

# **THE ISLAMIA UNIVERSITY OF BAHAWALPUR**

## **PhD. MEDIA STUDIES**

### **A BRIEF OUTLINE OF THE COURSE: PAKISTAN** **MEDIA SYSTEM**

#### **Topic: Electronic Media**

##### **• Introduction**

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronics data or digital electronic data format. Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking. Any equipment used in the electronic communication process (e.g. television, radio, telephone, desktop computer, game console, handheld device) may also be considered electronic media.

##### **• History of Development**

- *Wire and transmission lines*
  - Telegraph 1795–1832
  - Facsimile 1843–1861
  - Telephone 1849–1877
  - Coaxial cable 1880
  - Fiber Optics 1956–1970
- *Wireless*
  - Radio 1897–1920
  - Satellite 1958–1972
  - Free Space Optics 1960s
- *Internet*

- Downloading 1969 (first protocols for transferring files)
- Live Streaming 1996 (RTP protocol)

## **Uses**

Electronic media are ubiquitous in most of the developed world. Electronic media devices have found their way into all parts of modern life. The term is relevant to media ecology for studying its impact compared to printed media and broadening the scope of understanding media beyond a simplistic aspect of media such as one delivery platform (e.g. the World Wide Web) aside from many other options. The term is also relevant to professional career development regarding related skill set.

### **Primary uses**

- Journalism
- Commerce
- Education

- **Advantages**

Immediacy

Provide Information and entertainment

It develops our thought and ideas

Keeps us in touch with what is happening in our society

Made communication easier

Connect people from worldwide

- **Disadvantages**

Noise Pollution

Exposure to radiations which is harmful for health

## Topic – 2      Radio

- **Introduction**

**Radio** is the technology of using radio waves to carry information, such as sound, by systematically modulating properties of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, phase, or pulse width.<sup>[n 1]</sup> When radio waves strike an electrical conductor, the oscillating fields induce an alternating current in the conductor. The information in the waves can be extracted and transformed back into its original form.

Radio systems need a transmitter to modulate (change) some property of the energy produced to impress a signal on it, for example using amplitude modulation or angle modulation (which can be frequency modulation or phase modulation). Radio systems also need an antenna to convert electric currents into radio waves, and radio waves into an electric current. An antenna can be used for both transmitting and receiving.

- **History of Radio**

In 1894 the young Italian inventor Guglielmo Marconi began working on the idea of building a commercial wireless telegraphy system based on the use of Hertzian waves (radio waves), a line of inquiry that he noted other inventors did not seem to be pursuing.<sup>[12]</sup> Marconi read through the literature and used the ideas of others who were experimenting with radio waves but did a great deal to develop devices such as portable transmitters and receiver systems that could work over long distances,<sup>[12]</sup> turning what was essentially a laboratory experiment into a useful communication system.<sup>[28]</sup> By August 1895 Marconi was field testing his system but even with improvements he was only able to transmit signals up to one-half mile, a distance Oliver Lodge had predicted in 1894 as the maximum transmission distance for radio waves. Marconi raised the height of his antenna and hit upon the idea of grounding his transmitter and receiver. With these improvements the

system was capable of transmitting signals up to 2 miles (3.2 km) and over hills.<sup>[29]</sup> Marconi's experimental apparatus proved to be the first engineering-complete, commercially successful radio transmission system

### • **History of Radio in Pakistan**

Radio has had a brief history in Pakistan and is considered as a rare commodity to those living and working in urban areas. However, with those in rural areas, radio is a medium for entertainment and information. This creates an opportunity and a reach for businesses attempting to capture the attention of consumers. Advertising in radio has a low cost in investment with a high rate of return. Radio is a medium that is available to everyone, everywhere. Radio Pakistan was formed on 14th August 1947 when Pakistan became independent. It was a direct descendant of the Indian Broadcasting Company which later became All India Radio. At independence Pakistan possessed three radio stations at Dhaka, Lahore and Peshawar. A major program of expansion saw new stations opened at Karachi and Rawalpindi in 1948, and a new broadcasting house at Karachi in 1950. This was followed by further stations at Hyderabad (1951), Quetta (1956), a second station at Rawalpindi (1960) and a receiving center at Peshawar (1960). Radio Pakistan reaches 80% of the area of the country and 96.5% of the total population of Pakistan and is broadcasted in 21 different languages. Half of airplay devoted to information and education while other airplay devoted to entertainment. (Sports and music)-General Program Categories:

- Music
- Religion
- News and current affairs
- Women, Children, & Labor
- Youth-Students
- Forces
- Rural & Farm
- Drama/Features
- Publicity Campaigns
- Science, Technology, Health

- **Sports Radio**

Pakistan was and still is a pro government station. It only broadcasts programs in favor of government and never against it. But when there was no FM station, it was the only source of entertainment for the people. Pakistan is comprised of about 46,000 villages and 70 percent of its rural population is directly or indirectly involved in farming. Agriculture sector has received highly priority in our national development plans because of its significant contribution to the overall development of the country.

- **Structure of Radio Station**

A radio station comprises of three different wings 1. Programme wing 2. Engineering wing 3. Administration wing The programme wing and Engineering wing are responsible for running a radio station's broadcast, while the administrative wing provides all the support that is required for the functioning of the station.

There are two types of staff) On air talent like DJ who may not be a regular staff  
b) Production Directors, Programme Executives who supervise programmes. Working of a Radio Station Radio management is a multifaceted activity. A radio station is where the radio programmes are produced and transmitted to a heterogeneous mass audience, spread over a large geographical area.

### **Radio Studio**

A radio studio is sound proofed and hemmed with shielding in the walls to prevent any unwanted sound to come in. It is done, so as the listeners can get clear voice of the presenter or the music or any other thing. To meet these standards, the studio is provided with sound lock and heavy doors along with walls shielded with perforated wooden panels.

### **Control Room**

It is the main technical area of the radio station. Every recorded voice either announcements or from a CD player or computer is sent to this room. From here, these things are sent to the transmitter.

## **Transmitter**

Transmitters are the devices which transmit the sound signals to the listeners. It is generally located outside the city boundaries. The transmitters are of different capacities such as 1 KW to 100 KW, 200 KW or 250 KW or above

## **Types of radio Stations**

**National Radio** These types of radio stations have a nationwide reach. It caters to the listeners from almost every corner of the country.

**Regional and Local Radio** These types of radio stations broadcast to the listeners in smaller areas, from within a community, depending upon transmission signal.

**Satellite Radio** In this type of radio stations, the broadcast is done through satellite signals rather than an antenna, allowing it to reach a wider area

**Internet Radio** This is a new concept. It streams audio via internet rather than through a traditional signal. It is also referred to as web casting

**AM and FM** Technically radio operation is divided as Amplitude Modulation (AM) and Frequency Modulation (FM).

## **Radio Programme Formats**

Radio programmes can be broadly classified into News and non news programmes. News programmes consist of news bulletins, documentaries, Magazine programmes. Programmes can also be classified as spoken word and music programmes.

### **Radio Talk**

The radio talk is probably the oldest format on radio. These talks have to go through a process of being changed into radio's spoken word style. It should be interesting and informative and not a boring lecture.

### **Radio News**

Among all the spoken word formats on radio, news is the most popular. News bulletins and news programmes are broadcast every hour by radio stations.

### **Radio Music**

Music is the main stay in radio. There is no radio without music. All forms of music classical, folk, light, film are broadcast in radio. Radio provides opportunity to play music and reach the homes of the people in their hours of leisure.

## Topic – 3

### Television

- **Introduction**

- A **television** (also known as a **TV**) is a **machine** with a **screen**. Televisions receive **broadcasting signals** and turn them into **pictures** and **sound**. The word "television" comes from the words *tele* (**Greek** for *far away*) and *vision* (**sight**).
- Sometimes a television can look like a **box**. Older TVs had a large **cathode ray tube** in a large wooden frame and sat on the floor like **furniture**. Newer TVs are much lighter and flatter.
- A TV can show pictures from many **television networks**. **Computers** and **mobile devices** also can be used for watching **television programs**.
- Television was invented in the 1920s but the equipment was expensive and the pictures were poor. By the 1950s, these problems had been fixed and TVs became widespread.
- At first, all televisions used an **antenna** (or aerial). This would pick up **television programmes** from **broadcasting** stations. A TV station could be many miles or kilometers away, and still be received. TVs can also show movies from **VCD** and **DVD** players or **VCRs**. **Cable TV** and **Satellite television** can provide more programs at once than broadcast can. **Video game consoles** connect to most modern TVs. Some **computers** can also use a TV as a **computer monitor**.

- All TVs have screens where the picture is viewed. Before the 1950s these were usually "black and white", which made everything look grey, but all modern TVs show colors. Most 20th century screens also had rounded corners. That is because television screens were **cathode ray tubes**. These are like heavy glass jars with one side bulging out to form the screen.
- Today **flat panel displays** are the usual kind. These are usually flat rectangles with straight edges. This long rectangle looks more like the shape of a **movie theatre** screen. This is called **widescreen**. If a widescreen set was 30 cm tall, it would be 53 cm wide. For this to work best, TV shows also need to be made in widescreen. Widescreen sets can still be any size, but they have the same widescreen shape.
- The early 21st century is also when **digital television** transmission became more common than **analog television**.

- **History of Television**

Television is the result of technological developments of the nineteenth and early twentieth centuries. Television network began in the 1930s, Rapid growth of programming came about following World War-II. By the mid-1960s eighteen Asian nations including Pakistan, had entered the television age; others were planning to follow.

- **History of Pakistani TV**

Pakistan's first pilot Television Station went on air from Lahore on 26th November, 1964. The idea to establish television in the country was supported by the report of the commission on National Education set up by the Ayub government in 1958. Initially television was set up with the help of UNESCO, Columbo plan and Japanees government.

In October 1963 President gave his consent and said "television in not a luxury, it is a necessity".

As a result of an agreement between the government of Pakistan and government of Japan, the Nippon Electric company established two pilot



stations at Lahore and Dacca in 1964 and 1965 respectively. Initially these stations operated daily for three hours. Now there are 5 PTV centres in Pakistan namely Karachi, Lahore, Islamabad, Quetta and Peshawar.

In 1993 PTV-2 was established in order to cater to the needs of educational field in the country. PTV-2 was established at Islamabad.

Color television introduced in Pakistan in 1976, has added immeasurably to the viewing pleasure of the masses.

During the early years of PTV, a Central Training Institute was set up for the training of programme producers and technical personnel. This institute has now been elevated to a full-fledged PTV Academy, imparting training to television personnel in all fields – news, engineering, management, finance, current affairs, programme production etc.

### • **Private TV Channel**

Electronic Information and Broadcast network in Pakistan is controlled by the government. In 1989, the Government of Pakistan has granted a licence to PTN (Peoples Television Network) later renamed as STN (Shalimar Television Network). STN was allowed to establish television station in 22 cities of Pakistan.

**PTV** operates the following channels:

- **PTV Home** – 24-hour entertainment channel (the original PTV also called as PTV ONE), the transmission is broadcast across Pakistan on terrestrial network and worldwide through satellite. Before the launch of NTM in 1990, it was the only channel to cover entertainment, news and sports in Pakistan.
- **PTV News** – 24-hour Urdu news channel which can be viewed in many parts of the globe. Started as PTV-2 in 1992 as the first ever satellite channel of Pakistan though the channel also had its footprints on terrestrial beam. PTV-2 was the third TV channel of Pakistan after PTV and STN. It was renamed as PTV World in 1998.
- **PTV Sports** – 24-hour sports channel that started its regular transmission from January 2012, it was planned in 2003 in Mir Zafarullah Khan Jamali's tenure but not launched due to political reasons

- **PTV World** – 24-hour English news and current affairs channel. Started as PTV-2 in 1998 as first satellite channel of Pakistan, was given a new name of PTV World later and went off air in 2007, it was re-launched in January 2013.
- **PTV National** – An emphasis on broadcasting programmes in different languages to represent the whole of Pakistan.
- **AJK TV** – For the residents of Gilgit Baltistan & Azad Kashmir. Also known as PTV Kashmir.
- **PTV Bolan** – For speakers of Balochi Pashto and Brahvi.
- **PTV Global** – Offered exclusively for the Pakistani diaspora in the United States on Dish Network, and recently launched in Europe.
- **PTV Parliament** - Launched on 30 May 2018, will bring live proceedings of Pakistani parliament and its committees.

**Add television program types by yourself.....**

## **Topic – 4**

### **All News Agencies of Pakistan**

News Agencies are a major source of news for Newspapers, radio and TV channels. These wire services have network of correspondents across the world, and sell the subscriptions to their subscribers, who pay them a monthly subscription fees. To register a News agency in Pakistan, the process is not easy, all of the agencies must get an accreditation from Press Information Dept (PID) and register them self with APNS. There are many registered News Agencies in Pakistan, including APP Associated Press Of Pakistan, Online International News Network, NNI Network News International, INP Independent News Pakistan, AFP Agency France Press, BBC British Broadcasting Corporation, INN International News Network, IRNA Islamic Republic News Agency, Kyodo News agency Japan, PPI Pakistan Press International, Reuters, AP The Associated Press, VOA Voice of America and Sharp Eye.

There are **three** basic types of news agencies.

#### **Local News Agencies**

## **National News Agencies**

### **International News Agencies**

Now I am going to discuss **Pakistani news agencies** Detail is given below

There are various national news agencies are working in Pakistan. The leading ones are as follows

#### **APP (Associated Press of Pakistan)**

The APP started its life in 1947 with the independence of Pakistan. Initially it was run through a trust, but owing to financial problems. It was taken over by the government through an ordinance called APP 1961 on 15 June. It is a subscriber to both AP and Reuter based in London. APP has News exchange agreements with 37 foreign news agencies and more than 5 correspondents.

#### **PPI (Pakistan Press International)**

PPI founded in June 1956 as Pakistan Press Association PPA. The name was changed in 1968. It was first started by Mr. Muzzam Ali the Chief editor of APP. The agency objective was to provide competition to APPs monopoly. All major newspapers, radio and television stations in Pakistan and a number of international data base organizations subscribe to PPIs text, photo and audio news service in English and Urdu.

#### **INP (Independent News Pakistan)**

INP is among Pakistan's leaders in online news and information delivery. Staffed 24 hours seven days a week by a dedicated staff in INP Capital headquarters in Islamabad and in bureaus in Lahore, Peshawar, Quetta and Azad Kashmir with more than 1000 Correspondents all over Pakistan and the world.

## **SABAH**

SABAH stands for South Asian Broadcasting Agency. Its slogan is accurate and Reliable. The chief editor of SABAH is Shakil Ahmed Turabi. Its headquarter in Islamabad Pakistan.

### **NNI (News Network International)**

NNI is a private operated national news agency of Pakistan. It was established in 1992 and headquarter in G-7 Zero point Islamabad. It provides service in both English and Urdu it have so many reporters working in different cities of Pakistan.

### **ANN (Asia News Network)**

ANN is one of the world's biggest media alliances. Founded in 1999 with seven members. ANN now comprises 21 leading media mostly leading national English language daily from south, Southeast and Northeast Asia. Its daily activity to share news videos photos etc. Mr Zafar Abbas is the chairperson of ANN along withb the editor of Dawn Pakistan. ANN is headquartered at the office of the nation multimedia group in Bangkok.

### **OINN (Online International News Network)**

OINN is a Pakistani's leading agency. It is Pakistan's first Bilingual news and photo wire service dedicated to issues that are neglected by the mainstream media. It focus on national and global processes affecting economic, social and political development of Pakistan. Mr Mohsin Biag is its Chief Executive initiate dthis project in 1999 online with its central office in New York and head office in Islamabad.

### **PPA (Pakistan International Press Agency)**

Its chief editor is Mr Khalid Akhtar

Editor Mr Zamir Qadri

Office in Islamabad.

Nature of service provided, News, Feature, photo services and publications.

### **UPP (United Press of Pakistan)**

It is established in 1948. Mr Mahmudul Aziz is a chief executive. Baigum Khursheed Abdul Hafiz is a chairman. Head office is in Karachi. Service provided in English urdu gujrati sindhi newspapers at negotiated rates.

Token news service is also provided to the Pakistan government ministry of information and broadcasting and the Sindh information department.

### **Sharp Eye**

Is Pakistan's independent international news agency established in Jan 2000 with the aim to provide true news to TV channels, national as well as international newspapers on modern line following the modern and latest standard. It is working under the founder Mian Muhammad Azhar Amin. Its headquarter is in Lahore.

## **Topic – 5**

### **The Press in Pakistan**

- **Introduction of Press**

By the early 2000s, 1,500 newspapers and journals exist in Pakistan, including those published in English, Urdu, and in regional languages; and the press remains strong and central to public life in spite of government efforts to control it.

- **Nature of audience**

Pakistan's estimated population is **202,592,500** with men slightly outnumbering women. Ethnic groups within the population include Punjabi, Sindhi, Pashtun (Pathan), Baloch, and Muhajir (immigrants from India at the time of partition and their descendants). Although Urdu is the official language of Pakistan, only about 8 percent of the people speak it. Forty-eight percent speak Punjabi and 8 percent

speak English, which is considered the lingua franca of Pakistani elite and most government ministries. Other languages include Sindhi (12 percent), Siraiki (a Punjab variant; 10 percent), Pashtu (8 percent), Balochi (3 percent), Hindko (2 percent), Brahui (1 percent), and [Burushaski](#) and others (8 percent).

Pakistan's press reflects this language diversity. Newspapers that publish in Urdu, the national language of Pakistan, have a broader reach than the English-language papers. According to London's *Financial Times*, the combined circulation of Pakistan's entire English-language press is no more than 150,000 in a population one hundred times that size.

- **Quality of Journalism**

The press in Pakistan holds significant power and has suffered much under various political leaders, only to emerge resilient and more committed to freedom of speech. The press's existence is remarkable given the often harsh means used by government officials and military dictators to control it.

The press is, in fact, central to public life in Pakistan because it provides a forum for debating issues of national importance. As the national English-language daily *The News* notes, "[The press] has in fact replaced what think tanks and political parties in other countries would do. Columnists engage in major debates and discussions on issues ranging from national security to the social sector." Although the press does not criticize Islam as such, leaders of religious parties and movements are not exempt from public scrutiny and criticism. The press traditionally has not criticized the military; the Office of Inter-Services Public Relations (ISPR) closely controls and coordinates the release of military news. In general, the quality of journalism is high. English language newspapers tend to present more foreign news than Pakistani papers in other languages.

- **Physical Characteristics of Newspapers**

The typical Pakistani newspaper is of regular rather than tabloid size, averaging about 20 pages per issue. Most newspapers have a weekend, midweek, and magazine section. All the leading newspapers, including *Jang*, *Nawa-e-*

*Waqt* , *Dawn* , *The Nation**The News International* , and *Business Recorder* , have online editions.

- **Circulation Information**

The All-Pakistan Newspaper Society (APNS) estimated that the total combined circulation figure for daily newspapers and other periodicals was 3.5 million in 1997. Print media included 424 dailies, 718 weeklies, 107 fortnightlies, and 553 monthlies. Deficient literacy rates, urban orientation of the press, and the high price of newspapers are considered primary factors contributing to low circulation rates.

*Jang* is the top daily newspaper with a circulation of 850,000. *Nawa-e-Waqt* holds second place with 500,000, followed by *Pakistan* (279,000), *Khabrain* (232,000), *The News* (120,000), *Dawn* (109,000), and *Business Recorder* (22,000).

The three most influential newspapers in Pakistan are the daily *Dawn* in English, the daily *Jang* in Urdu, and the daily *Business Recorder* in the area of business and finance. The average price of a newspaper varies from Rs 5 to Rs 15. For example, *Business Recorder* costs Rs 7 per issue.

Pakistanis. All leading newspapers, including *Jang* , *Nawa-e-Waqt**Dawn**The Nation*,*The News International* , and *Business Recorder* , have online editions. In addition, Pakistan Broadcasting Corporation and [Pakistan Television Corporation](#) both have web sites accessible to the public.

- **Types of Ownership**

Three main groups dominate Pakistan: the Jang Group, the Herald Group, and the Nawae-Waqt Group. Jang Publications is the largest media group and holds a virtual monopoly of Urdu readership in Sindh, Rawalpindi-Islamabad federal territory, and major shares in Lahore and Quetta. Jang also publishes the largest circulating weekly magazine in Urdu, *Akhbare-Jehan* , and two evening papers, the *Daily News* and *Awam* . *The News* , the first Pakistani newspaper to use computers in all steps of production, is also a publication of the Jang Group.

Pakistan Herald Publications Ltd. publishes *Dawn* , which has had a dominant hold over Karachi readership. The Herald Group also publishes the *Star* (an English evening paper) and *The Herald* (an influential English monthly). The group also began a monthly that focuses on the Internet, entitled *Spider* . Publications under the Herald Group target the upper class and the better-educated segment of Pakistani society and consequently practice a liberal editorial policy.

The Nawa-e-Waqt Group publishes *Nawa-e-Waqt* and also started *The Nation* , an English daily. This group also publishes *Family* , an Urdu weekly.

Several other significant groups and independent publications also exist. The notable daily newspaper chains that have started during the late 1990s and early 2000s include *Khabrain* , *PakistanAusaf* , and *Din* . *The Frontier Post* , *Business Recorder* , and *Amn* are also other important dailies.

Political parties own two major newspapers: the *Jasarat* , controlled by the conservative Jannat-e-Islami, and *Mussawat* , controlled by the Pakistan People's Party.

From 1964 into the early 1990s, the National Press Trust acted as the government's front to control the press. The state, however, no longer publishes daily newspapers; the former Press Trust sold or liquidated its newspapers and magazines in the early 1990s.

## **Printing Methods**

Newspapers in Pakistan are mostly printed on offset. Printing and editing technologies have improved newspaper production over the years; however, the impact on circulation has not been significant.

## **Press Laws**

### **Constitutional Provisions & Guarantees**

The Constitution of the Islamic Republic of Pakistan provides for its citizens' fundamental rights, one of which pertains specifically to the Press, Article 19, Freedom of Speech:



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

## **Registration and Licensing of Newspapers & Journalists**

A Print, Press and Publications Ordinance, requiring the registration of printing presses and newspapers, was allowed to lapse in 1997 after several years of waning application

### **Censorship**

Censorship pervades journalism history in Pakistan; certainly, the blackest censorship period came during General Zia's 10-year military regime. Almost all journalists mention the press advice system as one of the most insidious means of censorship.

## **Monitoring of the Press**

The Ministry of Information and Broadcasting monitors the press. It also controls and manages the country's primary wire service, the Associated Press of Pakistan (APP). APP is both the Government's own news agency and the official carrier of international wire service stories to the local media.

### **State-Press Relations**

The press has traditionally experienced the often harsh effects of Pakistan's political instability. When partition resulted in the establishment of Pakistan as an independent homeland for the Muslims, the Muslim League as a political party struggled with the tasks of leading the new country into stable statehood. Factionalism, however, quickly contributed to instability, internal strife, incompetence, and corruption. The press at this point was largely a remnant of the Moslem press present during the struggle for independence, and it was seen as aggravating the problems being faced by keeping these issues out in front of the

people. Thus, the government began its long history of attempting to control the press through arrests, the banning of certain publications, and other punitive measures.

## Topic – 6

### Brief Historical Sketch of the Press in Pakistan

#### • Brief Background

- The media in Pakistan dates back to pre-partition years of British India, where a number of newspapers were established to promote a communalistic or partition agenda. The newspaper Dawn, founded by Muhammad Ali Jinnah and first published in 1941, was dedicated to promoting for an independent Pakistan. The conservative newspaper, Nawa-i-Waqt, established in 1940 was the mouthpiece of the Muslim elites who were among the strongest supporters for an independent Pakistan.
- In a sense, Pakistani print media came into existence with a mission to promulgate the idea of Pakistan, which was seen as the best national option for the Muslim minority in British India and as a form of self-defence against suppression from the Hindu majority.<sup>[2]</sup>
- The Islamic Republic of Pakistan celebrated 50 years of independence in 1997. Those years have often been turbulent ones, given that military rulers have remained heads of state for 28 of those 50 years. This fact has affected the press and laws governing the press in Pakistan.
- In 1947 when the British agreed to partition British India into the two self-governing countries of India and Pakistan, only four major Muslim-owned newspapers existed in the area now called Pakistan: *Pakistan Times*, *Zamindar*, *Nawa-i-Waqt*, and *Civil and Military Gazette*, all

located in Lahore. However, a number of Muslim papers moved to Pakistan, including *Dawn*, which began publishing daily in Karachi in 1947. Other publications moving to Pakistan included the *Morning News* and the Urdu-language dailies *Jang* and *Anjam* .

- By the early 2000s, 1,500 newspapers and journals exist in Pakistan, including those published in English, Urdu, and in regional languages; and the press remains strong and central to public life in spite of government efforts to control it.

- **Historical Sketch of press in Pakistan**

The press has traditionally experienced the often harsh effects of Pakistan's political instability. Thus, the government began its long history of attempting to control the press through arrests, the banning of certain publications, and other punitive measures.

Between **1948** and **1956**, political turbulence intensified with the assassination of the country's first prime minister, Quaid-i-Millat Liaquat Ali Khan, in **1951** and the dissolution of the Constituent Assembly in **1954**. However, by **1956**, the Constitution of the Islamic Republic of Pakistan was enforced; it contained an article specifically devoted to freedom of speech. The **1956** Constitution lasted less than three years when it was abrogated by the imposition of martial law in October **1958**. A new enforcement of the constitution in **1962** occurred with the removal of martial law by President Ayub Khan.

However, in **1963**, just one year after the adoption of the new constitution, the Press and Publications Ordinance (**PPO**) came into being. This ordinance contained the harshest of laws curtailing freedom of expression and the progressive development of the media and leading to the March **1969** relinquishing of power by President Ayub Khan to General Yahya Khan who imposed martial law. . Eventually the National Press Trust, created in **1964**, took over these journals and acted as a front to control a section of the press.

In **1960**, the Western Pakistan Maintenance of Public Order Ordinance was promulgated. With amendments in **1963** and **1964**, this law empowered the government to ban the printing of publications, to enter and search premises, and to

prohibit import of newspapers, among other measures. These powers have been used by succeeding governments right up until the government of Musharraf.

In December **1971**, when the break-up of Pakistan and the birth of Bangladesh occurred, General Yahya Khan handed over power to Zulfikar Ali Bhutto as President and Pakistan's first civilian Chief Martial Law Administrator who continued to use martial law up to **April 1972** when an interim constitution was adopted, prior to the enactment of a new constitution by the National Assembly in **August 1973**. Bhutto, however, reacting to criticism by various members of the press, imprisoned editors and publishers on the pretext of national security.

The next five years, from **1972 to 1977**, represented the beginnings of democracy; however, they were marred by repressive actions toward the press. The PPO remained, as did the National Press Trust. Furthermore, through coercion and manipulation, the government insured that the only other news agency in the country (aside from the government-owned APP), the Pakistan Press International (PPI), was brought under its authority.

In **1977**, General Zia ul Haq ousted Bhutto from the prime minister position and once again imposed martial law under which abuse of journalists became public rather than covert.

In **1985**, Prime Minister Mohammad Khan Junejo was elected to the National Assembly, based on nonparty elections, and lifted martial law in December 1985. Even though Junejo was a more democratic political figure, the PPO remained in place under him, and he relied on the old media laws. However, in May 1988 President General Zia ul Haq dissolved the National Assembly and dismissed the Government of Prime Minister Junejo, replacing them with a cabinet of his own and no prime minister. This arrangement only lasted 11 weeks as Haq was killed in a suspicious plane crash in August 1988. This incident resulted in the Chairman of the Senate, Mr. Ghulam Ishaq Khan, succeeding to the office of President as per the constitution. A caretaker government provided transition to a full-fledged democracy, which included repealing the press law that had coerced the media for so long.

A new law, known as the Registration of Printing Presses and Publications Ordinance came into effect in 1988. A key change in this law made it mandatory for the District Magistrate to issue a receipt to an applicant for the issuance of a declaration for the keeping of a printing press or the publication of a journal to provide the applicant with proof that would help avoid government interference

The most significant change made in the press law of **1988** was the removal of power from the government and the right of an applicant to be heard in person by the authority before any punitive action was taken, like the closure of a press. Appeals were also now allowed. In addition, newspapers were no longer obligated to publish in full the press notes issued by the government. For a variety of reasons, the press law of **1988** continued to be re-promulgated as an ordinance through **1997**, even though the Supreme Court ruled such re-promulgation unconstitutional. One key reason for this was the recurring demands by representative bodies of the press to revise the **1988** law even further to remove any executive power to control the press.

The November **1988** elections saw Prime Minister Benazir Bhutto, the first Muslim woman prime minister of the world, assume office. She brought with her a new phase of liberalism toward the mass media laws and regulations. For example, Bhutto's government allowed government-controlled radio and television to provide daily and well-balanced coverage of the speeches and statements of its opposition in news bulletins and current affairs programs. The independent press grew stronger during this phase; the Urdu press and the English press, as well as the regional language press, such as Sindh language newspapers, showed a new energy in reporting the news and in analyzing the issues of the day

In Pakistan today a cooperative effort appears to be underway between Musharraf's government and the journalism community. In general, Musharraf's administration seems to follow a more liberal policy towards the press with fewer restrictions and much less manipulation. However, reports vary widely. Whereas the Pakistan Press Foundation (**PPF**) reported continued harassment of and dangers to journalists, some journalists currently working for Pakistani newspapers offer another version of the situation. A. R. Khaliq, assistant editor for *Business Recorder*, reported that "the press, by and large, is not faced with any coercion or

abuse

under

Musharraf.

## **Topic – 7**

### **The Development of the Newspaper Market**

Pakistan has a large and diverse newspaper industry, ranging from large Urdu papers to local vernacular publications. The industry publishes in 11 languages, with Urdu and Sindh the predominant language groups.

Over the past decade, the number of papers in publication has actually shrunk. In 1997 the number of daily, monthly and smaller publication was over 4000, but by 2003 that number had shrunk to only 945. Despite the lower number of newspapers circulation has reportedly increased to around 4 million on a daily basis.

A recent report by Denmark-based International Media Support described Pakistan's newspaper industry as one in which language also defines coverage. IMS said Urdu newspapers are by far the most read and influential among the general public," particularly prevalent in rural areas, and tend toward coverage which is "conservative, folkloristic, religious and sensational." The English-language newspapers are described as urban and elitist as well as more liberal and more professionally-oriented. The report claims that English print media has more influence on opinion makers, politicians, and the business community.

Three media groups' dominant the newsprint market: Jang Group of Newspapers, Dawn Group of Newspapers and Nawa-Waqt. Each media groups has invested in

both English and local-language newspapers, and each group is seen to have its own political slant. The Jang Group is Pakistan's largest media group; it publishes the Urdu-language Daily Jang and is considered to have a moderately conservative perspective. The Dawn Group, home of Pakistan's first newspaper, is the second largest media group and publishes the Dawn newspaper, which is considered to have a secular liberal paper. Nawa-Waqt publishes the Urdu daily Nawa-i-Waqt, along with the English-language The Nation. Both are considered to have a right-wing conservative slant.

There are a number of other players in the newsprint industry which focus on improving the quality of journalism rather than generating profits. A few of these organizations include the Pakistan Press Foundation (PFF), the Rural Media Network of Pakistan (RMNP), the Council of Pakistan Newspaper Editors and the Pakistan Federal Union of Journalists. For a short description of some of the different training activities offered to print journalists see the Media Development and Environment section of the Country Overview.

Even though the newspaper and magazine industry has been known for its relative freedom in Pakistan, the industry's journalists have been the subject of censorship and intimidation, much like their colleagues in the electronic broadcast industry. Many journalists have suffered physical attacks, verbal intimidation and arbitrary arrest. Journalists have also been limited in recent years in their ability to report on contentious military operations in the Federal Administrated Tribal Agencies, otherwise known as FATA, and NWFP.

There are a number of government ordinances (particularly, the Ethical Code of Practice contained in the Schedule to the Press Council of Pakistan Ordinance) that the Pakistani government has used to threaten or even ban publications. For more on Pakistan's media environment, see Media Development and Environment section of the Country Overview.

According to data by All Pakistan Newspapers Society (APNS), an organization of major Pakistani newspapers owners, 378 of its member newspapers were printed daily. Out of the 458 APNS member publications nationwide, 19 were weekly, four fortnightly and 61 monthly publications.

Reliable recent figures on print media circulation or market share have been difficult to come by, but circulation of print media organizations generally seems to be in decline. A range of reasons have been cited for low circulation of newspapers, including low literacy levels and a perception that the print media does not adequately reflect issues of concern for the masses, especially those outside a few main cities. Anecdotal evidence suggests that newspapers are often shared communally and a single newspaper copy may be read by multiple readers in public spaces. The state used to own a number of daily newspapers but those were sold or liquidated in the early 1990s. Today the government publishes no daily newspaper. However, it controls the Associated Press of Pakistan, one of the major news agencies. After the arrival of the Internet, all leading newspapers, including Jang, Nawa-i-Waqt, Dawn, The Nation, The News and Business Recorder, have also started relying on online delivery mechanisms to reach their audience. Almost all major newspapers have also launched TV news channels. The political leanings among the print media are generally not very apparent, although political slants are visible and government bashing often exceeds what many might consider objective coverage. The advent of new media has expanded the competition for audiences, and advertisement revenue. According to Aurora, Pakistan's main advertising magazine, total advertisement revenue across mediums increased by 14 percent, from Pak rupees (PKR) 66.9bn in financial year (FY) 2014-15 to PKR76.2bn in FY 2015-16. The total advertising revenue in FY 2015-16 included PKR38bn for TV, which was 50 percent of the total, PKR18bn (23 percent) for print, PKR8.9bn (12 percent) for out of home (OOH) advertising, PKR4.5bn (6 percent) for digital and PKR2.8bn (4 percent) for radio. A two-year (2015-2016) comparison of percentage share per medium showed 1 percent decline each for print and OOH and 1 percent increase for digital. There was no change for TV and radio. In FY 2011-12, the top five newspapers in terms of print media advertisement revenue were Jang with PKR3.45bn revenue (31 percent of total print ad revenue), Dawn with PKR1.87 (17 percent), Express News with PKR0.86bn (8 percent), Nawa-i-Waqt with PKR0.76bn (7 percent), and The News with PKR0.731bn (7 percent).



