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Paper Mass Communication

(PART-I)

Q8:

(a) Difference b/w Features & Editorial.

Features

Feature is a creative and subjective article to inform, entertain the people of different aspects of life. Its style of presenting info is different. It can be salad and desert of journalists. It can be interview, social issues, political issue, economic issues etc. It has different topic and it is also an in-depth study about relevant subject.

Definitions.

Feature story is both original

→ It does not have particular place in newspaper.

Editorial

Editorial is a opinion of the news-paper. It is the voice of the community, editorial board. Editorial is heart of the newspaper. It is in a great extend responsible of failure and success of the newspaper. A editorial gives or engage issues not personalities and provide the solid suggestion to overcome these issues.

Definitions

Journalist essay is to inform, influence and entertain

(R.E Wodley)

An essay on some urgent issue to bring out conformity between the opinion of the reader and

That of editor.

(Carl Miller)

Characteristics of Editorial

- Editorials go beyond the facts by explaining with research. Editorial writing do proper research if the wants to publish editorial causes of increasing street beggary in Pakistan. Inappropriate knowledge can misguide the masses.
- Editorials instruct, guide and entertain the people. For example, Editor want to deliver a message why higher education is necessary for the people of Pakistan. Editorial is the best mean to instruct and facilitate the students.
- It can be 'The ten second or one punch editorial.
- Editorial writer has a great knowledge and professional skills. Editorial is style & voice like a voice of people, write is hidden.

→ Editorial can be persuasive, and may have appreciation, tribute and commendation

(b) Responsibilities of Sub-Editor.

Sub-Editor

It is also called copy editor. It edit all the news. It is also backbone of the newspaper. It He requires full attention and concentration because it trims the news non-essential information and gives final shape to the news for final publication.

Responsibilities

1. Selection a news.

It is responsibility of sub-editor to select news from all the news reported by reporter. For example he must select such news that create awareness

purposeful.

2. ^{After} Selection, Correct The news copy

After selection or filtering the important news. Sub-editor needs to be correct the news copy, skip lines that may be cause to prominent any person or highlighting the personal issue of any personality.

3. Grading the news

He is responsible to grading the news in an order. Most important news will be given high priority and so on.

4. Making Improvement

Sub-editors also improve the copy of news. It does not have such context which hit the personality direct and indirectly. News purpose is just positivity create awareness. It does not shaping the minds of people negatively.

5. Making Suitable Introduction

Introduction of news should be intrigued or to grab the attention of reader towards news. Sub-editor should focus on it while writing.

6. Rewriting Story

Sub-Editor can rewrite the story if he thinks story is against the moral and ethics of the press.

7. Breaking down the news reporting into parts.

A big news can be broken down into small chunks. To elaborate it clearly and accurately.

8. Objectivity

News that are selected for publishing should not propagate to any party or agenda. It must have a purpose.

9. Catchy and Spicy headlines

Headline should be design which persuade the the readers for reading

Question No. 1

Role of Radio in Pakistan areas to have shrunk, in an age of new media (social media) while this media is still relevant in developed world?

Ans.

Introduction

First device that all for mass communication was radio. Radio was started when printing media was on its peak. In earlier day, it was used to communicate between ships. It also used in world war II. During 60's expansion of radio to FM and AM programs, like rock, pop music. In 21st Century, radio reaches its greatest peak. Radio was used in mobile phones, cars etc. But the advancement in the technology social media, role of

of radio has been reduced.

Role of Radio in Pakistan

Shrunk due to New Media

Causes

1. Globalization of the world.

Emergence of new media (social media) world has become global village. We can get any time type of information, data entertainment, discussion of hot issues from any where of the world without wastage of time. It saves time of people and easy to access that's why role of radio has shrunk in Pakistan.

2. Visuals are attention grabber

As compare to audio, visuals have more attraction. Visuals content persuade the people to

watch content that amuse them
Some time only audio content,
mark. fed up us. New media
podcasts started to replace the
radio.

3. More Entertaining

New media is more entertaining.
It is specially effecting the minds
to young minds. By giving them
such content which only spoiling
the abilities of their mind and
damage their social values. Rather
than this reality, youngsters like
to watch tiktok, youtube, and
laughing at use less ~~videos~~. videos
and content and wasting their
valuabale time. To flourish the
social media lesser the role
of radio because people or
yung generation, do not want to
get quality content - in Pakistan.
They only want to watch Ducky
bhai cheaper content.

media has no importance. That United State which is super power of the world replace it media new media. United Kingdom which has ^{1st} largest colonies of the world they only use social media. Why they are still using the radio because for there it is also effective tool of communication with the people.

Strategies to utilize radio in Pakistan.

On Pakistan use of radio should promote because it can facilitate or entertain the blind people. Radio can play due role in natural disaster floods, earthquake, etc. heavy rainfall etc. Radio can broadcast educational programs by inviting expert in education field.

Radio can broadcast informative programmes for the farmers.

To promote the utilization of radio in developing countries like Pakistan, the Government should make policies and awareness programmes to create a sense how radio can play its role in social media age.

Conclusion

In nutshell, Radio is important tool of media, ~~use~~ to inform, to raise the standards of education, awareness, in Pakistan as it's playing due role in developed countries.

Question No 7

Introduction

Television is widely-used communication medium for broadcasting and receiving images and sound. Its importance rise in 20th century for up-to-date means of communication. It was the medium of learning and communication. When 1st Television came in Pakistan, its was necessary for education, economy and social set-up of the country. It emphasized on education. In developing country like Pakistan PTV was played important in today world it is also considered a big academy.

Causes of Pakistani Media Constantly ignored the for fostering Education

1. Deviate from the objectives

Television is starting to promote false or irrelevant material which deviate the TV from its original purpose which was to promote education and awareness in people of country.

2. Waste of time

TV is promoting such content which has no moral, ethical training like bol entertainment morning shows. They programmes mently effects the young people and these are cause of wastage of time.

3. Poor content

TV is presenting poor content make-up tips, glamour, dramas which are based on selfishness, only building the negative narrative of the people specially young one.

4. Agenda Setting

T.V, today is working as agenda setter - which only purpose to mould the youngsters mind according to their narrative.

5- Lack of religious & Educational programs

TV lags behind to promote religious and educational programs which was main purpose of T.V. Only few programs that is related to religion and education.

6- Work on Commercial lines

Today, purpose of television is to earn, TV channels is promoting favouritism i.e against political parties. For example Imran Khan has built or shaped the youths minds against other parties.

Practical Steps needed to use T.V to educate specially youth

① Skill development Programms

Govt. of Pakistan should promote and started skill development programs. like TVET experts can be invited to guide students

② E-Learning skills programme

It is the time of digital world, where e-learning will become part and parcel of life. T.V should organized such programmes which create awareness about e-learning like AIOU, VU etc.

③ Promote Online learning platform usage

Through T.V programmes we educate the youngs one how he can learn online instead of wasting their time on mindless context watching. For example ^{T.V} we can guide how they can earn through freelancing website.

4. Ban: Morning & other Shows

PEMRA should take action and stop morning shows and ^{T.V} arranges such program in which invited to expert of their fields.