



Corporate News Media and Its Impact on News journalism Content in Pakistan

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Abstract:

The study was carried out to explore the impacts of corporate news media on news journalism content. To achieve this, two objectives were raised. In line with the specific objectives, six research questions and hypotheses were formulated for the study. For this study, data were collected from 115 respondents (both male and female) who were existing and pass out students and belongs to different universities of Pakistan. Data is analyzed using table pie chart table. The study reveals that after the commercialization of Pakistani news media the quality of news journalism and journalism ethics declined and people think that news media didn't fulfill its core functions properly and news media also ignore many important issues for their commercial purposes. This study also reveals that because of corporate news media the financial condition of journalists has improved but the news quality has dropped dramatically.

Keywords: *Corporate, Media, News, Journalism, Impact, Content, Social Responsibility Theory, Authoritarian Theory*

Introduction:



Media is called the fourth pillar of state and now mass media playing a very important role to influence the mass media (Electronic) is the important source of basic information about national, international, and regional issues and developments. Newspapers have been published in Pakistan since before the establishment of Pakistan, but the regular launch of Electronic Media in Pakistan was in 1964 with the broadcast of Pakistan Television, but since it was the official channel of PTV, most of its broadcasts advertised government measures. (Hussain, 2012) Social issues were rarely highlighted. The biggest breakthrough for the launch of electronic media in Pakistan came during the Musharraf government in 2002 when private media houses and channels were allowed to be set up in the country. After which several private channels were opened in the country (Hussain, 2012).

Mass media has a great influence in shaping and influencing public opinion and media is playing the role of watchdog in society. The media also plays a vital role in motivating the government to address social issues such as load shedding, lack of facilities and other local government issues. Today the media is very powerful and has the full potential to highlight social and societal issues but it depends on how the media works whether the media is highlighting social issues or not. (Davison & Phillips 2020)

The enhanced role of media has impacted social, economic and political life. What one thinks, believes and perceives are based on the images shown on the media. It has penetrated the routine life of all individuals; commoners, elites, decision-makers and statesmen (Hussain, 2012).



The media is an excellent platform for discussing social issues that can help solve these problems or at least bring them to the attention of the government. The media has always been the voice of the people. But from last few years, Pakistani society suffers from a variety of social problems and as a watchdog media it is the responsibility of the media to highlight these issues but for the last few years it has been a common notion that Pakistani media puts issues behind them and only gains ratings and the main reason of that is the commercialization of media. Our media itself is in trouble that including economic and social issues, our media unable to distinguish between news and entertainment. The purpose of this study is to look at the impacts of the commercialization of media on journalism in Pakistan. (Yusuf & Schoemaker, 2013)

Background of Study:

It is a common narrative that the quality of news journalism has deteriorated because the media is commercial. Neither the basic principles of journalism are being followed nor is there any purpose for journalism now but journalism has become a means of making money only.

Freedom of the press is not prominently displayed in many large private media houses. Pakistani journalists want ethical reporting of news but media house owners do not care about ethics for advertisements, ratings, and while competing with other channels. (Amir Jahangir 2016).

There is a solid perception that the Pakistani media is not giving too much importance to the coverage of the core social and public issues and giving



too much coverage to those issues which increase their Ratings so that their revenue can increase.

Pakistan's current media is more critical and aggressive. It talks about social issues but is reluctant to suggest solutions (by MY Awan, 2019).

The Review of Literature:

Pakistani Media has grown swiftly due to media liberalization rules at some stage in Musharraf's era, mainly electronic; but Pakistani media because of loss of complete and well-coordinated route on a part of the kingdom has now no longer but been capable of play the favored advantageous position i.e. strengthening the internal the front of the kingdom and bringing an advantageous extrude in society. There is the maximum want on a part of all kingdom pillars to give you a complete coverage plan for media. To have a subjective evaluation of the media's position in strengthening society, there may be a want to have an in-intensity understanding of societal troubles and intricacies of media (Awan, 2019).

The role of media in Pakistan is what Noam Chomsky notes “it would hardly come as a surprise if the picture of the world they present were to reflect the perspectives and interests of the sellers, the buyers and product (Hussain, 2012).

An in-intensity evaluation of media in Pakistan elaborates that media in Pakistan isn't gambling a colorful and powerful position to train because of vested pastimes of media conglomerates. Both non-public and state-owned media require a whole revamp and revisit. The want is felt is to layout



contents maintaining in social and mental wishes of the people. It turned into cautioned that even as formulating countrywide media coverage all stakeholders- government, non-public media, clients and intellectuals, and academia have to be consulted (Babar Hussain Shah, Saqib Riaz, Mudassir Mukhtar, 2019)

Since liberalization in 2002, the amount of media retailers in Pakistan has phenomenally increased. AN increasing policy within the media has emerged alongside the quantitative development of media outlets. On the one hand, this media revolution has contended a very important role in the strengthening of democratic establishments in the country. On the opposite hand, just like the activists of any social or political revolution, the media activists even have caused a tremendous fatal accident to society. The key explanation for media activism is that the preponderating industrial interest of the capitalist media houses. it's energizing the modus operandi for ratings, that coupled with the acute capability constraints of human resources within the media, is inflicting a misdirected policy that relegates skilled ethics to dealings (Ashraf & Islam, 2013).

Pakistan has a vibrant media landscape, which despite political pressure and direct bans that they are sometimes subject to from the state, the media enjoys independence to a large extent. After having been liberalized in 2002, the television sector experienced a media boom. In the fiercely competitive environment that followed commercial interests became paramount and quality journalism gave way to sensationalism (International Media Support, 2009).



Objectives of the Study:

To explore the effects of corporate news media on news content.

To investigate the changes that have taken place in Pakistani news media after commercialization.

Rational:

Media is the fourth pillar of the state and it is also a fact that the media has a great influence on people. Media also plays the role of a watchdog for the government and the institutions. How true is the fact that because of corporate news media people think that news media has deviated from its original purpose and become a business?

Theoretical Framework:

The theory in a research study determines how the development in the study is going to or likely to take place.

Social Responsibility Theory:

Social Responsibility theory allows a free press but at the same time calls for ensuring that the media is responsible in its dealings and that the content of the press is discussed in public. News media in Pakistan is largely independent but not responsible and the standard of journalism is no longer what it really should be. (Chikezie. 2015).



Authoritarian theory:

Authoritarian theory describe that all media will be under the control of elites or influential officials. Most of Pakistan's news media is now dominated by or under the influence of powerful businessmen. People think that these powerful people have removed the news media from its original purpose for their financial security and most of the media houses that the owners use their authority to run their news or prevent many news from running. (SIEBERT, F., PETERSON, T., & SCHRAMM, W. 1984).

Research Quarries:

- Did the quality of journalism has declined due to corporate news media?
- Are you satisfied with the overall prevailing condition of news journalism in Pakistan?
- Do you think Commercialization has made journalists financially deserving?
- Are you satisfied with the role of journalists regarding journalism ethics?
- Do you think that due to commercialization of news media has deviated from its original purpose (core functions)?
- Did many news channels completely ignore many important issues and news for their commercial?



Hypothesis:

- Corporate media owners has deviated news media from its original purpose.
- The Pakistani news media is not fulfilling its core functions (to educate, to persuade, to inform etc.) because of corporate news media.
- Because of corporate news media the financial situation of journalists has improved.

Research Methodology

This study examines the “Corporate News Media and Its Impact on News journalism and News content in Pakistan”. The major purpose of this research to examine the opinion of people that did what’s are the impacts of commercialization on electronic media in Pakistan. I use the quantitative method for this research study and for that I made a questionnaire which consists of 6 question statements. Almost 115 Participants (both male and female) were invited to complete an online questionnaire from all over Pakistan. Data were collected from the students of different universities of Pakistan. This online questionnaire form consists of the participant’s age, gender and 6 questions.



Research Findings and Discussion:

Table 1

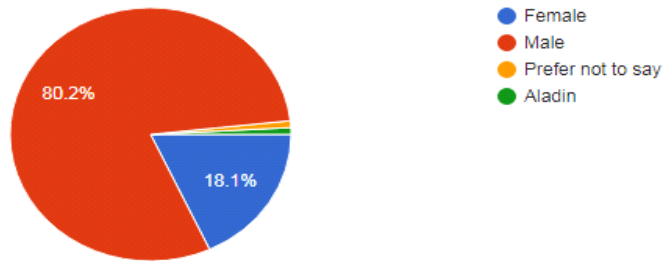
Gender of Participants	
Male	80.2%
Female	18.1%
Prefer not to say	1.7%
N=116	



Chart 1

Gender

116 responses



The figure in chart 1 illustrate that 80.2% participants are male while 18.1% participants are female, who participate in this survey.

Table 2

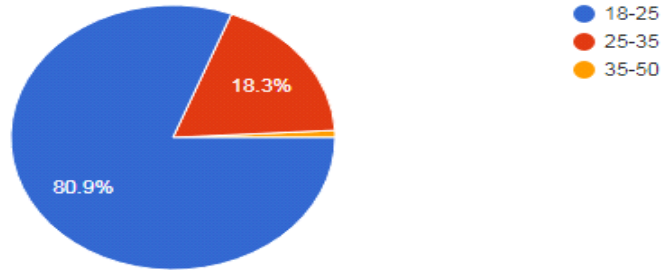
Age of Participants	
18-25 years old	80.9%
25-35 years old	18.3%
35-50 years old	0.8%
N=115	



Chart 2

Age

115 responses



The figure in chart 2 illustrate that the age of the 80.9% participants is in between 18-25 years, 18.3% participants aged between 25-35 years and 0.8 participants are aged between 35-50.

Table 3

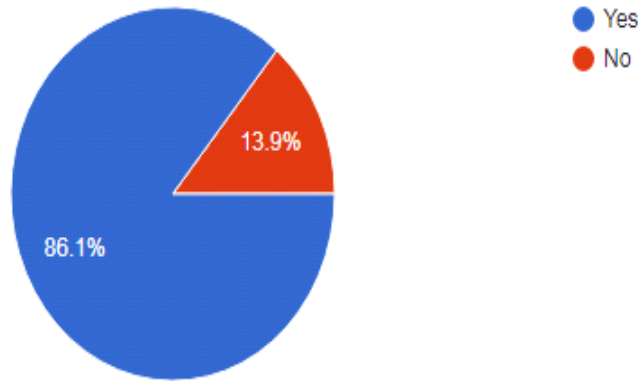
Did the quality of journalism has declined due to media commercialization?	
Yes	86.1%
No	13.9%
N=115	

Chart 3



Did quality of journalism has declined due to media commercialization?

115 responses



The figure in chart 3 illustrate that the 86.1 participants think that quality of news journalism has declined due to media commercialization while 13.9% participants did not agree with this statement.

Table 4

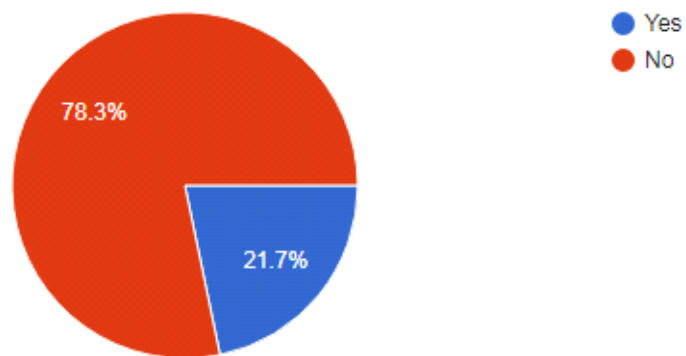
Are you satisfied with the overall prevailing condition of journalism in Pakistan?	
Yes	78.3%
No	21.7%
N=115	



Chart 4

Are you satisfied with the overall prevailing condition of journalism in Pakistan?

115 responses



The figure in chart 4 illustrate that the 78.3% participants are not satisfied with the overall prevailing conditions of news journalism in Pakistan while 21.7% participants are satisfied with the overall prevailing conditions of news journalism in Pakistan.



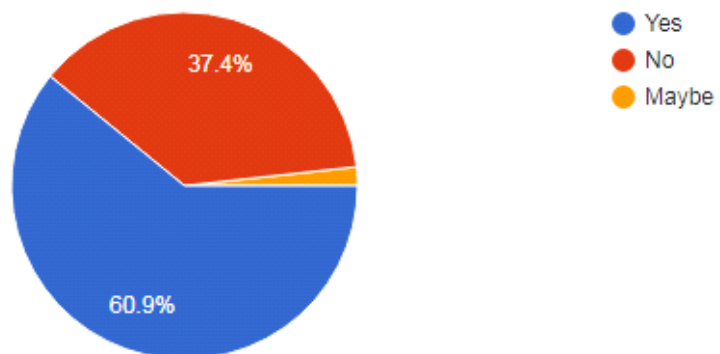
Table 5

Do you think Commercialization has made journalists financially deserving?	
Yes	60.9%
No	37.4%
N=115	

Chart 5

Do you think Commercialization has made journalists financially deserving?

115 responses





The figure in chart 5 illustrate that the 60.9% participants agree that commercialization has made journalists financially deserving, while 37.4% participants think that commercialization didn't made journalists financially deserving.

Table 6

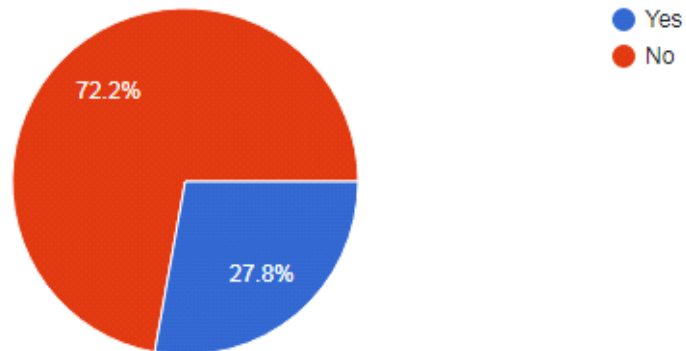
Are you satisfied with the role of journalists regarding journalism ethics?	
Yes	60.9%
No	37.4%
N=115	



Chart 6

Are you satisfied with the role of journalists regarding news journalism ethics?

115 responses



The figure in chart 6 illustrate that the 72.2% participants are not satisfied with the role of journalists regarding news journalism ethics while 27.8% participants are satisfied with the role of journalists regarding news journalism ethics.



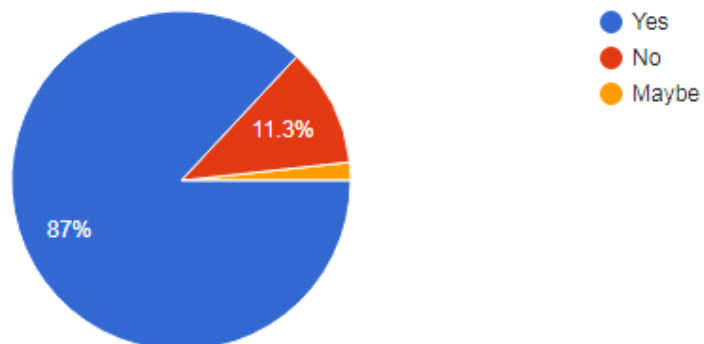
Table 7

Did many news channels completely ignore many important issues and news for their commercials purpose?	
Yes	60.9%
No	37.4%
N=115	

Chart 7

Did Many news channels completely ignore many important issues and news for there commercials purpose?

115 responses





The figure in chart 7 illustrate that the 87% participants agree that many news channels completely ignore many important issues and news for their commercials purpose while 11.3 participants didn't think that many news channels completely ignore many important issues and news for their commercials purpose.

Table 8

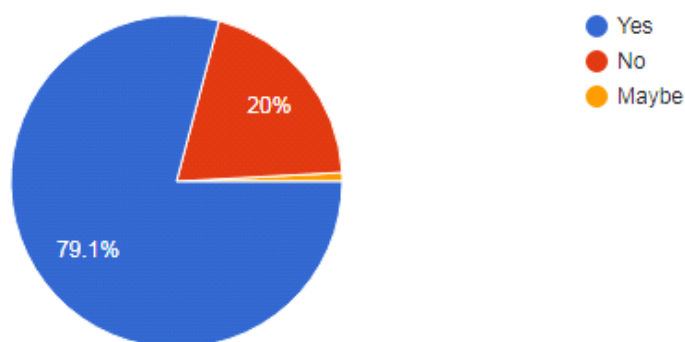
Do you think that due to commercialization of news media has deviated from its original purpose (core functions)?	
Yes	79.1%
No	20%
N=115	



Chart 8

Do you think that due to commercialization of news media has deviated from its original purpose (core functions)?

115 responses



The figure in chart 7 illustrate that the 79.1% participants agree that that due to commercialization of news media has deviated from its original purpose (core functions), while other 20% participants think that due to commercialization of news media didn't deviated from its original purpose (core functions).

Conclusion:

As a result of the survey, it is clear that after the commercialization of news media in Pakistan people observe many changes in news media. A large population of people in Pakistan follow news channels and watching talk shows to get news but the majority of people think that news media houses have now taken the form of business that is ignoring journalistic principles for their profit and financial interests. Considering the media's



fourth pillar of the state, the impression is very high that the news media is no longer performing its basic functions and the biggest reason behind this is the corporate framework of media. One important thing that emerged from the results of this research was that the financial situation of journalists has improved considerably after the commercialization of news media, which making it clear that commercialization is necessary of private news media without commercialization private news media didn't survive. News media and journalist organization must play their part in upholding journalistic values.

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