

**2<sup>nd</sup> Chapter**  
**Media in Pakistan: an Overview**

When Pakistan came into being in August 1947, media scene here was that of gross under development. There were few newspapers, only three small radio stations, almost no publishing house and dismal film making. The country, therefore, started from scratch.

### ***PAKISTAN PRESS: a brief History***

Print is the oldest media of mass communication. Newspapers can reach greater masses of public. They allow readers to control exposure. Printed matter is more advantageous as it is easily available and can be read again and again whereas the motion pictures on television and sounds on radio could be seen once or twice only.

Newspapers are the mirrors of society. Their mission is to inform us about the world and its affairs. They not only give us the facts about an event or issue but also explain and interpret them. Thus, newspapers form and mould the public opinion. Apart from performing these functions, they also entertain their readers.

In 1947, Pakistan inherited a weak press with very few laws for controlling and regulating the press. Very few newspapers were published in the newly born Pakistan. In East Pakistan and Baluchistan not a single newspaper was published. The N.W.F.P had two daily papers. Lahore and Karachi were prominent centers of Pakistan.

Newspapers owned by Hindus were transferred to India. They include *Tribune*, *Partab*, *Milap*, *Weer Bharat* and *Weer Milap*.

In the same manner newspapers owned by Muslims came to Pakistan. These include *Daily Azad* and *Morning News* (shifted to Dhaka), *Dawn*, *Jang* and *Anjam* (set up in Karachi).

### ***URDU PRESS***

After independence, a number of newspapers were published but due to financial constraint and many other reasons, their publication did not continue i.e. *Nai Roshni*, *Inqalab*, *Musalman*.

At the time of independence *Zamindar*, *Inqalab*, *Ahsan*, *Nawa-e-Waqt*, *Shahbaz*, *Civil* and *military gazette* and *Pakistan Times* were published. In Karachi the only daily newspaper, *Millat* was published. *Khaiber Mail*, *Alflah*, and *Al- Jamiat* were published

from N.W.F.P. Al-Islam and Tanzeem were published from Quetta. Some Muslim newspapers were shifted to Karachi. These include Jang, Anjaam and Dawn.

Hassan and Khurshid (1991, p.115) in their book "Journalism for All" described history of Urdu Press as "Among the Urdu papers that achieved prominence were *Imroz*, *Afaaq*, *Masriq*, *Kohistan*, *Jang*, *Anjaam*, *Millat*, *Maghribi Pakistan*, *Hilal-e-Pakistan*, *Hurriyat*, *Jasarat* and *Masawat*."

*Hilal-e-Pakistan* struggled on for a few years but could not stand on its feet. *Millat* was stated as an Urdu counterpart of the *Civil and Military Gazzette* in May 1953. It was a handy and clean newspaper but due to lack of financial backing it had to close down in 1956.

*Afaaq* was converted from a weekly into a daily newspaper and in 1957 acquired by Saigol brothers limited. The newspaper was well edited and acted as a vocal spokesman for the mercantile community. It was eventually gifted away to the working journalists on their request but they could not continue it due to lack of funds. In 1948, a year after the Pakistan Times, *Imroze* was launched as the Pakistan Times Urdu counterpart. It set a high standard in the presentation of news and views. *Naseem Hijazi* started *Kohistan* from Rawalpindi in 1953. A year later it also started from Lahore. Its feature-articles and quality printing widened its readership. In 1968 its ownership was acquired by the Muslim League, which sold it to Jamaat-e-Islami 1970 only to cease its publication.

*Nawa-e-Waqt*, which was converted into a daily newspaper in 1944, is one of the oldest Urdu newspapers of Pakistan. In its early days this paper supported the demand of Pakistan by the Muslim League and established a good reputation among the Muslim population of Punjab. After independence *Nawa-e-Waqt* aligned itself with the Mamdot Government in Punjab. After the dismissal of Mamdot ministry *Nawa-e-Waqt* started voicing the sentiments of the opposition parties, especially during Ayub Khan Martial Law and presidential elections of 1964, this paper supported the opposition very bravely. *Nawa-e-Waqt* is also being published from Rawalpindi, Multan and Karachi simultaneously.

*Daily Mashriq* was started in 1963 by Mr. Inayat ullah, a shareholder of *Kohistan* till then. In 1964, daily *Mashriq* was taken over by the National Press Trust. *Mashriq* started a new trend of popular journalism in the country. After the downfall of *Kohistan*, which ultimately led to its closure, it became the largest circulated daily newspaper in at least in Punjab. However, its role as a leading newspaper was affected by emergence of newspapers like *Masawat*, *Azad* and *Nida-e-Millat* in Lahore in the wake of political activities and election campaign for 1970 general elections. Presently, *Mashriq* is published simultaneously from Lahore, Karachi, Quetta and Peshawar.

Mr. Fakhar Matri started *Daily Hurriyat* in 1965 but it could not compete with *Jang*. After Fakhar Matri's death, his son Inqalab Matri continued the paper for sometime. Finally the paper was taken over by Herald Publications of Haroon group.

There are a number of newspapers and periodicals published in Urdu, English, Gujrati and Sindhi languages. *Jang* is the largest circulated Urdu daily newspaper of the country, published from three leading cities of Pakistan i.e. Rawalpindi, Karachi, and Lahore. *Nawa-e-waqt* , *Ummat* and *Jasarat* are prominent Urdu dailies of Karachi as well.

### ***Principal Urdu Dailies***

Daily	Place	Daily	Place
Aaj	Peshawar	Maidan	Peshawar
Al-Akhbar	Islamabad	Mashriq	Quetta Peshawar
Amn	Karachi	Nawa-e-Waqt	Lahore Karachi Rawalpindi Multan
Ausaf	Islamabad	Pakistan	Lahore Islamabad
Beopar	Karachi	Ummat	Karachi

Business Report	Faisalabad
Din	Karachi
	Lahore
Express	Karachi
Intikhab	Hub
Jang	Karachi Lahore Rawalpindi Quetta
Jasarat	Karachi
Jurrat	Karachi
Khabrain	Karachi Lahore Islamabad Multan

***Principal Urdu Evening Dailies***

Daily	Place	Daily	Place
Aghaz	Karachi	Janbaz	Karachi
Awam	Karachi	Parcham	Karachi
Evening Special	Karachi	Qaumi Akhbar	Karachi
Insaaf Times	Karachi		

Source: Orient Blue Book: Pakistan Advertising scene, 2002. Karachi Orient McCann-Erickson.

## English Press

When Pakistan came into being there were three promising media groups working in Pakistan. These were Jang group, Pakistan Herald publication group and Nawa-e-Waqt group.

English Press was not so healthy in Pakistan at the time of independence due to educational under development. Not a single daily newspaper could be published from the area of East Pakistan from 1947<sup>un</sup> till 1971. There was a great need to publish an English newspaper in the newly born Pakistan. That need was satisfied by the Pakistan Times. Mian Iftikhar Uddin was started Pakistan Times from Feb 4<sup>th</sup>, 1947. The press has played an important role in the movement of Pakistan. It formed Muslim public opinion in support of the ideology of Pakistan.

### *Ownership Chains*

As in other countries of the world, newspapers in Pakistan are also owned by chains. Prominent among them are:

Nawa-e-waqt Group

The Jang Group

The Herald Group

The *Ummat group* and

The *Millat group*.

Publication of Nawa-e-Waqt Group include Khabrein and Friday Times.

Publications of Jang group include Urdu daily *Jang*, which is published from Karachi, Lahore, Rawalpindi, Quetta and London. It is the only Pakistani newspaper, which is published out side the country.

Two evening newspapers are also published by Jang group *Daily News* (English) and *Awam* (Urdu). In 1991, the Jang group started an English morning newspaper *The News* from Karachi, Lahore, Rawalpindi and London. In addition to daily

newspapers, the group publishes a weekly magazine *Akhbar-e-Jahan*, the largest weekly magazine in Urdu.

Pakistan Herald Publication Ltd. publishes English *Daily Dawn*. It has a very dominant position in the country. It is published from Karachi, Lahore and Islamabad.

The Herald group also publishes an English evening paper, the *Star, Aurora*.

A monthly *Spider* that focuses Internet is being published since Jan 1991.

Ummat group of publication publishes daily *Ummat* (Urdu), *Ghazi-a* family magazine and weekly *Takbeer*

Millat group owns *Millat Gujrati* and *Leader* (English) evening daily from Karachi.

In addition to these groups many independent newspapers are published in Pakistan.

These are in different languages English, Urdu, Sindhi, Gujrati, and Pushto etc.

The Nawa-e-Waqt group publishes *Nawa-e-waqt* from Lahore, Rawalpindi, Multan and Karachi.

Prominent among smaller Urdu dailies are *Din* from Karachi and Lahore, *Express* from Karachi, *Mashriq* from Quetta and Peshawar.

Other Prominent English dailies are *Frontier Post* from Karachi, *Balochistan Express* from Quetta. *Business Recorder* from Karachi, Lahore, *Pakistan Observer* from Lahore, Islamabad, Karachi and *Khyber Mail* from Peshawar.

Prominent Sindhi dailies are *Hilal-e-Pakistan* from Karachi, *Ibrat*, *Kawish*, *Mehran*, *Sindhu* and *Tameer-e-Sindh* from Hyderabad.

Prominent Gujrati dailies are *Millat* and *Vatan* both published from Karachi.

The only daily *Wahdat* is published in Pushto language from Peshawar.

In 2001 Total 763 newspaper and periodical are published in Pakistan out of which 168 are daily newspaper.

### ***Principal English Dailies***

<b>Daily</b>	<b>Place</b>	<b>Daily</b>	<b>Place</b>
Balochistan Express	Quetta	Frontier Post	Karachi
Balochistan	Quetta	Khyber Mail	Peshawar

Times			
Business Recorder	Karachi Lahore (Combined)	Pakistan Observer	Lahore Islamabad Karachi
Business Today	Karachi	The News	Karachi Lahore Rawalpindi
Dawn (Weekdays) (Sundays)	Karachi		
Finance	Karachi		
Financial Post	Karachi		

Source: Orient Blue Book: Pakistan Advertising scene, 2002. Orient McCann-Erickson.

### *English Evening Dailies*

Daily	Place	Daily	Place
Daily News	Karachi	The Leader	Karachi
Evening News	Karachi	The Star	Karachi

### *Newspapers and Periodicals by Province*

Type	Pakistan	Punjab	Sindh	N.W.F.P	Balochistan
1999					
Total	1571	546	589	419	17
Daily	261	64	103	97	5
Weekly	451	155	119	172	5

Fortnightly	90	42	30	18	-
Monthly	651	253	300	91	7
Quarterly	64	16	34	14	-
Others	46	16	3	27	-

### 2000

Total	815	117	466	95	137
Daily	153	14	88	18	33
Weekly	183	33	74	24	52
Fortnightly	60	12	31	4	13
Monthly	331	49	242	5	35
Quarterly	44	9	16	15	4
Others	44	-	15	29	-

### 2001

Total	763	63	457	105	138
Daily	168	12	91	28	37
Weekly	151	17	66	24	44
Fortnightly	52	7	28	4	13
Monthly	309	23	241	5	40
Quarterly	39	4	16	15	4
Others	44	-	5	29	-

### *News Agencies*

“News agencies supply both national and international news features and other commercial items to the newspapers, radio, television, various offices of federal and provincial government and to some private commercial organizations and trade bodies.” (Pakistan Yearbook, 1994-95, 1995, p. 94)

The first news agency of Pakistan was Associated Press of Pakistan (APP). It was established in 1947 by an Eastern News Trust. It was a private agency from 1947 to 1961. Government took over its control on 5<sup>th</sup> June 1961 by an ordinance called “Associated Press of Pakistan Taking Ordinance 1961.”

It has correspondents in all major towns of Pakistan. Over the years APP has grown into modern news organization. It has its own network. Agency offices are connected through local and Wide Area network from a transmission speed of 50 words per minute. It now provides news at a speed of 1200 words per minute, most of which is directly fed into the computers of the subscribers simultaneously throughout Pakistan and overseas.

Other than APP, there are six more news agencies: Pakistan Press International (1968), United Press Agency (1992), News Network International (1992) and United News Agency (UNA).

### ***Pakistan Broadcasting Corporation***

At the time of independence, there were only 3 radio stations in Lahore, Peshawar and Dhaka in Pakistan. Radio Pakistan Lahore broadcasted the news of independence Pakistan on 14<sup>th</sup> August 1947.

Pakistan Broadcasting Corporation was established in December 1972. It has a board of directors consisting of a chairman, a director general and six directors. The chairman of the corporation is the secretary of the Ministry of Information and Media Development. The head quarter of the PBC is located in Islamabad. It is responsible for the management and broadcastings of Radio Pakistan. Before the establishment of PBC the, Radio Pakistan was working under the management of Ministry of Information and Broadcasting.

“PBC has 27 stations through out the country including 3 FM stations at Islamabad, Lahore and Karachi with total transmitting power of 3751KW for 442 hours a day, 392 in home which include 85 hours of FM service and 50 in world and internal services.

<sup>Presently,</sup>  
~~At present~~ 21 foreign Radio stations monitored by PBC central news organization are working.”(Pakistan Almanac 2000-2001, 2001, p. 431)

The PBC objectives as laid down in the PBC Act are

1. To provide broadcasting services in the field of information, education and entertainment through programs which maintain a proper balance in their subject matter and a high general standard of quality and morality.
2. To broadcast programs to promote Islamic Ideology, national unity and principles of democracy, freedom, quality, tolerance and social justice as enunciated by Islam.
3. To reflect the urges and aspiration of the people of Pakistan and promote principles of democracy and culture of freedom and tolerance.
4. To present news of events in as factual, accurate and impartial manner as possible and to carry out instructions of Federal Government with regard to general pattern of policies in respect of programs.
5. To broadcast programs in the External Services to foreign countries with a view to promote friendship and project Pakistan’s view point on international issues in true perceptive.

## ***Radio Pakistan***

Radio is a very effective and strong media of mass communication because of its quickness, easy access and infinite reach. As Pakistan is a developing country many areas of our country are without electricity, and literacy rate is very low and means of communication are inadequate. Radio is an only source of information in several areas. It is playing a vital role in disseminating information about national policies of government, highlighting the Islamic Ideological basis of our country, providing entertainment to the listeners of different age groups, inform the listeners about the events taking place in the world and make them aware about the general information on health, education and many other things.

### ***Radio Pakistan Broadcast Stations***

Pakistan Broadcasting Corporation has 24 radio stations which daily broadcasts programs of general interest and entertainment.

<b>Radio Station &amp; Date of commissioning</b>	<b>Broadcast Frequency MW in KHZ FM in MHZ</b>	<b>Transmission Hours in PST</b>
Peshawar 16-7-1936	540, 729	0800-2302 hrs
Lahore 16-12-1937	630, 1080	0820-2400 hrs
Rawalpindi – III 16-4-1948	102(FM)	0800-530 hrs
Karachi 14-8-1948	828, 639	0810-2400 hrs
Rawalpindi – I 01-09-1950	1260	0800-2308 hrs
Hyderabad 17-8-1955	1008, 1098	0810-2405 hrs
Rawalpindi – II 15-10-1960	792	1730-1830 hrs
Quetta 16-10-1956	756, 855	0810-2310 hrs
Multan 21-11-1970	1035	0800-2400 hrs
Bahawalpur 18-3-1975	1341	1350-2310 hrs
Islamabad 7-5-1977	585, 101(FM)	1745-2230 hrs
Gilgit 2-4-1979	1512	1504-2200 hrs
Skardu 16-4-1979	1557	1500-2200 hrs
Turbat 4-1-1981	1584	1604-2310 hrs
D.I.Khan 15-1-1981	1404	1355-2105 hrs
Khairpur 3-3-1981	927	0824-2308 hrs
Khuzdar 17-6-1981	567	1715-2310 hrs
Faisalabad 15-9-1982	1476	0800-1715 hrs
Abbottabad 1-10-1989	1602	1345-1915 hrs
Sibbi(Relaying Station) 1-10-1989	1584	
Chitral(Relay of Peshawar Programs) 18-7-1992	1584	1545-2030 hrs
Larkana 26-9-1995	101 (FM)	0850-2404 hrs
Zhob	1449	1700-2107 hrs

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221- 234. Nanyang: Asian media information and communication center.2003.

### ***External Service***

The external service of PBC was started on 1949 for neighboring countries which include China, India, Russia, Iran and Afghanistan. It is necessary to project country's foreign affair policies in true perspective and to inform them about art, culture, education, history and developments of our country.

External service program is designed to create feelings of friendship, mutual understanding and peace amongst Pakistan and its neighboring countries. PBC is broadcasting the programs in Arabic, Bengali, Sylheti, Burmese, Dari, French, Gujrati, Hzargi, Hindi, Indonesian, Swahili, Tamil, Turkish, Irani languages.

### ***World Service***

PBC started its world service on 21<sup>st</sup> April 1973 for the Pakistanis living in foreign countries. Purpose of this service is to inform their listeners about the economic and political development of the country, educate and guide them in solving their problems.

Programs are broadcasted in English and Urdu language 10 hours daily. Transmissions are targeted in South East Asia, Middle East and Europe.

### ***Radio Stations***

<b><i>Radio Stations</i></b>	<b><i>Number</i></b>	<b><i>Percentage</i></b>
Government Owned	24	85
Private FM Stations	03	7.5
Government FM Stations	03	7.5
Total	30	100

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221-234. Nanyang: Asian media information and communication center.2003.

## ***Radio Transmitters***

<b><i>Transmitters Frequency</i></b>	<b><i>Power No.</i></b>		<b><i>Percentage</i></b>
Low Frequency	Nil	Nil	0
Medium Frequency	2621 KW	28	58
SW Transmitters	1131 KW	12	27
FM Transmitters	12 KW	07	15
Total	47	100	
Land area receiving MW radio signals			80
Population receiving radio signals on MW			95
Area and population receiving Radio Signals through satellite			100

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221-234.  
Nanyang: Asian media information and communication center.2003.

## ***Programs***

Pakistan Broadcasting Corporation through its 21 stations located in different cities of Pakistan, broadcasts programs 270 hours daily in 20 languages. Nearly half of the time is devoted to education and information and the other half to entertainment.

Programs presented by PBC are centered on Pakistan's ideology, Islam and its application in day to day life, patriotism and career guidance.

General programs are related to students, women, rural children, sports, labors, arm forces, music and agriculture.

As Pakistan is a third world country and its literacy rate is low as well, thus, programs are prepared to educate, inform and guide illiterate people.

## ***Radio Programs***

### ***Program Type***

<b><i>Program Type</i></b>	<b><i>Hours/month</i></b>	<b><i>Percentage</i></b>
News	1, 237.5	11
Entertainment	5, 850.0	52
Educational	900	08
Cultural/Religious	1, 462.5	13
Forces	900	02
Rural and Farms	1, 125.0	10
Publicity/Campaigns	900	02
Science	900	02
Daily (Average) Transmission Hourse	375	100

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221-234.

Nanyang: Asian media information and communication center.2003.

## ***News and Current Affairs***

The news, current affairs and monitoring wings of Pakistan broadcasting Corporation is responsible for broadcasting news and current affairs. The local station broadcasts local news of the city. The staff of news department collects, edits and presents news. Website of Radio Pakistan identifies 141 news bulletins/broadcast of varied duration titling 831 to 835 minutes in 31 languages in a day. These bulletins include national, regional, external, city and current affairs, sports, business and weather bulletins.

The broadcasting of news has recently been computerized. The news bulletins in English and Urdu are available on Internet both in text and <sup>in</sup> audio form. In current affairs

programs, discussions, opinions, views, interviews of experts and government officials are presented.

S.No	Time (hrs)	Language		S.No	Time (hrs)	Language
1	0600	Urdu		10	1500	Urdu
2	0700	Urdu		11	1600	English
3	0800	English		12	1700	Urdu
4	0900	Urdu		13	1800	English
5	1000*	Urdu		14	1900	Urdu
6	1100	Urdu		15	2000	Urdu
7	1200	Urdu		16	2100	English
8	1300	English		17	2200	Urdu
9	1400**	Urdu		18	2300	Urdu

\* On Sunday only

\*\* Not on Friday

## ***Pakistan Television Corporation***

PTV was established on November 24<sup>th</sup>, 1964 in collaboration with a Japanese firm, Nippon Electronics on an experimental basis. In 1965, a private Company Limited called Television Promoters Limited was setup. This company converted into a public limited company in 1967.

Television was introduced in Pakistan to inform its viewers about the world, create awareness and consciousness in order to enrich the life of its citizens and bring a social and cultural revolution as it is a powerful and effective media. The objectives of PTV are cited in Hasan and Khurshid (1991, p. 261)

1. Instruction and enlightenment.
2. Enrichment of knowledge and Information.
3. Wholesome entertainment and
4. Promotion of national outlook and integration

Pakistan Television Corporation Limited has 10 divisions. These divisions are news, current affairs, programs, sports, international relation, engineering, finance, administration and personnel, PTV academy and educational academy (ETV). Each division headed by a director.

PTV has a national network of five centers: Karachi, Lahore, ETV center in Islamabad (PTV – 2), Quetta and Peshawar. Each center is headed by a General Manager.

Programs are telecasted on the network except national and regional programs.

Telecommunication Corporation terrestrial microwave network links PTV centers and 32 high power broadcast stations throughout the country. TV reaches 86% of the population in Pakistan.

Morning transmission commenced in January 1988. The duration of the morning transmission is 6 am to 9 am. Short programs of general interest and entertainment are telecasted. PTV is offering 5 channels i.e.

PTV World News: It is a satellite channel launched to provide update news for 24 hours.

Channel 3: It is an entertainment channel which provides a homely atmosphere to all of its family viewers.

Prime TV (For European Viewers): It is for European viewers and telecasts PTV dramas and documentaries for European people and specially Pakistanis living in Europe.

PTV National: The objective of the PTV National is to provide different local news as well as entertainment in provincial languages.

Prime TV (For Kashmiri Viewers): It is a Kashmiri channel providing Kashmiri and Gojri news.

### ***Development***

Transmission through satellites was commenced in 1972. Color television came to Pakistan in 1976. It made PTV more glamorous and fascinating.

As the technological developments occurred in the broadcasting sphere, PTV brought these changes, and modernized and upgraded its broadcasting system.

PTV launched a full-scale satellite broadcasting service in 1991 – 92. PTV telecasts its programs on digital satellite that was launched in 1999. Their service is very fine. It produces clear and sharp pictures, clear sound and performs many other advance functions.

### ***Television Services***

<b>Type</b>	<b>No.</b>
Government-Owned	8
Private TV Channels	7
Rebroadcast Stations	36
Total	53

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221-234.  
Nanyang: Asian media information and communication center.2003.

### *TV Programs Produced*

#### **Program Type**

Base = PTV 1 and PTV 2 (6 stations)

<b>Program Type</b>	<b>Hrs/Annum</b>	<b>%</b>
News/Current Affairs	669	10.21
Entertainment (Musical Drama)	791	12.07
Educational	590	9.00
Cultural/Religious	1,612	24.61
Commercial	1,217	18.57
Sports	852	13.00
Others	821	12.53
<b>Total</b>	<b>6,522</b>	<b>100</b>

## ***Language of Broadcast***

### ***Program Type***

Base: PTV 1 (5 Stations)

<b>Language</b>	<b>Percentage</b>
<b><i>Local</i></b>	
Urdu	52.76
Punjabi	05.72
Pushto	05.72
Sindhi	05.72
Balochi	02.50
Brahvi	02.50
Seraiki	01.10
Hindko	01.50
English	04.50
Arabic	00.91
<b><i>Imported</i></b>	
English	17.00
Total	100

### ***Imported Program Source***

<b>Country</b>	<b>Language</b>	<b>Hrs/Annum</b>
England, USA, Germany	English	1, 110
Australia, Canada, Czeck Rep, Slovakia, France, Holland		
SAARC Exchange Program	English	12
Total		1, 122

### ***Programs Produced and Telecast***

<b>Program Origin</b>	<b>Percentage</b>
Domestic Programs	83
Imported Programs	17
Total	100

### ***TV External Transmission***

PTV World, 6.5 hours daily, 38 countries, 125 cities.

Source: Zuberi, Nisar Ahmed. Pakistan Asian Communication handbook 2003. 221-234.

Nanyang: Asian media information and communication center.2003.

Television has become an integral part of social and cultural life in Pakistan. It has influenced on the whole world. It has created international culture or global culture. TV stimulates the sense of closeness and sense of intimacy. In Pakistan, 80%<sup>of the</sup> population live<sup>s</sup> in rural areas. Radio is only medium of communication. Radio plays a major role in developing consciousness among people. Radio and TV are important organs for promoting policies of government.

## ***Media Environment in Pakistan***

Mass media is the profession that breathes the oxygen of information. According to Nicholas (2000), "It is the information hungry department." This profession needs latest and up to date information to keep the masses aware of happenings in the world and to broaden their horizon. Practitioners related to this profession, whether with print or electronic media, can never fulfill their responsibilities without information. Their information need is enormous, quite insatiable and much diversified. Their field is not restricted to any specific discipline. According to Nicholas and Martin (1997) "Newspapers cover every subject under the sun." Mass media i.e. radio, television and newspapers all have information rich environment because these are the channels of communication that communicate information, news, etc to masses. Media practitioners are communicators of information. They have to gather news and information for communication.

Time is a very important factor in these departments, as they have to broadcast or telecast the news immediately. Journalists are always in a hurry. They do not have much time for seeking information because their commodity e.g. news is most perishable. It might be useless the next day or even in the next thirty minutes.

Nicholas and Martin (1997) identify the purpose for which media practitioners seek information that are fact verification, current awareness, researching, to obtain a context, stimulus.

News process is the basic process of almost all media organizations. Campbell (1997) is right when he says "The news process is a label given to the procedures by which

journalists transform events using raw information into news for the audience or readership". This work goes on and on without a break

For the construction of news, journalist adds background information and he may add opinions of experts, interpretations. Feature writing is a research-oriented work while in radio and television, documentaries and other research-oriented work are produced. These programs cannot be prepared without information. To fulfill their needs they require complete factual and dependable information channels for example the library, Internet, documentation center, online databases. Most of the assignments need information seeking from specialized sources of information. Media practitioners need better library facilities and services as well as online data facilities. For using these sources, they must have essential information skills for e.g. the ability to access primary and secondary materials, to evaluate, to check the relevancy and applicability and to use the information for specific purposes. Most of the practitioners do not have awareness of their information needs. We can say their needs are dormant type of Information need in which users do not have awareness of their needs.

Pakistani media organizations have come a long way since 1947 where there was vast under development and non-existent activity every where. Today, the media scene is vibrant here with cut-throat competition among dailies, radio and television channels. The scene has changed ~~and changed~~ drastically in favor of fast and even increasing- quite hyper-activity.

However, there are aspects which compel one to stop and think. In Pakistan, media organizations i.e. radio, television and newspapers do not have satisfactory information facilities. Few newspaper offices have libraries and most of them are inactive and do not

have sufficient without any facilities and services. Most of the libraries do not have reference books. Reference service, indexing service, newspaper clipping service, etc are not provided. However, these are very essential for MPs. Media house libraries are without catalogues lack professional staff etc. Information needs of media practitioners are difficult to meet as few public libraries exist in some areas of Karachi. Journalists need a public library in their vicinity as well.

Radio Pakistan Karachi and Pakistan Television Corporation do have libraries but efficient services are not provided. Generally, speaking libraries are in poor shape with respect to collection and services. Photographs are regarded great sources of information especially in print media but even the photo libraries do not exist in majority of newspapers. MPs, in general, do not have complete awareness of library services. When they come to know about services of libraries, they show their amazement and keen interest in them.

Information Technology has become a crucial need in information storage process and retrieval. Internet is a product of information and communication Technology. It provides wide variety of information sources. Quite amazingly, even the Internet facilities are not provided in most of the newspaper offices. Small newspaper offices are in a more pathetic condition. They do not have libraries, Internet or any other source of information to make their personnel awareness about the world. Above all, a number of MPs are given assignments without any facility of getting information sources. MPs face so many difficulties in procurement of information, for example information regarding court cases, crime cases etc. There is no agency responsible for compilation of information.

Federal and local government offices do not feed news and reports to media houses. These offices do not publish news bulletin themselves and generally do not facilitate information seeking.

A large number of media practitioners do not have proper training in their fields. Most of the practitioners are not professionally qualified. Quite a majority of them are Masters in different subjects like Urdu, English, International Relations, History, etc. They are provided on job training only when fortunate enough in getting employment in a media house.

This is the information environment of Pakistani media in Karachi in which Pakistani MPs are working.

## REFERENCES

1. Campbell, F. (1997). *Journalistic construction of news: information gathering*. *New library world*. 98, 60-64.
2. Hasan, M. and Khurshid, A. S. (1991). *Journalism for all*. Lahore: Ehtisam Pub.
3. *The beginning Pakistan broadcasting corporation*. (n.d.). Retrieved Feb, 2004 from <http://www.radiopakistan.gov.pk>
4. Nicholas, D. 2000, *Assessing information needs: tools, techniques and concepts for the internet age*. (2<sup>nd</sup> ed.) London: ASLIB Information management.
5. Nicholas, D. and Martin, H. (1997). *Assessing information needs: a case study of journalists*. *ASLIB Proceedings*. 49 (2). 43-52.
6. *Pakistan Almanac 2000-2001: essential data on Pakistan*. (2001). Karachi: Royal book.
7. Rafiq Akhtar. *Pakistan yearbook 1994-1995*. (1995). Karachi: East and West Publishing.
8. Zuberi, N. A. (2001). Pakistan. In Goonaskera, A. and Wah, Leechun. (Ed.). *Asia Communication handbook 2001*. Singapore: Asia media information and communication center.