

Brief Introduction of Print Media in Pakistan

Print Media as oldest form of media. (Mass Media in Pakistan, 2014) A media studies course book sheds light on various political and social indicators and highlight print media as the oldest medium in modern media industry. We can give a clue from human history about print media that handbills, written posters, banners and pictures were first used to convey the messages. Handmade press was firstly introduced and established in 10th century and books printing started in end of 15th and start of 16th century in European's countries.

Print media worked before partition of Indo-Pak. Newspaper and magazines were established by political leadership. Print media was used as a tool political information and awareness among people before and after independence of Pakistan. During the British era and even since independence of Pakistan print media is the oldest form of media in the country. It can be classified into public and privately owned media.

(Mujahid, 1991) Writes about development in press in Pakistan and discussed in his book about post partition of Indo-Pak and said that press growth was slow in state of the Pakistan during 1947 to 1950s". He disused five step leaner model of modernization of the development in media. During description he focused on Political participation, Media exposure, Literacy, Economic participation, Urbanization in Pakistan for press development.

(Ali S. , 2011) Is explaining in an article about print media growth in Pakistan and describe that economic and social indicator which involve in media. This study analyzed economic and political impact on the functioning of the print media and its relations with government. He describes country economic growth and its impact on the growth of the press. It was found the obstacles in the way of media development like political insecurity in Pakistan, political insecurity of the politician, lake of technological development, linguistic diversity, media market conditions, Journalist's responsibilities, economic backwardness, and illiteracy. Moreover it was dug out that better economy; good literacy rate leads to media development. But in developing

countries, it has been observed that the press used to facilitate economic development and to spread the ruler's power in society.

As reported by Pakistan institute of peace studies, the total figure of regular newspapers is 142. He discussed tentative circulation statistics of Pakistani media and highlights the last decades of the 20th century when newspaper industry has gone through noticeable changes. In a specific period i.e. year 2003 which circulation of Pakistani print media was increased.

It was estimated that total number of daily, weekly and other publication was not more the 4455. Ratio of all type of publication from print media was estimated 62 Lac in 2003. In this article, in-depth analysis of economy of the country with developments of social indicators and its impact on the growth of press during last past decades have been explained. Similarly, the significance of advertising in financial freedom of the press along with various other factors like press and society, nature of ownership, and situation and problems faced by regional press have been slightly focused and analyzed in this part of research.

It may be elaborated and infer that growth of the media is directly proportional with economic condition of the country. Media use politics as a source economy to run media organizations. It has been proved that economic development makes the press strong and independent. For example, better economic condition in Turkey resulted in denial of giving space to the government advertisement due to low payment. Advertising and circulation constitute the main source of revenue. (Akhtar, 2000)

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