

Acknowledgements

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***We dedicate this project to our teachers,
family and friends.***

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Executive Summary

This project report deals with the Media in Pakistan with special reference to electronic media. It starts with narrating history of media in Pakistan. In this section it covers Pakistan Broadcasting Corporation, Radio Pakistan, media's sufferings and also takes media's power in account by SWOT Analysis.

Then it has some units covering tv channels in Pakistan, the emergence and operations of fm radio in Pakistan. A section called western media and need for local media will tell about the requirement of Pakistan's own media upon which we can rely. In this context, the next section briefly explains the emergence of tv channels in Pakistan.

“Media in Pakistan” is a section which thoroughly explains the importance, miracles and challenges faced by our media. It also talks about the government influence over media.

The next segment explains about the development which has been made in Pakistani media over the several years. It depicts media's strong role in democracy movement, regulatory environment, domestic initiatives and international efforts for the empowerment of independent media.

The next few portions discuss the media's freedom curbed by the government officials and some violations made by media in terms of broadcasting restricted materials. Sensationalism and yellow journalism have become regular practices in

media, hence, raising question upon the credibility of media being working ethically or not.

The later sections have a report issued by PFUJ, in which they have mentioned all the accidents happened in 2010 with the media personnels. There is a discussion on the positive and negative effects of media on society with reference to special grounds.

The project report ends with a number of suggestions and a conclusion which should be adopted by Pakistani media to work efficiently, ethically and to justify their role of a true watchdog of society.