



International Journal of Asian Social Science

journal homepage: <http://www.aessweb.com/journal-detail.php?id=5007>



ATTITUDE OF SENIOR JOURNALIST IN PAKISTAN AND PERCEPTION TO THE MODERN AND TRADITIONAL JOURNALISM IN PAKISTAN

Masumah Esmaeily Ponkey¹

ABSTRACT

In this article we will discuss the introduction of journalism and its history, specifically When journalism start in Pakistan, what is the traditional and modern journalism, attitude of senior journalists towards mass media in Pakistan ,What problems journalists are facing in Pakistan, perception of journalism in Pakistan, how can journalist can improve their work in Pakistan and final conclusion.

Key Words: Journalism, Traditional journalism, Modern journalism,

INTRODUCTION

Journalism is the practice of [investigation](#) and [reporting](#) of events, issues and [trends](#) to a broad audience in a timely fashion. Though there are many variations of journalism, the ideal is to inform the intended audience. Along with covering organizations and institutions such government and business, journalism also covers cultural aspects of society such as arts and entertainment. The field includes [editing](#), [photojournalism](#), and documentary. In modern society, [news media](#) have become the chief purveyor of information and opinion about public affairs; but the role and status of journalism, along with other forms of [mass media](#), are undergoing changes resulting from the [Internet](#).

“Journalism is storytelling with a purpose. That purpose is to provide people with information they need to understand the world. The first challenge is finding the information that people need to live their lives. The second is to make it meaningful, relevant, and engaging.”

¹ Department of communication and journalism

The journalistic principle of engagement and relevance means exactly that – journalists are asked to present the information they find in interesting and meaningful ways, but without being overly sensational.

According to *The Elements of Journalism*, a book by [Bill Kovach](#) and Tom Rosenstiel, there are nine elements of journalism. In order for a journalist to fulfill their duty of providing the people with the information, they need to be free and self-governing. They must follow these guidelines:

1. Journalism's first obligation is to tell the truth.
2. Its first loyalty is to the citizens.
3. Its essence is discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.
7. It must strive to make the news significant, interesting, and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.

In the April 2007 edition of the book, they added the last element, *the rights and responsibilities of citizens* to make it a total of ten elements of journalism.

HISTORY

[Johann Carolus's](#) *Relation aller Fürnemmen und gedenckwürdigen Historien*, published in 1605 in [Strassburg](#), is often recognized as the first [newspaper](#). The first successful English daily, the [Daily Courant](#), was published from 1702 to 1735.

The history of journalism, or the development of the gathering and transmitting of [news](#), spans the growth of technology and trade, marked by the advent of specialized techniques for gathering and disseminating information on a regular basis that has caused, as one history of journalism surmises, the steady increase of "the scope of news available to us and the speed with which it is transmitted." The invention of the [movable type printing press](#) by [Johannes Gutenberg](#) in 1456, led to the wide dissemination of printed books. The first printed periodical was [Mercurius Gallobelgicus](#); written in Latin, it appeared in 1594 in [Cologne](#), and was distributed widely, even finding its way to readers in England.

During the Penny Press era, news consisted of little political debate and much human interest appeal. Stories focused on sex, violence, and features instead; they were sensational and engaging, but not always especially relevant to their readers' lives. In 1851, however, the *New York Times* was founded, declaring its commitment to objective and reasoned journalism, and the swing

toward the relevant side began. To aid that shift, the inverted pyramid style was developed in response to the strategic destruction of telegraph wires during the Civil War. Journalists had to transmit the most important, or relevant, information first in case the transmission was cut short. This style was then carried through into the post-war era.

At the beginning of the twentieth century, even Joseph Pulitzer's notoriously 'yellow' *New York Sun* had become more literary. By the 1920s, though, objective style was beginning to be questioned. Objectivity presented only the facts, the relevance parts, without any commentary or color, and the world was becoming too complex for information alone. Parallel to the rise of radio, interpretive journalism was born to help explain what was happening.

During the *USA Today* era of the 1980s, news was increasingly being produced by companies outside of journalism, and a resurgence of primarily engaging news began. Radio and television had long since replaced newspapers as the dominant news sources, and papers began to add more feature-centered sections. When the industry addressed its readership losses, rather than addressing this substitution of entertainment for content, it focused on cosmetic solutions such as layout, design, and color, thus continuing the decline of relevance in newspapers. To illustrate, a study by the Project for Excellence in Journalism found that news magazines such as *Newsweek* and *Time* were seven times more likely in 1997 to share a cover subject with an entertainment magazine like *People* than they had been in 1977. Whereas in 1977 those covers would have contained a political or international figure 31% of the time and a celebrity or entertainment figure only 15% of the time, in 1997 political figures were down to about 10% of cover stories, and celebrities were up to about 20%.

History of Pakistan Journalism

In 1947 when the British agreed to partition British India into the two self-governing countries of India and Pakistan, only four major Muslim-owned newspapers existed in the area now called Pakistan: *Pakistan Times*, *Zamindar*, *Nawa-i-Waqt*, and *Civil and Military Gazette*, all located in Lahore. However, a number of Muslim papers moved to Pakistan, including *Dawn*, which began publishing daily in Karachi in 1947. Other publications moving to Pakistan included the *Morning News* and the Urdu-language dailies *Jang* and *Anjam*.

By the early 2000s, 1,500 newspapers and journals exist in Pakistan, including those published in English, Urdu, and in regional languages; and the press remains strong and central to public life in spite of government efforts to control it.

The media in Pakistan dates back to pre-partition years of British India, where a number of newspapers were established to promote a communalistic or partition agenda. The newspaper *Dawn*, founded by Quaid-e-Azam and first published in 1941, was dedicated to countering "anti-Muslim propaganda" and promoting for an independent Pakistan. The conservative newspaper,

Nawa-e-Waqt, established in 1940, was the mouthpiece of the Muslim elites who were among the strongest supporters for an independent Pakistan.

In a sense, Pakistani print media came into existence with a mission to promulgate the idea of Pakistan, which was seen as the best national option for the Muslim minority in British India and as a form of self-defense against suppression from the Hindu majority. The need for self-defense runs deeply in Pakistani identity due to the pre-independence role as a minority and a victim; the genocide-like violence of the partition days; and defeat in three wars. The Pakistani army is one of the caretakers of this identity and it is seen as the defender of the national identity which has beside alertness/hostility towards India, the national religion, Islam: and the national language, Urdu, as its cornerstones.

The emphasis on Islam as a major pillar of national identity has led to an alliance between the custodians of Islam, the religious leaders with the military, the civil bureaucracy, and the intelligence services. This nexus of these national guardians has had a huge influence on Pakistani media as they tried to use or control media to defend their interests and the national identity.

Religious leaders have promulgated blasphemy laws that have curbed freedom of expression, the intelligence services have manipulated the media, and the civil bureaucracy have been used to control the media through its administration of media laws, licensing and placement of public funds for ads. The various military regimes in Pakistan have had a special interest in controlling the media, and have been behind many of the media laws used to censor the media.

The first step in introducing media laws in the country was done by the then military ruler Field Marshal Ayub Khan who promulgated the Press and Publication Ordinance (PPO) in 1962. The law empowered the authorities to confiscate newspapers, close down news providers, and arrest journalists. Using these laws, Ayub Khan nationalized large parts of the press and took over one of the two largest news agencies. The other agencies were pushed into severe crisis where they had to seek financial support from the government.

Pakistan Radio and TV, which were established in mid-1960's were also brought under the strict control of the government. More draconian additions were made to the PPO during the reign of General Zia Haq in the 1980's. According to these new amendments, the publisher would be liable and prosecuted if a story was not to the liking of the administration even if it was factual and of national interest. These amendments were used to promote Haq's Islamist leanings and demonstrated the alliance between the military and religious leaders. Censorship during the Zia years was direct, concrete and dictatorial. Newspapers were scrutinized; critical or undesired sections of an article censored. In the wake of Zia Haq's sudden death and the return of democracy, the way was paved to abate the draconian media laws through a revision of media legislation called the Revised PPO (RPPO). From 2002, under General Musharraf, media faced a decisive

development that would lead to a boom in Pakistani electronic media and paved the way to it gaining political clout. New liberal media laws broke the state's monopoly on electronic media. TV broadcasting and FM radio licenses were issued to private media outlets.

The military's motivation for liberalizing media licensing was based on an assumption that Pakistani media could be used to strengthen national security and counter the threat from India. What prompted this shift was the military's experience during two past confrontations with India. One was the Kargil War and the other was the hijacking of the Indian Airliner by Pakistani-based militants. In both these instances, the Pakistani military felt that it had lost the media war to India. The government, intelligentsia, the security agencies and the military were of the view that Pakistan was left with no options to reciprocate because its electronic media were inferior to that of India. Better electronic media capacity was needed in the future and thus the market for electronic media was liberalized.

The justification was just as much a desire to counter Indian media power, as it was a wish to set the media "free" with the rights that electronic media had in liberal, open societies. The military thought it could still control the media and harness it if it strayed from what the regime believed was in the national interest – and in the accordance with its own political agenda.

This assessment however proved to be wrong as the media and in particular the many new TV channels became a powerful force in civil society. Media became an important actor in the process that led to the fall of Musharraf and his regime. By providing extensive coverage of the 2007 Lawyers Movement's struggle to get the chief justice reinstated, the media played a significant role in mobilizing civil society. This protest movement, with million of Pakistanis taking to the street in name of an independent judiciary and democratic rule, left Musharraf with little backing from civil society and the army. Ultimately, he had to call for elections. Recently, due to a renewed interplay between civil society organizations, the Lawyers' Movement and the electronic media, Pakistan's new President, Asif Zardari had to give in to public and political pressure and reinstate the chief justice. The emergence of powerful civil society actors is unprecedented in Pakistani history. These could not have gained in strength without the media, which will need to continue to play a pivotal role if Pakistan has to develop a stronger democracy, greater stability and take on socio-political reforms.

"The only hope for Pakistanis is that the media will continue to mobilize people. The media have done a great job, even if they are at times very unprofessional, and have to come to term with the limits between journalism and political engagement"⁹, says Christine Fair, Pakistan analyst at Rand Corporation. Whether Pakistan's media, with its powerful TV channels, is able to take on such a huge responsibility and make changes from within depends on improving general working conditions; on the military and the state bureaucracy; the security situation of journalists; media

laws revision; better journalism training; and lastly on the will of the media and the media owners themselves.

GENRE

Advocacy journalism - writing to advocate particular viewpoints or influence the opinions of the audience.

Broadcast journalism - writing or speaking which is intended to be distributed by radio or television

broadcasting, rather than only in written form for readers

Investigative journalism - writing which seeks to add extra information to explain, or better describe the people and events of a particular topic.

Tabloid journalism - writing which uses opinionated or wild claims.

Yellow journalism (or sensationalism) - writing which emphasizes exaggerated claims or rumors.

Traditional Journalism

“...in the still-evolving conventions of this young medium, we should embrace the enduring standards and values of traditional journalism: editorial integrity, balance accuracy, respect for others and fairness.” (J.D. Lasica)

Journalism is communication through any means that enables two things – a. the transmission of factual information about all factors that make up society, and b. validation, authentication and discussion of opinions, beliefs and commentary.

Will Traditional Journalism Be Dead In 15 Years?

The most appropriate way to approach the question “Will traditional journalism be dead in fifteen years?” is to begin with defining what traditional journalism is. In my opinion, one of the main reasons so many people are predicting such a negative future for journalism is because they are confusing traditional journalism with traditional technology used by journalists. My argument is that over the next fifteen years, traditional journalism will dramatically due to new technology, but will not die.

There is much debate about the definition of journalism. Dean Kruckeberg and Katerina Tsetsura wrote that “we can be no more precise than to argue that journalism is what journalists do.” A more descriptive definition can be found at Wikipedia.org, where they define journalism as “a discipline of collecting, analyzing, verifying, and presenting information gathered regarding current events, including trends, issues and people.”

If this is what journalism is then the medium with which it is delivered is not important. If we look at this definition of journalism, despite the major changes in media over hundreds of years, it has

remained the same throughout history. If the journalist researches and presents the information, then it does not matter where or how they present the information, as long as it is presented on an accessible medium that the public can engage with. Threats to Traditional Journalism: Blogs and

Citizen Journalism

“In the eyes of many journalists, blogs are poorly written, self-absorbed, hyper-opinionated, and done by amateurs.”(Tom Regan). Blogs, and what is commonly called citizen journalism, are causing much anxiety in the world of journalism. The fear is that with so many sources of information available people will turn away from traditional news agencies and professional journalists as their primary source of news and information.

Blogs (or web logs) are online diaries where the writer (or blogger) can write their opinions and ideas on whatever they want and also link to other sites and information they find interesting. The fear of blogs threatening journalism comes from the journalistic nature of some blogs. Searching the word “news” on Blogger.com, one of the most (if not the most) popular blogging site on the internet gives you over 57 million posts. But more so it is the popularity of blogs and blogging that is getting people worried. In 2003, during the gulf war in Iraq, the blog “Dear Raed” written daily by an Iraqi living in Baghdad going by the nickname Salam Pax (who was later nicknamed the "Baghdad Blogger") was read by thousands of people worldwide and even picked up by worldwide news organizations.

In the United States there are many examples of how blogging has affected journalism and the way journalists work directly. As Tom Regan reported one of the most well known occasions was the case where a Republican Senator, Trent Lott, made a comment about how America would have been better off if, in 1948, voters had elected the then segregationist presidential candidate Strom Thurmond. Following his speech not one news outlet picked him up on his significantly racist remark, for many days however, bloggers had been incessantly nagging about his comments and making them an issue until the mainstream media picked the story up.

When blogs start to effect the “real news” in this manner journalists get suspicious and defensive, not only about their jobs, but also because of the moral and ethical considerations that journalists have to take into account when reporting that bloggers may not. As Jan Schaffer sarcastically put it “Hey, they are not reporting ‘news;’ they don’t know the ‘rules’ and, of course, they are not producing ‘quality journalism.’”

However, in my opinion, journalists have nothing to worry about when it comes to threats from bloggers and citizen reporters. In Columbia University’s Graduate School of Journalism’s ‘State of the News Media 2006’ report they state that in the blogs that they looked at in their research only 1% of posts involved a blogger conducting an interview and only 5% involved any original research. As Tom Regan states “people want reliable news sources” and many blogs are far from

reliable or credible. I believe that although they may be popular and may on occasion raise issues that may otherwise not be raised, people will still go back to the news outlets and the “real journalists” for their news. In the example above about Senator Lott, the bloggers only pushed the issue until the “real news” picked it up.

Sales of newspapers have been declining steadily for over the last decade, in the United States “1.8m fewer national dailies and 2.9m fewer Sunday papers are now sold than a decade ago.” With the new, seemingly cheaper medium of the internet providing news, faster and more conveniently than ever many people fear the end of journalism may be near. However some commentators still believe that there is room for coexistence of the two mediums. At “The Future of Print Journalism in the Digital Age” conference in Cambridge there was a “consensus” that “print media will survive alongside burgeoning electronic media”.

Whether print journalism survives or not however, is not the issue. The issue is whether traditional journalism will survive, and as, journalism is independent of its media. The media landscapes is changing dramatically

Ethics of Modern Journalism

“Every news organization has only its credibility and reputation to rely on”.

Tony Burman, ex-editor-in-chief of CBC News, The Globe and Mail, October 2001

Journalism is a profession related with the dissemination of news and views and as such journalists should work out of motivation and idealism for the truth, and journalism ethics should be about aspirations and goals rather than minimum standards. The difficulty is that ethical journalist’s first need to be moral journalists; and to be moral journalists they must first believe in some kind of overriding of conduct and belief. Professional ethics should make all aware of the need for aspirations and principles rather than rules. By emphasizing the importance of personal integrity and collective concern for serving the public's right to know the result will be a cohort of journalists who will actively seek the best possible journalism. A clear and unequivocal emphasis on duty, responsibility and the vital role played by the media in a democratic society should make it abundantly clear to all journalists what sort of behavior is expected from them.

Position

There is a greater pressure to conform: the possible loss of job; harassment by the government, or threats of prosecution for subversion of so-called state secrets. There are other pressures on journalists: from family, peers and from the hierarchy of authority within their own organizations. The climate of self-censorship is often set not by governments but by senior editors, publishers and proprietors. Their position on these matters becomes the tacitly accepted benchmark by which to judge, what stories to be covered and how they are covered. Journalists and editors can often find themselves being wooed by authority and businessmen by being offered favors and benefits, with some editors and reporters favored by politicians.

Basic ethical principles transcend media forms and issues. The end result is that every journalist will be able to make a responsible decision alone. The primary objective of every professional journalist is to find and report the truth. Journalism ethics always demand honesty, fairness and courage in gathering, reporting, and interpreting accurate information. American Society of Professional Journalists (ASPJ) points out, "Journalist should conscientiously gather as much information as possible so they in turn can inform, engage, and educate the public in clear and compelling ways on significant issues. This goal includes giving voice to the voiceless and holding the powerful accountable."

Acting independently, the second goal of the ethical professional journalist requires that all journalists try to vigorously guard the essential stewardship role that a free press plays in an open society. It also requires journalists to remain free of associations and activities that might compromise journalists integrity or damage credibility. The basic philosophy of ethics should be concerned with truth, freedom of expression, objectivity, honesty of reporting, belief in fairness and the rule of privacy. Even democracy is an ethical, moral term, since it is concerned with the right or the best form of social and political organization. Ethics is inseparable from journalism, the problem with ethics as a governor of the procession is that it can be used for control. All governments try to censor and control media. Owners use press as a means of satisfying their own lust for power and wealth. Even consumers often try to censor the watchdogs of democracy and freedom by their complaints or pressures. The discussions about journalism ethics are centered on serious matters: propaganda, sexism, racism, homophobia, personal unjustified attacks, deception, and betrayal of confidences and invasions of privacies. These are all matters of reprehensible unethical and unacceptable conduct. They all detract from the primary purpose of newsgathering and news reporting the truth.

Journalists should always remember that freedom is about choice, and choice is about making 'right' or 'wrong' decision. In other word, the freedom of the press is precisely about the freedom to make a mistake. The best way to show the importance of ethics in the profession is to adhere to a set of guidelines or code of conduct. Take privacy, for example. A journalist might have the highest regard for the right to privacy, but claim that some information about a politician doesn't qualify for his protection. The question then arises: does the end justify the means? A code of conduct, with regulations and guidelines by the journalists themselves is probably the solution.

Proprietors invariably seem to safeguard their position through the appointment of an editor who shares or accepts their opinions on general policy. The same applies in the relationship between newspapers and the state. The task of a good editor is to allow journalists to write without any conflict with their own principles or knowledge of the facts. This is editorial independence, and it sometimes means independence of complaint. There is never a good reason for not reporting a story simply because of reader or viewer complaint. However, as the battle for circulation increases and money gets tighter pressures on editors increase to erode journalistic standards on matters of

truth, accuracy and ethical acceptability. Commercial decisions of marketing and the publisher's responsibility easily overlap with editorial requirements.

Sensitive

Thus, all professional Journalists should be honest, accurate and disclose all essential facts. They should never suppress facts or distort them and never allow personal beliefs or commitments to change the story. They must be sensitive and discreet at times of grief and trauma. They should not use their position for personal gain. The ethics of the modern journalists can be summed up in one word: truth.

WORST TRUTHS ABOUT MODERN JOURNALISM

The Stories That are Published are the Stories that Sell

The reason you're more likely to read about a shooting spree than a library opening is because with dwindling resources, broadcasters and print publications must devote their time to stories that will grab the most attention. Hyper local sites like Every Block have stepped up to fill the void, but the phrase "if it bleeds, it leads" has never been truer.

Many Stories are not Copy Edited

In the age of layoffs and buyouts, many of the first people to go in the newsroom are the copy editors; the people ensure that published stories are accurate and well-written. Without copy editors, many stories, especially those that appear online, are being published without first being checked for spelling and grammar. These errors are becoming even more frequent and are a mark of credibility against the news outlet.

Many Stories Come From Wire Services

Years ago, newspapers were brimming with stories written by staff reporters about national and international issues. As these reporters are being downsized, more of the national stories that appear in the local paper are written by wire services like Reuters and the Associated Press, meaning a lack of diverse voices covering any given issue.

Some Journalists are Driven by Awards

The great majority of journalists gravitate to the profession to spread the news to as many people as possible and enlighten the communities they cover. There are also some journalists who write stories not for readers, but with the intent of winning big name awards like Pulitzers and Emmys. Though they may not openly admit it, some stories are written to gain the adoration of other journalists rather than to empower readers.

Journalists are Biased

There is no such thing as unbiased...it is humanly impossible. While journalists often strive to make sure their stories are as unbiased as possible, many cover particular subjects or issues because they feel particularly strong about them.

Some Journalists Use Wikipedia

Although the use of Wikipedia is frowned upon in many newsrooms because of its perceived unreliability, many reporters do use the wiki as a source and unverified facts that appear on the site sometimes make their way into news stories. Such was the case with the obituary of French composer Maurice Jarre. Many newspapers published a quote found on his Wikipedia page that was never uttered by Jarre himself, but was added to the page by a then 22-year-old university student.

There is no Big Conspiracy

Not so much an ugly truth, but a truth some refuse to accept. There are a growing number of critics who decry the media for collectively and intentionally pushing either the liberal or conservative agenda (which agenda depends on who you ask). The truth is such a coordinated effort does not exist and most publications are made up of individual journalists with a wide of variety of interests and (you guessed it) political leanings.

Many Journalists Have Side Projects

In the golden age of journalism, reporters could dedicate themselves exclusively to their work in the newsroom when there was no fear of being sudden layoffs. But when a pink slip could come at a moment's notice and paychecks are becoming increasingly smaller, many more journalists are writing books, creating blogs, consulting, and anything that can build their personal brand or bring in a few extra dollars.

Entertainment Stories Rule

When journalists lament the "death" of journalism, they are often referring to the big investigative pieces that expose politicians and bring to light previously uncovered issues. The reality is, the most popular stories on news sites are often not investigative pieces, but entertainment stories and celebrity news. Paris Hilton can often drive more traffic than the president.

No One has the Answers

Everyone is looking for the savior of journalism and the solution to the industry's problems. Social networking, pay walls, restructuring and micropayments have all been suggested as the key to saving journalism, but anyone who says they have a definite answer is delusional or misinformed. Together we will try to do everything to ensure journalism's future, but what exactly that magic solution is remains to be seen.

Pakistan Federal Union of Journalists

The Pakistan Federal Union of Journalists often referred to as The PFUJ is the first journalistic association of South Asia, representing journalists of an entire country; Pakistan. PFUJ was established in 1950 and is associated with the International Federation of Journalists IFJ.

PFUJ is an independent body having its own constitution, accountability process and code to check into capacity of a journalist or his/her report.

Mission Statement

Pakistan Federal Union of Journalists (PFUJ) is arguably South Asia's first association representing the journalists of an entire country. To its credit, more than 60 years since its inception it has always stood out as a symbol of freedom of speech. The battles it waged for press freedom and for a democratic dispensation in the country will always remain etched in the collective memory of Pakistanis.

To this day, PFUJ remains committed to the ideals for which it was established in 1950. Set up primarily to work towards a better working environment for Pakistani journalists, it didn't remain isolated from the struggles and campaigns launched by the civil society. In fact, it was in the vanguard whenever sacrifices needed to be made and freedoms were to be won.

List of Pakistani Journalists

Ansar Abbasi	Mosharraf Zaidi	Moeed Pirzada
Hasan Abidi	Fasi Zaka	Yasi Pirzada Ahmad
Munawar Abro	Iqbal Zuberi	Nadeem Qasmi
Saadia Afzaal	Nasira Zuberi	Haider Qureshi
Ahfaz-ur-Rahman	Zulfiqar Shah	Sadia Qureshi
Ahmad Bashir	Zulfiqar Shah Kohat	Mumtaz Hamid Rao
Iftikhar Ahmad	Jawed Iqbal	Ahmed Rashid
Ahmed Tamjid Aijazi	Khawaja Zafar Iqbal	Rauf Klasra
Akhtar Jamal	Zafar Iqbal (poet)	Murtaza Razvi
Maulana Mahboob Alam	Javed Jabbar	Sherry Rehman
Malik Barkat Ali	Jahangir Wasim	Abdost Rind
Somy Ali	Orya Maqbool Jan	Raza Rumi
Ayaz Amir	Nusrat Javed	Sabahat Ali
Rais Amrohvi	Kh. Abdul Samad Wani	Arman Sabir
Imran Anwar	Khaled Ahmed	Saleem Safi
Aqeel Jafri	Hayatullah Khan (journalist)	Tariq Ismail Sagar
Imran Aslam	Kamran Khan (journalist)	Ghazi Salahuddin
Abbas Athar	Zafar Ali Khan	Syed Saleem Shahzad
G.R.AWAN	Saadat Khiyali	Farrukh Saleem

Gul Ayaz	Omar Kureishi	Junaid Saleem
Sheikh Younas Azam	Maliha Lodhi	Ahmad Salim
Rehman Azhar	Yusuf Lodhi	Sohail Sangi
Wali Khan Babar	Aijaz Ahmad Mangi	Marvi Sirmed
Ayesha Bakhsh	Syed Asim Mahmood	Shaheen Sehbai
Idress Bakhtiar	Syed Qasim Mahmood	Ehsan Sehgal
Nargis Baloch	Majid Nizami	Najam Sethi
Siddiq Baloch	Javed Malik	Bina Shah
Mujahid Barelvi	Nadeem Malik (Pakistani journalist)	Pir Zubair Shah
Asma Barlas	Mehruddin Marri	Reba Shahid
Riaz Batalvi	Anthony Mascarenhas	Riaz Shahid
Haleem Brohi	Shahid Masood	Mehmood Sham
Meher Bukhari	Shireen Mazari	Anis Shiekh
Asma Chaudhry	Mazhar Abbas	Ayesha Siddiqi
Javed Chaudhry	Amir Mir	Kamal Siddiqi
Umar Cheema	Hamid Mir	Sohail Rashid
Ardeshir Cowasjee	Jugnu Mohsin	Abid Qaiyum Suleri
Jan Dashti	Saima Mohsin	Z. A. Suleri
Eqbal Ahmad	Muhammad Bux Johar	Tahir Mirza
Alys Faiz	Muhammad Izhar ul Haq	Owais Tohid
Shahnawaz Farooqui	Muneeza Shamsie	
Sadaf Fayyaz	Munir Ahmed Shakir	Surendar Valasai
Zaib-un-Nissa Hamidullah	Abdullah Muntazir	Sohail Warraich
Mohammed Hanif	Muqtada Mansoor	Waseem Ahmed (journalist)
Irshad Ahmed Haqqani	Nadira Naipaul	Daniyal Waseem
Agha Iqrar Haroon	Asieh Namdar	Rahimullah Yusufzai
Khalid Hasan	Nasim Zehra	Muhammad Ismail Zabeeh
Mehdi Hasan (journalist)	Nasir Baig Chughtai	Mahbub Jamal Zahedi
Altaf Husain	Naveen Naqvi	Zahida Hina
Irfan Husain	Zarqa Nawaz	Ehsan Ilahi Zahir
Saneeya Hussain	Zamir Niazi	
Talat Hussain (news executive)	Hassan Nisar	
Mian Iftikharuddin	Hameed Nizami	
Choudhry Inayatullah	Sharmeen Obaid-Chinoy	
Aftab Iqbal	Ayaz Latif Palijo	
Javed Iqbal (anchor)	Nadeem F. Paracha	

Problems Face by Journalists in Pakistan

Ideologically speaking, our newspapers believe in commitment to truth, public and national interests and upholding the interests of the weak against that of the oppressor.

However, the survey has revealed that most newspapers do not pay the rural journalists. Urban journalists are not better off either. Only 34 per cent are paid according to the Wage Award, while the rest are compelled to work on temporary, contractual bases. Only 44 per cent of the urban journalists earn between five to eight thousand rupees monthly. Mere 15 per cent of the urban journalists earn over eight thousand rupees. As many as 43 per cent of the urban journalists are compelled to receive financial help from their family members. As many as 58 per cent of the urban journalists said they would join any other profession in case of a higher salary. Only 14 per cent have expressed satisfaction with their incomes. Owing to these financial constraints, most of the journalists experience severe social and financial dissatisfaction. Rural journalists have to work on a voluntary basis. They get rare opportunities to train themselves, in order to improve their professional capabilities. There can be no two opinions on their importance. Dynamic and prosperous rural journalists are needed to bring in awareness and progress in the rural areas. There are no newspapers or institutions to train district correspondents in collecting, shaping and emphasizing news. Only satisfied and committed newsmen can be expected to alleviate the sufferings of the rural population and introduce the much-desired progress at the grassroots level. In small cities and towns, a living can be made by merely possessing a press card. Urban journalists use the miraculous powers of the press card to a lesser degree. The Press card can become a tool of corruption in the hands of the unscrupulous elements. The government, newspapers and various journalists' forums are doing nothing to encourage the upright journalists.

Most journalists face severe social and financial problems, but some have made millions. The delicate issue of press freedom cannot be left to the whims of the government or the state. A free press is the only forum that can effectively help solve the problems of a nation plagued by abject poverty, illiteracy, unemployment, environmental pollution, human rights violations, gender discrimination and child labor. Only a free press can voice the problems of millions and millions of the oppressed.

Every Pakistani journalist has the obligation to expose the oppressors and beneficiaries of injustice and corruption. The duty of the Press becomes all the more missionary in a country with a highly unstable and unpredictable political mechanism. The Press is the only obstacle in the way of the corrupt. And it is a pity that Pakistani journalists are facing problems that affect their ability to serve the country and its 130 million people.

Newspapers are heavily dependent on advertising revenue as income. Government agencies are the largest advertiser; accounting for 30 percent of all advertising in national newspapers. The government has considerable leverage over the press through its substantial budget for advertising

and public interest campaigns, its control over newsprint, and its ability to enforce regulations. For example, the country's leading Urdu daily, Jang, and the English-language daily News, both owned by Shakil Ur-Rehman, were cut off for a time from critical government advertising revenue after publishing articles unflattering to the government. The Jang Group was also served with approximately US \$13 million in tax notices, harassed by government inspectors, and pressured not to publish articles. Jang also reportedly had difficulty obtaining sufficient newsprint to publish.

Three main groups dominate Pakistan: the Jang Group, the Herald Group, and the Nawae-Waqt Group. Jang Publications is the largest media group and holds a virtual monopoly of Urdu readership in Sindh, Rawalpindi-Islamabad federal territory, and major shares in Lahore and Quetta. Jang also publishes the largest circulating weekly magazine in Urdu, Akhbare-Jehan, and two evening papers, the Daily News and Awam. The News, the first Pakistani newspaper to use computers in all steps of production, is also a publication of the Jang Group.

Privately owned newspapers freely discuss public policy and criticize the government. They report remarks made by opposition politicians, and their editorials reflect a wide range of views. The effort to ensure that newspapers carry their statements or press releases sometimes leads to undue pressure by local police, political parties, ethnic, sectarian, and religious groups, militant student organizations, and occasionally commercial interests. Such pressure is a common feature of journalism and can include physical violence, sacking of offices, intimidation and beating of journalists, and interference with distribution of newspapers. Journalists working in small provincial towns and villages encounter more difficulties from arbitrary local authorities and influential individuals than their big-city counterparts do. Violence against and intimidation of journalists, however, is a nationwide problem.

Government leaks, although not uncommon, are managed carefully; it is common knowledge that journalists, who are routinely underpaid, are on the unofficial payrolls of many competing interests, and the military (or elements within it) is presumed to be no exception. For example, according to the All Pakistan Newspaper Society, favorable press coverage of the Prime Minister's family compound south of Lahore was widely understood to have been obtained for a price. Rumors of intimidation, heavy-handed surveillance, and even legal action to quiet the unduly curious or non-deferential reporter are common. Special-interest lobbies are not in existence in Pakistan as in the United States and elsewhere, but political pressure groups and leaders include the military, ulema (clergy), landowners, industrialists, and some small merchants.

Censorship is another issue that pervades journalism history in Pakistan; certainly, the blackest censorship period came during General Zia's 10-year military regime. Almost all journalists mention the press advice system as one of the most insidious means of censorship. It specified that whoever "contravenes any provision of this regulation shall be punished with rigorous imprisonment which may extend to ten years, and shall be liable to fine or stripes [lashes] not to

exceed twenty-five." Sharif used additional means to ensure press compliance. He used intelligence operatives to infiltrate newsrooms and press unions. With so many spies doubling as reporters, and journalists moonlighting as government agents, trust became difficult for all.

In conclusion, Pakistani journalism has always felt victim to many a laws and barriers that have not only made the freedom of expression through the news a problem but also caused Pakistan to get a bad name in the international market. These problems raise from financial constraints at individual and gathered levels. though many changes have been seen throughout Pakistan's history, it may still take time for every little problem faced by the media community to be solved and have a very professional and free working environment. Not just the delicate thing called honor but nothing that is worth doing at all and therefore worth doing well can be the function of stupidity. Shakespeare could have been talking about Pakistani newspapers when he wrote these lines in Julius Caesar: "When beggars die, there are no comets seen/ The heavens themselves blaze forth the death of princes".

10.1 A sad day for the freedom of press in Pakistan – By the intimidation and threats of MQM, the talk show Bolta Pakistan suddenly stopped, and then the senior journalist and anchor person, Nusrat Javed, was fired from AAJ News TV.

Nusrat Javed, one of the senior most journalists and host of Bolta Pakistan at AAJ TV has been reportedly fired from AAJ TV and his program was taken off air after 10 minutes of airing. Nusrat said that MQM threatened the owners or management of AAJ TV that if they want to guarantee safety of 600 employees, then Nusrat should be fired.

Media Worker Killed in Mosque Attack in Pakistan

ISLAMABAD, (SANA): Pakistan Federal Union of Journalists (PFUJ) has expressed grave concern over death of a media worker, Ejaul Haq, during the attack on a minority worship place in Lahore on Friday. Ejaz was a cameraman for City-42, a Lahore-based channel, and was residing near the worship place. He rushed to the spot to report the incident to his channel, and while he was doing so, he too received bullet injuries, which caused his death.

He was 42 and he leaves behind a widow and a daughter and a son. He was in the profession for the last 8-year and was serving in the City-42 Chennai for the last three years.

The PFUJ pointed out that once again it was proved that media workers were forced to work without any capacity building, training in war like situations, security measures, life jackets etc.

Similarly, no life and health insurance was made to the deceased, but owing to his commitment he rendered his life. The PFUJ however, regretted that the channel management has not taken the required measures for life and security of his committed employee, reflecting their indifferent

attitude towards media workers. The PFUJ asked the human rights activists, freedom of expression, press; peace-lovers and intelligentsia to take stock the situation as media workers are forced to perform their professional assignments in very hostile environment.

The PFUJ demanded of the Punjab Government to announce compensation to the deceased family. The PFUJ also urged the Chief Justice of Supreme Court of Pakistan to take notice of such highly condemnable and unethical attitude of media owners who forced their worker to do duties in a very odd and hostilities conditions.

Pakistani Journalists Should Focus on these Points

Irresponsible journalism has affected scores of people in Pakistan, perhaps because most journalists have never studied the subject itself. Those nine principles of journalism that should be etched in the minds of all journalists. In 1997, the Committee of Concerned Journalists began their research to outline a Statement of Shared Purpose. After four years, the original Statement of Shared Purpose outlined nine principles of journalism to comprise what could potentially be described as the theory of journalism.

- 1- Journalism's first obligation is to the truth (read: assemble facts and verify them)
- 2- Its first loyalty is to the citizen (read: not to any political party or politician)
- 3- Its essence is the discipline of verification (read: separate yourself from fiction, propaganda, and entertainment. Refer to principle 1. Also refer to Shamsul Anwar)
- 4- Its practitioners must maintain an independence from those they cover (stay neutral; stay fair. Your credibility as a journalist comes from accuracy, not your devotion to Imran Khan or your fondness for the judiciary)
- 5- It must serve as an independent monitor of power (read: journalism can serve as a watchdog over those in power; that freedom need not be exploited!)
- 6- It must provide a forum for public criticism and compromise (read: we love discussion. Najam Sethi, though whatever his background may be, has one of the most peaceful talk shows. Discussion and foul-mouthed arguments during live broadcasts are two different modes of communication.)
- 7- It must strive to make the significant interesting and relevant (read: entertainment engages your audience; news enlightens it. Understand the difference.)
- 8- It must keep the news comprehensive and proportional (read: know your demographics.)
- 9- Its practitioners must be allowed to exercise their personal conscience (read: carry a moral compass)

CONCLUSION

Pakistan is at cross roads in its history. It is the cradle of contemporary terrorism and the centre of attention in the global war against terrorism. The country is faced with a violent, prolonged domestic conflict. But most importantly, after having held elections in February 2008, Pakistan today finds itself in the second year of a challenging transition to democracy after nine years of military rule. The present development marks a historic nexus with an opportunity to establish a sustainable democracy. Pakistan is a fragile state, threatened by economic crisis and the effects of a continued insurgency. The civilian government is facing a difficult task.

The violent conflict with the Pakistani Taliban, Al Qaeda and other militant groups on one side, and the army and state on the other, has intensified dramatically during the past year; and has craved thousands of casualties, produced millions of internally displaced persons and now threatens the cohesion of the state. In several regions the military is involved in fierce fighting with the Taliban, which have been able to assert its will and enforce Sharia Law in the tribal areas and parts of NWFP. Recently, the army has had its first major success in pushing back the Pakistani Taliban when it cleared the Swat district for militants after heavy fighting. Although ruthless, the military operation received a previously unseen backing of the public and the major opposition party, The public support encouraged the military and was pivotal for a successful outcome. This indicates that there is now greater resolve to counter the insurgency. But whether the military success in Swat is the beginning of a more determined and comprehensive policy to defeat the Pakistani Taliban remains unclear. But one thing is for certain. If the tide is not turned by a decisive strategy, Pakistan could begin to slide toward a failed state.

This possible scenario is echoed in a recent report from the Atlantic Council think tank, which calls for a more comprehensive US policy towards Pakistan. The Atlantic Council argues that Pakistan is on a rapid trajectory to failure as a democratic and stable state, and needs a boost of \$4 billion in aid and loans each year to begin a reform process. The report warns “that we are running out of time to help Pakistan change its present course toward increasing economic and political instability, and even ultimate failure.”

9/11 brought Pakistan into the epicenter of international politics. It was an indispensable actor of the US-led global war against terrorism. Consensus in the international community strongly agrees that a democratic, stable Pakistan is paramount for global peace. But the million-dollar question is if this is still possible. Creating a well-functioning democracy will require a political leadership able to curb the military’s influence in state affairs; find solutions to Pakistan’s economic crisis; improve the previous democratic governments’ poor track record on effective governance and, lastly, curb the increasing spread of violence and talibanisation.

The role of the media in this process must be emphasized. If Pakistan is going to make a successful transition to democracy, the media must be able to perform its role as a watchdog -holding politicians, the state apparatus and army accountable and keeping the general public well informed. Even though Pakistan has a vibrant media this is challenging task. As outlined in this report, Pakistan's media is faced with number of challenges. The booming electronic media is powerful, but young, and needs to find a greater balance in its coverage of political and conflict-related issues. Many journalists need training. Areas within the country suffer from lack of access to media. Journalists reporting from conflict areas face security problems that in turn hamper their ability to provide a free flow of information. With twelve deaths in 2008, Pakistan became the second deadliest country for working journalists and other media employees. With six journalists killed so far in 2009, Pakistan now ranks as the most deadly country in the world for journalists to work in.

REFERENCES

Christine Fair, Senior Political Analyst and Specialist in South Asian political and military affairs at the Rand Corporation, in an interview to Weekendavisen, 20. April, Sektion 1, s. 8, Weekendavisen 2009.

Columbia University Graduate School of Journalism [online] "Day in the life of the media" 2006 The State of the News Media 2006 (accessed 24/04/06)

Ethics Of Modern Journalism By Laxman Datt Pant

Garmeau, G. "Techies meet with journalists. (conference about newspaper journalism, information technology) Editor & Publisher v127.n26 (June 25, 1994): pp 20, No.3

Haymarket Business Publications "Media Analysis: Newspapers need long-term view". Marketing (April 21, 2004): p. 23.

Kruckeberg, D. & Tsetsura, K. "International Journalism Ethics" in Global Journalism: Topical Issues and Media Systems, Arnold S de Beer & John C Merrill (eds) BOSTON: Pearson Education. p86

Lasica, J.D. "Preserving old ethics in a new medium. (journalistic ethics on the World Wide Web). American Journalism Review v19.n10 (Dec 1997) p52

Pakistan Report: Comprehensive U.S. Policy Needed, John Kerry and Chuck Hagel, Atlantic Council, Feb. 2009.

Regan, T. "Weblogs threaten and inform traditional journalism; blogs 'challenge conventional notions of who is a journalist and what journalism is'" Nieman Reports 57.3 (Fall 2003) p68

Richards, I, 2005. p99

Regan, T. (Fall 2003) p68

Richards, I. Quagmires and Quandaries: Exploring Journalism Ethics. 2005. Sydney: UNSW Press. p100

Regan, T (fall 2003) p70

search results: news" Blogger.com (May 2006) (accessed 01/05/06)

Salam Pax [online] Where Is Raed? (2003-2004) (accessed 01/05/06)

Schaffer, J. "Citizen Media: has it reached a tipping point? New media initiatives emerge when citizens feel 'shortchanged, bereft or angered by their available media choices'" Nieman Reports 59.4 (Winter 2005) p24

The Rising Nepal (October 30, 2002)

"Media can't sate news hunger". *The Globe and Mail*. Oct 17, 2001. Retrieved 12 August 2011. (Appears to now be behind a paywall)

Wikipedia [online] "Citizen Journalism" 24 April 2006 (accessed: 30/04/06)

Wikipedia [online] "Journalism" 30 April 2006 (accessed: 30/04/06)

http://www.mediabistro.com/10000words/10-ugly-truths-about-modern-journalism_b361

<http://worldjournalistsnetwork.blogspot.com/2010/06/media-worker-killed-in-mosque-attack-in.html>

<http://www.pressreference.com>

<http://articles.smashits.com>

<http://www.syberwurx.com>

<http://pfuj.pk/>

(<http://www.pressreference.com/No-Sa/Pakistan.html>)

<http://blogs.tribune.com.pk/story/9780/a-dummys-guide-for-journalists-in-pakistan/>

(<http://www.syberwurx.com>)

(Article:/jrc/Report/CRITICAL.html)

<http://en.wikipedia.org/wiki/Journalism>

<http://shelleycrutz.com/a-brief-history-of-journalism>

"Concise History of the British Newspaper in the Eighteenth Century".

http://en.wikipedia.org/wiki/History_of_journalism

<http://www.pressreference.com/No-Sa/Pakistan.html#ixzz0aGCel3Q7>