

"Media is Fulfilling its responsibility despite the challenges it is facing"

## Outline

### ⇒ Introduction

#### Thesis Statement

Introduction the current low media output in Pakistan need to uplifting to improve media system. Such boosting effort has been necessitated due to continuous neglect of media sector and lack of different skills. Robust steps to reskill the Journalist community with updated information methods can support Pakistan's media system.

### ⇒ Crunch Paragraph

The media face various challenges to fulfill its responsibility in Pakistan.

- Lack of Professionalism in media.
- Lack of Financial Support to media.
- Lack of Transparency.
- Threats to media Channels.
- Compliance with laws/regulations.
- The media face challenge by Online Education.

### ⇒ There are some factors influence by media

- Important Role of Media in Pakistan
- The Politicisation of Social media in Pakistan

### ⇒ There are some way forward by the responsibility of media.

- Role of Media in Pakistan in developing process.
- Role of media in Pakistan to Raise Education Standard.
- Role of media in Promoting of Science and Technology in Pakistan.
- Role of media in Shaping public Opinions.
- Media must work on building Profile around Pakistan.

- Limitation or Check and Balance on Biased information.
- Media Should Promote Positive Attitude.
- Development media Literacy on a Global Scales.
- The bright future of media in Pakistan.

⇒ Conclusion

"By Giving People the Power to Share, we are making the world more transparent"

- Mark Zuckerberg

The eyes like Sentinel occupy the highest place in the body (Marcus Tullius Cicero). These lines by Marcus Tullius Cicero applied to the situation of media in Pakistan. Although they have a "eyes", they have not been equipped with enough skill to give this youth bulge. They do give the feelings of "highest place". Due to the continuous challenges of this segment of Pakistan's populace. It has highest place of body towards the progress of the country. Furthermore, media face many challenges in our society to full fill its responsibility in Pakistan. In the same way, some causes face by media like, lack of professionalism, financial support, transparency. Even so media face compliance with law and regulations and challenges with respect- positive attitude, online education. There are, some factors influences by media to despite its responsibilities in our society, economic and political system. So media play very effective role in our country. Consequences, some way forward of media in our country. Eventually, media play role as media developing process in Pakistan, raise education standard, promoting science and technology in Pakistan. Thus, media play role in shaping public opinion and it will do hard work to build profile around country. As a consequence, check and balance on biased information and, develop media literacy on a global

Scale. As a result, the bright future of media in Pakistan.

However, spread of media system has created both positive and negative impacts in the modern world. Expanding media is a blessing due to the wide range of benefits that it has provided to mankind by utilizing update information and controls its negative effects are also minimized challenges.

The lack of professionalism in Pakistani media. An important element in a media environment is the degree of professionalism and experience of journalists and other media practitioners, but recently, emerged from a highly restrictive political system will lack of many of the skills and professional standards of their counterparts in our country with a long history of media freedom. Independent professionalism has played an important part in pressuring dictatorship to open up the political space. However, these lack may present themselves in particular ways during elections. In this way, lack of professionalisms are facing many problems specially during election.

The lack of financial support also main challenge for Pakistan's media. In each case, that is building investment and scaling up with the growing business has always been sought for all types of media houses. These costs may a lot from human

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The lack of financial support also main challenge for Pakistan's media. In each case, that is building investment and scaling up with the growing business has always been tough for all types of media houses. These costs may a lot - from human

resources costs, to data storage and protection costs, to data collection and processing costs etc. Comprehensive part of media in our media industry. Due to lack of financial support Journalist- not increase their skills and survive also in the world. The financial support is easier to an extent- but, not everyone is ready to accept it with open minds.

The lack of transparency is a complex issue for media in Pakistan. There are various pieces that are transparency to be put together - what type of media is being used for advertising its include directly and indirectly too. As evidence lack of transparency, of contracts, advertising, handling of funds all retainment of personal and content in having on board the clients and producers have always been of concern to the media houses. This leads them to a whole separate accounting, from sales, to financial planning, its analysis, to finance management. The lack of transparency is to manipulate the system of procedure to poses a risk of slip-ups due to which an overall analysis gets affected.

The Pakistan's media face threats to media channels. The media hackers can easily hack into them and spread false information which may result in hurting the sentiments of lots of people and attract bad names to the media houses. There are various resources threats to media in Pakistan further, the attackers

may use fake post-link that may redirect the users to malicious websites and the users may be duped. Moreover, media channels faster and easier but so has the attacks as hacking of social media accounts are one of the most important assets of the media industry in the current scenarios, and the hackers can easily hack into them and spread false information. There are various instances where in these attackers pose themselves as employees of these media houses and loot them.

The media face challenge compliance with law in media industry. It is very difficult for the media industry to comply with all rules and regulations within the time limit and to act in accordance with all the laws that apply to them. The managing the finances to filling of return and reporting expectations with (SEBI) and such other authorities. The media local laws that regulate the lease of the premises, electricity and other requirements and legal compliance is very important as it prevents the organizations from law suits and damages. The media face by compliance challenges in media industry but, it is not easy to identify them since the laws are evolving.

The online education is also challenge for media. The during the lockdown due

to COVID-19, alternatives had to find an alternative. All the institutions shifted to digital classes through Zoom, Cisco webex, etc. The problem with going digital is since there are so many participants, in this case, not possible for everyone to afford the online system for online education.

"Alone we can do so little together we can do" by (Hallen Keller). The one education challenge for specially, the professors, are not very well versed with technology. The online education has instance where students while holding their identity, harass the professors online, the supervisors have misused the personal information of the students. The online education challenges for media as well as for teachers and students during COVID-19. There are lot of ways that the students have devised to cheat and its result affected as compete to physically.

The media play a very vital role in our country. The media create an intellectual environment in our society and it is fundamental important in our country. Media create academic, logical, political, social environment, economical and different role play in our country. It is seen in newspaper, television and technological gadgets. The media also play an important role in 21 century to poses new opportunities. Media supplying readers with truthful and authentic news.

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is vital for societal growth. The media provides information to actors throughout Society allowing them to participate in the decisions and debates that shows their lives, like newspaper, Television, Social media Apps etc. The media role give us up to date information and very informative through different resources.

The politicisation of Social media in Pakistan has impacted the various aspects of politics and Society. Social media has provided an interactivity to engage with their followers and mobilize them for their political gains. However, with all these facilitations provided by Social media, there have also emerged certain challenges to tackle news, misinformation, and propaganda which keeps on spreading and amplification of extremist narratives. Politicization of Social media for positive political participation, multi-pronged efforts are required and Pakistan can navigate the challenges and embrace the opportunities and benefits, provided by the politicization of Social media (Dawn article, July 27, 2023). The politicisation of Social media need to promoting digital literacy, and implementing robust regulation and embrace the opportunities provided by the politicization of Social media.

The role of media in the development process will play a key role. In Pakistan some channels are playing responsible role, because they are trying to promote a positive image when we try to spread confusion or bad news every time there will be negative thoughts among people who watched TV programs regularly. Hence, development-process media also motivated to individuals, commoners, decision-makers and statements. on the other hand, all successive governments in Pakistan have tried to cage the media. "The press and publication ordinance (PPO) was promulgated in 1962" by Gen: Ayub Khan to control and cage them. The media has played very effective role for promoting media in Pakistan through different sources.

The role of media to raise education standard in Pakistan. The media play vital role to raise education standard and trends to develop new things can be important through media, and people aware of all latest happening in Pakistan. The media spread and raise online education through different social media apps. The education standard developed new information through different sources and update on different online app to motivation for others country peoples. The media is always available for any kind of information at any time. For example, If we need to invest

in some education sector then we need to figure out what are the conditions of that, particular department in current market, so media tells us about it. ([www.talibim.pk](http://www.talibim.pk), 2021)  
The media always try to raise education as possible from different resources and try to aware new updated information for us.

The media play very important role in promoting science and technology. The science and technology are part of our life and both are linked with society and also develop in their field are essential for the overall progress of mankind. As research in science has paved a path of many brilliant inventions and discoveries, and technology lies in its manifold benefits to society. The science and technology advancement in its field have revolutionized human life. There are provided an impetus to the both field, and the physical and communication frontiers advancement of science and technology of nation states, as articulators of national identity, promoting campaigns for the various disciplines of science and technology through discussion and analysis of recognized national priorities. The media promote the science and technology in different advancement level sectors including nation states.

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The media plays a central role in information and growing public opinion. The people rely on media such as television, the press and online to get news and updates. It does tend to have the power to shape public opinion, specially over major topics such as education and religions. Audiences form their beliefs and attitudes, either by themselves or with others, in response to media messages. The media has massive responsibility in providing factual coverage or stereotypes, encourage generalizations or spread misinformation. According to "Lumen Learning" two basic assumptions underline most research on agenda-setting: one, that the press and the media don't reflect reality, they filter and shape it, and two, that media concentration on a few issues and subjects lead the public to perceive those issues as more important than other issues. In this case, media play very effective role to shaping public opinion or through different research agenda setting.

The media work on building profile around Pakistan. The use of internet or own a smart-phone continuous to expand in developing country. When it comes to social media use, people in emerging and developing markets are fast approaching level seen in more

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advanced economies reach the upper bounds of internet penetration: In this case, the media digital divide continues to narrow between wealthy and developing nations. Social media use has also increased in emerging markets across Pakistan, However, these media channels who developing countries often use turn out to be more likely than their counterparts in advanced economies to network via platforms like Facebook, Twitter, Instagram. With in country, too, digital divides persists, the media use different tools and techniques to promoting or building profile around country.

The very important - Check and balance on bias information for media, hence implies a pervasive or widespread bias Contravening of the Standards of journalism, rather than the perspective of an individual journalist. Practical limitations to media neutrality include the inability to journalists to report all available stories and facts, and the requirement that selected facts be linked into a coherent narrative. The media has the ability to influence politicians of power to influence the media. The media bias information introduced by the ownership of media, including a concentration of media ownership, the subject selection of

of staff, the perceived preferences of an intended audience. The check and balance media bias information. Although, a lot of media contains unconscious bias, where journalists may be met with practical limitations to neutrality such as lack of access to all the facts, and media also regularly contains explicit bias.

The media literacy is best imparted to develop at global level. Hence, the media literacy curriculum at primary, secondary and higher education levels, in the 21 century, citizens will need this essential skill and development of which must be integrated across all other disciplines. Media literacy lies with major digital platforms themselves: The pressure of the 24/7 news cycle, lack of ongoing professional training, and resource constraints as lack of ongoing professional training, and resource constraints: No doubt, there is a balance to be struck, but empowering people to make sense of their information. Saturated world is the only way forward (Dawn articles December 14, 2020)

The media should be promote positive attitude or attitude in our society. Hence, emerging social media platforms such as Twitter, and its

Chinese equivalent weibo have become important in information sharing and communication. Furthermore, the three stages found that are obedience, resistance, and acceptance with different mechanisms. The attitude of individuals change is a positive way. Therefore, according to the "China internet network" information center 2019, the number of weibo users had risen to 337 million by June 2020, most people realize that social media posts potentially change various aspects of the attitude of people. media promoting to positive attitude, However, individuals tend to maintain a stable attitude rather than one that shifts easily. media use different strategies to promote positive attitudes. ⇒

The media play a bright future role in Pakistan. The bright future ahead as private media employing new technologies, and the cable TV network is being converted into digital technology. major newspapers have launched their own channels and converted their dailies onto internet online availability. Furthermore, of the media and more young females are joining the media that can bring a better soft image for the media and the country. The future of media and the country is continuously to turn to digital advances.

for entertainment-news, and business, which translates to major opportunities for businesses. According to the Pew Research Center (PRC), the digital media industry continues to grow, with about 86% of Pakistan adults consuming some of these news online. The bright future of media will be stronger and would have more maturity, responsibility and professionalism.

In summation, media is fulfilling its responsibility and despite the challenges it is facing in Pakistan. It has cast adverse impacts on our society. In the current situation, there are present dual challenges: to contain the spread of various fake websites and softwares. At the national level, there is need to tackle the problems like, lack of professionalism, financial support and transparency, as well as politicisation of social media in Pakistan. The media playing very essential role in our country. Moreover, some remedies to tackle the challenges are improve science and technology and build media in Pakistan. By acting out the suggested remedies mankind can surely overcome and media can again be set on the path to progressive in Pakistan.