

Question No. 1

Private TV channels have gained commendable importance in our society. Cut through Competition for rating has been observed. In view of that, describe its social role.

Introduction

In early 21st Century media channels have increased in numbers. In the very beginning it was just PTV. But in 2002 Gen Musharraf privatised the media and many private channels opened. Variety of Private channels have pros as well as cons. Increasing Competition has brought them at the brink of moral decline. Private channels are in the race of rating and viewership, while putting national security and morality at risk. Social issues that need to be addressed are ignored and sensationalism is being promoted. With good governance and accountability, role of media in the society can be improved.

Private T.V channel - Historical background

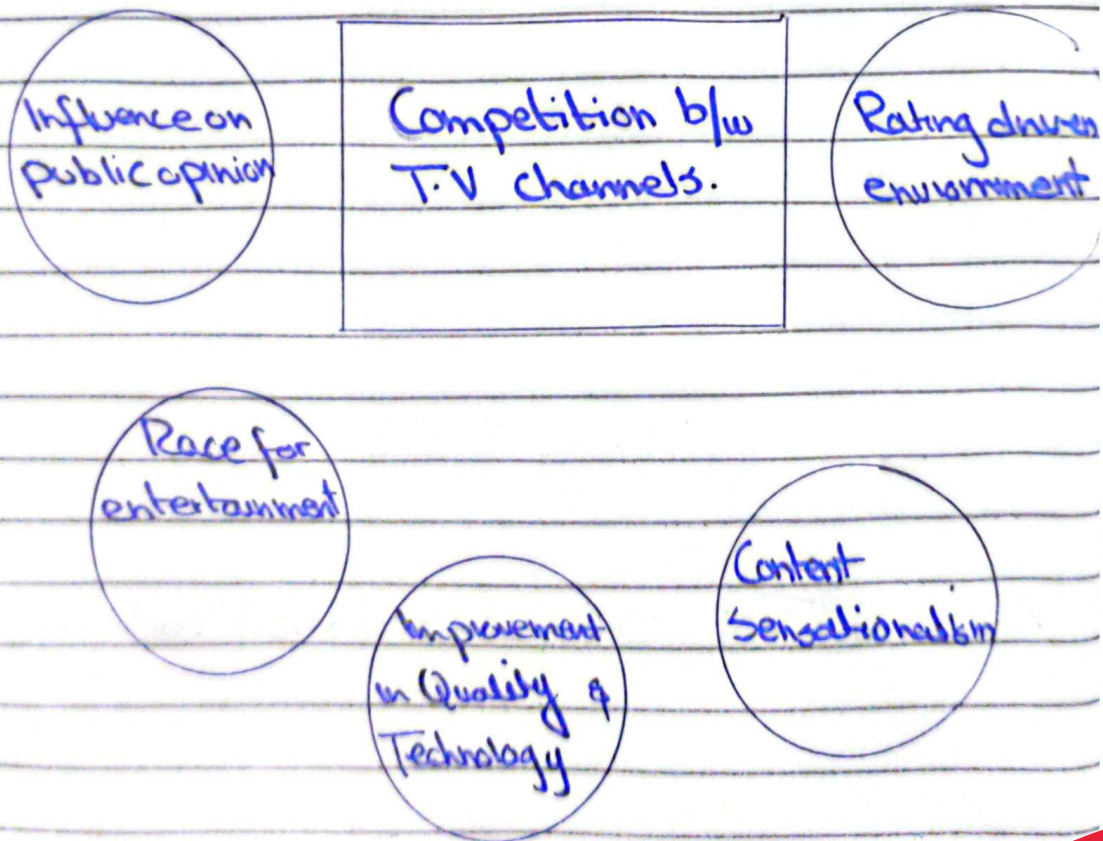
Since its inception, Pakistan has not seen a fully independent media. In the era of dictators and even in democratic eras

The world historical doesn't suit here, write background

media was under strict control. It was year 2002, Gen Musharraf allowed private persons to get licence of T.V channel.

Media has seen diversity in this era. Number of newspapers, got their own T.V channels. Like Geo news in the project of Jang news and Nawaz-Waqt newspaper got their Waqt news. Apart from that number of T.V channels like Geo kahani, Hum TV, ARY are also seen. Currently there are 140 T.V channels in Pakistan.

Rising Competition between T.V channels



Role of ~~Media~~ media in society

Media is very powerful tool. It can change the mind and whole structure of societies. Increasing Competition within TV channels has merits as well as demerits of its own.

1 - Merits of increasing Competition in T.V channels.

Information Dissemination:

Private T.V channels serve as a major source of news and information for public. They bring news as early as possible mainly due to increased Competition. Like within seconds after an earthquake news get on T.V channels. And they also make sure their news is more authentic than other source.

Public awareness:

To attract more viewership they create awareness on social issues like education, health and poverty through talk shows, documentaries and special transmission.

Accountability of Institutions

Due to competitive pressure, channels highlight Corruption, misuse of authority and public grievances to attract viewers strengthening accountability.

Race for entertainment

Channels put a lot of effort to bring distinct and unique content to public to gain more rating they introduce entertainment programs to gain public interest and trust.

Reform this argument

Improvement in Quality and technology

Due to rising competition, TV channels are improving their quality and screen technology. Current example of Drama Series "mein Marbhi hoon"

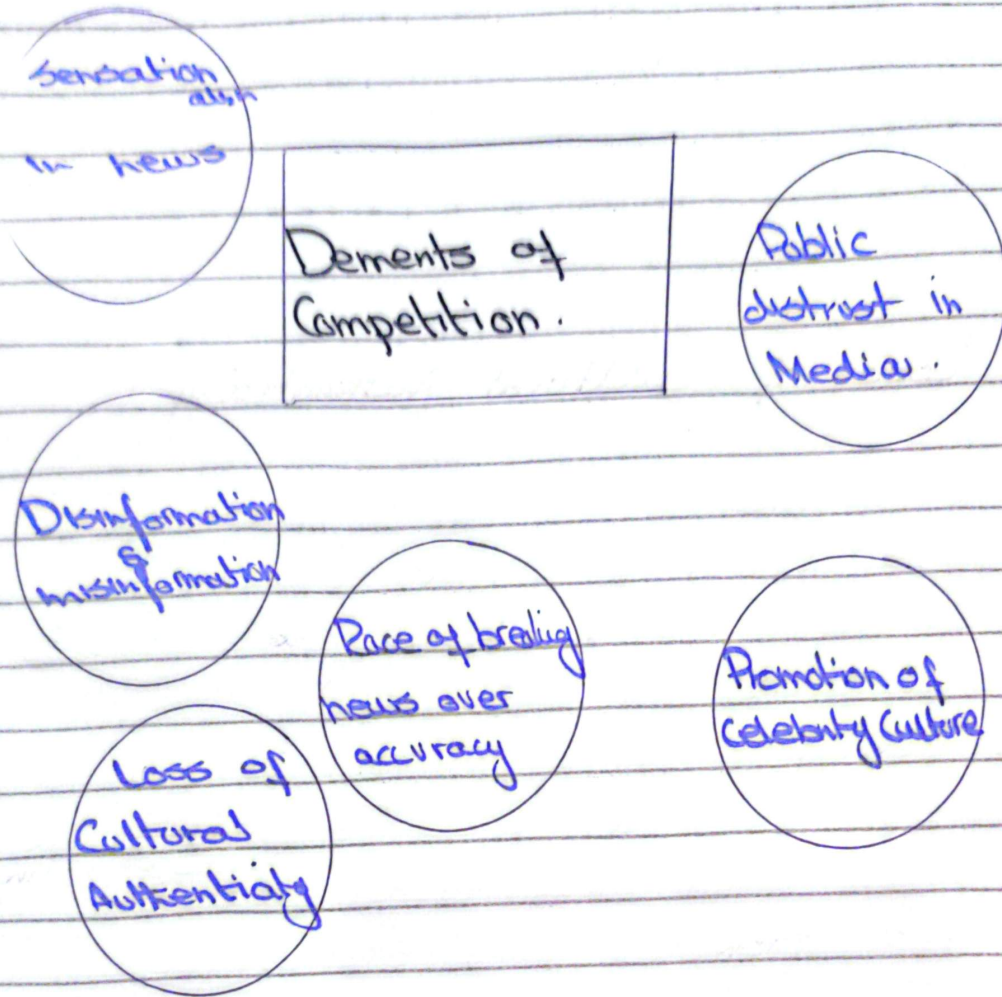
Producer told in an interview that we have used movie cameras to shoot ~~capture~~ this drama. This shows their effort to make their content stand apart.

What quality?

Is it only about optics?

2- Dements of Increasing Competition in Private TV Channels.

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Sensationalism in news

To gain more viewership and rating channels exaggerate an event, compromising the factual report and also the security of society and neglect the consequences also.

Disinformation and misinformation

In the time of cut through competition, TV channels

spread news, that's more inciting
that would gain more prominence,
in this they neglect the result of
this doing. Like recently a dispute
regarding "Imran Khan's" death in the
prison areas, if it was not clarified
by the officials of PTI, that would
turn this country into a battle ground.

Loss of Cultural Authenticity

With increasing
westernization, TV channels are
also creating content that would
compete with those ~~channels~~
like there is a TV channel
Drama Channel Urdu 1 where all
Turkish dramas are ~~first~~ ~~broadcast~~
~~and then broadcast~~ broadcast.

This promotes their dresses, jewellery
and even cultural values.

Promotion of Celebrity Culture

Every TV channel invite celebrities
to their morning shows mostly, and
every talk show has someone from
dramas or film industry. This promotes
glamour, gossip, shifting focus from
real social issues.

Conclusion

The evolution of TV channels from their early years to this competitive media landscape reflects both progress and challenges. Competition has some positive consequences like fast flow of information, increased quality of screens and content, diversity for onscreen and efforts by media houses to make their content stand apart. However, this competition also has negative effects, like race in TRP and viewership. In this race, security, culture, authenticity is compromised. A balanced approach where freedom of media is preserved but ethical guidelines are enforced, is essential to ensure that competition serves the public interest rather than compromising it.

Concise this conclusion