
Global Media Landscape and its Implications on Pakistan

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Abstract

The current paper sheds a light on the global media landscape and its influence on world's media as well as global politics. The paper tells that the capitalists' states, living at the North Pole were in favor of global communication via global media to promote democracy, freedom of speech, and free market in the states living at the South Pole. As the global media has been consolidated into a few hands because most of the global media and other media-related businesses were controlled by the Western countries living at the North Pole; therefore, their government, media, and other business organizations profited immensely from the concept of free flow of information and freedom of speech and expression. This has served both, political as well as economic purposes. The free flow doctrine, through media vehicles, assisted the Western countries to penetrate the global market to promote their goods, services, products, and their culture as well. The paper made it clear that the West, led by the US, dominates the information and entertainment networks of the world which is causing a serious repercussion for the developing countries like Pakistan. The current study, at the end; presents the implication of the Western media hegemony upon Pakistani media and presents its policy recommendations to cope up this growing challenge.

Keywords: *Global Media, Western Countries, Implications, Pakistan Media.*

Introduction:

After the Second World War, the world has been divided into North and South poles. This is the time when the free market and state-regulated economies emerged. The notion of the new cold war through global communication emerged during this period as well. The capitalists' states, living at the North Pole were in favor of global communication via global media to promote democracy freedom of speech, and free market in the states living at the South Pole. Unlike to this Marxists were in favor of stringent state regulation on communication and economy as well. The liberal and free market economies supported the doctrine of freedom of speech and free flow of information that promoted the rights of the media to sell whatever and whenever they desired. As global media has been consolidated into a few hands because most of the global media and other media-related businesses were controlled by the Western countries living at the North Pole; therefore, their government, media, and other business organizations profited immensely from the concept of free flow of information and freedom of speech and expression. This has served both, political as well as economic purposes. The free flow doctrine, through media vehicles, assisted the Western

countries to penetrate the global market to promote their goods, services, products, and their culture as well. The free flow doctrine promoted the capitalistic viewpoint of the West, its lifestyle and individualism undermining the collective approach of the South. The West particularly the US, through its free flow doctrine, defeated the Soviet Union in its ideological battle and the US emerged as a superpower by persuading the world on international issues. Since then, the US has been successful in maintaining its dominance over global politics, the economy, and the media as well.

2 The Landscape of Global News and Information Networks

In the realm of international news, a fair share of current affairs output and world news get distributed and produced by media organizations based in the Anglo-American region. The US/UK presence is overwhelming, be it, radio stations to global newspapers and news agencies or documentary and 24-hour news channels to providers of television news footage.

2.1 Global News Agencies

A central role is played by news agencies in setting the international news agenda as distributors and collectors of news to broadcasters, magazines, and newspapers globally. Boyd-Barrett and Rantanen (1998) have argued that there is a significant contribution of news agencies to the commodification and globalization of international information. Traditionally, still, photographs and news reports have been sold by news agencies, but today, their operations have gotten diversified. For example, they offer view news feeds for financial databases, information, and broadcasters. Under the monopoly of government or ownership of the state, many countries have national news agencies. However, there are not many translational news agencies and most of them are owned by the British and US companies.

The World's Top Four News Agencies

	AP (US)	Reuters (UK)	AFP (France)	UPI (US)
Worldwide bureaus	248	200	140	200
Countries covered	112	157	165	100
The language used	6	16	6	3
Journalists employed	3300	2500	1200	2000
Subscribers	15000	29310	12500	6000

Source: Data from company websites

2.2 Associated Press

Associated Press is the largest news-gathering organization in the world. This Press serves more than 15000 news organizations across the world with news, videos, audio, graphics, and photos. Associated Press claims that AP news gets heard, read, and seen by more than a billion people every day. With its subscribing member organizations, operations of AP are carried out cooperatively as they supply audio, graphics, videos, photographs, and news to an international audience. There is also a digital photo network of AP where around 1000 photos are supplied to

15000 international subscribers across the world every day. It has a 24-hour continuously updated AP Network News radio channel (the largest one in the USA), APTN (a television news service), and online news service.

Apart from English, the services of AP are also available in Spanish, French, Dutch, Swedish, and German. Its stories are translated into many more languages by its subscribers. Non-members such as corporations or governments, get sold selected news packages by AP as television, radio, and newspapers have cut back or folded. For example, AP Online is a group that provides tailored and subject-specific news wires to each industry of clients. The Wire, an online service has been getting operated by AP since 1995.

2.3 The Reuters

In the world of news, a major actor is retained by Reuters in supplying news pictures, news videos, graphics, and news to audiences globally. However, the dealing of the owner of this news agency, Reuters Holding, is in business information. Therefore, the main source of profit of this organization is in transmitting collective investment data and real-time financial data to financial markets globally. The news and information provided by Reuters are accessed by around 519,000 users in 57,720 locations across the world (Reuters, 1999). In 1999, around 225 internet sites were provided with information and news from Reuters. These sites reached around 12 million viewers each month and around 130 million page views were generated by them. More than 16,000 people having 40 nationalities have been employed by Reuters. This news agency has offices in 200 cities and regional headquarters in Hong Kong, Geneva, New York, and London.

2.4 Agency France Press (AFP)

It operates a large domestic service that provides a market for its international operations. It receives a large part of its revenue from the French government through the sale of its news services to French embassies and subsidized sales to the third-world media. Despite its dependence on the French government, it maintained its international reputation for independence and professionalism. AFP has employed 1200 full-time journalists in 165 countries and services 12500 subscribers. It produces approximately 3 million words in a day. According to UNESCO report, AP, Reuters, and AFP are the sources of about 80 of the public information worldwide and they operate in a commercial environment. The dominant position of these Western news agencies is based on professional output; however, their interpretation often reflects Western or more especially, US editorial priorities.

2.5 United Press International (UPI)

It is a profit-making and private corporation. Though, the origin of this corporation is in the United States, its reliance is mostly on North American customers in order to maintain its operations globally. In the 1990s, Audis owned the major shares of UPI, but Moon's Unification Church took ownership. More than 6000 customers in 100 countries get provided with news services by this corporation.

2.6 Other Global News Agencies

EFE of Spain and Deutsche Press-Agentur (DPA) of Germany are other major news agencies of the West with a significant international presence. There are close links of EFE with Latin America and the DP has a strong presence in Europe.

In 1921, The Xinhua news agency of China was founded and since the doors of business got opened in the country in 1978, Xinhua also expanded. There are branches of this news agency in more than 100 countries and its four regional offices are in the Middle East, Africa, Latin America, and the Pacific region. More than 250 stories are the daily output of the Xinhua news agency.

In 1992, the official Russian news agency got renamed ITAR-TASS from TASS. On average, around 105 stories are distributed by this news agency daily. More than 62 foreign countries have 65 bureaus, while it had 74 bureaus and offices in Russia and other republics of the Soviet Union. ITAR-TASS is the largest news agency in Russia and cooperates with more than 80 foreign agencies of news. The operations are related to photo services and this news agency also has joint ventures in operating corporate and private telecommunication networks based on cable lines, radio, microwave, fiber-optic, and satellite. Multimedia products for clients inside and outside Russia are also produced by ITAR-TASS.

In 1945, Kyodo was established as the news agency of Japan operating in the English language. More than 200 stories are produced by this news agency every day, and this accounts for around 100,000 words.

3 International Television News

Reuters and AP are not only the biggest twire services in the world, but also the top two international television news services. The global flow of audio-visual news material is largely controlled by these two companies, and there is a huge influence of these companies on global television journalism. US-UK predominance is evident in the realm of television news including both complete news channels and raw footage.

Global Television News Agencies

Agency	Subscribers	Country	Ownership
APTN	330 million	110	Associated Press
Reuters	310 million	93	Reuters

Source: Data from company websites

Formerly known as Visnew, Reuters Television is one of the two largest television news agencies in the world. A key role is played by this television news agency in the global trade of news footage. Major news organizations like BBC and CNN rely on it. 20% of the London-based Independent Television News (ITN) is owned by Reuters. In 1998, APTN (Associated Press Television News) was launched and now, it is the rival of Reuters. This television news agency was launched when WTN (Worldwide Television News) was acquired by AP, following the acquisition from ABC TV news agency, and got integrated into the operations of APTV. In 1994, AP launched APTV, a video news agency based in London. Further narrowing of international

sources gets indicated by this development as news footage to broadcasters across the world gets provided by two organizations now. Since 1998, around 80% stake in WTN (previously named UPTIN) had been acquired by a part of the Disney empire, ABC News. Nine Network Australia owned 10% and ITN owned the rest. A matter of speculation gets provided while diving deep into the dynamics of this powerful resource. Probably, the entertainment business gets prioritized by Disney while current affairs and news can struggle for revenues regardless of having great influence.

Satellite news-gathering deployments are offered by Reuters Television and APTN across the world given their access to global networks of satellite. Their feeds are sent, both with ready scripts for immediate broad-casting or with natural sound that can be edited again with voice-overs locally. There are dedicated uplinks of APTN functioning 24/7 in Washington, New York, Jerusalem, Moscow, Hong Kong, and Beijing. These uplinks have enabled SPTN to offer individual regional services for the Middle East, Asia Pacific, Latin America, North America, and Europe.

4 International TV News Channels

In the category of news channels, CNN (Cable News Network), based in Atlanta, is leading. CNN is the only 24-hour news network in the world. Through this channel, the globalization of American television journalism gets symbolized in the best way possible. International communication gets shaped by CNN and its influence on news agendas on a global level.

BBC is the second leading global television news broadcaster after CNN. In more than 55 million homes across the world, BBC World is seen. It is a global information and news channel that operates 24/7. Separate feeds for Latin American, Asian, and European viewers including regional coverage gets provided by BBC. BBC is the fastest-growing new channel in Europe and it was launched in 1995. This channel not only broadcasts hourly news, but also airs documentaries, discussions of current affairs, travel features, and lifestyle programs.

The reputation of the news channel can be drawn upon the credibility of BBC World Service Radio. In addition, a unique news service based on media reports edited by a part of the BBC World Service, BB Monitoring, gets provided by the Reading-based BBC Worldwide Monitoring. BBC Monitoring was originally established in 1939. It has a good reputation all across the world for authoritative coverage of economic and political developments in more than 140 countries. Both national and international media sources contribute to its news with bases in Nairobi, Moscow, Kyiv, Baku, and Tashkent. Mostly, the users are banks, investment houses, international businesses, embassies, and government offices.

Though not as influential as CNN or the BBC, Sky News was the first 24-hour news channel to broadcast to Britain and Europe when it was launched in 1989 (Horsman, 1997). In 1999, it was available to 70 million people across 40 countries, though most of its audience was in Britain where its main rival was BBC News 24, launched in 1997. Though originally intended as a British news service it has increased its international coverage through alliances with other broadcasters including CBS, ABC, and Bloomberg Television. Sky also has an alliance with Reuters, which provides all its news gathering. As part of News Corporation, it can also draw on the resources of

Star News in India, and Fox News in the USA. There has been speculation that the news operations of the three news networks may be merged to form a formidable international news organization to compete against CNN.

Euro News provides a 20-hour daily service broadcasting via cable and satellite TV to over 32 million homes in 41 countries, as well as a further 64 million via terrestrial public-service broadcasters. Euro News is the only pan-European news channel to broadcast simultaneously in more than two languages - English, French, German, Spanish, and Italian, with an Arabic service transmitted at peak times. It does not have its own network of news bureaux across the world but instead uses the Eurovision News Exchange, a 66-member consortium of public broadcasters, for its programming.

5. Global News Channels

	Viewership	Bureaus	Correspondents	Ownership
CNN International	221 million homes	32	150	AOL-Time Warner
BBC World	135 million homes	42	250	BBC

Source: Data from company websites

The British presence in the European news market was strengthened in 1997 when ITN bought a 49 percent managing stake in Euro News. Television news exchange among regional public-service broadcasters such as the European Broadcasting Union's Eurovision and Arab-vision of Arab States Broadcasting Union (ASBU) shows that the flow is one-way - European news providing the main input to television channels in Arab countries. This dependence is more pronounced in the case of the Afro-vision of African countries. Among the financial news television channels, CNBC is the most important one that covers the entire Europe, US, and Asia. It broadcasts its financial news across the world in 24 hours (Hjarvard, 1998).

5.1 Al Jazeera

Qatar has its state-owned Arabic-language international news network, known as Al Jazeera (Arabic). On 1st November 1996, Al Jazeera was launched, and this was after the closure of the Arabic language television station of BBC. This Arabic-language television station was a joint venture with Orbit Communication Company. Its origin is in Doha, while Al Jazeera Media Network, a media conglomerate, is responsible for its operations.

Under Qatari law, there is a clear holding of "private foundation for public benefit. Funding from the Qatari government is received by the parent under this organizational structure in order to maintain its independence in the arena of editorial. The closure of the entire conglomerate was insisted upon by the Egyptian, Bahraini, Emirati, and Saudi governments in June 2017. During Qatar diplomatic crisis, this was one of the thirteen demands presented to the Qatari government.

5.2 China Global Television Network (CGTN)

In 2010, the services of CGTN (China Global Television Network) got started. The headquarter of this division of state media Outlet CCTV (China Central Television) is in the capital of China, Beijing. The broadcasting of CGTN got started in five languages in 2016. These languages include Russian, Arabic, Spanish, French, and English. The Central Propaganda Department of the Chinese Communist Party controls CGTN.

CCGTN had to air forced confessions and it was accused of broadcasting disinformation and propaganda on behalf of the government of China by journalist advocacy groups, media regulators, and others. CGTN had been accused by critics of making false allegations and broadcasting misinformation against the opposition of the Chinese government. During the protests in Hong Kong in 2019-20, Britain's Ofcom censured and investigated this network for airing forced confessions and biased coverage. BBC, Reporters without Borders, and others have characterized CGTN as fostering disinformation campaigns and propaganda of the government.

6 Global Radio Channels

Radio has given way to television in the modern world, but it is also a fact that radio is still a rich source of providing information for millions of homes around the world. Several governments extend financial assistance to overseas broadcasting through radio. China has also shown its prominence in global radio by opening China Radio International (CRI) across the world. Like CGTN, this channel also faces criticism from Western countries for being the propaganda channel and the mouthpiece of China's Communist Party (CCP). The following table shows the significance of radio and the predominance of Europe especially the US-UK on the transmission of information through radio.

Station	Founded	Languages	Journalists	Weekly Listeners
BBC World Service	1931	44	1037	143 million
Voice of America	1942	53	1137	86 million
Deutsche Welle	1953	35	1700	-----
Radio France International	1975	18	-----	30 million
CRI News (FM Radio)	2005	09	-----	-----

Source: Data from company websites

7 Global Media Conglomerates

A multi-industry company is known as a conglomerate. It is a combination of multiple entities of business that operate in industries entirely different from one another. The operations are under one corporate group. This implies the involvement of many subsidiaries and one parent company. Conglomerates are often multinational and quite large. A wide range of motion pictures, recording, digital, print and publication, news, broadcasting and networking, and streams advertising, is covered by media and there is a unique infrastructure for each one. The operations of Media are within these streams and services and products to end users from these organizations are provided.

It has been noticed that the US media conglomerates dominate the global media market. Followings are the biggest media conglomerates of the US and the international world:

US	Others
News Corp. (US)	Liberty Global (UK)
Viacom (US)	Sony Corporation (Japan)
Comcast (US)	Bertelsmann (German)
AOL-Time Warner (US)	Vivendi Express (France)
The Walt Disney (US)	Essel Group (India)
AT & T Inc. (US)	
Fox Corporation (US)	
Warner Bros. (US)	
Amazon (US)	
Hasbro (US)	
Paramount Global (US)	

8 Cross Media Ownership

A situation in which multiple types of media companies are owned by a single corporate entity is defined through media cross-ownership. There may be the inclusion of internet media sites, movies, television, radio, and print in the types of media companies. There are operations of the conglomerations in multiple businesses including telecommunication, publishing industry, audio industry, sports networks, news and business channels, cable channels, broadcast TV networks, TV production, movie production, internet, video games, Over the Top (OTT), etc.

9 Global Media Moguls

Through media tycoon or media mogul, a media proprietor, or an entrepreneur controlling through a dominant position in media-related enterprise consumed by masses or through personal ownership, gets referred. A business magnate, baron, or tycoon maybe somebody with significant influence, ownership, or control over a big company of mass media. Media proprietors may also include founders or social media creators. Following are the top media moguls who control the major global media-related companies:

Name	Country	Ownership
Rupert Murdoch	Australian American	Fox, Sky, News Corp.
Ted Turner	American	CNN
Silvio Berlusconi	Italian	Telemilnao, Fininvest, Italia.
Jeff Bezos	American	Amazon, Washington Post
Kerry Pecker	Australian	WSC. Nine Networks
Mark Zuckerberg	American	Meta Corp. Inc. Facebook, Instagram, WhatsApp

10 Setting the Global News Agenda

So far, it has been clear that the West, led by the US, dominates the information and entertainment networks of the world. In most sectors of the media, films, advertising, music, programs, television and radio channels, international magazines and newspapers, and book publishing, the corporations of the West are the leading players across the world. It is crystal clear from the landscape of the global media that the West particularly the US dominates the world by controlling the news and information of the whole world and can set the agenda for the global media. Though there is some noticeable presence of India, China, Qatar, and UAE as well in the global media market, the global flow of information is still controlled and maintained by Western news media outlets. The Western media houses not only share the information and visuals but also exchange the journalists even.

In shaping and framing the foreign policies of the world, information is a significant tool. To promote the viewpoints of these policies, television screens, and radio waves play a primary role. Their public diplomacy has been redefined by them for their international and national interests. They do not regard the endangerment of the interest of other nations in reshaping and shaping the content. Western media has sold the wars in Afghanistan, Iraq, and Vietnam in many parts of the world, but did not put reality in the picture in doing so. In order to secure their interests, they distorted the presentation of most facts at the cost of the interests of other nations. There had been a successful propagation of the drama of weapons of mass destruction. Also, there had been successful marketing of the war against terror. Information had been fully controlled and censored in order to serve these purposes. The military policy of the government had been discussed by the US media, but these military interventions had been rarely criticized by journalists in the light of the UN Charter. There is a clear violation of the constitution using NATO forces in Afghanistan, but Western media toned down this matter. Full export to the military adventures of the US Department and Pentagon and foreign policy had been extended by media always. These military

interventions had been painted by the media as helping the masses and saving them from undemocratic rulers and introducing them to democracy. Their governments fully support the dictators, Royals, and kings in the Muslim world but have never discussed them. They never tell the world that the war of occupation of the natural resources of the poor nations is the war against terror. Similarly, full justification for the war against Palestine has never been provided and Israel has never been condemned for its inhumane actions.

11 Implications on Mass Media in Pakistan

Although media in Pakistan enjoys enormous freedom though restrictions, bans, impositions, and political pressures have usually been exerted upon it (International Media Report, 2009). Around 89 private television channels are being operated in Pakistan that air programs on news and current affairs, talk shows, political satire, religious content, and much more (PEMRA, 2018). In 2019, PEMRA issued licenses to another 48, hence the figure reached 137 TV channels in the country. Keeping in view the global media environment, following implications are made:

11.1 Political Economy of Mass Media and the West's Hegemony

The political economy of communication approach considers concentration of ownership as a starting point to comprehend processes involving the struggle to control political and economic power (Mosco, 2009). The logical casualty is the existence of a healthy public sphere. The corporate moguls in the media industry have learned how to manipulate politics more ingeniously than other actors because politics has become a mass mediated phenomenon in recent decades (McDowell, 2001). Common citizens, activists, and civil society groups have limited access to the media sources, and their voices could easily be silenced or marginalized by corporations.

As Napoli (1997, 2003) argues: Media organizations are both political and economic entities. They are able and even expected to influence public opinion, government policy and citizen voting behaviour. At the same time, media organizations' continued existence in a capitalist system such as ours depends upon their ability to maximize revenue and minimize costs. (p. 207)

According to Karl Marx, society is maintained by the relationship that exists between the bourgeoisie and the proletariat classes. The bourgeoisie controls the means of production (e.g., land, labor, and factories). These are the essential financial resources, and the proletariats work for them to maintain their continued domination over the base of society. Political economy theory observes how the elite control of the economic institutions influences other institutions of society including the mass media. Althusser in this regard views that those who control the means of production, it is their prerogative to control the ideological state apparatuses which are the means of mental production (schools, books, media, entertainment industry, internet, telecommunication, etc.). Therefore, the West particularly the US dominates the global media market as it is controlling the essential financial resources of the world.

11.2 Lack of Digital Journalism Education and Technological Awareness

The fact of the matter is that Pakistan's mainstream news media is still at evolving stage in terms of using digital technologies to produce and distribute information. The journalists are not digital-savvy and because of the poor journalism education they show resistance and fear to accept technological changes. Hence, they cannot cope up with the standards of international journalism

being practiced at global level. The international journalists receive prior training and education towards journalism and are fully equipped with latest technological resources, therefore technologically they are much savvier compared to Pakistani journalists (Jamil, 2020). The news organizations are reluctant to invest in the digital newsrooms as well. The digital initiatives of Pakistan are not properly functional to promote digitalization. Pakistan's growing digital divide is also a big obstacle in terms of using technology for mainstream media journalists (Jamil, 2021).

11.3 Economic Constraints

Due to the economic constraints Pakistani media houses lack resources to appoint their own correspondents in different parts of the world. They rely upon the global media news agencies and their services to acquire news regarding the latest issues of the world. Most of the media houses in Pakistan lacks resources and manpower that they have not been able to deploy their correspondents even in major cities and conflict zones of Pakistan as well. For instance, leading print and electronic media houses rely upon global news agencies to seek information regarding war on terror that is being fought in tribal areas of Pakistan. Hence, they rely upon the news services of Western global media houses and news agencies to acquire news related to war zones of Pakistan. Hence Pakistani media houses receive Western viewpoint regarding their own national and strategic affairs and have become the mouth pieces of global media.

11.4 Partisan Ideology of Pakistani Media and Breaking News Syndrome

Pakistani media houses rely on governments' advertisements or the financial support of the political stakeholders/parties to generate their revenue, which ultimately make them inclined towards toeing one political narrative. In such scenario, the national mainstream media is unable to combat the grand narrative of the global media against Pakistan and its strategic goals. Technological integration in journalism also raised questions on the authenticity of news/information besides its prompt disseminating feature of propagating news. In Pakistan, the culture of ratings and breaking news, enforce journalists to publish news with no authenticity (Ali, Ghaznavi and Khan, 2021). Every single journalist has created his/her own social media accounts or YouTube channel to promote their personal stance (or promoting government agenda) with no legitimate source of information.

12 Conclusion

The international media landscape reflects that there is continued domination of the Anglo-American countries upon the world flow of information. The Western particularly the US has its hegemony upon the information system of the world. Through this control, the US is still enjoying its position as the sole owner of the world's information order. There are a few countries like Qatar, China, and India who tried to acquire a chunk of share in this flow of information by showing their presence at a global level but still, they are far behind the Western countries. There is a huge consolidation and concentration of ownership of the media at the global level. The Anglo-American media conglomerates and media moguls are continually buying other media houses and having media mergers with the media companies of Western countries. Therefore, so far, the structure of the global media landscape is concerned, it is difficult to induce that any other country could challenge the hegemony of the West at the global level.

13 Recommendation

Keeping in view the landscape of the global media environment and the hegemony of the Anglo-American media outlets, proprietors, and owners; the following recommendations are made to counter the agenda of the Western countries.

13.1 Opening of English News Channels

PTV World is the only English news channel in Pakistan. This is a state-owned public channel that serves the interests of the government. Pakistan needs to have a few private independent English news channels that could be watched internationally. This is the dilemma that the news related to Pakistan is covered and disseminated by international news channels as there are no English news channels in Pakistan. These channels broadcast this news after adding their own color to these stories. There is a dire need to have a few authentic English news channels so that the global world may get to know the impartial version of a news story regarding Pakistan.

13.2 National Media Policy

Due to the pervasive political polarization in the country, Pakistani media lacks maturity. Media should adopt a mature and balanced approach while reporting on national issues. Pakistani media follows partisan editorial policies due to the wide political cleavage amongst the leading political parties. There is an absence of national media policy that how Pakistan should respond to the international agenda that has been waged against Pakistan by the West. The Western governments by controlling their media continually taming the image of Pakistan at the global level. Due to the political polarization in the country, the media lacks the consensus to form a national media policy to counter the propaganda of the Western media. Pakistani media houses shall build some firewalls against the Western media agenda and strive to present a soft image of Pakistan at the global level.

13.3 Role of the Journalists and the Regulatory Bodies

The Pakistani journalists shall also devise some self-regulatory mechanism to improve journalistic standards to counter the propaganda of global media. The media should avoid sensationalism and should not chase ratings but rather strive for objective reporting. As has been mentioned that Western news agencies control the flow of information, therefore, PEMRA and other regulatory bodies should be vigilant in this regard and monitor every information of from global news agencies before popping it up on local media.

13.4 Perception Building through Entertainment and Sports Industries

Pakistani Media irony is that it has more news channels than entertainment, education, sports, and information. News-based talk shows have replaced entertainment and dramas. These do not promote tolerance, respect for different points of view, and healthy debate. So far perception building of a country is concerned, the entertainment and sports sectors play a crucial role not only to earn money but also to present a soft image of a country. The international world invests in its entertainment industry to culturally invade other countries. The drama and film industry helps a nation to intact and preserve the norms, values, and culture of a country. Pakistan's drama industry is well known in the region for its matchless content. But there is still a dire need to work in the areas of music, film, and cinema industries. Similarly, Pakistan can build its soft image by

investing more in sports, particularly cricket. The government of Pakistan shall work on the entertainment and sports industries not only to build firewalls against cultural erosion but also to attract more investment to present a positive image of Pakistan worldwide. Not every event in Pakistan is bad. On the contrary, anything positive does not get discussed by local media. The contours of our identity are getting diminished and eroded across the globe through such reporting. The soft power of media is yet to be understood by the Media of Pakistan and image-building mostly takes place through it in the world.

13.5 Formulation of Media Regulation

Pakistan is facing problems in media regulation formulations, whether it's print, electronic or digital. In order to regulate digital platforms, the Pakistan government introduced the Prevention of Electronic Crimes Act (2016) which was drafted to combat online hate speech and propaganda by terrorists. Similarly, Pakistan Telecom Authority (PTA) has the authority to block the websites by the administrations and now with PECA, the PTA ultimately gets the authority to check and block websites with offensive content that is not in line with national narratives (Jamil, 2021). Although the media organizations and the journalists' fraternity has staged protests such initiatives to counter check the information and regulation of digital media platforms, still there is a need to formulate and enforce such regulations in order to avoid the dissemination of international agenda of Western forces.

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