

OBJECTIVES OF BROADCASTING IN PAKISTAN

At the time of the emergence of Pakistan there were just three radio stations, i.e.; radio station Lahore, radio station Dhaka and radio station Rawalpindi, in the newly born country. Some specific areas were figured out in which the broadcasting in Pakistan concentrated in the coming years. Right from the start until the early 90s of the last century, Radio Pakistan, which was later turned to be called Pakistan Broadcasting Corporation in 1972, enjoyed complete monopoly in the realm of radio broadcasting. This monopoly was though disturbed with the emergence of F.M. broadcast in the private sector, but still the public sector medium enjoys the maximum approach to people with a wide range of radio stations, F.M. and A.M. both, in every nook and corner of the country.

F.M. broadcast in third world countries in general and in Pakistan in particular, unfortunately and mistakenly indeed, has been perceived as the kind of broadcast that is meant to play music and nothing else. Hence the objective of setting up F.M. channels in Pakistan has been narrowed down to putting the meaningless comparing and all-the-time music, without any planning and potential, on air.

The A.M. broadcast, however, has selected certain important areas to broadcast for, may well be called the objectives of broadcasting in Pakistan.

They are as under:

1. **Information;** To give information about something is to convey about it. Information may be from any realm of life ranging from science to art, from beneath the earth to unlimited depths of skies, from religion to humanities, from tangibles to intangibles. Radio tries to bring to listeners every possible information that they must know about.

2. **Education** To educate people is a process of teaching and training; to improve knowledge and develop skill. Radio, being a mass medium does manage to present education-oriented programmes in its transmission.

3. **Entertainment** People wish to get entertained as well. So radio, broadcasts entertainment programmes comprising music, drama, disk-jockey, and comedy programmes.

4. **Islamic ideology** Since Pakistan is an Islamic country which was struggled for in the name of Islam therefore as a responsible medium, Radio Pakistan has been performing appreciate-able role for the promotion and preaching of Islamic teachings in the Light of Quran, Sunnaah and Hadith.

5. **Ideology of Pakistan Two-nation theory** provides blood and soul to the ideology of Pakistan which seeks its roots in Islam. Radio Pakistan is playing a vital role in

illuminating the ideology of Pakistan in the listeners, especially in our youth.

6. **Promotion of culture** Pakistan is a land of different regions and varied cultures. These cultures represent their respective people and add rainbow colours to the vast canvass of Pakistan. Radio Pakistan is doing its best to promote and preserve this picture of heterogeneous cultures by producing programmes strongly portraying the beauty of different lands such as Sindh, N.W.F.P., Balochistan, Azad Kashmir and Punjab.

7. **Promotion of regional languages** As mentioned above Pakistan is blessed with different lands and heterogeneous yet rich cultures and any culture of a land is incomplete without its own medium of expression that is language. Through the language it is possible not only to preserve a culture for next generations but also for its promotion and propagation.

8. **National Unity** A nation is always comprised of many races and people possessing various thought, beliefs and opinions. So is with Pakistan. All Pakistani people making one Pakistani nation are free to have their own beliefs, political associations and opinions, but they are not strong unless they are united. The prime objective of any country's media must be to frame its matter and content in such a manner that the national unity may be achieved and strengthened. So is doing radio Pakistan, efficiently and effectively indeed.

9. **To boost up nation's morale at adverse hours** Yet another important objective of Radio Pakistan is to keep the nation's morale high at the hours of challenge, dejection, panic or trial. For instance soon after the emergence of Pakistan the first and foremost challenge in front of Pakistan was the rehabilitation of muhajerin who migrated from India in flocks and flocks. They were miserable. They were heavy-hearted. They were lonely on their own homeland. Radio Pakistan presented programmes to share their desolation and provided them necessary information and guidance.

10. **News Coverage** Yet another important objective of radio broadcast is the coverage of news since on radio news bulletins go on air almost round the clock. News gathering and writing for radio is more different and difficult process than doing the both tasks for other media like newspaper and TV. Radio puts news on air after every four or five hours in the bulletins of different durations from five minute.

MEASURING THE IMPORTANCE OF NEWS

A constant and specialized kind of training enables reporters to draw a line of demarcation between an ordinary event and a newsworthy event. They come to know what incident, statement, portion of speech, or an activity of a renowned actor is to be treated as news and given space in the news bulletin. After having enough material that is supposed to be a part of the coming news bulletin, a difficult yet the most important and sensitive task lays ahead is giving a specific order to the news items the typist has to follow while typing the news items and the news caster has to follow while reading out the bulletin. Is it "first come, first serve" rule that applies here or "hit-and-trial method?" No, not at all. If not, then how to measure the importance of news story so that its turn in the sequence of a news bulletin can be determined? The order to be followed while placing the news stories in a bulletin is based upon a pretty scientific and systematic manner.

"Generally, the most important, significant, and interesting, is offered to the listener or reader."

The following are the ingredients which make a story important and significant and according to its importance and significance its order in a news bulletin can be evaluated and determined.

Intensity of an Event Something intense means something extreme, something powerful, something deep, and something very significant. Intensity involves power, force, and strength. When we evaluate a news story in terms of intensity, we as a matter of fact, make an attempt to gauge its importance in terms of its strength and consequently its affect on the society it is meant for. Intensity may be local, regional or global. For instance, Pakistan wins world cup in cricket first time in the history of her participation in the competition. It involves extreme level of interest of Pakistani nation in the victory and the victory possesses great amount of intensity for Pakistanis. The news in Pakistani channels' bulletins will be given first place.

Extensivity of an Event Something extensive means happening of any event or accident

on a larger level involving a great number of people. For instance, on 8th April 2005, a horrible earthquake left thousands and thousands of people in Azad Kashmir and northern areas of Pakistan, with unforgettable destruction and devastation. It was a titanic tragedy which affected people on extensive level. To cover this natural calamity and its affects on people, reporters from media throughout the world rushed to the affected areas. This was a kind of event that involved people on extensive scale coupled with mammoth intensity. That is why its news and coverage was given the highest importance and the news story stayed at first place in the bulletins for weeks. "The importance of a story is determined by its intensity (the amount of disruption) and by its extensity (the number of people affected)."

Recentness of an Event As it is said, time and again, that recentness or timeliness is the very feature of a news story. Any event or a statement that is stale and old can be anything but can not be news. Out dated stories may be taken as reference but these stories cannot be termed as news items. News is something that is new, as to some journalists, news is the plural of new. Only the event or happening that carries all or some of the news values we have gone through, and possesses the feature of newness as well, deserves to be called news. That is why the most recent happening is treated as breaking news.

Proximity as discussed above, is the nearness of an event. Local events are more important than foreign. An accident or crime or ceremony is more important in the city where it occurs. The same kind of happening occurred in any other city or country may be reported as news but in the bulletin it will be placed in the tail end.

Consequence of an Event In his budget speech, the finance minister announces a drastic cut in the tariff of electricity, or a fifty percent raise is announced in the salaries of government servants. These changes will not come into effect immediate after the minister concludes his speech, rather, from the 1st of the 1st month of the coming monetary year that may start after a fortnight or twenty days. But since the consequences of the announcement are supposed to affect people in future, the news will be given a prominent placing in the news bulletin.

Variety of news values It is a matter of simple understanding that more the news values in an event, the greater the importance of that news will be. For instance, the murder of a person is news, but the murder of any important figure in a society is even bigger news. Earthquake anywhere in world is news, but earthquake in Pakistan is bigger news. If it is so intensive that it kills thousands and thousands of people forcing other thousands of people to shift and confine to tents, it becomes even the biggest news for almost all the news channels in the world.