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# The Role of Media Transformation in Pakistan's Mass Communication Industry

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**Abstract:** *Pakistan gets drawn into conflicts due to causes beyond its control and choice because of its strategic location. Both the external and internal fronts have been impacted by the challenges of the neighborhood and the conflict in Afghanistan before and after September 11. The polarization, regression, and weaponization of a subset of Pakistani society have been among the most harmful, among many others. Efforts are being made to reverse this trend through various national power instruments, but success will depend on contributions from across society working in concert to combat this threat. Pakistani media, especially electronic media, has expanded rapidly as a result of Musharraf's liberalization measures, but it has yet to play the beneficial role the state hopes it would play in strengthening the inner front of the state and bringing about constructive change in society. All branches of government must work together to develop a unified media policy (Tolson, 2001). One must be well-versed in both social issues and media complexities to offer an unbiased assessment of the media's impact from a communication perspective. The media landscape of Pakistan includes television, radio, newspapers, and magazines. Pakistan has one of the world's and South Asia's most active media industries due to the country's growing middle class. The vast majority of Pakistan's media organizations are privately owned. The scope of the study demanded*

*a reduction of the focus to the most crucial aspects and adopting a perspective with an eye toward the future of mass communication. Ultimately, this research aims to tackle a complicated subject, the role of media transformation in Pakistan's mass communication industry.*

**Keywords:** *Mass Communication, Media, Transformation,*

## **1. Introduction**

In our day-to-day life media is everywhere and it has become a part of our daily life that cannot be taken apart. Media plays a dominant role in every walk of our lives including the teaching and learning process, sports and games, information, and entertainment also (Abercrombie, 1996). Therefore, it is said undoubtedly that media has the potential to shape personalities and change the way we as humans perceive and understand the world and the immediate reality of the universe. It can be realized that the power of media can influence the way of perceiving the world and every individual nowadays is spending every minute from dawn to dusk with media (Walker 1990). For instance: One wakes up in the morning with messages on WhatsApp which shows one's link with the media. Moreover, throughout the day, he shares information through various media platforms and consumes information as well. Even at the end of the day, when one goes to bed again surrounded by some media (Funkhouser, 1973). Therefore, it can be remarked in the modern era media has become the strongest means to transform the face of the society

It is essential to understand that media play the role of a powerful influencer in a fast-changing society; therefore, in the context of contemporary societal needs, it is the need of time to study the influence of media on society (Scannell, 1991). Media is broadly classified into four main categories

- Social media; Facebook, WhatsApp
- Educational media; print and electronic media
- Entertainment media; TV channels
- Information media; literature and festivals

Every category of the media has its importance and all kinds play the role of facilitators of development and disseminator of information. Nowadays media is considered as the fourth pillar. Therefore, it is expected that media is not only a facilitator of development and disseminator of information but also an agent that can bring change in society (Zehra, 2005). It possesses the ability to create a knowledgeable and inclusive society as it not only can instrument the functions of the society but also help in promoting the right things at the right time. Ever changing world generating new social issues and problems needs a strong media that can estimate the reality of these issues and problems. Moreover, the media plays its role in bringing to light the reality of life and focusing on social matters by highlighting them with pure and real facts. Therefore, media plays a significant role in molding good in society and acts as an

important tool for the transformation of society (Zia, 2003). With the aid of media, norms, beliefs, and customs are shaped. Moreover, fields of interest in matters are also shaped including; society building, regionalization, and the formation of a multicultural society.

### **1.1.Statement of the problem**

Pakistan gets drawn into conflicts due to causes beyond its control and choice because of its strategic location. Both the external and internal fronts have been impacted by the challenges of the neighborhood and the conflict in Afghanistan before and after September 11. The polarization, regression, and weaponization of a subset of Pakistani society have been among the most harmful, among many others (Ahmed, 2010). Efforts are being made to reverse this trend through various national power instruments, but success will depend on contributions from across society working in concert to combat this threat. Pakistani media, especially electronic media, has expanded rapidly as a result of Musharraf's liberalization measures, but it has yet to play the beneficial role the state hopes it would play in strengthening the inner front of the state and bringing about constructive change in society (Entman, 2007).

### **1.2.Objectives of the study**

To analyze the transformation of the society with the assistance of the electronic media

To assess the strengths and weaknesses of media for bringing constructive change in society

### **1.3.Research questions**

How can electronic media play a constructive role in transforming and bringing good to society?

What are the strengths and weaknesses of media for bringing constructive change in society?

### **1.4.Significance of the study**

The present study proved to be significant for media organizations as this study provides the blueprint for considering the possibilities of effectively utilizing media for developing mass communication. Furthermore, it can be proved to be significant for the present government's initiatives indicating a growing realization in strengthening the inner front of the state and bringing about constructive change in society (Iyengar at, el, 2007). The scope of the study demanded a reduction of the focus to the most crucial aspects and adopting a perspective with an eye toward the future of mass communication. Ultimately, this research aims to tackle a complicated subject, the role of media transformation in Pakistan's mass communication industry.

## **2. Literature review**

### **2.1. Media as a catalyst of change in society**

Today, we are residing in a society where human needs information for everything because it shapes our attitudes and aptitudes. In today's world, we are residing in such a society, where the media is the strong device of correspondence and network. The media assumes a functioning part in friendly and individual life (Gitlin, 1980). Social orders rely upon broad communications, similar to anything, and they need broad communications for everything. A program that has managed the media is vital, particularly the improvement of individual, social, and public brands, and yet it likewise urges them to perpetrate stunning violations. Media can change individuals and social capital (Pew Research Center for the People and the Press, 2000).

### **2.2. Role play by media**

Media perform a few fundamental roles for the public and the betterment of society. One major role played by media is to entertain. Media also provides many springboards for our minds, a wellspring of imagination, and a source for escapism from the monotonous of our daily lives (Negrine, 2008). Furthermore, it also provides information and education for the public. Information provided by media can come in many structures and shapes therefore; it might be challenging to isolate this news from the entertainment. Today, newspapers and news-arranged TV and radio projects make accessible stories from across the globe (Kenski, 2006). This information allows the users to access the stories and share their voices.

### **2.3. Media as a tool of transformation**

This article gives an outline of a few potential manners by which old and new media can make a positive commitment at various phases of the contention cycle, from early advance notice to de-heightening, compromising, and reinforcing social union. It presents a few instances of media creation that structure and option in contrast to the traditional press, which will generally uphold the strong (McQuail, 2005). Harmony news-casting, going against the norm, focuses closer on the view of typical individuals from various gatherings, prepares for a superior shared figuring out, searches for shared belief and investigates manners by which various networks can calmly live respectively from here on out. Among others, radio certainly plays a vital part in such settings (Kosicki, 1994).

### **3. Research Methodology**

Research methodology is considered the process or adoption of a specific technique for analyzing the information about the topic. It is also a blueprint for conducting any research study by the researcher and allows the reader to critically evaluate the validity and reliability of the whole study. For the present study researcher adopted both qualitative and quantitative research paradigms. Data was gathered by using quantitative research design whereas data was interpreted by using quantitative methods that follow qualitative interpretation of the data as well.

#### **3.1. Population and sampling**

For the present study researcher adopted a descriptive research design and the population of the study was based on the audience residing in the district of Bahawalpur that consumes the information presented by the media. Moreover, to select a sample out of the whole population, the researcher adopted convenient sample techniques, and the sample was collected from the urban and rural areas of the district Bahawalpur. Furthermore, the sample size of the study comprised 150 members from urban locality and 150 members from rural locality.

### **4. Data collection tools**

Data was gathered by using a questionnaire which was divided into different sections. The first section is based on items related to the demographic information of the participants. Moreover, the second section comprised the items related to the transformation of society with the assistance of electronic media. The next section comprised items related to the strength of media for bringing constructive change in society. The last section deals with the items related to the weakness of the media while bringing constructive change in society. The researcher used a 5-point Likert scale for the questionnaire which is based on a scale from “Strongly agree to strongly disagree”.

#### **4.1. Validity and reliability of the data collection tool**

To ensure the validity and reliability of the data collection tools researcher adopted the pilot testing phase. The researcher selected 100 participants by using a convenient sampling technique and a questionnaire was administered to them. After the participants filled out the questionnaire, the researcher gathered the data and made the necessary changes in the questionnaire.

## 4.2. Findings and discussions

Table 1.

Transformation of the society with the assistance of the electronic media			
Item	Members	Mean score	Std. deviation
Media highlights the miseries of the common man	Urban	2.6800	1.38215
	Rural	3.2733	1.41372
The evil nexus of the mafia is being exposed by the media	Urban	2.3333	1.34447
	Rural	3.3800	1.49123
Helps in fighting against corruption	Urban	2.4800	1.33472
	Rural	3.3733	1.30845
Promotes businesses through advertising and marketing	Urban	2.6467	1.28563
	Rural	3.4733	3.4733
Encourage the audience to learn and grow	Urban	4.1333	1.15664
	Rural	3.1467	1.47638

Table 1 shows the findings gathered from the questionnaire. The data revealed that the perspective of the audience resides in different localities. Moreover, participants from the urban area have diverse opinions about the role of media and the rural area members have different perspectives. Members were asked to share their view about the item “Media highlights miseries of the common man” and the data studied as Urban member’s mean score is 2.6800 and the std. the deviation is 1.38215 similarly, the means score of rural area participants is 3.2733, and the std. deviation is 1.41372. Furthermore, the perspective of the audience is also diverse and related to the item “Evil nexus of the mafia is being exposed by the media” whereas the urban members' mean score is 2.3333 and std. deviation 1.34447 and the rural member's mean score is 3.3800 and std. deviation is 1.49123. Participants were asked to share their perspective about the statement “Helps in fighting against corruption” and the findings reveal that the urban members' mean score is 2.4800 and std. deviation 1.33472 and the rural member's mean score is 3.3733 and std. deviation is 1.30845. The audience shares their viewpoint about the item “Promotes businesses through advertising and marketing” whereas the urban members' mean score is 2.6467 and std. deviation 1.28563 and the rural member's mean score is 3.4733 and std. the deviation is 1.49123 Members also share their viewpoint about the statement “Encourage the audience to learn and grow” whereas the urban members' mean score is 4.1333 and std. deviation 1.15664 and the rural member's mean score is 3.1467 and std. deviation is 1.47638.

Table 2.

Strength of media for bringing constructive change in society			
Item	Members	Mean score	Std. deviation
Better Information related to social issues can be spread	Urban	3.1333	1.36429
	Rural	2.8000	1.39510
The media promotes the transformation of culture	Urban	3.8467	1.01490
	Rural	2.5467	1.31377
Media encourage criticism and debates to ensure change in society	Urban	4.1267	0.89215
	Rural	3.3200	1.28659
It allows speedy communication between different sections of the society	Urban	3.3800	1.47766
	Rural	3.3800	1.47766
Media is a good source of up-to-date information which can be beneficial for society	Urban	3.7800	1.25783
	Rural	2.7333	1.45937

Table 2 shows the findings gathered from the questionnaire. The information uncovered that the point of view of the people living in various regions fluctuates. In addition, members from the metropolitan region have assorted assessments on the role of media, and the country region individuals have alternate points of view. Furthermore, the audience shares their perspective about the strength of media for bringing constructive change in society. The urban area members have diverse opinions related to the statement “Better Information related to social issues can be spread” as compared to that of rural area which is displayed in urban area members means score 3.1333 and std. deviation 1.36429; rural area members' mean score is 2.8000 and std. deviation 1.39510. Similarly, urban area members have diverse opinions related to the statement “media promote the transformation of culture” as compared to that of rural area which is displayed in urban area members means score 3.8467 and std. deviation 1.01490; rural area members' mean score is 2.5467 and std. deviation 1.31377. Furthermore, urban area members also have diverse opinions related to the statement “Media encourage criticism and debates to ensure change in society” as compared to that of rural area which is displayed in urban area members means a score of 4.1267 and std. deviation 0.89215; rural area members' mean score is 3.3200 and std. deviation 1.2865. Moreover, urban area members have diverse opinions related to the statement “It allows speedy communication between different sections of the society” as compared to that of rural area which is displayed in urban area members means score 3.3800 and std. deviation 1.47766; rural area members' mean score is 3.3800 and std. deviation 1.47766. However, urban area members have diverse opinions related to the statement “Media is a good source of up-to-date information which can be beneficial for society” as compared to that of rural area which is displayed in urban area members means score 3.7800 and std. deviation 1.25783; rural area members' mean score is 2.7333 and std. deviation 1.45937.

Table 3.

Weaknesses faced by media while bringing constructive change in society			
Item	Members	Mean score	Std. deviation
Media can promote the cause anxiety and depression	Urban	4.1453	1.15874
	Rural	2.4267	1.27625
Rumors can easily be carried out on channels	Urban	3.6800	1.15462
	Rural	3.9867	1.11118
Media creates hindrances in personal lives causing a drift in their relationship	Urban	3.3800	1.47766
	Rural	3.2800	1.44296
Media face difficulty in targeting the audience	Urban	3.7800	1.25783
	Rural	2.7333	1.45937
Media promotes foreign culture which is a threat to local culture	Urban	3.1453	1.35429
	Rural	2.4800	1.33472

Table 3 presents the state gathered from the data collection tools. The data revealed that the members have diverse opinions related to the Weaknesses faced by media while bringing constructive change in society which shows that audience perceives the things differently. The urban area members have diverse opinions related to the statement ‘Media can promote the cause anxiety and depression’ as compared to that of rural area which is displayed in urban area members means score 4.1453 and std. deviation 1.15874 rural area members mean score 2.4267 and std. deviation 1.27625. Moreover, urban area members have diverse opinions related to the statement “Rumors can easily be carried out on channels” as compared to that of rural area which is displayed in urban area members means a score of 3.6800 and std. deviation 1.15462; rural area members' mean score is 3.9867 and std. deviation 1.11118. Furthermore, urban area members have diverse opinions related to the statement “Media creates hindrances in personal lives causing a drift in their relationship” as compared to that of rural area which is displayed in urban area members means score 3.3800 and std. deviation 1.47766; rural area members means score 3.2800 and std. deviation 1.44296. Similarly, urban area members have diverse opinions related to the statement “Media face difficulty in targeting the audience” as compared to that of rural area which is displayed in urban area members means score 3.7800 and std. deviation 1.25783; rural area members' mean score is 2.7333 and std. deviation 1.45937. Additionally, urban area members have diverse opinions related to the statement “Media promotes a foreign culture which is a threat to local culture” as compared to that of rural area which is displayed in urban area members means score 3.1453 and std. deviation 1.35429; rural area members' mean score is 2.4800 and std. deviation 1.33472.

## 5. Conclusion

Present era of media globalization, media is a spine of social development, where everything works because of information and media brings a wide range of changes and creates general opinion. Media not only creates general awareness in the public. At the point when social Capitals practice their power and honors and accomplish useful work, the media is always behind. The job of the media is significantly more significant in highlighting the awful association between the mafia and criminal associations. The media likewise keeps on sending information to the general public to be aware of their rights, freedoms, and honors. Due to these media roles, it is vital and was known as the fourth mainstay of a majority-rule government. In a nation like India, where destitution and ignorance are high, society is not the slightest bit adjusted, media of various sorts assumes an extremely crucial part particularly in the field of news coverage, which catalyzes individuals to act, respond, and connect in the editorial stage for better comprehension and permits chances to teach, illuminate and restore individuals' psyches. This permits even illiterate individuals to investigate the world of information and knowledge. Consequently, media, without a doubt goes about as an impetus for social change and development.

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