The Role Of Media In National Development

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Abstract

This study aims to explore the impact of media on the national development. There are different aspects of national development and this study focused on the political, economic and social sides of the national development. Media plays a very strong role in determining the attitudes and shaping the behaviors of the individuals in a society. Free press and media can contribute a lot to the political development, economic growth and eradicating social injuries from the society. Therefore, media and its reach are important elements that can help to adopt a democratic approach in politics, achieve economic sustainability and eradicate social evils from a society. This study explains the role of media as a gatekeeper, watch dog and the force multiplier. The role media can play in political development, economic development and the social development of the country is very critical since the individual's perceptions and actual behaviors are shaped with help of print, electronic and social media channels. Media can also act as a medium of state propaganda and it can become a resistance for change as well as a supporter for any change. Media has a significant impact on the national development because media is responsible for shaping the national identity and censoring the sensitive information. The impact of media on national development is also dependent on the restrictions faced by the media. The free press and media will have a larger impact on national development as compared to the restricted media.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Media plays a very significant role in constructing, molding and imitating public opinion in contemporary democratic societies. Media becomes such a powerful tool and it is regarded as an important pillar of the state. The conventional role of the media inside democratic culture has been interpreted as a responsibility to give information about events and in some cases to perform the duty of a watchdog on power. Media is responsible for shaping the opinions of public. It also helps to promote the democracy, freedom of expression, check the good governance and have a very strong impact on social behaviors. Nation-building and enhanced quality of life are also achieved through media (Baran, McDonald & Engberg, 2004).

The conventional role of the media inside democratic cultures has been interpreted as a responsibility to give information about events and in some cases to perform the duty of a watchdog on power. The political, social and economic developments are also linked with the media development of that particular country. Media has different roles in the society building and every medium has a unique message and the target audience that is aimed to bring and influence a change in society. The attitudes, behaviors, cognitions and perceptions of the audience is shaped through media.

Media is an important tool of communication in today's world yet it is also used by government as an instrument to manipulate the public opinion and to propagate message of violence and intolerance in the society. Media changes the perception of people (McQuail & Windahl, 2015). The way the people live and the way the people behave is all influenced by media. Besides the weapon of violence, media especially electronic media is influential in conflict resolution and

peace building in terms of information, mediation, dialogue, promotion of human rights and gender equality, breaking prejudices and promoting the benefits of peace. Knowledge is provided through sending and receiving information to create a sharedmeaning, which is called communication. In other words, communication is the transmission of ideas,words, pictures and symbols. However, media plays a key role in facilitating the environment of the society and behaviors of the individuals. Media has many forms of communication; oral, written, non-verbal, verbal, modern and conventional. The basic aim of media is to facilitate the receiver of the information and keep the flow of communication from sender to receiver's end (Tella, 1991).

The source which sends the message, medium through which message travels and receiver, who receives the message, are the basic ingredients of communication process. The effect of this message on the targeted audience, which is the end product, cannot be ignored throughout whole process. Hornby defines media as "the main means of communicating with large numbers of people, especially television, radio and newspapers" (Bourdieu, 2001).

The word media refers to all the different ways through which people communicate to each other. Generally media is referred only to the television, radio and print journalism.

But in reality media is more than these traditional areas like internet is also studied under the broader umbrella of media. But television is the centre stage of media. Rodri argued that media is converted in to citizen media to that extent where ordinary people have gained control over media. He considered citizen media to be dynamic. It does not mean that people are involved directly in the creation of content, but certainly involvement of ordinary people influencing the content that makes up their minds (Davis, 1993).Media plays a key role in development of the country however, the extent to which this role is played is ambiguous in literature. Media always play a role in national development and there has been a strong association of media and national

development. The actual meaning of national development is not narrow however; it's a broad-domain term with different dimensions.

Oxford dictionary defines development as "a modern board of a changing situation." Development usually means the advancement in extra-ordinary terms. There are three main factors or elements of the development that helps to understand the term development. Social justice, financial growth and the self-interest. National development not only includes the social and economic development but also the democratic development as well (Grin, Rotmans & Schot, 2010).

Whenever, development is seen, there must be a quantitative change that has occurred in the economy's structure, building of environment and politics. As national development is about the people of the nation, hence the human population is very important block of the national development. The basis of national development is to identify and prioritize the preferences of the people so that access to knowledge can be increased. Not only knowledge access, but better health conditions, better livelihood, better security conditions and decreased exposure to violence are also important parts of national development. It also includes the freedom in terms of cultural expression and community expression.

There are several other roles of media identified in literature; gate-keeper, watch-dog, influencer on society, enterprise compositor and force multiplicator. Media is also a grand avenue for propaganda, biasness, promoting sensualism, and affecting other elements of national development. Keeping in view all these factors and elements, how much media does affects the national development of a country.

1.2 Justification of the Study

This study is aimed to examine the extent to which media can affect the national development of the country. There is an association between media and national development and this study will

identify the strength of this association. This study will examine whether the independence, freedom, communication and information of media can affect the national development. The extent to which the media can communicate, the freedom with which media can share information with general public are the factors that contribute to national development. There is an absolute relationship found between media and national development. This relationship has been found out by carrying comparative analysis in different social sectors and diverse societies. The research was conducted in different time periods across different societies so that absolute relationship of media and national development can be supported. Media is an important and functional organism that plays an important role in economic, social and national development.

1.3 Purpose of the Study

The aim of the study is to examine the role of media in national development. The study therefore seeks to answer the following questions:

a) Examine the role of media in society

b) To what extent do the media contribute to national development

c) In what ways do the media influence events in the society

d) Analysis of the media's role in national integration.

e) What are the factors which influence the role of media in national development.

1.4 Hypothesis

Our hypothesis that national development is dependent on the media is based on the factors like independence and freedom of media, ability of media to communicate the objective effectively and efficiently and providing accurate and fair information to state and general public. Following are some assumptions,

1. Media can play a very important role in social development

2. Media can play a vital role in national development

3. Media can have a great influence on national integration

4. There are certain factors that can affect the role that media plays

5. Media must be free and independent, have the potential toreflect numerous views, with the potential to report on variety of subjects.

6. Media can be more effective if complementary institutions, such as the judiciary, reinforce their independence and quality.

7. Higher media penetration promotes greater responsibilities of public and private agents.

1.5 Scope of Study

The scope of this study is limited to electronic medium. Only electronic mediums of Radio and Television are considered. The design of the study is descriptive here detailed literature covered. This study examines the political, social and economic development of a country and the role media plays in this development. Data used for the study is collected through secondary source. Different theories, key concepts and opinions are used to review the data. Study is supported by the empirical examples and statistics as well.

1.6 Preview and Presentation Plan

Media plays a crucial role in national development. This is because media shapes the opinion of general public it helps in democracy promotion and also influences the good governance. The behaviors and cognitions of general public are also affected by media. It usually supports the policies that are people-centric and act as vanguard for the development at social and economic level.

Media is playing an important role in society, but the matter of critical importance is the way through which media pursued and carried out its message. An individual is surrounded by media

from the book, newspaper and magazine he/she reads to the music he/she listens on radio and the shows he watches on TV. If there would have been no media in the society, the people would have been isolated not only from rest of the world but also from their neighboring town, cities and governments.

Media use may stay bad because of the social club if those are selective, preconception, National Integrationsensational, or desirous according to propaganda or media violence etc. For the media to successfully play their function within national development, they need to be fair and independent. Free press is a crucial component in the performance of the media.

1.7 Organization of Study

There are total six chapters that are included in this study. Introduction provides the background information, history of media and national development and the overall view about the topic. It also includes aims of the study, and the plan and presentation.

Chapter two includes the different roles that media in society. Chapter three discusses the role of media in economic, political and social development of the nation or country. Chapter four discusses the role of media in the national integration and chapter five explains the factors that can have an influence on the relationship of media and national development.

CHAPTER 2

THE ROLE OF MEDIA IN SOCIETY

2.1 Media

Knowledge is provided through sending and receiving information to create a shared meaning, which is called communication. Communication is the transmission of ideas, words, pictures and symbols. It allows individuals to understand and facilitate their environment and relationships among individuals and societies. Communication can be in any form, oral, written, verbal, non-verbal, traditional and modern. The basic purpose of communication is to provide information from sender to receive (Evan, 2011). The source which sends the message, medium through which message travels andreceiver, who receives the message, are the basic ingredients of communication process.The effect of this message on the targeted audience, which is the end product and cannot beignored throughout whole process. Different tools of communication that are used to send and receive information are known as media in collective terms. Media is usually a mean where the audience is very large and there is a large number of people who are target audience. Television, Radio and Newspapers are usually considered as mass media (Dominick, 2010).

The word media refers to all the different ways through which people communicate to each other. Generally media is referred only to the television, radio and print journalism. But in reality media is more than these traditional areas like internet is also studied under the broader umbrella of media. But television is the centre stage of media. Howley (2005) argued that media is converted in to citizen media to that extent where ordinary people have gained control over media. He considered citizen media to be dynamic. It does not mean that people are involved

directly in the creation of content, but certainly involvement of ordinary people influencing the content that makes up their mind.

2.2 Civil Society and Role of Media

People use media for the propagation of their own interest and objectives. Media has been used by Hitler to incite people towards violence and created worldwide hatred towards Jews. In Balkan, local community was polarized to such an extent by media, where violence is used to address grievances. The impact of media on escalation of violence is more recognized than in peace building. What we see or hear about any event of world is shaped by media (Koopmans, 1996). Everyone owning the media channels can have a different perspective and journalists and receivers of information can have their own perception as well. Interests and experiences of media owners and journalists may differ. Everyone owning media is interested to sale out the stories and programs to general public.

A story covered by these media People shows the glimpses of their interests and believes. The social role of media includes informing and educating the public about threats andsecurity concerns and serving local communities in time of disaster and war. The roleof media is negative as well as positive. Amartya Sen is the professor at Harvard University and a well-known Nobel prize winner. She explained that how media has an impact on the civil society. She summarizes that every substantial famine in democratic and independent country cannot occur with free press (Sen, 1999).

Following are the important functions played by media in civil society

2.2.1 Source of Information

Information flow is facilitated with help of media. This is because free flow of information helps the community development. Media highlights different social, political and economic issues of

the societies. It warns and responds to the imminent problems of weather and natural disaster. It freely operates in those areas where people judge each other on the basis of media messages. Even the choice of people to vote for in election also depends on media. Media workers serve the function of interpretation. Media interpret events all around the world and make people understand. He highlighted the role of technological advancements in communication (Brossard & Scheufele, 2013).

2.2.2 Media as Watchdog

Media plays a role of watch dog in society. The concept that media performs the function of watchdog is more than 200 years old. Globalization and the fall of socialist and authoritarian regime have created the debate on the idea of vigilant media, which monitored the government and exposed its lawlessness. Media ensures that actors of the society remain transparent and are held accountable. Media speak for the people, represent their interests and keep check on the government. Being a watch dog in the society it alerts community and make them respond to the changing circumstances of the environment which are affecting their lives (Strelitz, & Steenveld, 1998).

Coronel (2010) have different and opposite perspective of media as watchdog. It is argued that media rarely performs the function of watch dog in existing social order. The doctrine of watch dog is of that era where state was dominated by landed aristocracy and media was having large circulation. At that time private ownership protected that media which was rebellious, when state intervene. It provides feedback and brings investigative reports and hidden stories out and public problems on to the surface. For example, a video "*Operation Fine Girl: Rape Used as aWeapon of War in Sierra*" showing sexual violence, is produced by the human rights activists. This video is depicting the impact of civil war in Sierra Leone. This film exhibits a clear role of media in

informing and making individuals aware about the hazards of war in society. Media brought these issues into the public sphere so that these things could be addressed.

Freedom of press is the one of important elements which affects the role of media as watch dog. Media will act as a watchdog over government if it is free. It is assumed that media exercises much freedom in democracies as compared to autocracies where media is controlled by government (Bratic and Schirch, 2007).

2.2.3 Media as Gatekeeper

Controlling the flow of channel which is used to share the information to general public is known as gate keeping. When the information is filtered, it has a series of steps and checkpoints, that must be passed in order to release the information to general public. Media decides whether the general public should see or hear the specific news or not. The people who perform the action of gate keeping are called gatekeepers, who filter the messages. These are reporters, editors and writers. Even government officials are the part of gate keeping process (Shoemaker & Vos 2014).

Media's role as a gate keeper is to balance the agenda setting and filtering.

Media limits the public exposure to wide range of information about particular ideology or set of ideas, portraying itself as balanced as fair. A hate message was created by a cartoonist in Denmark in 2006, which created hatred and chaos all around the world among Muslims. This tension prompted a global analysis about the gate keeping action of media. A debate initiated on how and when media professionals should prevent such type of expressions which are humiliating and offensive to certain groups (Modood et al., 2006).

2.3 Media and Democracy

Media is very important to determine the democracy and it is life blood of any democracy. This is because media makes voters aware of their rights and duties. Media is expected to perform the function of surveillance of socio-political developments along with identifying the most relevant issues which affect the process of democracy. Media provides a platform where diverse range of views is expressed and officials are hold accountable for the way they exercise their power. The individuals know the process of politics through media and if they feel that there is some threat to their political independence, they resist (Gunther & Mughan, 2000).

The political change in Europe and Latin America in 1980s and 1990s and evolution of communication technologies has increased the role of media in the process of political transition. When press, radio and television are under the control of state in authoritarian regimes, then cassettes, leaflets and CDs play a vital role in political opposition and protests. During Iranian revolution tape cassettes played a stronger role than fighter plans. Audio cassette tapes of Ayatollah Khomeini speaking about the revolution were distributed all around the country and initiated mass mobilization.

Media discusses the decision of government and highlights those issues which are underrepresented. It plays a significant role in strengthening the democratic political culture. During 2008 election in Pakistan, media provided space to the people who were Agner Fog, "The supposed and the real role of mass media in modern democracy". Workingin opposition, as these people were largely excluded from state television. In this waymedia was contributing in launching of democratic transition in Pakistan. Every individual of a country should have access to information because it is essential for a healthy democracy (Fog, 2004)

In this way citizens make themselves informed and responsible about the current situation of democracy. On the other hand information serves as "checkpoint", ensuring a check on the representatives elected by people. Whether they are working according to the wishes of people or not. The antagonistic relationship of government and media is also a healthy element of democratic countries. Role of press is very vital in post-conflict, as media disseminate information to mediate between state and other element of civil society.

2.4 Media as force Multiplier

After First World War it was realized that media is mightier and dangerous than the army. Media is also responsible to shape the actions and views of politicians and leaders. It not only gives the information but also define the political views. General Anthony Zinni of US has also showed his concern over importance of media coverage. He says that military operations are no more merely dependent on fire and maneuver (Combelles-Siegel, 1996).

During peace time media helps in deterring hostilities while in war time it helps leaders to communicate with the people and foster domestic support. As Admiral Leighton Smith, Commander of NATO Implementation force in Bosnia, once said that public information is one of the element of power that he holds besides diplomatic, military and economic power.

Force multiplier role of media can be seen specially during wars. Media acts as a force in wartimes that can add effectiveness to military commanders (Hendrickson, 2006).

As information is power, media uses this power and serves the function of force multiplying by moulding national and international opinions. Media performs different functions during war time. Hali pointed out that media conveys a sense of fighting, provides a sense of relief, serves as an agent of propaganda and contributes in making history (Whitten-Woodring, 2009).).

Media not only provide support to military operations but also helps in enhancing morale of troops. It is believed that coverage of media served as force multiplier during Kargil war. It leads

the feeling of unanimity between the courageous soldiers. Media as force multiplier can be used to control the damages of negative things, generate positive changes and achieve military and political objectives in a peaceful manner.

2.5 Conclusion

This chapter summarizes the role of the media played in the modern societies. In this chapter, a brief introduction of media has been presented. After that, some light has been shed on the role of media in civil society. How media can affect the civilians and general public is also discussed. How the information is generated and transferred and then interpreted with help of media is also discussed. Afterwards, role of media as a watch dog and gate keeper is also discussed which states that media is responsible for the filtering the information and also controlling the flow of the information. Media also have a great impact on the political institutes and democracy. It affects the decision-making of voters because they believe the information, they get through media channels. Finally, the role of media as a force multiplier is also discussed in this chapter. It implies that media can be more powerful and dangerous tool during war periods so its use should be managed well.

CHAPTER 3

ROLE OF MEDIA IN NATIONAL DEVELOPMENT

Media can help the cross-cultural development by allowing different parts of the country to amalgamate their norms, arts, customs and politics. It also allows the national leaders to talk to the general public and also allows general public to share views with leaders. Media also helps to promote a nation-wide dialogue on the national policies. Media can also weld the isolated communities of the society and portray national goals in interests of the general public. Media can help integration of cultures and promoting the self-development. Wilbur Schramm is known as the father of communication. He says that role of media in national development can be examined when the political, social and economic perspectives are studied.

When political arena is considered, media can help in good governance, democracy, transparency, human rights, fighting terrorism, public relations and promoting foreign policies. In economic role, the media can help in economic development through empowerment, tourism, advertisements, economic advancements, business & investments (Cheema & Maguire, 2002),In social sphere, media can influence social development through promoting and making general public aware about social issues like violence, corruption, conflicts, war on drugs, illegalities, population, education, health (particularly on Acquired Immune Deficiency Syndrome (AIDS) and Severe Acute Respiration Syndrome (SARS) and environmental degradation.

3.1 Role of Media and Political Development

Media can significantly impact the cultural values and political views and it also helps in institutional trade and development. Media is not only acting as the boosting device of ideas and opinions but also act as a catalyst for national development. The fair exposure facilitates every group of the society because media works as facilitator. Media helps to check the arrogant

political leaders, elites and dictators (Schramm, 1964). Media can help in political transparency because it can help the general public to understand the government operations and legislations. It makes the government officials accountable for their actions and allows the general public to take part in decision. However, media can manipulate the target audience on behalf of politicians and it can divert the attention of target audience (Schramm, 1964).

3.2 Role of Media and Peaceful Development of Democracy

Our media contributes in the peaceful development of democracy instead of its affiliation with major stake holders. During President Musharaf regime and after that media continuously focus on development in democracy as almost all channels have consensus in it. The entire political history and political culture of country has changed because of the advent of a free and independent media. Politicians have matured greatly and the political parties have become more responsible because of the media. A parliamentary debate never holds interest for the people in past but it was media who developed interest in it and shown the importance of these debates to the people and created awareness among the general population of country. Media created a desire for peaceful Pakistan through its programmes and hence an attitudinal change is being observed in people of Pakistan. It has been observed in lawyers movement and as well as in 2013 election. In both occasions an integrated force of diverse beliefs grouped together for peaceful progression of democratic values in Pakistan (Eijaz, 2013).

3.3 Role of Media and Social Development

From the finding it is concluded that media is a very powerful tool in shaping and reshaping the state and society. It is playing an effective role in creating awareness about social and national issues. Whatever the cause is, be it political, social, moral or emotional, media has been successful in delivering it around and across the country. It not only initiates discussion but also provide opinions and analysis. As media has grown rapidly in Pakistan, people have access to a

lot more information than before. Through media people from every sect and ethnicity have gathered to raise their voices together for social and moral causes of entire nation. Fundraisings, marathon transmissions in media, welcome mass participation which enlighten the media efforts in creating a constructive thinking. Channelizing and harnessing the potential of youth through education and entertainment leads the nation towards integration. It is proved in recent history that media has capacity and ability to contribute in national development and play a constructive role in changing behaviour and bringing social change (Kheeshadeh, 2012).

Participation is the basic element of development. This implies that if the citizens of different countries want to get developed, they must be participative. They must take an active part in reshaping the views of the citizens. Media is responsible for the delivery and fast supply of the data to citizens. This supply of information enables the citizens to change their behaviors, cognitions and practices. Their requirements towards the society increases. Social development is also defined by the World Bank as the development that is global in terms, sustainable and equitable. Numerous establishments are promoted with the help of social developments. Social development helps the poor people of the society to get empowerment. Media helps the social development and fights against the social issues like corruption, violence, public health and conflicts (Lloyd, 2002).

3.4 Role of Media and Economic Development

The economic development can be increased and enhanced with help of media. Media can help in promotion of good governance. It helps in empowerment of the citizens that makes the economies better. A sustainable process of development in financial capability, enhancing opportunities of business and investments for citizens and increasing the revenue base is known as financial development (Association GEDA). In financial development, the characteristics of life are made better. According to US department of Commerce, economic development is

defined as sustainable rise in economic activities and improving the factors of production nation-wide. It can be achieved through financial growth, extended competitiveness, decreasing the poverty and inequality, achieving sustainable growth and increase in salaries and wages (Nguyen, 2010).

In most of the societies, the poor people and women are exposed to inequality and economic damage. Media in such societies have made opportunities for such individuals to make their voice heard in society. Media can also discover the circumstances in which the vote less and oppressed communities are living. Sensitization of the state scheme on the relief of poverty and economic empowerment. Media makes sure that general services can be available to the general public and highlight cases when they are not. Empirical studies on women's accessibility to media have shown that it requires a lot of revenues and education for women to get access to media (Narayana & Ahamad, 2016).

3.5 Role of Media and Conflict Situation

Two perceptions are there, media is an informer so it has to inform and secondly, people only get informed through media and whatever media is propagating is largely the condition of Pakistan, where good is very little in quantity. And without manipulation, media cannot work especially the private media. Major content is usually composed of discussions and debates on conflict and manipulation. Media will show the content of national interest if any unrest happens in society. Media exactly does not exaggerate conflict-oriented issues but does give unequal and sometime biased coverage, which could ultimately end in manipulation. Such kind of coverage definitely cause crisis on individual and national level. Pakistani media is quite balanced. Many ethical and moral codes have been adopted to discourage violence in the media (Hussain, 2017). Pakistan

Electronic Media Regulatory Authority (PEMRA) also tries to keep a check and balance on the violence and terrorism shown in the electronic media

Initially, there was a lot of speculation that media is responsible in creating conflict in Pakistan because our audiences were not informed enough, but now they have become very aware and are well able to analyse media content. Thus, they are not led astray by any passing comments. There is a difference between the more established news organizations as compared to those that have been set up hastily. Also, there are differences between print and electronic media. There are some instances where media has been blamed for exaggerating conflict issues such as ethnic violence, gender violence etc, but at the other end it is debated that these issues can only be solved if they are highlighted and brought to the fore front. Media is not responsible for promoting an unrest and chaos in society. Media is actually portraying what actually is happening, these things existed before but were not covered before. Even if media will not report, people will start complaining about it (Rahman, & Eijaz, 2014). Most of talk shows are about political leaders and domestic politics neglecting the issues of national security. There are some media organizations and media professionals who are actively trying to discourage these trends without resorting to any kind of sensationalism and producing content of young Pakistani students, addressing the deprivations of small provinces, education, and social injustice. Most of the program produced revolves around politicians.

3.6 Constrains on Media

Various factors affecting the role of media in national development are indicated during data collection. The media in Pakistan is interest driven. Media owners, advertisers and government have strong influence in creating, producing and broadcasting content. On the other hand Pakistani media is not at all capable enough to tackle the propaganda by foreign media. Journalists/anchors are sometime unaware of the fact of being used by foreign diplomats and

governments as they are not enough educated and professional. The role of the public and private sector along with the regulatory bodies has been under debate for evolving an efficient information ecosystem for a more knowledge-based society (Ghani, 2009).

The accountability of media is limited. Most of the journalists are ambiguous about the government's attempts that are made to regulate media industry. However, they also fail to formulate their own code of conduct and they do not show responsibility towards society. They fail to provide quality journalism to general public (Eijaz, 2012). Although policies and code of conduct by government are there but again they are not implemented effectively by our stakeholders. Concept of media management and using media for your own best interest has not been practiced in good manner. Parallel to that regulatory authorities are not very effective in executing media ethics amongst the media organizations and the content they produce.

3.7 Conclusion

This chapter summarizes the role that media plays in the national development through the political, economic and social developments. Media can take an active part in national development through the political development arena. It helps to promote the political transparency and democratic developments. Social development is also achieved through eradicating and lessening corruption, promoting social harmony and avoiding the conflicts. Disasters are also covered by media channels to lessen the aftermaths and avoid the post-disaster effects. Raising the awareness in general public about the natural or technological disasters can be done well through media channels. Corruption can be lessened and highlighted with the help of media. Government officials and politicians are now well aware that corruption can become the headline on the media. Media can also contribute in the economic development of the country. It can have an impact on the economic growth and economic empowerment of the

individuals living in the society. Individuals make business investments and other economic

decisions on basis of the information available on media.

CHAPTER 4

MEDIA AND NATIONAL INTEGRATION

In case of Pakistan, the media industry plays a key role in maintaining integrity and solidarity of the nation. With the passage of time, media industry has seen a lot of changes and has influenced the citizens with a great impact. Since 1947, Pakistan's integrity and solidarity have been debatable topics and now media is taking an active part in the analysis of these problems. Media has raised the public awareness through programs and this chapter focuses on the evolution of the media in Pakistan and relationship of media and national development.

4.1 Media in Pakistan

Within South Asia, the media of the Pakistan has been very vibrant among all. In Pakistan, there has been a lot of pressure on the media by the politicians and administrators. This pressure has a significant negative impact on the effectiveness of media. In all this scenario, the media is maintaining its freedom of expression. There are 40 channels approximately that are contributing to flow of information. These channels include entertainment, news, music channels and current affairs channels. Some of the channels are religious as well. Sometimes, channels do not act in professional way and their opinions are biased. However, the influence of the media on Pakistani society is still very effective (Riaz, 2008).

Rural population is inclined towards Urdu media while urban and elite class in Pakistan tends towards English media, which is more liberal and professional. Although English media has smaller audience but it has a great impact and influence on opinion makers, politicians and the upper strata of society (Ghani, 2009). At the same time Pakistani media is also divided linguistically, such as Pashto, Punjabi and Sindhi channels and newspapers are working all around the country. The situation of security is very precarious for journalist in the past couple of

years. In 2008, ninety-five journalists were killed while in 2011 one hundred and three journalists were killed and Pakistan was declared as fourth dangerous place for journalists. Political pressure, threats and intimidation against media workers are widely used by state and non-state actors. This entire situation greatly influences the themes of content presented in media. As a result news focuses mostly on conflict and political stories, while stories of social issues, minorities, human rights and marginalized groups do not get due coverage (Aslam, 2015)

4.2 Historical Background

The history of media in Pakistan is traced back before partition, when newspapers were used by establishment to promote agenda of partition. Dawn, Founded by Quaid-e- Azam in 1941 and Nawa-e-Waqt in 1940 were established to counter anti-Muslim propaganda and promote the ideology of independent Pakistan. At that time there was need to form an independent print media, which could promulgate the idea of Pakistan and create a self-defense for Muslim minorities against the suppression from Hindu majority (Iqbal and Shabir, 2010).

In Pakistan, the national identity is based on the religion; Islam. There has been an alliance between the religious leaders, military leaders and the civil bureaucrats. This nexus has a strong impact on the media of Pakistan since independence. All these parties try to influence the media according to personal interests. Press and Publication Ordinance (PPO) was passed in 1963 by Ayub Khan who was Military ruler of Pakistan. According to it, there was an order about closing the newspapers, arrest orders of journalists and confiscation of news providers. Nationalization of a large part of press was done through this ordinance (Iqbal and Shabir, 2010).

In 1964, the National Trust was formed so that press and media can be controlled. Reinforcement of the repression mechanism was the main objective behind this trust. In 1961, the Associated Press of Pakistan which was the biggest agency of that time was taken over by the government. After that, Martial Law was imposed by General Zia-ul-Haq in 1977 and ordered the repression

of media due to which abuse to journalists became public. During Zia's regime, no single progressive regulation was passed. However, one positive act of Zia was restoration of news agency of Pakistan, Pakistan Press International (Boyd-Barrett & Boyce,1980).

During reign of Benazir Bhutto new trends of liberalism towards the mass media laws and regulation were introduced. Government control television and radio were allowed to present the view of opposition in news bulletins and current affairs programme. This was the time when independent press grew stronger. Regional language press along with Urdu and English press showed a new energy in analysis and reporting news (Ghani, 2009). Along with this, use of new technology allowed more in-depth and timely reporting of news. The most important step taken by Ms Bhutto was the permission of a free and open system of importing news print at market prices. During Sharif's era heavy handed methods were used to deal with that journalist who criticized his government. After the heavy victory in National Assembly, Sharif thought that he now has a free hand to rule Pakistan. Ultimately, Press remained there but Sharif did not. People of Pakistan have witnessed the abuse of power by Sharif and thus the military take over by Musharraf in 1999 was supported by the general public. Electronic and other media channels of Pakistan have seen a boom during the era of Musharraf and a more liberal policy towards media was implemented by Musharraf. Press faced less restrictions and less manipulation in era of Musharraf (Khan & Joseph, 2008).

It empowered media and able it to break the monopoly of state owned electronic media. One of the reasons behind the liberalization of media was that military forces were agreed on a fact that a free and liberalized media is integral. Kargil War was one of the majors incidents which made military people to realize that war against the India cannot be won without free media. In both incidents due to inferior electronic media to that of India, Pakistan was left with no option to

respond (Khan & Joseph, 2008). Better electronic media capacity is needed to counter the future conflict with India.

4.2.1 Current Situation

Pakistan witnessed immense growth of both TV channels and radio stations, after ending the monopoly over the airwaves by state of Pakistan about ten years ago. Today there are 90 national TV channels and 28 foreign channels gratifying the needs of Pakistani people. At the same time 106 licensed FM radio stations along with countless illegal FM stations operating in Pakistan. Until 2001 PTV was only one state owned TV channel with STN and NTM which were semi government in nature. Same is the situation with radio market, which was fully monopolized by Radio Pakistan. The first privately owned channel NTM (Network Television Marketing) was broadcasted with the collaboration of Shalimar Television Network (STN). While majority of the shares were owned by government (Gunaratne, 2003). The very first satellite channel that was launched in Pakistan was Indus TV network and after that in 1996, the Shaheen Foundation of Pakistan Airforce launched a radio channel along with Shaheen TV.

ARY group started its transmission in September 2001 while GEO started its transmission in 2002. ARY group is owned by Dubai based Pakistani businessman while GEO is owned by Pakistani biggest media group Jang (Nasir, 2008).

In 2011, the terrorist attacks on World Trade Center of US resulted in US invasion in Afghanistan and afterwards in Iraq. These platforms provided a platform to the media channels and media industry has seen a fast (Sheharyar Khan, 2013) growth in this era. Media channels had more options to provide information to audience. Musharraf in 2002 opened the media industry for foreign investors and it gave a boom to electronic media in Pakistan. PEMRA was

found to regulate the media as well. PEMRA is responsible to issue license to private media channels that want to operate in Pakistan.

PEMRA is also responsible for regulation of the media content, distribution of content as well as monitoring the content of channels. It can ban or fire any channel on its own discretion if channel is found to violate the terms and conditions of the government criterion. Private media for the first time in Pakistan broadcasted and covered the elections of 2002. Before this, all general elections were covered by PTV, the state-owned channel. In 2002, however, due to private media channels, citizens got the opportunity to know about the process of elections (Khan & Joseph. 2008). There are three major groups which dominated the press market in Pakistan and have different political inclination. This political inclination has adverse effect on the structure, and themes of content, that is broadcasted and published. The Jang Group which includes dailies Jang and News International and Geo TV is considered moderate and conservative, while the Dawn group which encompasses Dawn Newspaper, Herald magazine and Dawn TV is considered liberal. Nawa-e-Waqat group is considered rightwing conservative.

In 2010 PEMRA has issued licenses to 85 channels in the private sector. About 69 channels out of 85 are fully functional including 19 regional languages channels, 20 news and current affairs, one is about health and agriculture, 38 in general entertainment category, 4 of the sport and 2 are of education .There are about 28 foreign news and entertainment channels and 5 state owned channels' network facilitating to the people of Pakistan. According to PEMRA report 2009 around 150000 directly and around seven million people indirectly are earning from electronic media industry in Pakistan (Michaelsen, 2011).

4.3 Pakistani Media and National Integration

Ideology of nationalism in 21st century is entirely different from the nationalism in nineteenth and twentieth century. In the era of globalization, the nationalism is amplified by mutual

compatibility between local as well as global world. The way the media and journalists construct the content about national interest depends on the diverse political and cultural identities, which has deep rooted impact on nationalism (Sabir, 2011). The role of media in national integrity and solidarity is very critical in Pakistan. The media in Pakistan has revolutionized during last decade. Media is considered as a mean of disseminating information and determining the knowledge level about the national and international alliances, foreign policy and political players. Geopolitical image of a country is shown through the news coverage of electronic and press media. In communication, language communication is more powerful than picture communication, as for many decades language was the base of nationalist movement. In Pakistan Urdu press has always been indulged in propagating conspiracy theories and prejudice views, harming the provincial unity and national interests inside as well as outside the country (Ricchiardi, 2012).

On the other hand the radio in Pakistan was used to spread the hatred towards other nation in the name of nationalism. It was observed during the era of 1965, when radio was used to create the sense of nationalism by creating war threat from India. During the separation of East Pakistan two divergent roles of media was observed at the same time. Radio had been used to propagate integration between two wings from the west wing, while on contrary east wing was promoting the hatred and separation of Bengal from the West Pakistan. Pakistani media is united to confront religious extremism and promoting a moderate view of Islam by condemning the suicidal bomb attacks and propagating religious harmony and tolerance in society. Multi-linguistic and ethnic population is making the values of nationalism more complicated in Pakistan (Kabir, 1994).

Television is playing an influential role in creating group identity. Feeling of nationalism is now mediatized and is being promoted through television. It is creating an understanding of an

individual towards national identity. All the local channels having local languages are focusing on national issues, while the national channels are more concerned about the status of Pakistan as having a collective identity of an independent nation in the world (Akhtar, 2000).

4.4 Events of Nationalism in Media

Now media in Pakistan is more autonomous than before, especially the electronic media. Media seems to find different ways through which people are getting integrating and making a successful transition towards democracy. Following are the important events where the role of media can be observed as creating the felling of nationalism.

4.4.1 Swat Operation

Media played a vital role in gathering support of swat people during military operation in Swat, *like Bolta Pakistan* a current affair Programme of *AAJ TV,* discussed the condition of Swat during Taliban regime and interviewed those people who lost their relatives during chaos**.**

Talat Hussain a Senior journalist and anchor person, broadcasted a series of live programme named *Live With Talat*, from Swat as well as from Islamabad. He raised questions about the worst condition of people in Swat and possible future solution. He discussed over all security condition of Swat during and after the conflict along with peace process and its pros and cons. Marco Mezzera and Safdar Sial quoted that Zafarullah Kahn, who is a media analyst, stated that during the Swat offense in April 2009 Pakistan army enjoyed the full support of Parliament as compared to South Waziristan. This was the first time ever in the history of Pakistan. But the case was different in South Waziristan, where those parties were involved in consensus processes which were not in parliament as a result some parties went against the military operation in South Waziristan. Media reflected totally different behaviour in reporting both events. Whole media was united and supported intervention in case of swat offense, while the opinion of media was divided in case of South Waziristan. But it is very difficult to analyze media's response as a

cause or effect in both cases. Most of the debate initiated in media was focused on that problem of Taliban in swat valley was internal matter of country while the South Waziristan offense was generally recognised as generated by external elements. As public formed their opinion based on reporting of media, it adopted a united stand against Tehrik-i-Taliban Pakistan (TTP). Most of the significant change, observed during whole incident was the positive behaviour of state towards this paradigm shift. Although the circulation of a clip showing flogging of a girl by TTP members created some disturbances (Mustaq & Nusrat, 2009).

Tahir discussed the role of media during Swat offense in his report, he talked about the letter to Maulana Fazlullah by Bureau Chief of Local *Daily Azadi,* Fayaz Zafar. In his letter, Zafar asked Maulana about his ban on education of girls. He requested him to reconsider his order and discussed it with other member of TTP. He further stated that he is delivering the voice of people of swat through this letter. At the same time the English newspaper *The News* was focusing in educating the masses about the sick psychological makeup of militants, who killed and threaten innocent people (Walsh, 2009)

An effective campaign of information warfare was embarked by the federal government of Pakistan. Qamar Zaman Kaira Federal Minister for Information and Broadcasting of that time declared that he launched different initiatives to raise awareness and gather public support for a national cause during military action in Swat and Malakand. That included establishment of crisis communication centre, daily media briefings, live PTV transmission for IDPS, large TV screens in IDP camps, campaign of public service message across 200 national and regional publication, 50 TV channels and 30 radio station, an official website and field engagement of bar councils, intellectuals and university students (Mezzera and Sial, 2010).

Another step taken by government of Pakistan was the prevention on media coverage of terrorist groups and those organizations which were banned, because of their linkages with Taliban. At that time Mullah Fazlullah had established his own radio station in swat for propaganda purposes. It helped Taliban to establish their commands and rules in the area. In order to counter his propaganda ISPR launched Radio Swat in February 2009. During whole Swat offense media played the role of Nation building. Government of Pakistan also realized the importance of media in political landscape (Walsh, 2009). Media represented an influential and effective alternative political and ideological strategy. Colonel Arif Mehmood spokesman of Pakistan Army in swat appreciated the work of media in swat. During his visit to Swat Press Club he said that media is playing a vital role in rehabilitation, reconstruction and restoration of peace in swat with army and proved to be a real spokesperson of the people.

4.4.2 The Lawyers' Movement

In March 2007 the movement of independent judiciary was launched by Pakistani lawyers. This movement was the result of overthrown of Pakistan's Chief Justice Iftikhar Muhammad Chaudhry from his office by the President General Pervaiz Musharraf. Thousands of political and civil society activists joined the nonviolent struggle of lawyers. During whole movement the channels of communication were diverse under different situation. But no one can deny the importance of electronic media during whole movement (Yusuf, 2015). Most of the messages reached to the public through TV news and talk shows. Geo, Aaj and ARY TV channels were actively involved in disseminating information and educating the masses like Attorney General of that time Malik Qayyum and Aitzaz Ahsan challenged each other for live constitutional debate on live TV show Capital Talk in March 2008 (Capital Talk, 2008). Print media was also on the ground with electronic media. English and Urdu dailies published paid advertisements calling the public to join the movement. This message was spread across the country which reduced the

dependence of movement on TV Channels. Media was considered the back bone of lawyer's movement. In the beginning the lawyer's movement was just the story for the media. But as the time passed it got movement as well as the interest of TV channels and masses. Media supported the cause of movement. Some TV channels had to pay the price for their live coverage of the events of movement but they did not stop following and covering the major shifts in movement. With news channels, entertainment media was also very helping in disseminating information about movement. Programmes like *Hum Sab Omeed Se Hain, Pillow Talk* and *4 man show* focused on creative criticism on policies of government. They were providing entertainment along with information. Media experts and observers, all are agreed on the point that success of Lawyer's Movement was totally dependent on media. The thriving force behind the removal of military dictator was the continuous coverage of event by the media of Pakistan throughout its evolution process. Media was part of that political and judicial reforms take place in March 2007 as a result of lawyer movement, by offering unrestricted coverage of whole event. Many of the journalists and channels sided openly with the movement like GEO TV channel of Jang Group. In addition some of the media outlets had impartial view and limited themselves to reporting events without giving opinions like SAMAA TV.

Satellite television, local cable TV operators and FM radios provided a wider political and social space where lawyer's movement played a central role. As a result of this movement the restoration of democracy and judicial independence took place all the way through the elections of 2008. The lawyer movement had reached to end with the massive support of its travelling companion media which was one of the significant moments in political history of Pakistan (Saddiqa, 2009). As the elections were heading on the ideological gap started to appear within the media fronts. Some argued that the basic ideology behind the whole Lawyer's movement was

struggle of power. There were different actors who were fighting for power under the umbrella of this movement, while some stayed committed to reforming mission.

Majority of the programmes showed a balanced approach during and after lawyer movement. But some media analysts played a political role on talk shows and supported the judiciary during the period leading to and following the verdicts of Supreme Court on the National Reconciliation Ordinance (NRO). This was called a second phase of lawyer's movement which was considered more vigilant, distinctive in accordance with the interest of different players of campaign. Some political analysts argued that establishment was divided on the removal of Musharraf from the throne. Before 2007 Media was soft towards Musharraf but deviation of sight among the establishment encouraged media to move towards Lawyer movement. Approval of Musharraf started to collapse when media provided live coverage to the chief Justice relay and protests. At the same time argument against Musharraf's move was presented on media during live talk shows. Many of the prominent members of the bar participated in these Television debates. Issuance of a second amendment to the PEMRA Ordinance by president on 4th June 2007 was a decisive moment, which clearly defines the role of media towards Lawyer movement. But prime minister was forced to withdraw the ordinance as journalists along with the lawyers came out on the streets against the ban of live coverage of rallies by media. The lawyer movement played a significant role in strengthening and empowering media. The people who played a decisive role in instigating the media and public opinion about movement were reluctant to become the part of any effort aimed to demolish the democratic government. This was the major shift towards divergence of opinion (Shahid, 2008). According to them government should have given time to resolve the problem. Although the difference of opinion among the different groups of media demolished that ethical reliability which was previously enjoyed by the media, but still media

was the force multiplier and played a decisive role in lawyer's movement. The driving force that compelled media to become the part of Lawyer's movement was people of Pakistan. They forced media to cover the lawyer movement because they want to know and follow the lawyer movement.

4.5 Social Advertisements and Campaigns

Social advertisements also play an important role in the interest of nation. These advertisements carry significant information about the events like celebration of Independence Day and Eid. Social advertisements not only promote the ideas or products but also educate the people to respond to particular situation. People make them aware about the events, interact and exchange their views, after getting information from the social advertisements. Social advertisements along with other formats of media construct a healthy and democratic environment. It helps in nation building. During election 2013 a social advertisement "Vote for Pakistan" was launched. This was aimed to bring awareness about political right of a voter, which further helped people to cast vote for their own betterment. *"Hai Yaqeen"* or "reason to believe" is another social advertisement launched by Coke Studio promoting positive and constructive behaviours in Pakistan (Vote for Pakistan).

The print version of advertisement is the execution of brilliant Pakistan. It depicts the concept of patriotism and gives reasons to believe in better Pakistan Passion and ideas of making a real difference is the constructive power for a nation. Effort for constructive Pakistan is best expressed by Telenor advertisement *"karomumkin"*. The concept of nationalism, its relevance to social issues and its solution is beautifully expressed to give the idea of nation. This campaign started a debate in serious and intellectual spheres of society on problems related to growth and development. *Just think* or *Zara Sochiye* is another influential social campaign which highlights injustice and those issues which have divided Pakistan for years. It talks about all those issues

which are integrated in our society in such a way that people of Pakistan have stopped thinking about them. It aims to explore solutions of these problems and bring people together to debate and form consensus on issues which can benefit Pakistan (Bhatti, Ali & Hassan, 2016)

4.6 Conclusion

Media is chief asset and hope in Pakistan. It was observed that media was creating an attitudinal change among the people with different sensitive issues like rule of law, extremism and democracy. Media was reporting 24/7 on military operation against militants in swat and at the same time on long march supporting people's will to strengthen democracy in the country. Media emerged as significant force safeguarding the public interests during the Lawyer movement. The world is no more an isolated place, it is changed in to a global village. Revolution in communication and information has given a new direction to the media with respect to its role in national integration. Pakistan is under constant threats of terrorism and extremism. President, prime minister and interior ministers have been attacked by militants. On one such occasion the former Prime minister and chairperson of PPP Ms Bhutto has been assassinated. In such a situation the role of media is very critical. In Pakistan the media has revolutionized in such a powerful and creative way that it is now influential in creating a picture of nationalism for people of Pakistan.

Chapter 5

Factors Affecting the Role of Media

Media plays a significant role in the age of information and revolution. It is the major source of information for a society. People rely and trust on the information about any issue which is given to them through media. The factor of trust increased the significance of media as an influential and instrumental tool in building trust and on the same time promoting mistrust in the society on different issues. Overall editorial policy is defined by media owners and on the other hand sponsors influence the overall policy of media organization. Journalists and editors influence the media content through their personal engagements and as well as through their professional principals. Available technology and economic factors determine the number of channels available for the dissemination of information. The current chapter focuses on the factors which are inimical to the role of media specific to national development.

Following are the important factors which are influencing the role of media.

5.1 Sensationalism and Propaganda

Free speech and democracy are the two very effective terminologies that we constantly use in terms of media. Instead of being objective and truthfulness, people working in media are manipulating the world though their writings and expressions. They interpret the situations and persuade their audiences in a way where audiences are unable to identify the truth and believe in the constructed happenings and stories produced by the media. In doing so the media is actually deceiving professionalism. De Brito criticized this unprofessional role of media, he said media now lacks professionalism and has been showing the lowest, meanest and cynical stuff in order to please audience and shows what they want to see with no sense and meaning. He further argues that media is just following the criteria of audiences' preferences regardless of objectivity and professionalism. Journalists and editors have no creativity just using tactics to manipulate the

information in the way that audiences like without any intellect. Instead of being responsible media is using yellow journalism in the name of free speech. The two relative terms in this respect are sensationalism and propaganda that is frequently used to influence people and spin their thinking and manipulate their minds (Amos, Jackie & Lorna, 2012).

A battle is fought on two grounds first on a field and second in the people's mind through propaganda. Propaganda has been widely used since the Spanish-American war and World War II. The main idea of propaganda is to change the views, approaches, behaviours and opinions of the targeted audience. History is full of propaganda's and manipulations. Media is embedding the slanted views and ideas in a manner that people don't understand the reality and believe in fabricated situation (Gunther & Mughan, 2000).

Media manipulates the information in a way that people think according to the intent of media. In this way they made people to believe in what they are fabricating because of uninformed and less critical thinking ability in audiences. The audiences view the world in a manner that media wanted them to see and understand .The media has set the agenda same as the public agenda with the help of propaganda and psychological warfare. Media demoralizes the audience and isolates them and fulfills their own needs and wants. Ignorance is better than half reality but the media is strongly using this tactic in the production of programmes. It manipulates the actual reality and presents the truth in a way that it actually changes the meaning of real situation (Snow & Kamalipour, 2004).

Professor Moeller's find out the importance of objective reporting, according to him news reporting is a very responsible job with respect to morality and politics. If media do not act responsibly then it will create severe chaos in a society and that would be difficult to resist. Freedom of speech and expression is a unique and fundamental right which puts the greater

responsibility on the shoulders of journalists but if they don't practice it appropriately and using it as a business to just sell news then it will have severe and devastating results on true reporting and journalism. Sensationalism is another worst reality using by media in which they overhyped and exaggerate the real situation omitting facts and embellished the news. To increase the rating the sensationalism is the best tool, since it's the human psyche that they like the negativity and violence (Moeller, 2002).

Instead of being responsible media is using sensationalism so frequently that now our audiences are getting desensitized. There is a huge reduction in the emotional responses of audiences because they are used to that environment in which there is bloodshed, violence, unrest and immorality. Media ownership is the main issue which creates the brutal competition. In order to achieve the monetary objectives the big conglomerates used every ethical and unethical tactic to increase the rating and to make heavy profits. Shoemaker and Reese stated that media organizations have strong influence by the owners and stakeholders especially in private ownerships.

Hardy, De Swert, & Sadicaris, (2010) discussed in their research that there is a strong link between market driven journalism and sensationalism. The main idea here is to get attention of as many viewers as possible and decrease the cost of production. It is used as main tool in market driven forces. But the by expanding sensationalism in media organizations, media moves toward negative progression of journalism. To attract the large audience and generate huge revenues, the media organizations openly infringing the professional journalistic responsibilities. Sensationalism, exaggeration, and manipulations are being widely used by media organizations. These are now considered their professional norms to attract the lager group of audiences.

Yamkovenko (2008) proposed that in order to improve that ethical structure in the profession of media, there is need to solve the problems from grass root level. He further explains the criteria for the solution. He stated that there is need to train the students and media professional with true essence of journalistic ethical and moral duties .Thus this moral development will help them to be responsible and objective at the beginning of their careers. In long run it will help them in reporting critical stories in unbiased and professional way. Our society desires the objective and ethical media on which they trust and believe that the information they are getting is unbiased, objective and trustworthy

5.2 State and Political Parties: Relationship of Media with Power Holders
Freedom of press has never been consistent in Pakistan. Traditionally the press of Pakistan has experienced the harsh effect of political instability in Pakistan. Different legal and constitutional means of control are imposed to control press from criticism. Threats, violence and economic pressure are faced by media in Pakistan. In Pakistan there was mushroom growth of media during Mushaaraf regime. These media outlets are providing all sort of psychological and social gratification to the audiences. But there are certain factors which are hindering the basic role of media. The actors from different theatres of life infiltrate media outlets and exert pressure on media for the propagation of their own objectives. Government although expresses kind words towards the freedom of press but turned their back when something repulsive to their interest published or broadcasted (Shahid, 2008).

On the other hand government has failed to establish a sense of security among the people working in media. Many religious and political parties attack media outlets and journalists and force them to work according to their dictations. Some media experts observed the influence of political parties on journalist and obstructing media workers to perform their duty. Sial interviewed many people to know the impact of political parties on media organizations in his

research about human rights reporting. He discovered deviating opinions of people about the style of relationship, but they remain agreed on the political interference. Some were in a view that unbiased reporting is impossible in Pakistan as media is still working under the influence of political parties (Siraj, 2009).

Human rights reporting in Pakistan cannot be compared with international standards due to manipulation of political elite. He further argued that feudal system, particularly in rural Sindh, Baluchistan and Southern Punjab curbs the voices raised for human rights. In his research he mentioned that seventy-five percent of journalists had received verbal, telephonic or written threats from state and other societal level. The connection between media and military is very complicated. Journalists are always very careful in attacking the military. On the other hand they are given free hand to demonise the politicians and governments. A harsh campaign against Zardari administration by Jang Group is still the case in media. The complete subjugation of media is still a big question mark for establishment. Repression and benefit based system are the possible ways in Pakistan to control the most vocal critics (Mezzera & Sial, 2010).

5.3 Ownership Structure

Media in Pakistan is dependent on ownership structure. In many cases in Pakistan it is observed that the political affiliation of the media owners decide the context of the content shown in programmes. Qureshi in her study of media came up with the view that the way owners disseminate the news according to their own needs is endangering the world. She further argued that the writers and hosts of the talk shows are also exerting influence on the content of the programme along with media owners (Qureshi, 2010).

Kalansooriya (2010) talked about the qualification of journalists and professionalism in his study. He pointed out that low professional and educational standards are the reasons of manipulation of media content by media owners. He made a comparison among Urdu and

English media in Pakistan. He argued that in Pakistan, owners exploit the journalists of the Urdu media on regular bases, while the case of English journalism is different. English journalism requires high level of education and good professional skills, so the journalist working in English media can challenge the ideology and authority of the owners, as they are more trained and educated as compared to Urdu journalism.

According to him Urdu journalism is at risk in this regard. Research and investigation for reporting need resources. Both media owners and journalists are always reluctant to spend money on such detailed reporting. On the other hand salary package proposed to journalist is determined by his image in the media not by the amount of work he does. At the same time, not only threats but also censorship form inside the organization and as well as outside the organization restrain journalists to exercise their right of freedom of expression. Patriotism and nationalism was reason behind the creation of media chains in Pakistan. Individuals, who were actively involved in the movement of independence, owned the first few newspapers at the national level. The notion of independent media was missing in the era of pre independence and even today media is not fully independent (Mezzera & Sial, 2010).

The media group mostly owned by businessmen such as Mr. Lakhani is the prominent example of such people who owned media but are not the professionals. Mr Lakhani is the head of McDonalds food chain within Pakistan, which is American, based. Similarly Mian Amir, a politician and a educationist is the owner of Dunya News Channel. All these individuals use media for the propagation of their interest instead of national integration. The close association between media and military is another aspect of media in Pakistan. All media laws in Pakistan have been propagating by army since many years. All Pakistan Newspapers Society (APNS) and

Nawa-i-Waqt group of publication were under the control of Zia-ul- Haq. These groups never compliant against military as military benefited them a lot (Sabir, 2011).

5.4 Market Forces and Commercial Pressure

Azam stated that most of the critics of media hold the view that Pakistani media experienced economic growth during the Musharaff regime. He argued that economic growth in media does not change the ideological environment of consumer market. Specially, the Urdu media, which is trying to retain its strength though ideological radicalised market (Awan, Hoskins & O'Loughlin, 2011).

Qureshi (2010) considered that commercial interests are now more important than quality journalism. Healthy competition has been drifted towards the lust to capture larger audiences. "The First to report" and retain the captured audience for a long period of time is the priority of media rather than quality. Kalansooriya (2010) explains that advertising is another factor which influences the market of media. Commercial interests are now supreme for media owners. Marketing managers decide the space and coverage of issues with their relevance to commercial interests. The distinction between the editorial and administrative policies has been vanished, as media owners have now taken over the place of professional editors. This drifted the policy of unbiased journalism towards commercialism. 25 percent advertisement budget of regional press is occupied by state. This advertising monopoly exerts pressure on regional newspapers. Discrimination over advertising contract is another mean by which media is controlled by higher authority. From time to time, media faced the warmth of state in the form of total and partial stoppage of government advertisement. In some case media groups are indirectly pressurized by politicians. Banning of government advertisement is the tool commonly used by government to threat the newspapers and TV channels.

5.5 Unskilled and uneducated Media Professionals

The biggest barrier to objective and independent journalism is lack of professionalism and maturity. In Pakistan media is considered the mouthpiece of establishment rather than providing news of social issues. A controversial scoop based on inadequate or nonexistence evidence is preferred over true journalism, as it triggers political and social unrest. Media is now become an event driven media. Asharf (2010) explains that slow development of professional journalism and inadequate training systems in the country is the reason behind false reporting. Although there are some media institutes which are providing courses of media studies along with refresher and short term courses to journalists. But outcomes of such trainings remain very limited as compared to the fast pace of media. Khan (2013) argued that most of the institutes in Pakistan teach outdated and obsolete syllabus. Many journalists do not want to go to institutes for relevant professional knowledge as they think that mostly learning is acquired from seniors.

Kamran (2013) stated that it seems that only interest of media persons is to sell not to educate the masses. They are not interested in changing their traditional approaches to journalism. Personal contract for recruitment over professional integrity and skills is another factor which hinders professionalism. Due to mushroom growth of private TV channels and media liberalisation, print journalists recruited heavily in electronic media.

It not only created blank spaces in print journalism but it also adversely affect the professional composition of electronic media, as these journalists are not trained according to needs of electronic media.

Journalist who moved from print to electronic media had no knowledge about the impact of video and audio on the public. Dependence of media organization on local volunteers and non-salaried representatives at district and town made the situation worst. These representatives have negligible or irrelevant education and lack professionalism. Michaelsen (2011) explains the

reason of unprofessionalism in media. He stated that a large number of journalists have grown within a short span of time due to rapid evolution of the media landscape, which is another major issue related to quality of journalism. He argued that although there are some universities in Pakistan which are offering courses related to journalism and mass communication. These media institutes are only providing theoretical knowledge and rarely offer field trainings. As a result new journalists are not trained according to desired requirements of this profession. They lack professional standards. He further argued that the differentiation between analyses, comments and news is blurred in Pakistani news media. It is considered that the basic purpose of news is to give information but here in Pakistan many journalists reproduce statements instead of giving proper information to the public. The unhealthy culture of breaking news and competition among the private channels made the stories of critical issues underrepresented

5.6 Security Situation

Every day journalists face diverse and frequent threats and constraints in Pakistani. Both state and non-state actors are involved in threatening media representatives to limit their point of view. About 80 journalist were killed, eight were kidnapped by militants among them three were tortured to death and 32 were shot dead in target killing, from 2002 to 2012 (Adnan, 2012). Proper safety precautions are rarely taken by journalist. When media people approach the scene of terrorist attack without necessary precautions, they are vulnerable to the delayed explosion of improvised devices. The ratio of threats in big cities like Islamabad, Karachi, Quetta and Lahore is low as compared to small towns, where journalists may be killed in response of highlighting human right violations. However, journalists of English media are much safer than Urdu media, as their audience is much more educated and tolerant. The journalists of the Urdu media have to work in an environment, where most of the viewers are having very low level of literacy (Sial, 2009).

Media people working in troubled KPK and Baluchistan are strongly discouraged from publishing their point of views. Sometime these threats drift towards the families of media workers, as a result many journalists choose to leave their professions or move to a safer place Entertainment media is considered safer as compared to news media in Pakistan. But now gradually scenario of security is getting bleaker day by day. Sajal Ali a Pakistani actress of entertainment industry have been threaten and received extortion demand of 400,000 rupee from unknown person (Review Pakistan). If she does not fulfil their demands shewill be killed along her family. It is common for a Pakistani media worker to live under constant threats and intimidation along with their families. Threat, abduction torture and killing are not new for journalist working in the field. A Pakistani Journalist Saleem Shahzad were receiving threats from the agencies and had been killed on May 2011 (Express Tribune). Geo news reporter Wali Khan Babar was allegedly killed in January 2011 in Karachi by an armed wing of political party. Security situation is worse in Balochistan and KPK. Reporter Razzaq Gul bullet riddled body was recovered from Turbat (Geo News).

In the past journalist were threaten but their organizational headquarters were safe but now the scenario is totally changed. Karachi based news channel Aaj TV is attacked by four gunmen on the night of June 25, 2012, even though it is located in one of the busiest part of Karachi. This attack exposed a new dilemma for the media in Pakistan.

5.7 Conclusion
All the above issues relating to journalist and their environment effect the credibility of information disseminated and content produced and delivered to the general public.

Being truthful, objective and responsible is the true essence of profession of journalism but in course to get more profits media is losing its original power of being the fourth pillar of society. Profit is the main concern of all media owners and for that they areforgetting their duties and

cultivate, manipulate and interpret the social, political andcultural layers of society and threatening the profession of journalism. Journalists aremoving away from their intended professional duties due to poor security condition,which further intensifies the situation for media workers in Pakistan.

Chapter 6

Conclusion

6.1 Conclusion

This study has covered the role of media in society and its importance in the national development. It has also explained the media and national integration along with studying the factors that can affect the role of media. Chapter one is the introduction that covers the significance of study, justifications of the study and the hypotheses development. Then chapter two covers the role of media in development of the society. This chapter covers the introduction of media, and its different roles in social development. This chapter explains the role of media as a watch dog, gatekeeper, force multiplier and a source of information. This chapter also includes the explanation of media with respect to democracy. This explains how the democracy has affected the media and development of society. Chapter three covers the role that media plays in national development. This chapter explains the role of media in economic development, social development and political development of the nation. Not only that media has an effect on the political, social and economic developments but also on the democratic development as well. Media plays a vital role in peaceful democratic development. Media also handles the conflict situations that a nation may face. Media can have a significant impact on the conflict situations. This chapter also explains that media is not free in all countries and that there are constraints on media all over the world. Chapter four is basically the history and current situation of media in Pakistan, role of media in national integration and different social, strategic and advertisement campaigns of media. It also highlights the Swat operation and Lawyer's movement. In chapter five, there are different factors that can influence the role of media in society; the propaganda, sensationalism, ownership structures, market conditions, commercial pressures, uneducated media professionals and security situations of the country.

6.2 Findings

1. Media has a very strong impact on the mankind. This is because media is the basis of any change in the society. Any social or political change cannot be done in absence of free and fair media. In today's era or technological advancements, mass media is seen as the tool for effectively bringing and implementing any change at political, social or economic levels. Every individual is now exposed to a huge amount of information that is bombarded to individuals through mass media channels like newspaper, TV, radio, magazines, films, books and journals. All these media channels have a great impact on the behaviors and perceptions of the individuals. The world information does not come to us directly rather it comes to us as filtered by the media. This is the reason that every individual reader or listener has now the flood of information that can shape the behavior towards any other individual, event or problem. If media is used effectively and efficiently, it can increase the understanding levels of individuals.

2. Media can help in forming ideas and development through different programs and activities. Media can also gain support of the general public in favor of governments and leaders. Media can also affect the policy makers, legislator bodies and development planners. It can also help the individuals to build capacity to cope up with the stress and create social harmony (Khalid et al., 2015).

3. Media is creating awareness in citizens all around the world and CNN, BBC and Al-Jazeera are media channels that have created the cultural, religious and economic awareness in the people nowadays. Faster flow of information is also responsible for the information wars. There are several studies that concluded about the association of media and the national political development. Media is highly involved in international relations

and therefore, it is argued that interdependence of media and international relations has contribution in national development.

4. Media is now an integral part of the politics all over the world. Due to media, world has seen a transformation in the international struggle of power (Coban, 2016). Media has been a main contributor in the national development and this stance has been studied by many researchers' time and again in the communication literature. National development involves many factors out of which highlighted ones are social, economic and political factors. Development is a qualitative change. It requires a change in the overall structure of economy, political and social environment (Eapen, 1973).

5. When the political sphere is considered, media is responsible for promoting political transparency and good governance. Media also plays an important role in democracy and foreign policy. The human rights, wars on terrorism and public relations are also the issues that are politically shaped with hep of media (Khalid et al., 2015).

6. Media has different functions in which creating political influence is very important. Governments all over the world try to influence the media through state-owned channels and hence it affects the societies as well. In developing countries like Pakistan, governments control the media houses to an extent that media provides positive information about governments even if government is not supposed to work for welfare of public. In all such situations, the proverbs that one who plays the music, dictate the tune holds true (Eijaz, 2012).

7. Media acts as an agent that can bring change and development in a society because it can be utilized for the human and societal enlightenment and development. Media can educate masses, share the information and highlight the issues prevailing in society.

Media can raise awareness in the society and citizens about the inequality, poverty, social discriminations, corruption and political sabotage.

8. Media can determine any topic that can be debatable. Media can easily sensitize the national and social issues and TV and radio are effective channels that can provide information to general public and educate the people on ongoing issues (Nancy, 2018). Despite the easy and fast flow of information due to technology and faster media, there are some problems in the developing countries like Pakistan. These problems can be summarized. There is seen a problem in the pattern of flow of information. The major countries of the West are controlling the media industry all over the world. Therefore, the developing countries are not getting the free flow of information. They have the picture filtered by the new agencies of developed countries. The information is usually incomplete and unreliable. The information about developing countries with the western news agencies is also biased because it is negatively stereotyped. All these issues can affect the national development of the developing country (Nawaz et al., 2013).

9. Media has a power to change the perceptions and cognitions of the citizens with in a country. Therefore, state-owned radio and TV channels are involved in distorting the information in favor of the governments. This is done to save the interest of the governments. This interference is regarded as political affect that media can have on the national development. Flow of the information through media is not always balanced. As media is boundaryless therefore, the flow of information from one political arena to another might affect the interests of the countries.

10. Media also has the power to affect the social development of a nation. It can have an impact through social messages sent and received through TV and radio. Soft power is

regarded as the promoter of the western culture all over the world. This promotion is backed up by the TV, books, newspaper, radio, film, magazines and music. Thus, media is affecting the social development as well (Meshesha, 2014). To maintain an intercultural communication to promote social, economic and political relationships is the main objective of media nowadays. There is diversity in terms of language, culture, region, religion, state and grouping. Media brings together all these diversities and gives a platform to express these differences. In today's era of technologically-connected world, the social, political and economic diversities have to be addressed properly (Hassen, 2016).

11. Media as a social influencer can help in national development by highlighting the social issues of corruption, food security, health issues, educational concerns, wars on drugs, criminal activities, conflicts of ethnic and religious groups and poverty eradication (Khalid et al., 2015).

12. Media not only plays an important role in political and social development of a country but also the economic development. This is because media is involved in providing information, education and entertainment at the same time. People get an insight of the happenings and surroundings and hence they can easily interact. Media is also responsible to instill new behaviors, norms and cultures to the society (Nancy, 2018). According to the development media theory, the media is sometimes mobilized by the governments so that interests of governments can be saved. In times of the economic needs, social development needs and political unrests, the governments use media to change the minds of the citizens. Countries can achieve political stability, integration, promotes literacy, gain self-sufficiency and economic growth through media.

13. Media can run educational campaigns, can give coverage to fresh stories, helps in eradication of corruption and poverty, and highlight inequality so that countries can see a transition (McQuial, 2010). In economic sphere, the media can also play an important role by creating awareness about the economic empowerment, advertisements, promoting tourism industry, portraying fast economic growth, and promoting the strong economic policies. It can also help the country to attract the foreign investors and businesses.

14. Media can act as a gatekeeper in the issues that are related to public. In case of political transparency and war against corruption, media can also act as a watchdog. Media is also regarded as the fourth pillar of the state and it can also keep a check and balance on the government officials, institutions and helps in nation building. Media also facilitate different groups that can be in position of conflict due to religion or ethnicity (Khalid et al., 2015).

6.3 Recommendation
This study examined the political, social and economic aspects of the national development and the effect of media on national development. The social aspects that were studied are educational and health security, poverty & inequality and corruption. There were some economic as well as political aspects of national development that were examined in this study. As far as development is concerned, development of a state, group or an individual is not possible in isolation and isolated environment. The development on macro and micro level needs some connection. Knowledge transfer and communication is mandatory for the development of any entity. Therefore, media can play an active role in providing the communication for achieving the national development. Nations need faster ways of communication and freedom of expression to develop. This study can help the government officials, politicians and social agents to measure the extent of media influence on national development. The freedom of media, the

restrictions on media and the ease of communication can help identifying the impact of media on national development. This study will help politicians and government officials to keep an eye on media and journalists so that the political stability can be achieved. A free media can also worsen the situation in some cases. Media can also be a tool used by the social activists to highlight and eradicate poverty, income inequalities and promote health care options. This is because media acts as a channel of communication and knowledge transfer. The economic activities can also be monitored through an active and free media so that economic growth and sustainability can be achieved. Good governance, democracy and political rights of the citizens can be well monitored if the media of the country is free and not restricted. This study can help in achieving the political stability as well.

6.4 Future Direction

Future researchers can also study the socio-cultural and psychological factors of national development and relationship of media with these factors. Socio-cultural factors can be explained as the cultural differences prevailing in different societies all around the world. The psychological factors can be defined as the mental state of the citizens and their psychological health and hygiene (Ketharin, 2017). This study focused on the electronic media only and more specifically the TV and radio medium. Future researchers can focus on the other media like print media and social media channels like Facebook, Twitter, LinkedIn and You Tube (Foreman, 2017). Furthermore, the research design was qualitative in nature. Future researchers can conduct the study with quantitative design to ensure generalizability and deeper understanding of the relationship of media and national development. The quantitative research design ensures that the respondents and their responses are analyzed fairly on a same scale (Sileyew, 2019). In quantitative design, the numeric data is collected and then it is analyzed using different statistical tools that can help to generate some results and reach a conclusion (Apuke, 2017).

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