becoming a huge problem in many societies.
On internet people particularly teenagers meet and chat with different other people who are mostly strangers. Dis-informing each other on chat regarding different things is becoming a fashion. People prefer lying on internet than telling truth, which is affecting over all moral and ethical behaviors and values of our society.
Similarly, children spend too much time in playing different games on computer. They are now lesser interested in physical games and activities and prefer playing computer games. Some games even show a lot of violent content that research suggests can increase children's aggressive behavior in other situations.
Since 1994, computer games have carried the ratings of the Entertainment Software Ratings Board (ESRB). The ESRB ratings of age appropriateness (for example, early childhood, teen, mature) appear on the front of the computer game box. On the back of the box, ESRB provides descriptors of game content in various areas of concern, such as violence, language, sex, and gaming. The ESRB uses the following phrases to describe violent content in games:

Mild Animated Violence: Contains scenes involving cartoon/animated/pixilated characters in the depiction of unsafe or hazardous acts or violent situations.
Mild Realistic Violence: Contains scenes involving characters in the depiction of unsafe or hazardous acts or violent situations in realistic or photographic detail.
Comic Mischief: Contains scenes depicting activities that have been characterized as slapstick or gross vulgar humor.
Animated Violence**:** Contains depictions of aggressive conflict involving cartoon/animated/pixilated characters.
Realistic Violence**:** Contains realistic or photographic-like depictions of body parts.
Animated Blood and Gore: Animated/pixilated or cartoon-like depictions of mutilation or dismemberment of body parts.
Realistic Blood and Gore: Representations of blood and/or gore in realistic or photographic-like detail.
Animated Blood**:** Animated/pixilated or cartoon-like depictions of blood.
Realistic Blood: Representations of blood in realistic or photographic-like detail.

Cyber crime is another issue. Many law enforcement agencies define cyber crime very narrowly and think of it only in terms of complex, computer-specific issues like hacking or crimes that require a forensic computer examination. This is a fatal flaw in two respects. First, it oversimplifies what are in fact very complex crimes, and secondly it inflates the investigative difficulty of relatively simply crimes. Law enforcement agencies must recognize that many forms of simple theft and fraud are in fact cyber crimes, if a computer is used to commit the crime. What may appear to be a simple theft of small proportions--and may even go unreported in many cases--may actually be a major crime with a huge loss. In fact, computer thieves have recognized the almost infinite number of victims available to them on an international scale and the MO of "taking a little bit from a lot of places" to avoid the normal detection systems has become all too common.

Computer-related crime can involve use of the Internet to facilitate crimes such as:

- Internet auction fraud (primarily thefts)
- Criminal threats
- Stalking (cyber stalking)
- Threatening or annoying electronic mail
- Distribution of child pornography
- Online gambling

- Fraudulent credit card transactions
- Fraudulent application for goods or services
- Identity theft

Now a debate has started on having a universal code of ethics for computer users and even at the societal level there must be some code that should be followed to avoid these misuses and disadvantages which are affecting our culture and societal set up. As for newspapers and radio & TV there are some code of ethics that are followed and observed by the people concerned, there must be some ethical standards for the computer users and operators too, so that their activities and work may not hurt the society around.

At organizational levels different professional computer organizations have their own code of ethics which they follow, similarly different universities have also formed their code of ethics for their students in using computer technology in university campuses but now it is needed at societal and even at international level, particularly for teenagers who use it at their home and for the internet cafés too.

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LESSON 44

IMPORTANCE OF MASS MEDIA

When we talk about present society, it certainly means democratic society where everything is according to people's own choice & opinion and whatever that happens is people's own decision. Now in such a society where government cannot take decisions without people's approval and where majority is authority, the most obvious question that comes to mind is: how would one come to know that what people want and what is their opinion in any matter? Here comes mass media, which acts as a bridge between the government and masses and tells the leaders what people want and similarly, the masses what their government is doing.

Mass media is needed to make policies according to people's will. Government's different departments regularly monitor radio, tv and even newspapers to know and be aware of people's opinion regarding government and its policies. Mass media not only acts as a mirror of society but it also acts as a watchdog that keeps an eye on the government and its officials' activities and keep people well-informed of their leaders. It tells people that who is violating the law, who is involved in corruption and who is betraying the nation.

Now when it is said that mass media plays part in policy making, the question arises; how? There are two ways adopted in this regard. One is mass media's Agenda setting function, other is Agenda following function. In agenda setting function, mass media informs policy makers that how a problem can be solved by setting the policy for them or by setting the policy with them. In Agenda following function, mass media does not provide solutions rather it is used to implement those solutions or government's policies. Usually experts prefer and appreciate mass media's function more as agenda setting body than agenda following body.

US-Vietnam war is an important example of mass media's role in agenda setting. In this war it was mass media that turned Americas against their own government and therefore they had to call back their troops from Vietnam. In this case, government had to change their policies on people's demand which was due to mass media's live coverage of the war.

In 1971's Pak-India war media played Agenda following part and was used as a tool to implement government's policies which were not going in the favour of the nation. In 1971's election government did not transfer power to the party that got majority votes and as a result we lost half of our land and people. In this case mass media did not work as a watchdog and did not let people know the truth.

Now government has decided to make websites of all its ministries and departments and will be displaying its different policies and details of the actions on these websites which will reduce the distance between government and masses and will also help in achieving transparency. It will also be possible for people to submit their applications and complaints regarding different issues on these websites.

Due to the non-acceptance of people's right to know and access to information at governmental level a lot of the issues are still lying unsolved in our history. E.g. Liaqat Ali Khan's assassination is still a mystery similarly after Dhaka Fall, Hamood-ur-Rehman Commission was formed to investigate the causes of the tragedy but its report was not opened and now when it has been opened only apart of it has been revealed to the people, and the fact which was people's right to know is still hidden from them.

After United State's defeat in Vietnam War, they also held investigation to find out the causes, which resulted into their defeat against such a small nation, and came to know that it is due to mass media that people turned against the government and its policies and they lost war against a much smaller nation. After the investigation when they revealed the report, the US armed forces' commanders said that from now onwards no TV channel or reporter will be permitted to do live coverage of the war without prior approval from the commanders. Against this order people filed cases in courts and the stance that they adopted was:

"Since our armed forced are paid from our tax money, and huge sums are spent on the purchase of arms and ammunition, therefore, public who is the financer of armed forces and war machinery, has a right to know what their armed forces are doing when they are outside of the country and fighting somewhere."

New World Information and Communication Order

The unfortunate fact about mass media is that there are few developed countries that are enjoying monopoly over mass media. Their news agencies, broadcasting houses, TV channels and films are ruling over the world of mass media. They can build and change any country's image according to their own wish. To get rid of this monopoly and to give third world countries their share in mass media in October 1980, the 21st General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO), meeting in Belgrade, received a report and issued a declaration on communication that caused a furor in the Western press. The *New York Times* featured an editorial titled "UNESCO as Censor." *Time* magazine issued a full-page editorial statement on "The Global First Amendment War." Hundreds of newspapers carried stories similar to *Editor and Publisher's* "Press Groups Denounce UNESCO Plan on Media."

In 1976 UNESCO's Director General Amadou-Mahtar M'Bow was authorized to appoint an International Commission for the Study of Communication Problems. The commission, under the leadership of Sean MacBride (former foreign minister of Ireland and recipient of both the Nobel and Lenin Peace Prizes), completed its work in time for the General Conference in Belgrade, October 1980. The report, *Many Voices, One World* (Unipub, 1980), supported the principles of free reporting of news, but it also encouraged state regulation of the media and suggested that UNESCO give priority to "the elaboration of international norms" in its communication program.

The Belgrade Assembly merely referred the MacBride Commission report to its member governments, without endorsing any of its conclusions. However, the assembly went on to produce its own shocks to the West. The Group of 77, a bloc of more than 100 developing countries, had come with a detailed description of a "New World Information Order." After strenuous negotiations, the sections that were most offensive to the West were removed. These included "the right of peoples . . . to comprehensive and true information," "the right of each nation" to inform the world about its affairs, and "the right of each nation to protect its cultural and social identity against the false or distorted information which may cause harm."

In the end, however, all of the participating nations for the first time accepted a document saying that it is possible to define a new information order. Only the United Kingdom stated that it would have opposed the resolution had it come to a vote (instead, it was adopted by consensus). The U.K. objected to the very idea of defining the new order; its position got no votes from other Western nations.

Belgrade affirmed that UNESCO should lay "a major role in the examination and solution of problems in this domain." The assembly also agreed on a number of guidelines for the new information order:

1. Elimination of the imbalances and inequalities which characterize the present solution.
2. Elimination of the negative effects of certain monopolies, public or private, and excessive concentrations.
3. Removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas.
4. Plurality of sources and channels of information.
5. Freedom of the press and information.
6. The freedom of journalists . . . a freedom inseparable from responsibility.
7. The capacity of developing countries to achieve improvement of their own situations, notably by providing their own equipment, by training their personnel, by improving their infrastructures and by making their information and communication means suitable to their needs and aspirations.
8. The sincere will of developed countries to help them attain these objectives.
9. Respect for each people's cultural identity and the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values.

In May 1981, some 100 representatives of print and broadcast organizations from the U.S. and 20 other nations met in the French Alps, where they adopted the "Declaration of Talloires," calling on UNESCO to "abandon attempts to regulate news content and formulate rules for the press." In June, Elliott Abrams, assistant secretary of state for international organization affairs, charged that UNESCO had "lent itself to a massive assault on the free flow of information" and challenged General Secretary

M'Bow that if he did not remain "neutral" and avoid confrontation on the issue, he faced a battle with the U.S. "This is a war UNESCO cannot win," Abrams declared.

In 1984, the United States withheld its contributions and withdrew from the UNESCO in protest, followed by the United Kingdom in 1985 and Singapore in 1986. Following the change in government in 1997, the UK rejoined; the United States rejoined in 2003. (As of 2007, Singapore has still not rejoined.) During this period, considerable reforms had been implemented in the organization.

The attitude that media giants showed towards new world information & communications order and Mac Bridge's report failed the idea and therefore it could not be implemented practically.

LESSON 45

EFFECT OF OTHER ORGANIZATIONS ON MASS MEDIA AND ITS PERFORMANCE

Mass media where influence society and its different sections, there it is also influenced by the organizations and institutions of the society in which it is operating. First and foremost body and institution that influences mass media is government. In every society the relationship between government and mass media is very important. In certain societies, particularly in totalitarian societies where governments don't really believe in the freedom of press and people's right to know, the relationship between government and media is not that good because government tries to keep mass media under its control. Mass media in every society has two major responsibilities, one to work as a mirror of the society and the other one is its role as a watchdog of the society. Usually the conflict between government and mass media is over its role as a watchdog of the society. Governments don't want media to criticize over its policies which arises conflict between the two. In some societies, this clash between government, its officials and media organizations and media persons is more and in some it's less.

Some other organizations also affect mass media's working and its performance. In Pakistan the organizations that have been influencing mass media are discussed below:

PFUJ

PFUJ i.e. Pakistan Federal Union of Journalists (PFUJ) is located in Islamabad, Pakistan. PFUJ is arguably South Asia's first association representing the journalists of an entire country. To its credit, in all these years since its inception it has always stood out as a symbol of freedom of speech. The battles it waged for press freedom and for a democratic dispensation in the country will always remain etched in the collective memory of Pakistanis.

To this day, PFUJ remains committed to the ideals for which it was established in 1950. Set up primarily to work towards a better working environment for Pakistani journalists, it didn't remain isolated from the struggles and campaigns launched by the civil society. In fact, it was in the vanguard whenever sacrifices needed to be made and freedoms were to be won.

In 1959, government of Pakistan appointed a commission called Press Commission of Pakistan to check the financial conditions of working journalists and give its recommendations to improve those conditions. On the Press Commission's report government for the first time formed a Wage Board for journalists in 1963. This wage board directed the newspapers the minimum wages of journalists which they would have to follow. Wage board divided newspapers into three categories (depending on their circulation) and similarly three categories of journalists' minimum wages that they'll pay. It was also recommended that after three years these wages shall be revised according to the circumstances. This Wage Board was formed on the efforts of PFUJ and in 2005 they are trying to implement 7th wage board that has already been announced by the government.

Another problem that this organization addressed very openly at all forums is that of Freedom of Press which is needed for true democracy and transparency and Free Access to information or People's right to Know. Press and publication laws that our governments inherited from British Raj still exist in one form or another. PFUJ is trying to get rid of these black media laws that do nothing but to restrict freedom of press. All the freedom that media is having now is mainly because of PFUJ's efforts and sacrifices that it has given to get it.

CPNE

In 1955, the Council of Pakistan Newspaper's Editors (CPNE) was established as a representative body of the editors of the publications of Pakistan. CPNE is also a big organization like PFUJ.

Initially the newspapers' editors used to be professional journalists and not the owners of the newspapers but now after RPPO was enforced it has become a trend that a newspaper's owner either himself becomes the editor of the newspaper or makes some of his close relative an editor or a chief editor. This trend has negatively affected the newspapers' policies and definitely the overall quality journalism in Pakistan. Now editor who are owners too, while selecting news or writing articles keep

business or may be the more powerful – the government itself. A professional editor never cares about such things because he is not the owner and the newspaper's business is not his headache. He only cares about writing truth and not about pleasing his friends or advertisers. A professional editor never comprises on newspaper's or its editorial policy. Now we regularly see columns in newspapers that are not written by its paid columnists, who are professional journalists, but they are written by those who write for fame and they do get it. Now in columns and articles we often see writers writing their personal incidents or giving references of their personal incidents which is certainly against ethics of journalism. Unfortunately, now we are not having those professional editors who could turn back such fame-hungry writers' articles. This dual job of owner cum editor has also affected editor's gatekeeper's responsibility. Now editors are often seen stopping news that are true and should be known to people but are stopped just because they'll bring damage to newspaper's business. Although apparently it looks very harmless and people are often seen saying that what's wrong if a newspaper's owner becomes an editor too but if studied deeply this trend has damaged and is still damaging quality journalism in Pakistan.

APNS

All Pakistan Newspapers Society is a proprietors' association. Its election is held every year; three major groups of newspapers are the major players of APNS that are: Jang Group, Dawn Group and Nawa-i-Waqt Group.

It was founded in 1953 by the major, pioneering editors and publishers of they day to facilitate the exchange of views between the owners of the major publications of Pakistan and to protect the rights of newspapers by giving them a voice to appeal unfair decisions against them.

Today, the APNS is a clearing house of sorts for its member publications, safeguarding the commercial interests of newspapers under its membership (including tax payment). For example, if a company advertises in a publication but refuses to pay, the publication complains to the APNS. The APNS gives the agency an ultimatum: pay or get blacklisted.

Now a lot of the owners of the newspapers being editors too are usually members of both organizations. This results into the clash between the objectives of both organizations which is also affecting newspapers and journalism.

APNEC

All Pakistan Newspapers Employees Configuration is also a very active organization like PFUJ. In a newspaper there are not just working journalists that are its employees rather there are many other sections and departments too. Printing press and its workers, computer lab and its technicians, advertising and marketing department, circulation dept., accounts dept. etc. are all part of a newspaper. Now the employees working in these departments can't be a part of PFUJ so they have formed their own separate unions. APNEC is a configuration of all these unions. It was formed in 1970s to preserve newspapers' employees' rights and demands. Journalists are also a part of this organization.

Film

Film producers have also formed an association. But it is quite an inactive organization. It was formed to preserve film producers' rights and have taken their demands to the governments too but as they lack unity therefore could not do much for the film industry and now we can see that it is facing the worst time of its history.

Film producer's association, although has got many problems to address but is not taking any serious united stance over any problem. E.g. Censor Board issue is an important problem that industry is facing. There are a lot of serious issues that cannot be addressed because our censor board does not allow it. But association's own attitude is non-serious and therefore whole industry is suffering.

Television

Although now we are having many private channels along with the state channel PTV but still there is no collective union of TV channels or of their employees, particularly in Private Sector. PTV, being a state channel, has permitted its employees to have unions, which is not an appreciated culture in private

rights rather they are also fighting for freedom of expression. There are many subjects that are banned on state channel and producer and writers cannot address those issues despite their important and need.

Freedom of Expression and People's Right to Know is still the biggest problem of our mass media.

Universal Declaration of Human Rights (1948)
On December 10, 1948 the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights. Following this historic act the Assembly called upon all Member countries to publicize the text of the Declaration and "to cause it to be disseminated, displayed, read and expounded principally in schools and other educational institutions, without distinction based on the political status of countries or territories."

Article 19
"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Till 2002 this basic right was not approved or accepted in Pakistan. Freedom of expression and freedom of press is mentioned in Constitution of Pakistan 1973 but with conditions that are very vague and can be used by the government to exploit any journalist, newspaper or media organization.

Constitution of Pakistan 1973

Article 19
"Every citizen shall have the right of **freedom of speech and expression**, and there shall be **freedom of the press**, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security, or defense of Pakistan or any part thereof, friendly relations with foreign states, public order, decency or morality or in relation to the contempt of court, defamation or incitement to an office."

During the caretaker government of Malik Mairaj Khalid (Nov. 1996 – Feb. 1997), Information Minister Javed Jabbar introduced an ordinance "Right to know". But the government that came later did not forward it in the assembly and therefore the ordinance died its own death.
In October 2002, when international donors insisted on legislation on the people's right to know, an ordinance called the Freedom of Information Ordinance was hurriedly promulgated by General Musharaf's government. The fact that the parliament that had come into being at that time was deliberately bypassed in making the law throws some light on the negative attitude of the government of the day on the issue.
Some of the serious flaws in the Freedom of Information Law stand out but still overall it has been appreciated on the account that it is the first step and hopefully more actions will be taken by the government to ensure complete freedom of press and media.

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