

## Topic: The Media and Emerging challenges in Pakistan.

1. Introduction

2. Is media facing challenges?

3. Challenges faced by media

a) Financial woes forcing channels to shut and layoff journalists

b) Controlled media through censorship

c) Lack of professionalism and neutrality

d) Focus of media platforms on gaining profits rather than providing quality content

e) Scarcity of innovation and creativity

f) Media missing out on technological front

g) Fear among journalists and media personalities

4) Root causes of the ~~past~~ emerging challenges faced by media.

a) Decrease in government subsidies and advertisement

b) Controlling role of PEMRA and other regulating authorities

c) No proper training and skill enhancement of media professionals.

d) Little understanding on the media owner's side about ~~the~~ consumers and the effects of their content on them

e) No major steps to grow technological

environment in newsrooms

- f) Abduction, Assaults and killing of journalists
- g) Surge in number of tv channels and employees in media
- h) Manipulation and influence of the powerful

5. Pragmatic wayouts to overcome challenges and foster a positive environment in media

- a) Adaptation to digital environment
- b) Building media as an industry
- c) Decrease dependance on government adense and subsidies
- d) Revisiting PEMRA and other regulating authorities
- e) Protection of journalists
- f) Training and skill enhancement programs
- g) Understanding who consumes media and how it affects them

6) Conclusion.