

## **CHAPTER 7**

### **MASS MEDIA**

#### **7.0 Introduction**

This chapter looks at communication and its areas; mass communication and mass media, followed by mass media in Pakistan and the increased use of English in media communication. This will be done to cover the second frame of reference of the present study. That is to access the role of media in the spread of English language.

The present age is an Age of ‘Information and Technology.’ It is also an ‘Age of Communication’ and mass media is playing a vital role in dissemination of information. The rapid development in communication and information has reached the status of an industry. This industry is potentially capable of influencing global opinion and it is a powerful tool to converge according to its needs. Now the wars are fought and won on the T.V screens rather than in the battle fields. Various civilizations are attempting to impose their thoughts and culture through media.

In developed countries mass media and research are synonymous. Research has become a barometer to check the impact of every action and reaction of media and under its light and results, media is made more useful and meaningful. The power of media is harnessed through research and thus its objectives are achieved however media has its merits and demerits. On the positive side with its power, social and national issues literacy and economic progress is made possible and speedy. It also helps to bring harmony and mutual intelligibility among societies, nations and countries. Nevertheless in psychological warfare and in propaganda the same means of communication are used.

Similarly, foreign policies and diplomatic ties are also developed and built on the same medium.

In Pakistan, the government has in recent years put increasing faith in technology developments, particularly in the field of information and communication technology as a solution to many of its economic problems, so it has tended to expand mass media which means more TV stations, more radio stations and more newspapers. In a growing economy the need for communication is greater; thus, the media uses the language of communication which in terms of trade turns progressively in its favor. The media avoids using lesser known languages, for it may not achieve the target set for economic goals, as development of media is related with economic development as well.

The reach of the media is determined by language rather than the nationality. Today English is the most widely used language of communication; Science, technology, business, industry, transport in all finds its use is essential in order to assure the highest common factor of mutual understanding. Therefore the question what role English language is playing in media setting of the country is of paramount importance.

### **7.1 Communication:**

The word communication comes from the Latin verb *communicare*, which means to make common, to share to impart, to transmit. Through communication people control each others behavior and unite themselves into groups therefore, communication is a means of breaking down the barriers in human interaction to achieve mutual understanding. As such there is no specific definition of communication however, Marsen quotes some scholars who have defined communication as:

- 1- 'social interaction through messages (Fiske 1990:2);
- 2- 'a process where by people in groups, using the tools provided by their culture, create collective representation of reality' ( Trenholm (199:31);

- 3- 'a process in which participants create and share information with one another in order to reach a mutual understanding' (Rogers 1995:35);
- 4- A process in which there is some predicable relation between the messages transmitted and message received.'<sup>1</sup>

The first two definitions are focused on social and cultural aspects, where as the last two definitions lay stress on cognitive and behavioral aspects of human beings. As an academic discipline, communication studies have taken three broadly defined directions: One leads from behavioral sciences, such as psychology; another leads from cultural and social disciplines; and textual leads from literary and language studies. All three different aspects form the basis of communication and leads to theoretical approaches to communication.

The formulation of one of the models was a technical requirement to improve the efficiency of telecommunication during the period of World War II, however later the technological advancements and new economies added new dimension to the emerging models.

### **7.1.1 Models of Communication**

#### **7.1.2 Lasswell's Model**

Harold D. Lass well (1948) was one of the first modern communication scientist who has summed up communication into a formula." Who says What to Whom and With What effect?"<sup>2</sup>

In this model of communication, who corresponds to the communicator, says what to the message in which channel to the medium, to whom to the audience and with what effect to the influence of the message on the audience.

When it was first stated by him, it was intended to indicate a radio station or a newspaper which transmits stimuli to the audience. Today of course communication has wide choice of medium for sending messages to a large audience. Besides newspapers and radios now television and latest technologies of communication, such as computer, internet, mobile phones are capable of reaching audience of millions.

Lasswell saw communication as performing three functions: Surveillance of the environment, correlation of components of society and cultural transmission between generations. It was greatly a mechanistic and 'effect' approach which influenced the communication theory.

### **7.1.3 Shannon and Weavers Model**

The effects-oriented approaches to mass communication is derived from Shannon and Weavers(1949) mathematical model of communication. They conceived of communication as a system composed of five essential parts. 1- Source 2- transmitter, 3- Signal, 4- channel, 5- receiver.

Working at Bell Telephone Company, these engineers during the period of World War II were interested to find out efficient means of using the channels for communication for the transfer of information (telephone cable and radio wave). They believed that the context or meaning was more important and the element of noise in communication is 'no' message, which can make the communication ineffective as well as conflicting. Therefore this model was of great significance in telecommunications to improve the functionality of the equipment.<sup>3</sup>

### **7.1.4 Jacobson's Model**

Roman Jacobson(1960) formulated a very influential model of communication, especially in the study of oral text. He applied a formalist approach to his model. He was interested to find linguistic techniques, which turned simple language into art.

His model has two aspects: the constitutive factors of communication and functions of communication. Jacobson has described the model as such:

“The addresser sends a message to the addressee. To be operative the message requires a context to (‘referent’ in another, somewhat ambivalent, normen clature, sizable by the addressee. And either verbal or capable of being verbalized, a code fully, or at least partially, common to the addresser and addressee (or, in other words to the encoder and the decoder of the message); and finally, a contact a physical channel and psychological connection between the addresser and the addressee, enabling both of them to stay in communication.”<sup>4</sup>

In simple words this means: when I communicate, I (the addresser) send a message to some one else (the addressee). My message is delivered through a contact (the medium), is formatted in a code (the English language or, in case of non- verbal communication, my gestures and or clothes), and is effected by the context in which it is given (for example, the topic of ‘the meaning of life’ would be understood differently in a philosophy lecture than it would at a funeral).<sup>5</sup>

He has described six functions of communication as emotive, cognitive, referential, poetic, pathetic and meta-lingual. All the six functions maybe compared in that order with the contributing and / or controlling components of communication suggested by Shannon: source, receiver, channel, transmitter, signal and environment.

### **7.1.5 Mass Communication**

Mass communication is a vital and important area of communication.

“It is a type of large scale communication. Essentially it involves the support of mass media, which serves as mediate transmitter of information. It obviously is the most apparent and significant type of most modern and powerful combination of media. Mass communication is the most

respected type which plays effective and persuasive role in society and covers simultaneously all geographical areas of the world”<sup>6</sup>

Gerbner (1967) defines mass communication as ‘a social interaction through message’ though it is irrefutable however; Macquail (1983) quotes a definition of mass communication given by (Janowitz, 1968) in his book *Mass communication Theory* (1998) which reads as follows.

‘Mass communication comprises the institutions and techniques by which specialized groups employ technological devices (press, radio, film etc) to disseminate symbolic context to large heterogeneous and widely dispersed audience.’<sup>7</sup>

Macquails finds this definition quite appropriate to define the word ‘communication’, which actually means ‘transmission’ as viewed by the sender, otherwise the word communication in general stands for ‘interaction’. Moreover he also distinguishes between ‘mass communication’ and ‘mass media’. Mass media in his view is “the organized technologies which makes mass communication possible.”<sup>8</sup> Mass media has a pervasive influence on audience,

“Impact is a key work in mass communication studies, because the aim of mass communication activities such as broadcasting is to attract and have an effect on large audience often internationally. The development of technology in the twentieth century has made mass communication the most modern type and one that, in many ways encompasses all others. For example television services are excellent ways to study in the personal communication; documentaries and multicultural Television provide window to intercultural issues and conflicts: and many mass media corporations typify big business organization and business communication practice.”<sup>9</sup>

## 7.2 Mass Media

Mass media refers to various means of communication. Sharma looks at some definitions given by other researchers:

“The media of communication are means of vehicle capable of assuming forms that have characteristics of messages. Gould and Kolb (1964:413) have defined mass media as all the impersonal means of communication by which a visual or auditory messages or both are transmitted directly towards the audience. Included among the mass media are the television, films, radio, newspaper, magazines, books etc. Klapper (1949:3) has defined the mass media of communication as a process by which a mechanism of impersonal reproduction interviews between speaker and the audience. Sherif and Sherif (1956:562) are of the opinion that mass media must reach million of people simultaneously or within brief periods.”<sup>10</sup>

The different definitions of mass media have been summed up by Rokeach and Cantor as:

“a system that is constituted by the configuration of organizations and institutions producing and distributing cultural products that are theoretically available to entire populations in given societies at proximately the same time. A system that is embedded in the rest of the society in such a way, that if both effects and is affected by the political, economic and all other social systems that constitute a society. The mass media system, with its special information and communication resources, is embedded virtually in every corner of societal life, whether it be conflict, change, control, or social integration.”<sup>11</sup>

### 7.2.1 Functions of the Media:

Mass communication serves three important functions. Harold Lasswell (1967) a political scientist and a pioneer in mass communication research has noted three major functions.

1- Surveillance. It means collection and distribution of information concerning events in the environment, both outside and within a particular society. To some extent, it corresponds to what is popularly conceived as the handling of news.

2- Correlation. It here includes interpretations of information about the environment and perception for conduct in reaction to these events. In part, this activity is popularity identified as editorial or propaganda.

3- Transmission. The transmission of social heritage from one generation to another. Commonly it is identified as an educational activity.<sup>12</sup>

Mendelsohn (1966) has added a fourth function as quoted by Mcquail which is entertainment in order to secure the attention of the largest possible group to sell this attention to advertisers. Entertainment serves to provide relaxation after daily routine and making the leisure time pleasant and enjoyable. It makes easier for people to cope with real life problems and for societies to avoid breakdown.<sup>13</sup>

### **7.2.2 The Role of Mass Media:**

Sociologically mass media plays an important role in the lives of the people. For example what people learn, and how and why their attitude change. Secondly, the psychological effects of communication. Thirdly, its role in the political process; what are the influences of political propaganda on the way people vote, and relationship between the government and the masses. Finally the role of media in the educational system by which, society transmits its culture and values from one generation to the next.

The media studied in different societies shows that their structure, contexts and audience differ according to their culture, legal, and economic features. Cultural realities such as tradition, values and roles cannot be divorced from the media context. The media plays its role according to the norms and requirements of its society or country. It could



be any institution; family, political, religion, education, economic, law, and military or any other institutions of daily life related to these issues.

Advances in technology have changed the distribution of mass media in twentieth century radically. It is now embedded in virtually every corner of social life, whether it is conflict, change, control, or social integration. The power of media has always influenced opinions and behavior of people.

At present audiences fully rely on mass communication. The downpour of information and knowledge is so quick and fast that there is no escape from it. Television, newspaper, radio greatly influence public opinion and views. Generally it is the national language which is the medium of communication between a media person and the audience. It determines the presentation and interpretation of ideas and events however; today English is the dominating language of media. It is playing a role of unifying people across the countries and cultures, leading to better understanding and tolerance.

### **7.2.3 The Power of Media:**

The focal point of early media studies was mainly on the power of the media (then press, radio and films) to influence opinion and behavior. There were two notions about the power of media; one that media plays an important role in the lives of the audience and it exerts powerful one-directional influence. Harold Lasswell's (1948) statement 'Who says What to Whom through Which medium with What effect' tends to prove the one-direction approach.

The second notion was given by Joseph Klapper who believed media tended to reinforce existing political opinion and basic values. A research was carried out in 1970's indicating that power of media lies in the hands of those who finance it or own the media.

“The “communicators” are the most concrete controllers of media information resources- creating, gathering, processing and disseminating- resources that have become fundamental to conduct of societal, cultural, organized and personal life”.<sup>14</sup>

Today, who is not aware of the power of media, while living in ‘The Age of Media.’ Technology has changed time and space and it has had a profound impact how we view and use them. Media which was launched in 1920’s in Europe to mobilize nationalists and ideological goals has become a popular past time every where in the world.

Macquail viewed the power of media as a means of ‘social integration or disintegration and public enlightenment or its opposite’. He also viewed, the media to have power’ to rule people and to influence and shape international relations and alliances. He has laid down three conditions for media power which were assumed to be,

“a national media industry capable of reaching most people; a degree of monopolistic or authoritarian control at the top or centre; and public that was strongly attached and attracted to media and also susceptible to manipulate appeals.”<sup>15</sup>

Nonetheless media is also seen as ‘cultural invasion’ or ‘cultural Imperialism’. The media has entered people’s bedrooms. PC, internet have become an irresistible phenomenon, which has changed the lives drastically. In short, the influence is simply pervasive; media has become a life line and if this line is cut off, the world would become paralyzed.

#### **7.2.4 Influence of Technology and Communication:**

From 1450, the saga of more than five hundred years of development in communication unfolds mass changing relationship to machines in the communication

process. Over three centuries the devices and means of communication have grown tremendously in sophistication, swiftness and speed. The influence of technology is simply invincible and people of the globe are wonderstruck. The global media has knitted and electronic web, encompassing the whole world and there is no escape from its stronghold. Communication theorist Marshall McLuhan has defined the media in terms of this impact on human senses,

“His description of the media as ‘extension of man’ and his saying that ‘the medium is the message’ have become proverbial in the discourse of communication.”<sup>16</sup>

The invention of printing (which he considered an extension of the eye) and sees the invention of radio (as an extension of the ear) and the invention of television probably is the extension of both the organs eye and ear which is leading to an overwhelming impact not only on the senses but on the psychology of the masses. He sees “media not merely tools through which we perceive the world, but it affect both the world that we perceive and the senses through which we perceive it. Rather than being the means to an end, the media are actually part of the end itself.”<sup>17</sup> McLuhan has divided media into ‘hot’ and ‘cool’ media. He defines hot and cool media as:

‘Hot media are defined by their appeal to single sense and by the linear perception that audience have on them. Photographs, radio and print are ‘hot’ media because they represent ‘high definition’ information that is grasped through simple sense (eye or ear) and provided all the data needed for receives to understand them. Cartoons, on the other hand, would ‘be a ‘cool’ medium because they provide ‘low-definition’ information, requiring the receiver to use more than one sense to fill in the details. MacLuhan argued that the impact of a ‘hot’ and ‘cool’ medium depends on the cultural context in which it is introduced. The degree of exposure to the ‘hot’ media of print, for example would be a factor in the ability of a culture to adapt to the introduction of other ‘hot’ media such as radio.’<sup>18</sup>

In a nutshell media by and large has enormous vitality to influence people's senses. However it should be utilized in accordance to the needs within the cultural environment.

#### **7.2.5 Language in Mass Media:**

The fundamental function of language is communication. Having said that, it is an important aspect of culture, a marker of identity, a dominant feature in determining nationality, a powerful tool to influence thought and perception to rule, to liberate, to enslave, to negotiate, to persuade so on and so fourth. However, it is a skillful use of language which makes successful communication.

Highlighting the importance of language Bobe says “we routinely use language while listening to radio and watching T.V. This multimedia potentiality of words – their capacity to operate as speech and writing sound and sight in a variety of live and recorded modes – is of fundamental significance. It means that words are an extraordinarily versatile and volatile communicative resource”.<sup>19</sup>

Human beings communicate in two fundamental ways: words and physical behavior. Human communication consists of visual signs, sounds, scents and movements, by which people exchange information. However words are symbols and abstractions therefore, cannot completely correspond to reality, moreover words have meanings according to the context thus words mean different things in different situations. S.I Hayakawa the most famous Semanticist is of the opinion that; “the word is not the thing; the map is not the territory it stands for.”<sup>20</sup>

This is why accurate communication is difficult, but to overcome this difficulty, the discipline of linguistics offers the study of three main branches that are influential in communication theory. They are syntax, semantics and pragmatics which have been described briefly.

## **Syntax**

It is the study of word order in a sentence. There are certain rules that define how words should be arranged in a sentence to produce a meaningful sentence.

## **Semantics**

It is the study of word meaning. A Semitist Netson Erancis has said that, words do not have meanings; people have meanings for words Therefore, meaning is a complicated factor since it has several implications of meaning for human communication. Commonly words are known to possess literal and secondary meaning which is referred as 'denotative' and 'connotative'.

### **Denotative**

It is a primary and literal meaning of a word provided by a dictionary. The denotative meaning of a word is generally or universally acceptable. It is relatively static and unchanging, but as all words change through time they also change however the process of change is slow.

### **Connotative**

It is the secondary meaning of a word, which cannot be found in a dictionary. It has to be interpreted according to the persons association to the word. As they are extremely personal therefore very few people would agree on the exact connotative meaning of a word. Nevertheless connotative meaning is greatly significant in the construction of meaning which helps to explain, express or describe the social or political use of language.

## **Pragmatics**

Pragmatics of a language determines its functions in interaction between humans. Pragmatics describes how to use a language in practical situations, what are the reasons for use and what goals can be achieved. Pragmatics requires learning how to match expression of the language to concrete life- situations, what will be the response from the listener and how we have to interpret the response.

The concept of pragmatics is approached in three different ways. First language use clearly has re-coursed to set a extra linguistic knowledge. It is general knowledge of relating to the (physical and social) world and general order of things. And specific knowledge concerning the (speaker or listener). A second and more precise approach to the pragmatic aspect of language might there be based on conversational rules. This means that all speech activity is shared and demands are reciprocal adaptation between partners if it is to attain its goal. Speaker produce their words in accordance what they presume their listener will understand and interpret these words in accordance with the assumed approach of the speaker. Third all natural languages hold one fundamental function, that the meaning of the sentence carefully defined with reference to its condition of use. It is called deictic from Greek word (deixis) which means act of indicating or designating. This category include: a) reference to the person who is speaking (first person), (second person), one being addressed and (third person) who is used and not participant in the utterance act. b) We marker of time and place, which indicate the relationship what is being uttered and the moment and place (verb, adverb, now, tomorrow), in relation to place (this, that, here, there). Pragmatics is the most important aspect of a language. Syntax and semantics are important but only if served the pragmatic goals of a language.

## **7.3 English Language**

### **The Language of Media**

The emergence of English as international language has changed the face of the globe geographically, politically and economically. English which was an unknown language in the 15<sup>th</sup> century outside Britain, has now crossed all the boundaries to become a truly global language,

“English is the global language with steamroller force, no nation can block or direct. It is no longer the language of British imperialism or his economic hegemony. It is the language of the world with a life of its own.”<sup>21</sup>

America’s technological power and English language is dominating all the aspects of global communication particularly mass media in different parts of the world. The dominance of American products is evident in global markets of international mass communication. American videos, music news, news, magazines, T.V programs etc are exported throughout the world. The dominance of media products provides the United States with the power to promote and facilitate globalization, export and spread English language. Presently the world is saturated in electronic media. The worlds leading western news agencies (AP) Associated Press (UPI) United Press International, (AFP)Agence France Presseand and British Reuters, are at the heart of the world’s news system supplying information to national media around the world in English. CNN and BBC is the world’s gigantic networks. English is spreading ominously around the world because of these global channels.

The linguist Edward Sapir was deeply impressed by the power of language over man’s mind. He writes: “Language has tyrannical hold upon our orientation to the world”<sup>22</sup>. The tyrannical hold is quite visible especially on the nations which happen to be the colonies of English speaking countries. Their development of economic, political, media and educational activities are directly related to the English language.

### **English Language in the Media of Pakistan:**

English is deeply rooted in our sociolinguistic environment. With the development

of technology and media the English language is rapidly growing and becoming popular amongst the people of Pakistan.

For the media to function effectively it needs not only to represent all manner of information and opinions but the language in which they are presented is important. The role of a language in media is therefore an important expression of strength. The prominence of English in the media of Pakistan is becoming a striking feature which is attracting the masses, especially the electronic media. If we look at only one medium that is television (PTV) Pakistan Television with single black and white channel is history now. Explosion of a satellite based television has added multiplicity and difference ownership pattern. There are number of Pakistani channels whose programs are broadcasted from variety of foreign satellites but the programs are produced and meant for Pakistani audience. Internationally there is a vast global English speaking audience. Many of the electronic media are trying to spread their coverage for Pakistanis living worldwide, mainly in form of debate and discussion, news, and Islamic programs in English language. They have found English the most appropriate vehicle to communicate to the rest of the world.

There are a number of global channels which are producing programmes for a global audience. Among them are, Star World, Discovery channels and National Geographic which are telecast in English but are quite popular in Pakistan and watched with great interest by all age groups. The role of other channels was however questionable because they were perceived as ‘cultural invasion’ and mainly because of certain disagreeable language forms and views which were presented on these channels. Therefore more attention was given to opening new indigenous channels which could cater to the needs of the viewers in English. Then there are entertainment channels such as sports, music, films and news which are all English channels. Similarly there is a rise of English in print media as well. With online journalism English has become indispensable. A journalist needs a high standard of written and spoken English. Any journalist who does not recognize its significance may find its profession at risk by



restricting himself to his mother tongue or national language. Even Urdu print media has to rely heavily on English to download information and news.

Marthur says “English is both our asset and our vulnerability, depending on the ability to compete.”<sup>23</sup> Though she was speaking of her own country, India, the situation is quite similar in Pakistan. English is the language of international discourse and transmission of knowledge, is expanding its influence, therefore I think by training adequate number of media persons to develop strong linguistic capabilities in English can give Pakistan an opportunity to enter into the global market of media.

In Pakistan though the mass media is minority media and its reach extends little below the big cities and towns, but the recent measures taken by the government to give license to several TV and radio channels and at the same time on the educational side having introduced English from class one in all government schools, the scene is set for change in the media. Over the next few years as the Pakistani middle class gets educated in English, Pakistan may have a large number of consumers of English media products.

### **7.5 The Mass Media and Globalization:**

The term globalization has innumerable definitions. Social scientists have given different definitions of globalization, which speaks volumes about its influence on the global society. According to Marsen:

the term ‘globalisation’ describes the social, cultural, and economic situation of the world as this is influenced by trade practices associated mainly with international organizations, such as the World Trade Organization (WTO). Although globalization is support free trade and provide equal access for all countries to trade agreements may argue, that it actually supports Western capitalistic interests and in fact inhibits the growth and independence of developing countries. The mass media, through their global reach, play a major role in representing and disseminating the value of globalization.<sup>24</sup>

McLuhan was the early globalization theorist who established the interconnectivity between the role of media and communication by combining 'the medium is the message' with his global village. Ever since the two words 'media' and 'globalization' have been linked together.

"National borders are no longer a barrier to the influx of alien ideas and values. Satellites above and the internet below have played a crucial part in making the modern nation porous. National governments cannot present, regular nor censor the traffic the information super highway brings to their countries."<sup>25</sup>

Communication studies emerged in America after the Second World War and, by the end of the 20<sup>th</sup> century America made exceptional progress in media and communication. The arrival of the new mass medium of television constituted epochal changes in the international system but there has been massive growth of global media and communication since 1980. 'Satellite, and the internet represents a 'quantum leap' forward in the capacity of the media to bring people closer together.'

The new media technology has compressed the world in the real sense into 'global village.' 'Today you have Mc Media, it tastes the same everywhere.'<sup>26</sup> It makes events instantly accessible to people where ever they are in no time and making the world a smaller place that it has ever been!

## **7.6 Globalization of Media and English Language:**

The globalization of media has given rise to new factors in which market forces influence the legitimating of a language and also contribute towards symbolic domination of an emergent language through complex mechanism of hierarchical order. Symbolic domination as described by Bourdieu:

"Is the ability of certain social groups to exercise control over others by establishing their views of reality, their

norms, both cultural and linguistic and their cultural practices – as the most valued ones.”<sup>27</sup>

Language legitimating is achieved through institutional exercise of symbolic domination; the institutional exercise maybe carried out by state, market, class, ideologies, etc. All those institutions have powerful role in legitimating process of language. In the present context market is the most powerful institution after the state which is deeply influencing the legitimating process of language. It has assumed far more significant position particularly in the context of globalization and concomitant weakening if nation states. Presently the institutions of education and media are also contributing to the legitimatizing process of English language. It has implicitly strengthened its position.

The recent revival of English from colonization to globalization has raised questions concerning the power of English language, questions of identity and new pragmatics of language in new foreign surroundings. The spread of English across different cultures and language has meant the diversification of the role of English which it is playing particularly in mass media.

The grandeur and power of communication in today’s world is reflected through English language. The unprecedented flow of media has transgressed the lives of people on this globe. In the twenty-first century media has taken a new turn. It is shaping the contours of dynamics of worldly events. The force behind mass media is the technical revolution followed by English language. Its strong impact has led to the transformation of English journalism and electronic media in Pakistan which demands a pragmatic approach towards progress and change in a global environment. Hence the role of English language in media channels has to be established within the parameters of indigenous society and its culture.

### **7.7 Globalization of Media and Third World:**

The most affected part of the world by globalization of media has been the Third

world. The developed countries were capable of facing the challenges of advent of globalization but underdeveloped countries watched this phenomenon helplessly.

Globalization is having a strong impact on the two important things of the society; language and mass media. In the present century while the whole world is encompassed by the electronic web, the undeveloped countries are lagging behind and they feel threatened by the electronic technological explosion. The mass media is having a direct impact and pervasive influence on them in the form of western values and attitudes.

“The global television channel of music of MTV, the global news of CNN, the global box office hits of Hollywood films and global television soap operas shape the cultures of the natives of the global south, ensuring westernization.”<sup>28</sup>

These values conflict with the local cultures and often leading to the evasion of local values and threatening national and cultural identity. But the irony is that the third world countries are dependent on the west for knowledge, information and news;

“The audience in the global South (third world) can be seen as taking what ever messages they want and appropriate them to local conditions or people in the global south make use of western media technologies in ways relevant and acceptable to themselves and their conditions.”<sup>29</sup>

Among several factors of advancement, English language is considered the most dominant factor in these countries for progress and development therefore, dependency on English language is the obvious choice to become part of the global media.

## **7.8 Mass Media in Pakistan:**

### **7.8.1 The History of Media**

#### **Print Media**

Although, media is one of the potent forces of globalization today, it has also been

beneficial in the past. While discussing the media of Pakistan and the role of English language, history reveals that English language has played a powerful role in print media in the struggle to have an independent Muslim state.

According to Qudrat-ullah the first Urdu newspaper was published in 1822 in India. It was a literary paper owned by Maulvi Mohammed Baqar. Later a number of other papers started to appear with the emergence of the Muslim press in 1836.<sup>30</sup> It was 1857 that the political relation between British and Muslim population became estranged and the papers started writing blatantly against the British occupation of India. As a result British authorities shut down the Muslim owned publications and Maulvi Baqar was sentenced to death.

This led to a serious political communication gap between the Muslims and the British. The Muslim's grievances could only be intimated to British authorities through some medium and the best Sir Syed could think was revival of press. He started Urdu paper 'Tehzibul Akhlaq' in 1870. It not only promptly contributed to achieving peace and harmony between two civilizations, but also provided a platform for Muslim unity. Consequently Muslim League was created in 1906. In early 20<sup>th</sup> century Muslims political reawakening was indispensable to achieve workable relation with British. It was reflected in number of papers published at that time. As many as 220 papers published in different languages notably English (18), Urdu (20) and Bengali (14) as mentioned by (Kurian) in Gunarantne.<sup>31</sup>

Though, the existence of the papers was quite vulnerable because of their weak circulation but, their performance was commendable. Some of them became very influential. Few such papers were 'Comrade' in English; Urdu paper 'Hamdard' and 'Zamindar' by Maulana Zafar Ali received immense recognition among the masses and became the voice of Muslims to project their aspirations.

The need to have more English papers which could possibly communicate with British in their language and express their point of view in the scheme of things was felt

by Mohammed Ali Jinnah, then the president of Muslim League. He helped to establish English weekly 'Dawn'. It was published in 1930 and within few years it became a daily in 1942.

Arshad, while talking about the development of Muslim press in India writes that soon the Muslim English press developed by leaps and bound and published papers like, the Star of India, Morning News of Calcutta, Pakistan Times Eastern Times of Lahore. The Weekly observer of Allahabad, Sindh Times of Karachi, Khyber Mail of Peshawar, New Life of Patna was some of the most influential papers which appeared in every province of India <sup>32</sup>. They acted as a powerful weapon in exposing policies of British government and it functioned as an eye opener for the public. They faced great resistance from the Indian Nationalist Press, nevertheless a couple of newspapers have survived to this day to become Pakistan's most influential news papers. Dawn is one of them.

The commitment and power of Muslim English Press helped to cherish the dream of a free state and, finally, its relentless efforts brought a new country into existence on 14<sup>th</sup> August 1947. Dawn had the honour of publishing the news of a long awaited day as its headline. See Appendix 9.

English language was allocated a role of negotiations and creating awareness among Muslims. The proper utilization of English language against English native speakers turned out to be a very effective strategy. In general, all English news papers used strong and forceful language to present the Muslim ideology and served to direct and organize the energies of people who moved nearer to their aims of self governance. Their focused approach towards the liberation of Muslims from the British and Indian hold is an example in the history of print media yet to be matched.

Electronic Media:

Radio

Radio broadcasting is an integral part of any nation. Radio has a greater potential

in mass communication in Pakistan for two reasons firstly, it reaches even the remote areas of the country and has no physical impediments. Secondly it disseminates information to both literate and illiterate listeners. Radio has a powerful role to play in language. Hence the language used in radio impacted the previous generation greatly.

Discussing the power of electronic media before the partition of India, it is believed that Quaid-e-Azam's idea of independence for Muslims was enhanced by his broadcasted speeches on the radio. His speeches in English language were heard and understood which united the Muslims of subcontinent. Though it was a pre-television era of 1940's, but it brought a social and political awareness among people.

All India Radio was the sole broadcasting station before the partition but after partition the radio stations at Peshawar, Lahore and Dhaka were allotted to Pakistan. The first broadcast after independence went on air simultaneously from Lahore and Peshawar on 14<sup>th</sup> August 1947. However as the network was negligible and weak; therefore it was difficult to reach people mainly because 80 percent population lived in villages. There was a quick need to develop available electronic media into effective channel to carry out the national tasks and to provide truly national services.

A year later, a medium wave transmitter station was set up in Karachi and then in 1950 radio came on air in Rawalpindi. In the next ten years Hyderabad and Quetta acquired radio stations. One of the assumptions is that role of radio is 'propaganda' therefore radio has remained under the control of the state for fear of its misuse and powerful influence for a very long time.

The role of English language in the media of Pakistan was used partially because the literacy rate was below average and hardly few people knew English. Despite this hazy picture, English has been supported and has remained an important medium of broadcasting for several years. English news and bulletins was the regular feature of the radio. Sports events in Pakistan and abroad were covered by reviews and running

commentaries in English language. English broadcasting was looked upon as authentic and reliable because of its discretion and careful use of words.

## Television

The history of electronic medium, i-e television is not very old. Though the progress and development it has made over the years is remarkable. Television was introduced in Pakistan in 1963. After the completion of its experimental transmission the first TV station was established in 1964 in Lahore. It was set up by a private limited company and later this company was converted into fully government owned public limited company in 1967, known as Pakistan Television Corporation.

The Television network spread in all the provinces gradually; in 1967 the television stations were setup in Karachi and Rawalpindi / Islamabad. In 1974 it was established in Peshawar and Quetta. Within the competition of its first phase of development within eight years, it started its satellite transmission in 1972, followed by colored transmission in 1976. In 1992, PTV decided to establish a new channel, known as PTV-2. It was opened 'mainly to televise educational programs'<sup>33</sup> as mentioned by Gunaratne.

With the launching of first Pan Asian commercial satellite in 1994, PTV started telecasting its programs through this satellite which were viewed in 38 countries. In 1998, a new channel, PTV World went on air; it was watched by overseas Pakistanis in Asia. News and entertainment programs were its main features. PTV televised news in Urdu, English and in all major languages as well as Arabic. Within next few years Pakistan Television launched another two channels; Prime TV and Mid East channel for its viewers in Europe and Middle East. Soon it became a leading TV organizations in South and South East Asia.

According to Hand book of Media (2000) the coverage of PTV extends to about 86.33 percentage of the whole population and is viewed by the people across the country.



As mentioned further ‘ the total estimated T.V set counts now stand at more then 1.5 million, with an average viewer ship of about 8 persons per set. The viewer ship is higher in semi urban and rural areas.’<sup>34</sup> As stated by Sarwar.

‘Television was in Pakistan to promote an enlightened awareness of the world as well as to foster a consciousness of Pakistan’s own heritage, the social and economic growth of country and to provide inspiration and guidance for progress and prosperity’.<sup>35</sup>

With the arrival of an era of electronic medium of mass communication in Pakistan, the outlook of people was changed. They became more aware, more conscious and more knowledgeable. However, since this medium remained under government control through out its history, it could not do justice with its role.

### **7.8.2 Contemporary Media:**

#### **Print Media**

To begin with, print media is invigorating, especially the English press. It has come a long way since 1947 to keep itself alive in accordance with the expectations of the readers. Generally, the post independence period was most critical for the print media of Pakistan to grow. It was marred with recurrent military rules and weak civilian dispensations. The institution was never allowed to mature in the country and was curbed with iron hand on one or the other pretext. However even in such adverse situation, according to Gunaratne print media never retreated from its responsibilities and performed an activist role. It continued its endeavors and struggled for the freedom of press.

The English press has faced daunting experiences during the processing of establishing itself. Despite all the problems and paucities, the English press proved to be a flag bearer in highlighting national and international issues. The English press has kept pace with the changes taking place in technology and communication and, emphatically,

it has provided the reader with substantive context. As stated in an editorial of THE NEWS ‘the prime function of the news paper is to inform and elucidate’.<sup>36</sup> which it had carried un-wavered.

Musharaf congratulating THE NEWS’ management on its fifteenth anniversary said in his message;

“Domestic media also has an onerous responsibility of protecting our religious ethos, national ideology, social fiber and cultural heritage. The media is also a mirror of our image both at home and abroad. At the domestic level it has always played a role to protect religious ethos, national ideology, social fiber and cultural heritage.”<sup>37</sup>

And at the international level it has pragmatically handed the uneven political situations and safe guarded the national interests. During the last decade, it has witnessed the new paradigm of globalization for which it needed to develop a holistic press policy that is focused on redefining the role of state, community and private sector, for the welfare of the society. Due to its objective approach and rationality, the English newspapers have now increased readership nationally and internationally.

Mass media is not the common user of English language. However, in urban areas, a rapid increase and demand in English readership is observed, but in rural areas English newspapers are not popular because of low rate of literacy and education and secondly English is not the common medium of instruction in education, so people do not have sound reading skills in English language.

Nevertheless English newspapers are playing a significant role. The role has been shaped in response to the immediate need of development and modernization. It is fully aware of its task and challenges in the period of globalization. As always the English newspapers live up to the prestige and effectiveness, not only in style but also in ease in communication.

## Electronic media

With the emergence of electronic media the face of media has been amply changed. Present media is versatile, fast and free. It believes in the participation and power of people. Media has opened new avenues of discourse and empowerment which is a sign of positive change and, in due course, it may work as an agent of social change in our agrarian society. According to the new media policies the government is interested to promote electronic media in Pakistan especially the promotion of private media. In this context PEMRA has issued several TV channels and FM radio licenses in last six years, with a purpose to provide everyone access to information.

Radio is the main tool of communication in Pakistan. It serves both literate and illiterate. It can reach where print media or T.V cannot. Mostly Urdu transmissions are broadcasted for the people who live in rural areas; nevertheless English has been an important medium of broadcasting for more than 50 years. Recently F.M stations have sparked a 'revolution' breathing new life into the radio industry. The hallmark of some channels is that they broadcast programmes exclusively in English. Radio is the most convenient medium which is most often used in cars than homes, because music and news can be tuned into while traveling therefore, it is equally popular among the people of all ages, gender and sex. On the other hand FM radio is presently being used as a tool for propaganda in Swat by a cleric. He has mobilized the people of Swat into bringing a social revolution, through effective use of portable FM radio with auto-translation. The bottom line is that media organizers should use such an important medium for the literacy of its people to overcome the problems of education and English language teaching which are interrelated.

Among Mass Media T.V offers a unique opportunity for communication with massive audiences. In Pakistan it has become an easy source of information and entertainment. In Pakistan besides having a State television, people have access to 90 different satellite channels on local cable system. Ten years earlier people had choice of only Pakistan State Television channel and the difference is palpable. The programs were

boring and dull but this does not happen now with new satellite channels. At the click of a button they bring a lot of variety and instant access to information to viewers across the country.

Satellite T.V has made a huge difference to the choice of viewing available in even relatively small cities in economically under developed parts of the country. It has opened a window to worlds which were inaccessible before except to the well-to-do. It has created new electronic communities which transcend old political boundaries. The same program is watched in Islamabad, New York and Dubai even if the language isn't always understood.

The satellite T.V offers a dazzling array of channels and programs choice in many languages, but the dominant language is English. It is the medium of global communication, people opt for English programs, be it news or any other program. Under the influence of global media, broadcasting efforts are made to attract Pakistani audience. English language programming from the United States, Britain and elsewhere led to accusation of 'cultural invasion, but with the fast emergence of new radio and T.V channels in the past few years has washed away this allegation and the onslaught of imported English programs have been stopped, instead local programs in English are being aired. Such as audience participation in debates, discussions and interviews which have added new dimension to the public sphere. These programs having been the first of this kind with no significant prior example are welcome improvements and efforts. The private electronic media is playing a catalyst role.

Presently, there is a tendency of the government to follow global trends of commercialism to market forces. One of the strongest market forces is indeed economic force and the primary language of economy is English. The new circumstances call for an examination of the role of English language keeping in mind the less literacy rate and economic conditions of its population.

The Pakistani society is moving from a period of stagnation to speedy renaissance, while English is making unrestrained roads in different domains be it education, economy or media. In this scenario, Pakistani media needed to respond to growing demands of national and international level. Therefore as a response, electronic media has started concentrating on English language which is the language of the world, to meet the upcoming challenges and modern trends in communication.

### **7.8.3 The Development of Media in Pakistan:**

In Pakistan, the progress of media is exemplary. Despite limited resources of communication at the time of independence for example there were few newspapers, radio was at the developing stage and there was no television station until 1960's. The progress and development of mass communication is related to education and sound economic conditions but as Pakistan was economically weak and educationally backward it could not get a good start. Secondly, growth of media is directly linked with democracy and healthy politics but sham democracy and an unstable political situation did not let media grow and develop. However, now both private and government sector is playing a vital role for its development and expansion. As a result media has managed to make real progress. Radio is established nation wide and television has made remarkable progress in spite of limited resources. It is very heartening to see media flourishing with new FM radio stations and as many as 62 local TV channels. Realizing the importance of media the government of Pakistan has announced to set up a media university in the near future. However, as media is a very young discipline in Pakistan therefore, it also needs training institutes to equip the students of media studies with its professional aspects.

English being the official language of the country has remained a permanent feature of the print and electronic media, appreciating its utility and value the use of English is not only continuing but increasing. Recently electronic media launched the first ever English news channel 'Dawn News' which reflects that print and TV news is trying to build a synergistic relation. This step would help to invigorate both print and electronic media. Recently the management of GEO Television Network has also applied

for license to launch GEO English Channel next year i.e. 2008. Presently there are many partial English TV channels which telecast their programs round the clock. The significance of all the channels is broadcasting of 'Breaking News' which is another leap forward in history of media development in Pakistan.

Highlighting the growth of media Perveen says,

“The astonishing growth of mass media first print, then radio and now television and computer communication has raised possibilities for rapid global communication and thus new theories about how people may react and change as a result of mass media”.<sup>38</sup>

It is in this background she suggests,

“in current situation, our country not only needs political stability, strong economic growth, but socially responsible media equipped with the ability to meet challenges of our world.”<sup>39</sup>

#### **7.8.4 The Media in Pakistan: After 9/11**

The event of 9/11 had far reaching impact on the lives of the people around the world. A lot has changed since, specifically our views about mass media. English language has become a forceful and potent tool for Pakistan with the declaration of American ally on the war of terror. It became crucial for Pakistan to participate actively and effectively to counter the media war. Therefore, media was liberated from the shackles of pseudo laws by the government of President Musharaf specially the electronic media to combat the extraordinary situation and to inform the world about our role, our interest and our stance on it as being the front line state. In this context, electronic media has proved to be very effective. Majid, the DG PEMRA said “this is also a fact that electronic media is ahead of print media and has proved its effectiveness”<sup>40</sup> Electronic Media has established its credibility and has thus earned the admiration of its viewers. The role of English is always unique in media, in eventful times. For us English is a tool;

we needed that tool during Sir Syed's time and we need it today to put across our view and perception of the happenings taking place in and around the world.

### **7.8.5 Conclusion**

The world has become a melting pot. The recent development of media and communication has affected the traditional patterns of social interaction. The language is also being affected by the presence of technology. The global communication and dominance of English language has given rise to English in the media of Pakistan. Generally, it is the apparatus with which we measure the improvement in education and development in national progress. Pakistan at this point in time is going through the process of transition and she faces many challenges at home and abroad. To counter these challenges Pakistan has chosen two things; media and English language as her weapon to counter media warfare. With the establishment of corporate media there is a prominent use of English, which has become a popular language of i.e. electronic and print media. The media by promoting English is trying to shed the hostile attitude about language and at the same time making an effort to put Pakistan back on the road to development which was hampered for number of reasons but mostly because of language scuffle since 1947.

The next chapter deals with the presentation of the data and its analysis.

**End notes:**

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<sup>7</sup>Dennis, Mcquail. Mass Communication Theory. An Introduction. 3<sup>rd</sup> ed. London. SAGE Publications. 1998. p.10.

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