

Media-Government Relations During 2013-2016 Under Functionalist
Perspective

100% Original



Researcher:
Farhan Ahmad
Reg No: 229-SS/MSMC/F14

Supervisor:
Dr. Zafar Iqbal

Department of Media and Communication Studies
Faculty of Social Sciences
International Islamic University Islamabad





Accession No TH:18475 ^{My}

MS
302.23
FAM

Government and the press- Pakistan.

Mass media- Political aspects- "

Journalism - " " - "

1623
1623
1623

International Islamic University Islamabad
Faculty of Social Sciences
Department of Media and Communication Studies

Date: 20th September, 2017.

Certificate of Approval

It is certified that we have read this thesis entitled "Media Government Relation During 2013-2016 Under Functionalist Perspective" submitted by Farhan Ahmad. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad, Pakistan for the award of MS Degree in Media and Communication Studies.

Committee

Supervisor

Dr. Zafar Iqbal



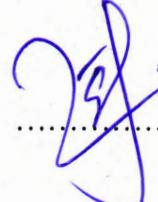
External Examiner



Internal Examiner



Chairman DMCS, IIUI



Dean FSS, IIUI



DEDICATION

I dedicate this thesis to my family, teachers, friends and those who participated to complete this research study and enabled me to become MS degree holder; specially to Dr. Muhammad Zafar Iqbal, who guided me point to point, each and every time. I offer my humble and heartiest gratitude to Dr. Zafar Iqbal for his kind attitude, skilful guidance and keen interest throughout my MS, particularly in the supervision of this research work. Indeed, it is an honor and pleasure for me to work under the supervision of such a great and honorable personality. A special thanks to my uncle who always remained a source of inspiration in my life.

ACKNOWLEDGEMENT

I am indebted to Almighty Allah for consolidating my feet in this research journey. Further, I am grateful from the bottom of my hearth to very kind supervisor Dr. Zafar Iqbal, who introduced me to this topic and held my hand with perseverance throughout all the cases of my nascent research voyage. Without his assistance and guidance, things would have been different.

Farhan Ahmad

Abstract	vi
Chapter 1: Introduction	1
1.1 Statement of the Problem.....	8
1.2 Objectives of the Study.....	8
1.3 Significance of the Study.....	8
Chapter 2: Literature review.....	9
2.1 Review of the Literature.....	9
2.2 Theoretical Framework.....	15
2.2.1 Structural Functional Approach.....	15
2.3 Hypothesis.....	16
Chapter 3: Methodology.....	17
3.1 Research Design.....	17
3.2 Population.....	17
3.3 Sampling.....	17
3.4 Sampling Technique.....	18
3.5 Variables.....	18
3.6 Conceptual Definition of Variables.....	18
3.6.1 Political Fragile.....	18
3.6.2 Economic Stability.....	18
3.6.3 Technological Development.....	18
3.6.4 Intra Organization.....	18
3.7 Operationalization of Variables.....	19
3.7.1 Political Fragile.....	19

3.7.2 Economic Stability.....	19
3.7.3 Technological Development.....	19
3.7.4 Intra Organization.....	20
Chapter 4: Results and Findings.....	21
4.1 Part 1: Effects of Politics on the Functioning of Mass Media.....	21
4.1.1 Interdependence of Media and Judiciary.....	21
4.1.2 Media and Government Relations During 2013-2016.....	23
4.1.3 Effects of Yemen Crisis on the Functioning of Media.....	25
4.1.4 Effects of Operation Zarb e Azb on the Functioning of Media.....	27
4.1.5 Effects of Cyber crime law on the Functioning of Media.....	29
4.2 Part 2: Effects of Economy on the Functioning of Media.....	31
4.2.1 Pakistan's Economy in the year 2013-2014.....	32
4.2.2 Inflation.....	33
4.2.3 Pakistan's Economy in the year 2014-2015.....	33
4.2.4 Fiscal Deficit.....	34
4.2.5 Inflation.....	35
4.2.6 Pakistan's Economy in the year 2015-2016.....	35
4.2.7 Inflation.....	35
4.2.8 Fiscal Development.....	36
4.2.9 Media Income through Advertisements.....	37
4.2.10 Advertisement Income during 2013-2016.....	38
4.2.11 Economic situation and its effects on media.....	39
4.3 Part 3: Effects of Technology on the Functioning of Media.....	40
4.3.1 Overview of development in technology sector.....	40

4.3.2 Why progress of Mass Media is important.....	42
4.3.3 Challenges of Media Development.....	43
Chapter 5: Discussion and Conclusion.....	45
References.....	48

ABSTRACT

Media-Government relations are worth studying as it is an ongoing debate that exists in almost all regimes. This study aims at analyzing the political situation that remained within a specific period. The policy of government towards mass media and those scandals that were exposed by media by paying a heavy price. The purpose of the study is to examine the economic situation of the entire country at one side and dependency of media on the government on the other hand. It is an analytical research through which the technological development that occurred during that period was also examined. On the basis of authentic data that was collected from different sources and through analyzing certain case studies the discussion is being made. According to findings, apparently the relations of government towards media were friendly enough due to announcement of liberal policies for mass media, but the underground realities narrate something else. It doesn't make any difference either the government is military or democratic there is no one to tolerate the objective reporting of mass media, instead of doing efforts to improve the performance they start introducing difference laws to curb media freedom and moreover they start giving threats to media professionals and deliberate target killings happened.

Chapter 1

Introduction

In Pakistan, where economy is frail and political instability exists, most of the fields here are not progressing while media is the highlighted area which is progressing day by day. Since the inception of Pakistan, it was having lack of information sources that were only two or three news agencies, which were then the only source of information for people. The starting of this decade brought boom in the media of Pakistan and now it has variety of information sources in shape of news channels and news agencies along-with state run media. The progress of media industry led it to affecting the perceptions of people in a dramatically way. Along-with entertainment, it is also manipulating the views of people pertaining national and international issues. Media is held responsible for distressing people by giving extra-ordinary coverage to disastrous events either these are natural or man-created or spread extravagancy. Media is also blamed for working under the hidden agenda which is to serve their personal interests instead of public.

Before this enormous growth of media, people were unable to raise their problems and they could not highlight them at large but following the rumble in Pakistan media, people have got access to media and now it is considered an important part of the body of state. Media freedom is a significant issue which is long been discussed and number of people struggled hard for its achievement. Following this struggle for media freedom, now people expect that media will play its responsible role serving the public interest and not the government. Serving the ruling class instead of ordinary people can never bring change and it is believed that if media play its constructive role, it can bring change because of its competency. It is for sure that media influences the thinking of people and shape it accordingly. Mass media generates a proper design of thinking for masses by raising specific issues in a specific way.

Mass media make the people understand about the good and bad. In rapidly growing life, masses have no time to verify the accuracy of news, so, many of the times, it is believed truth. The entire world wants positive situations but they cannot refuse the harsh realities of life. The harsh realities of life are terrorism, law and order, embezzlement, sectarian disputes, violation of human rights, discrimination and frail economy. If media take these issues the way they should, it can curtail its intensity.

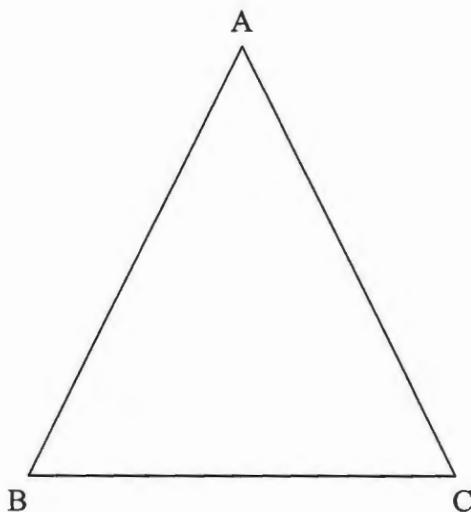
Media cannot be absolutely free because no country can afford its media to be freed unlimited and uncontrolled. Media freedom does exist but the control over the media in different system is different. This difference of the control is the actual factor which decides the destiny of media functioning. According to Weaver, if a country calls itself the most liberal and democratic country, even then the media over there cannot be absolutely free there must be a different nature of control exists. The control put over the functioning of media might be a direct control by enacting laws and rules while the other way to control media is a non-formal way which can be through obliging the media personnel or media barons.

According to Merril, the situation in Pakistan is also same as since the independence of Pakistan, media is suppressed either it is a democratic government or a dictatorship. The media in Pakistan is never allowed to perform its function freely despite the governments never allowed media to criticize its activities. During the Marshal Law regime, the freedom of the media is almost brought to zero because the power elites did not leave any area for media to criticize them and inform the masses about the right and wrong, good and bad. Even during the democratic government, most of the time and resources were required to spend on the existence of the government because the democratic government was weak and ultimately it led to underdevelopment. In both of the scenario, free media is a clear threat to the governments because if the shortcomings of the governments are highlighted by the media then it will be nearly impossible for government to survive. The main difference between the dictatorship and democratic government in terms of exerting control over media is that one of the government system put direct control over the media through rules and regulations and the other system suppressed media functioning by indirect control.

Media is a significant part which is taken as the reflection of the society. If media functioning is to be studied, the understanding of political system is very important factor. It is because the control over the media system is imposed by the political system. If there are shortcomings in the political system of the country, it also leaves bitter impact on the other sub-systems like economy, education, religion, politics and technology etc. In this situation, it is very difficult for media to perform its due function which results in the transformation of media system a bias and partial. According to Curran, media is a dependent segment which cannot survive alone. The

healthy mutual relations between media and other sub-system of the society lead media to function properly.

The structural functional approach explains that each sub-system of a society supports each other for their proper functioning and if there is a fault in any sub-institution, it affects all other segments. So for the survival of the society, it is a most necessary thing that each institution performs its proper function in the absence of any problem.



A, B and C are three different institutions which support each other for the smooth functioning of society.

This diagram shows a balance system.

If there is a problem in any institution, the other two institutions will automatically be affected.

Structural-functional sociology theory

Media is one of the most important institutions of the society and it is also considered as a social institution because it supports other institutions to work efficiently although, it is highly affected, if there is a severe fault in any rest of the institutions. Hence media is unable to fulfil its due duty towards the society.

The phenomenon which explains that media is a social institution contains several variables. One of the most important variables is media sociology. Relationship between media-men in same organization is defined by their status. The status of a media-man will be defined in accordance with the respect of his company in the society. The high status media-man is to be responsible for taking care of the policies and objectives of the organization. If a media organization is operating in a society where people are uneducated and unaware, then a media-man does not hold him more responsible towards them but when media outlet is operating in a society where people are highly educated and well aware, then a media-man must be a very professional and

responsible person in his job. When a journalist wants to oblige his line manager, he goes with quick and weak approach towards an incident who does not bother to consider the public interest but when the situation is different and a journalist do care for the public, then he must consider an obligation towards the society and report and event as it is to be reported.

When it comes to media sociology, there is also another factor which defines the media functioning and that is political economy of the media. If we throw some light on the media houses, we will find out that not all the media-moguls are journalist and they just run the media house as a business article. For the smooth run of media house, a media owner who is a professional journalist ignores the standards of professional journalism and his deeds can be amateurs as a non-professional one. When a businessman becomes an owner of media house, then it is for sure that he will take media as an income machine instead of a social institution. On the other hand, if a professional journalist becomes an owner of media house, he finds it very hard to run his media house as a not for profit institution. This is why a media-man is either deprived or with very low operational control in the field.

Political economy of the media is one the most significant variables. When an economy of the country is frail, then it is very difficult for media to survive at its own in the absence of the government control. When economy of the country is weak, then private companies are not flourished and they cannot provide enough advertisements to the media so it is indeed that media becomes highly independent on the government for advertisements. When the situation is different and economy of a country is stable, then media can survive on its own because private companies are well established and can provide sufficient advertisements to media which reduces the control of government over media. In a frail economy, government finds a large vacuum to control the media functioning and thus they manipulate the media content in accordance with their interest and on the other hand media is helpless in highlighting the bad deeds of the government because in a way the government becomes their actual sponsors. If the political economy of the media is weak then it also affects the relation between media and politics because government finds media as an easy target to hit. The relation between media and government can be considered as a lead. In a scenario of weak political economy of the media, government is on the upper position while in a scenario of strong political economy of the media; the media is on the upper position.

Financial constraints are very important factor for media survival and growth. Lack of financial stability makes it hard for media to be independent and it cannot grow as it wants to be. If a media house inclines to grow in competition with its contemporary partners, it has to make itself financially strong so that it can afford to bear a huge number of employees and can equip its media house with latest technology.

The responsibility of the media is a necessary part in professional journalism. It is directly proportional to professionalism. A media-man, who comes to field after having a relevant academic degree couple with sufficient amount of training will be definitely a more responsible journalist and will consider an obligation towards society. However, a person who does not secure a relevant academia and also not have a proper training will either not responsible or less responsible towards his deeds.

There are two cases which ensure the media professionalism and responsibility. If media defines code of conducts for itself and is self-accountable, then even a non-trained media-man will have to perform its due job because there is a proper check over what he does. The other case is that if a society is well aware and educated, then a journalist can be held accountable in front of them and in this case a media-man must have to be hyper careful in regard of its job. In this case he cannot be a none-responsible or none-professional journalist.

According to human resources approach, an employee cannot perform his job efficiently if his basic needs are not fulfilled. Job security is one of the most important basic needs of an employee and when an employee is afraid of losing his job, he cannot give his maximum. When it comes to media, journalists are always afraid that their job can be lost and this job insecurity also has to do with professionalism. A journalist cannot fulfil his responsibility if he is going through a job insecurity disorder. Most of the people join media from other disciplines and they are not equipped with proper training. When someone comes to mass media, it has become very difficult for him to accommodate himself because of marathon among journalists.

The whole discussion explained that the discussed variables can restrain media to function properly. The discussed variables not only affect the functioning of media but also play a hindrance role in the development of media as an institution. Media cannot become autonomous and cannot be developed as an institution due to the problems in the above discussed variables.

When we talk about media functioning in Pakistan, Field Marshall Ayub Khan, Zulfiqar Ali Bhutto, Gen. Zia ul Haq, Gen Pervaiz Musharaf, Benazir Bhutto, Nawaz Sharif and Asif Ali Zardari all the government had an adversarial relation with media. Ayub Khan was of the view that media is responsible for the defamation of government and if media is allowed to enjoy the freedom, it deteriorates the image of government and no government can survive in this situation. The tenure of Zulfiqar Bhutto's government was hard time for media. Zulfiqar Bhutto adopted different policies and he was a kind of person who could not tolerate the criticism. Hence, he suppressed the media for enjoying freedom. The regime of Zia ul Haq was worst period for media. He never allowed media to function freely. Zia ul Haq was prolonging his government and avoiding elections so it was necessary for him to curb the freedom of media to play its responsible role. The rapid growth and development of media industry in Pakistan is just because of Gen. Musharaf. He implemented different rules for media to play its relatively free role. Privately-owned news channels came to appear during his government. During Gen. Musharaf regime, due to his friendly policies, media enjoyed freedom but when he realizes that the freedom of media is posing threat to his government, he enacted different rules and regulations to curb the media freedom. After the Gen. Musharaf regime, the government of PPP was elected and for this government, media criticism was a big challenge. The government of PPP faced severe criticism from opposition for not giving good governance and media highlighted all these issues. Although, media criticised their government severely, yet they did not try to suppress the media they were open to media criticism. So the discussion in above paragraph explains that most of the time, media in Pakistan has been controlled by government either by direct or indirect control and this is also one of the reasons that media cannot be developed as an institution.

This research will explain the relation between media and government in the period of 2013-2016. The PML (N) government is elected in May 2013 elections and when we talk about the time period of 2013; the relatively free media which was already there since 2002 and had progressed a lot to make itself able to check the performance of government. After the elections of May 2013, the somehow developed media was once again ready awaiting for getting charge of the second democratic government after the PPP to practice its free role which was definitely a challenge for the Nawaz Sharif's government. Nawaz Sharif was an ally of the government of PPP in 2008 and the government of PPP was blamed for corruption, bad governance, nepotism

and a lot of other malpractices. So it was a big challenge for Nawaz Sharif to prove that he can provide good governance. This research will analyse the government policies about media. It contains the dynamics of government-run news channel which definitely promotes the pro-government stance and also the privately-owned media houses which are self-sufficient for survival.

2013 was the time period, when Pakistan Muslim League Nawaz got majority of the votes and made government without any coalition party. In the meantime, free media, judiciary and relatively aware people were there to analyse the performance of government and this is considered as a hard time for any government.

Because of the freedom of media, law and order situation, embezzlements, human rights violations and other such issues were highlighted and this is the situation which is unaffordable for any government. In such situation, government is assumed to try hard to curtail the functioning of media by different ways.

Due to terrorism and bad law and order situation, the economy of Pakistan is badly affected which becomes fragile. Political instability, lack of good governance, injustice, biasness in terms of gender and improper democracy made it worst.

Pakistan Muslim League Nawaz, after making government, was facing a challenge to complete its tenure of five years like the previous government of Pakistan People's Party. So, on the one hand the government was supposed to put all the efforts for curtailing the media functioning and on the other hand mass media was enough independent because of handsome revenue from private companies.

Mass media spread awareness in people's mind regarding the current issues. Thus, they can hold government responsible for fulfilling their rights. In such circumstances, the suppressed fraction of society can be highlighted.

This research will examine the political, economical and technological effects on media function.

- Economy of country and economy of media
- Political stability and instability
- Progress in technology fuel the media functions

Problem Statement

After the elections of May 2013, when the government of Nawaz Sharif came to power, the country was facing very difficult time. In this scenario, the government is supposed to curtail the media freedom either by making healthy relations with them or otherwise. This study will determine the relation between media and government which will highlight the basis of this relation and also explain the deficiencies at either side. The study will examine the effects of economy, politics and technology on the media functions under the functional perspective which will ultimately explain the relationship between media and government.

Objectives of the Study

Following are the objectives of this research:

- The main objective of the study is to determine the relation between government and media.
- The study will review development in technology sector and its effects on media functioning.
- To evaluate the economy and its influence on the media government relations.
- This research will analyse political situation of the Pakistan and its effects on media functioning in view of media-government relations.
- The study will observe the reasons behind that why media has not become an institution to make its decisions at its own.

Significance of the Study

The conclusion of this study will determine the functioning of media towards government and the policies adopted by government for media. From this study, the independency of media from ruling class will be examined. The research will describe the relationship between media and government using functionalist perspective. This study will also help out identifying the autonomy of media and government as different parts of the body of state.

Chapter 2

Literature Review

Media is one of the most important institutions of society and no institution can work smoothly in isolation. One institution influences the functioning of other institution. Similarly, the effects of political situation, economic condition and technological development influence the functioning of media. Media is considered a strong force which can bring change in developing countries as well as in developed one. Media can play a vital role in supporting pro-poor development agenda and can advance the economic growth. Media can spread awareness in people for the improvement of governance system by enabling them to understand it. Privately-owned media outlets are there for profit through advertisement either by government or private companies. Economic stability, which can be maintained by the government, ensures the functioning of media which ultimately helps it in the development as an institution (Kalathi, 2011).

If media is independent, it can assert its critical role which leads to improvement in governance and diminishing the corruption. It can also bring positive social change which ultimately improves the economic situation. The monitoring role of media enables people holding government responsible for implementing better policies. Independent media can not only make the better situation for society but also for an individual. The development of media is directly related to the economic and political improvement. (Graves, 2007). Ruling class has a substantial reason for keeping its control over media that is to maintain their power. Relatively free media is a constant threat to the government and that is why it is tried to curtail the functioning of media by different ways. If the independency of media is flourished, it achieves original and retained development in overall society.

Government as well as mass media must ensure that the policies reflect the interests of people and the government must be responsive to its people. It is media who spread awareness amongst people which lead them deciding between good and bad, right and wrong. Highlighting the issues by media forces government to serve the needs of people during the disastrous events either it is natural or man-made. Media is also one of the important parts of democracy (Besley, R. B, 2002).

Mass media can play its valid role if it enjoys freedom that is why freedom of the media is assumed as an integral part. Media in Pakistan has faced very hard time during different regimes. Each of the government tried its level best to diminish the freedom of media either by one way or the other in order to avoid their government holding accountable. During the Gen. Musharaf regime, freedom of press was introduced up to some extent but when this freedom led criticism on his government, he used different ways to harass the journalists (Akbar, 2012).

Mass media cannot be ignored in a society because it operates as a sub-institution like other sub-institutions in a social system. Technology, economy and politics are other sub-institutions and the functioning of one institution affects the performance of other one. If economy of the country is imbalanced, the other state affairs are also affected. Similarly, the political instability of the country leads the functioning of media affected (Pember, 1997).

There are two versions of reality one is the original one and second is manipulated by the media. Mass media content is regarded with the specific groups which shapes it accordingly. The content of media does not reflect the objective reality and does not reflect the world around us. The content of mass media is manipulated by different factors that consequently results in different kind of originality. Media content is formed and shaped in accordance. There is an influence on mass media content which is transmitted to audience and it leaves effects on people and society (Shoemaker, 2013).

Mass media have enormous impact on social system. In democracy, significant transformation of political institutions exist which leaves the effects on other sub-systems. The exertion of influence on different sub-systems of society by mass media is called Mediatisation. Mass media promotes the political process and claim the transparency. Media logic explains the functions of media technology formats in shaping the reflective nature of communication and social action (Spranger, 2006).

Numerous actions had been taken to curtail the freedom of media by different governments either it is democratic or dictatorship. Government sponsors the media houses which let them manipulate their contents in accordance with the desires of government. Government pleased the media houses to shape its contents in that way which they think it in their favour in order to gain

the public loyalty and support. In view of this situation, media does not reflect the real picture of society and promote the manipulated version of reality (Iqbal, 2016).

Media freedom cannot be absolute anywhere in the world. If a country allows its media to enjoy the fully freedom, it can be relatively free. Different media systems have different nature and also the control over the media varies. A country cannot afford leaving its media absolutely free even they are said to be most liberal (Weaver, 1985). Government allows its media to practice freedom, but when this freedom becomes threat to their regime, they exert control over media by different tactics either directly or indirectly to bring media in line according to the desires of ruling class.

Society is a macro social system which operates with the support of other sub-systems and if the performance of one sub-system is affected, it automatically affects the performance of other sub-systems. Media is a social institution which has a firm tie with other institutions. The functioning of media is influenced by the other sub-systems that are Economy, Politics, Religion, Education and demographic factors (Iqbal, 2016). A country with frail economy decline the freedom of media similarly a country where political instability exists, media functioning is influenced and ultimately media is unable to achieve its defined objectives.

When social groups are well defined and can be differentiated easily, media cannot detach itself but when in a social system, groups are not well defined then media seems to be undistinguished (P. J. Tichenor, 1983). Media is always pulled into the disputes either by the ruling class or the other group. Government use media to propagate its agenda against the people and the other group use it to influence the government. In both the cases, it is media, which gets suffered.

It is the mass media who determines the political agenda. The issues that media highlight automatically gain attention by decision makers. Thus, mass media has significant impact on the determination of political agenda. In parliamentary system, mass media sets the agenda of politics more significantly. There are not one or two countries where media affects the politics but across the world it does matter. In different democratic systems, its effects are different which definitely vary from system to system and country to country (Walgrave, 1993-2000). There are different priorities of political actors which illustrate their consideration of the issues. It is politicians, parliament or the government who set their agenda according to their priorities.

In case of Pakistan, political actors establish their relation with media in accordance with their priorities. They want media to highlight those issues which are of their favours and to play down those issues which could not be handled by their government as it should. This is how media content is produced and shaped which eliminates the media independency.

Media cannot be independent until it becomes an institution. Weak institutionalization of media leads to unprofessional practices of journalism and when media is not an institution government can easily exploit it to allocate the responsibilities for media-men. Due to absence of self-responsibilities, government enacts different laws and regulations to regulate the media. If media is independent and institutionalization of media is strong, then it can set its limits itself and it can also set its agenda in accordance with the needs of society. In the developed countries, media can set its agenda and responsibilities for itself while in developing countries it is different. In developed countries where democracy exists, media responsibilities are determined but in developing countries or a country where authoritarian government rules, press responsibilities are determined by the desires of power elites. If government is criticised for some wrong doing, then the press is held responsible for unprofessional course of actions and if the opposition is criticised then media plays a responsible role..

Media frames the news. News framing is another main point which affects the media content. Government and politicians want media to highlight those issues which are of their interest and moreover also to highlight those issues in the way they want it which means media have to frame the news. If media manipulates its content according to their wishes, it helps them wining the loyalties and support of public and during the elections, they can get more and more support. Government is in the pursuance of gaining support of public while people are in pursuance of holding government responsible for their nominal efforts. This is why the journalists and government remains in scuffle because journalist hounds for news against the government and the government tries shaping media content in their favour (Cissel). Mass media is an effective source of information which communicates efficiently. Media frames the news for the smooth flow of communication.

Government uses media on both macro and micro level. On micro level, government controls media to shape its content compatible with their interests. However, on macro level, government exploits media to subdue the lower governments in order to put them under their control. The

role of media in Pakistan has changed because of the rapid growth. A rumble in Pakistani media has revolutionized it which also changes its role with a sudden shift. With the changing role of media, journalists and media houses are facing threats from ruling classes as well as other power groups.

Khyber Pakhtunkhwa and Federally Administered Tribal Areas (FATA) have become the most dangerous places for journalists as they are facing the threats from both the sides that are from power elites and militants. If journalists report something against the power elites or without prior permission from them then it becomes threat for journalist and if they do not report that news what militant convey them, also becomes threat for their life, senior analyst Rahimullah Yousafzai said. In view of this situation, the media objectivity cannot be achieved even at its smallest extent because a journalist has to report what he is dictated. In these areas either it is government or power elites, they control the media by one way or the other. In this situation, media freedom cannot be enjoyed by any of media house.

When a journalist goes to an event for coverage, his personal interest does matter which automatically affects the functioning. Similarly, the interests of different media houses do matter because each media house has its own secret agenda working in accordance. Media is often criticized for its negative role that it reports only negative stories even about the issue which is for positive cause (Moazma Naseer 2012). Media of Pakistan is highly criticized for its negative role. It is considered as a blackmailing party for the personal giants because it is not answerable to any institution. Electronic media spread sensationalism for rating and in such a way they ruin the professional standards of journalism.

The concept of media development is not new while it has got more attention since last few years. A holistic approach is always required for the establishment of strengthened media industry. Mass media has different sectors and every sector has its own role to play for the diversify media industry. Media sector is sensitive in terms of politics and that is the reason it is devalued as a change agent (Mdlongwa, 2007). For the development of media as an institution, it needs capacity building trainings, departmental trainings, debates and relevant academics which are the most important factors for media development.

Privately-owned media is usually not under the political censorship and different media outlets including newspapers, magazines, television, radio and other forms are independent. Independent media can be either critique or supportive of the government policies (Arnold, 2003). Media affects the public policies in different ways. It works as a watch dog which fears the policy makers about the disclosure of their wrong doings in public. Similarly, media provides a fine analysis of public issues which educates about the policies regarding public not only to policy makers but also the public. Media can favour the policy or criticize it and in both the situations it affects the policy. It can either influence the policy or can change the public opinion. These are the certain reasons that government wants healthy relations with media and if the healthy terms cannot be achieved, they use other means and ways for reducing its functioning.

Different fractions of society have different opinions about mass media. One thought is that media should be pro-government and only appraise people with information the government deems pertinent while some other thoughts are that media have to play a watchdog role and hunt the news about wrong doings. Different laws discourage media for being objective and impartial. These laws can be shaped in different aspects that might be strict license policy, Prior-, publication review, Gag order regarding pending case in courts and imposition of extra taxes (Kirtley, 2000). Media in Pakistan had always been suffered by the government since its inception. Different military governments imposed different laws to suppress the government and to curtail the functioning of media. The first military government that was of Ayub Khan promulgated different laws and rules. Similarly, General Zia ul Haq imposed pre-censorship and other rules and regulations in the name of Sharia. Not only the military government suppressed the press but also the democratic government did so. The government of Nawaz Sharif and Benazir Bhutto had not healthy terms with media and they also tried to decline the freedom of media. In Pakistan, there is not only government, who diminishes the freedom of press but also power elites and other power groups, who do so.

A research report, published in 2002, disclosed that in ninety-seven (97) countries, the ownership of media houses is either with government or private people. It revealed that the structure of ownership is large controlling shareholders and these shareholders are either the ruling class or large families. The same study also explained that the country, where per capita income is low, lack of basic facilities, literacy rate is less and economic condition is not stable, the media is

controlled by government. However, the country, where economic stability existed, the media is controlled by private parties with less government involvement (Simeon Djankov, 2003). The economy of the country is directly related to the economy of mass media and economically instable country restrains media from development. In Pakistan, mass media is becoming self-sufficient, so, it can become autonomous and the involvement of government is reducing. Few news channels in Pakistan are so self-developed that they do not need government advertisement for their survival. They are having handsome revenue from private companies which is enough for the survival of them. When a media outlet becomes self-sufficient, they set their responsibilities for themselves instead of government.

Theoretical Framework

The research is conducted to examine the relation between media and government under the functional perspective.

Structural-Functional Approach

Society is composed of different institution. In a social system, there are other sub-systems which work in harmony for the efficient flow of the system. Media is considered the fourth pillar of the state, which is definitely one of the most important sub-system and turbulation in any of the sub-system leads to affect the performance of media as no institution can work in isolation. This is what the structural-functional approach explains that society is considered as a body in which several organs work in harmony for the effective performance.

The structure-functional approach explains that

The structural-functional approach is a structure that perceive society as a complex system whose divisions function together to promote unison and dependability. Media and government relations are worth studying as both are the significant segments of society and affects each other's performance. Both have to play a responsible role to transform a balanced society.

This research will be conducted in terms of structural-functional approach. Three main dimensions would be covered in this domain that is politics, technology and economy. In this study, the effects of politics on the functioning of media would be analysed.

Second dimension which would be analysed in this research is economy. The economic situation of the country and its effects on the functioning of media will be studied.

The third dimension would be technology. Progress of the media would be studied in technological terms and its effects on the functioning of media as the media develops and becomes self-sufficient, its dependence on government decreases.

Hypothesis

The following research hypotheses have been developed to study the relation between media and government.

H 1: In a politically unstable country, government curtails the functioning of media.

H 2: Media enjoys more freedom in a country where economic stability exists.

H 3: Technological development leads to more media freedom.

H 4: Lack of trainings, education and professionalism hinder the development of media as an institution.

Chapter 3

METHODOLOGY

Research Design

In this research, to establish the relations between media and government, Analytical research method has been used. An analytical research method is a technique through which analysis of problems, status or facts is studied. It is often time-bounded and task-bounded. There are three dimensions, which have been covered in this research which are Politics, Economy and Technology. A comparative study had been sketched to reach at fundamental results about hypothesized association between risk factors and product. Through Analytical study in this research, the associations have been recognized and identified. Analytical study also identified the test hypotheses, categorizes causes and determined that either an association between variables exists or not.

Population

Population is a bigger group which contains small units according to proposed hypotheses. It contains common traits from which sample is extracted. In this research, population will be the era of current government of PML (N) that is from 2013-2016.

Sampling

A small set has been extracted from population which represents the whole population. A number of issues had been taken as a sample in order to study the media and government relations. The issues were as following:

1. Yemen Crisis
2. Operation Zarb e Azb
3. Army Public School Attack
4. Cyber Crime Bill
5. Iran-Saudi Crisis

Sampling Technique

Purposive technique of sampling has been used in this research to establish the relations between media and government. In this technique, few major issues were taken which happened during the PML (N)'s government from 2013 to 2016 to be analysed.

Variables

1. Political fragile
2. Frail economy
3. Technological progress
4. Intra organization

Conceptualization of Variables

Political Fragile

A politically fragile country is a state where the income level is less and is distinguished by frail state ability or feeble state control which forces its natives to different sorts of distresses.

Frail Economy

Frail economy refers to genuine smooth achievements in progress rather than continuous declined variations. When inflation rate in the country is high, then it leads to financial limitations and it is assumed as instable or frail economy.

Technological Progress

The technological progress is a progress in the field of communication. Advance and latest technology introduces advanced means of communication. With the development in the sector of technology, latest gadgets are introduced which makes the communication easy and effective.

Intra Organization

Intra organization means that anything which is a part of organization or happens within the organization.

Operationalization of the Variables

Definitions of variables in accordance with research:

Political Fragile

The tenure of Mian Muhammad Nawaz Sharif encountered with numerous issues which were very difficult for them to face. On the one hand, the situation in the country was not so good in terms of law and order, terrorism, corruption, nepotism and on the other hand political parties are sitting ready to criticize the activities of the government. Moreover, mass media was also ready that the government takes charge and they can play a watch dog role on the policies of the government. During the tenure of Nawaz Sharif, few major issues came up and those issues were highlighted by media. The opposition parties were also hyper-active to point out the shortcomings of government policies.

Frail Economy

If the economy of the country is stable, then mass media is considered much free to play its due role towards public interest. With the financial stability in the country, the private companies are strengthened and when private parties in the country are financially stable, then they can provide sufficient amount of advertisements to the mass media. This way, the mass media reliance over the government is reduced and it leads mass media to be more self-reliant. Mass media obtained topmost revenue through advertisements from the privately-owned organizations. Hence mass media remained successful in disclosing all the government activities in the interest of public.

Technological Progress

Advancement in technology makes it easy for mass media to communicate more effectively because with the introduction of latest technology, means of communication can be brought in advance use more efficiently. Due to lack of technology, the development stage of media in Pakistan massively suffered. In a country where absence of technological progress exists, it leads to ill-trained staff and they use the obsolete gadgets which remains them backward in communication process. One of the causes for less technological progress is lack of financial stability so it shows the association between our two variables.

Intra-organization

When the society is educated and well aware then the role of mass media automatically demands professionalism. Lack of capacity building trainings, absence of relevant academics and less operational control of journalists leads to non-professionalism and it ultimately hinders the development of an organization.

Chapter 4

Results and Findings

Effects of Polity on the Functioning of Media

Media-government relation in Pakistan always remained a controversial topic. In Pakistan, media have been facing severe restrictions because the relatively free media do not suit the government and free role of media is considered a threat to the government long standing. In the both the cases either democratic government or military regime irritates the government when media criticizes. State-run media is to serve the government interest which hinders the controlled media to play its impartial role. Since the inception of Pakistan, corruption, nepotism, ill-management remained an issue in our society whose root-causes are absence of accountability and implementation of law. With relatively free media and judiciary, it can make it possible to curb corruption and other serious problems of the society. In Pakistan, neither media nor judiciary is set free to play its key role for the development of society. Along-with the three pillars of the state, the fourth pillar that is media has been emerging over the years. This fourth pillar is a very significant part of the state because media is used by people for different purposes and the most important function of the media which is to inform the people is the main need of public. The existence of media is very important for people to keep them inform with the local, national and international issues.

Interdependence of Media and Judiciary

It is one of the most important needs of mass media to retain its freedom which is definitely impossible in the absence of independent judiciary. If judiciary is dependent, then mass media cannot play its relatively free role in the society. When judicial system of the country is not strong and sharp-eyed, then the source of information rapidly goes into the dark. Hence the vital information sources can be exploited with the proper independent judicial system. On the contrary, when judiciary is not observant, then the moral of the media goes down to report objectively in the best interest of the public. It is not only media which needs an independent judiciary, but it is also judiciary which needs free media system so that it can express its point of view regarding general utilization.

The parliamentary democratic system of government is highly concerned with the judicial system and mass media in the country. Parliamentary government is dependent on both of the

sub-systems of the society which are media and judiciary. It supports our theory which we applied in this research. In some cases, it might be the possibility that media depends on the judiciary and sometimes the situation can be vice versa but it is indeed needed that both of the sub-systems of the society must be independent from each other (Woolf, 2003).

Existence of relatively free media and a well aware society ensures that the courts announce verdict on the basis of justice. With the presence of free media and observant society, courts cannot abuse their authority and injustice cannot be prevailed. Freedom of the media is very integral part for their survival which cannot be possible without an independent judicial system. If a judicial system in the country is weak then media reliance on the sources is curtailed. Judiciary also requires the media where they can express their point of view for public. Until mass media performs its independent and free role, making the maximum utilization of the sovereignty of expression admitted by the Supreme Court, and ignoring the pitfalls of informal misconducts, mongering and blackmailing, it will support the effectual dispensation of the justice throughout the country.

The relation between media and judiciary always remained unexplored in the democratic politics. The maintenance of confidence of public over the judiciary is the main challenge in the democratic setup. The Supreme Court of United States of America Felix Frankfurter quoted that the courts neither have wallet full of money and weapon with sharp edge, ultimately rests on the confidence of public in its moral sanctions. The press can play a vital role in the building of public confidence over the judiciary. When media is present in the courts while proceedings is underway, then the possibilities are very low that the court is able to abuse its authority but unfortunately there is always a difficult space between both of the sub-systems. i.e. media and judiciary.

Judicial system and media system varies from country to country. In few countries, the court does not allow the journalists to have all the documents of the case instead journalists are only provided with final verdict of the case. Bangladesh is the vivid example of this type of judicial system. Often, Supreme Court of the country is exempted from the law of Right to Information but in very few countries it is allowed. India is the most pertinent example in this regards. The former Chief Justice of India cut off this restriction and allowed RTI to be applied on Supreme Court.

Media-Government Relations during 2013-2016

The constitution of Pakistan along-with other laws empower the government to curtail the media freedom. Media freedom is curtailed in the name of security forces, judiciary, national interest, foreign affairs and religion. In 2010, judiciary in Pakistan has introduced a number of contempt laws which hinder the media to report on the pending cases in courts. Journalists are to be trailed in courts for different acts of reporting. In the month of June 2015, the government held three journalists responsible for carrying out criminal charges under the Antiterrorism Act (ATA) by covering the police raid on PPP's leader Zulfiqar Mirza. In the same case, seven more reporters were charged under other than Antiterrorism act. In 2014, a law had been introduced with the name of Protection of Pakistan Act (PPA). In this act, the armed forces had been given extra ordinary authorities under which they can carry out search operation, apprehend suspects and can forcibly deal with suspects. In this act, few uncertain references are included which are related to information technology. The sections in the act can hold reporters responsible and it was highly criticized. There are numerous other laws which can be used against journalists. Defamation is considered as a criminal offense and one who is charged for defamation can be penalized by fines and prison. Laws of Blasphemy have also been used on regular basis against the reporters.

In the year 2014, the federally controlled area of Gilgit announced a media owner namely Mir Shakil ur Rehman convicted for blasphemy. He was charged for telecasting a controversial program in which blasphemous content was presented. The court had announced 26 years' prison sentence couple with heavy fine. The host of the show and guests were also sentenced but the punishment could not execute because the court did not have jurisdiction out of the area. The same case in 2015 was heard by Sindh court in which Mir Shakil ur Rehman was ordered to be arrested and in April the court finally ordered that he cannot sell his assets. Journalists, who are charged for blasphemy, did not only face the legal proceeding but they were also threatened and tortured.

Shoaib Adeel, who was the editor of a magazine Naya Zammana, in 2014, was charged with blasphemy. Shoaib Adeel, after the accusations, left the country and went to US. He was also facing the threats from different people and he filed a complaint to police but he was not helped. Following the magazine was banned which was re-emerged on internet in online edition. In 2015, Lahore High Court announced ban on the coverage of Chairman MQM Altaf Hussain. The

court directed PEMRA, PCP and Pakistan's broadcast & print regulatory bodies to not give any sort of coverage to Altaf Hussain. The said verdict was placed in view of several constitutional petitions filed in court in which Altaf Hussain was alleged for defaming the institutions.

In the year of 2014, a draft of freedom of information bill was presented in senate to replace the same law passed in 2002. This bill was highly lauded locally, nationally and internationally but the government used delaying tactics. After a pretty delay, the government of PML (N) pledged to consider the said bill but it is still not passed because to access the official information remains hard for public. The province of Punjab and Khyber Pakhtunkhwa presented a freedom of information bill in their respective assemblies in 2013 which was passed by the assembly despite; these bills were criticized for different reasons. Both the provinces in 2014 setup Right to Information Commission which can monitor the execution of law. The government of Khyber Pakhtunkhwa in 2015 exempted the members of assembly that the RTI commission will not hold them responsible and one of the commissioners was removed from the seat. In Sindh assembly, the freedom of information bill is under the discussion and the draft of the bill faced numerous criticisms.

The government empowered Pakistan's Press Council (PCP) who can view the complaints, filed against the print media. PEMRA is empowered who can penalize the news channels for avoiding journalistic ethics and standards. In 2015, on the request of Ministry of Information, PEMRA banned BOL news channel because the channel's parent organization was alleged for fraud. PEMRA revoked the license of BOL television and the employees of BOL television lost their jobs.

In August 2015, Pakistan Electronic Media Regulatory Authority enacted a set of new guidelines for electronic media. This new set of guidelines was highly criticized by media professionals, analysts and civil society. In this new set of guidelines from PEMRA, broadcast houses are directed that they can present the news regarding the operations of security forces after the prior approval from government. Few other restrictions have also been made on the political debate. A report issued by United Nation in June 2015 explains that if anyone wants to encrypt its communication or use VPN should get approval from government of Pakistan.

In 2015, the government of Pakistan presented a bill of Cyber-crime in the assembly. This bill was highly criticized by media-men, civil society and other groups. It was believed by them that the government is curtailing the media freedom and undermining the freedom of speech.

In May 2013 elections, when the government of PML (N) got majority and came to power, relatively free was there to play its role. Along-with the independent judicial system and free media, it was a serious challenge for the government of Nawaz Sharif to tackle. Moreover, society has also been progressing and people have been getting more aware so the ratio of accountability was definitely going high. In this scenario, the government was liable to acknowledge the due importance of relatively free media which have been emerging over the years. Media started playing its due role for the development of society. Nawaz Sharif was initially a coalition partner of previous government of Pakistan People's Party and after few skirmishes Nawaz Sharif separated its routes from PPP and gave tough time to their government. Hence, it was definitely PPP's turn to give them tough time when media was also waiting for the new government to get charge so that they can play their vital role.

Effects of Yemen Crisis on the Functioning of Media

Yemen is one of the poorest countries of Arab where a war between government loyalists and Houthi rebellions ruined everything. Approximately 7 thousand and six hundred people died and more than forty thousand sustained injuries in the result of war. The government of President Abdrabbuh Mansour Hadi is supported by Saudi Arabia and Saudi-led multinational coalition keeps on striking Houthis. On the one side the Yemen government has the support of Saudi Arabia along-with other Arabian coalition partners while on the other hand Houthis are reportedly supported by Iran. The dispute is traced back to undone government transition which was to introduce stability in the country after the uprising which enforced a longtime president Ali Abdullah Saleh to transfer the power to Mansour Hadi. Saudi Arabia is afraid that if Yemen's rebellion got strength then the influence of Iran in Yemen will automatically increase. As Yemen is on the border of Saudi Arabia, so it is none acceptable for Saudi that Iranian influence get strengthened in Yemen.

When the crisis begins, the government of Pakistan has no foreign minister and that is why the government has made several mistakes on this issue. Yemen crisis had its due importance for Pakistan. Saudi Arabia, who is Pakistan's long term and trustworthy friend, asked Pakistan to

help them. In response the government of PML (N) vowed to help Saudi Arabia in the Yemen crisis. Following the Nawaz Sharif's resolve to help Saudi in Yemen crisis, media in Pakistan started criticizing his stance and maligning campaign had been started in media on this issue. In the criticism, the government of Nawaz Sharif was openly held accused that instead of national interest, Nawaz Sharif's government is trying to oblige Saudi Arabia for his personal gains. However, the government of Nawaz Sharif clarifies itself saying that Saudi Arabia is our long term friend and a lot of divine places exist over there, so helping Saudi is our due right. Moreover, Saudi Arabia always helped us and never turned its face from us so now if they need us; it is our responsibility to help them out. When the government of PML (N) faced strong pressure from media and other relevant stakeholders, Nawaz Sharif tried to take back his promise by calling a joint session of parliament. When the session was started, Saudi Arabia was criticized by the opposition parties and the parliamentary members are in the favour of Iran which was reported in the media. When this sort of coverage took place in media, the government started thinking to put a gag in media's mouth. Pakistan Electronic Media Regulatory Authority (PEMRA) asked news channels to pay hyper attention when they report on Yemen crisis. News channels were also directed that the content related to Saudi-Iran relations must deal with proper care. In its directives, PEMRA asked news channels that while they discuss regarding current standoff between Saudi and Iran, they should consider the foreign policy. A news channel, which aired a controversial program in this regards, was forced to apologize and give a clarification. In a notification, issued by PEMRA, explains that the carelessness of media can damage the Pakistan's diplomatic relations with its friends. It was also written in the notification of PEMRA that few talk shows use non-acceptable language which spread hatred and can instigate sectarianism which is also not allowed under the National Action Plan. PEMRA warned the management of news channels to review their content regarding the issue. It could clearly see in the Yemen Crisis issue that the government put all its efforts to control the functioning of media. Geo News on aired a promo of program planned on the issue of Yemen Crisis. Soon after the launching of teaser of the program, PEMRA issued a notice to Geo News saying that they must review the content of the program because in this regard, the stance of Pakistan is very clear so nothing contrary to the foreign policy should go on air. Over the Yemen Crisis, Iran and Saudi Arabia are the main stakeholders and the government, in the name of foreign relations with neighbouring countries, restrained media especially the electronic media

to discuss this issue. However, the channels that produced a program on this issue were never able to put all the facts in front of public because they are restricted to broadcast anything against the Saudi Arabia. The government directly issued the notices to news channels that they cannot broadcast Anti-Saudi content. Similarly, when the tragedy of Mina happened, the government through PEMRA noticed media channels to avoid discussing Mina tragedy.

Effects of Operation Zarb e Azb on the Functioning of Media

In 2009, one dozen journalists went to Waziristan for the interview of Taliban commander Hakeem Ullah Mehsud. They went there and conducted the interview and on their way back near Kohat, they were detained by security forces to know the contents of the interview. The interview of Hakeemullah Mehsud was edited and journalists had been directed to not broadcast his complete interview, Farzana Ali, Bureau Chief Aaj News Peshawar.

Since 2004, when drone attack on Taliban commander Naik Muhammad was carried out till the murder of Mashal Khan, a student of Abdul Wali Khan University Mardan, media content is guided by the regulatory authority. After kicking off the military operation Zarb e Azb, media is dealt with different hands. When it was a military operation in Swat, media was allowed to go there to cover the operation but when the operation Zarb e Azb started in 2014, media was directed that they cannot go to Waziristan and they need to rely on the press releases issued by ISPR. No media person visited Waziristan personally to report accordingly and that is why the complete story about the whole Waziristan is still uncovered. People from Waziristan came to Peshawar Press club to talk about the demolishing of their houses but none of the press conference is telecasted or placed in newspapers.

When the incident of Army Public School happened after that National Action Plan was chalked out and media is restrained to give any sort of coverage to militants' groups. Following, militant groups kept on informing media houses of their terrorist activities but it never took place in media. Media is banned to present the militants point of view. The twenty points of NAP stopped media to glorify terrorist activities hence media freedom is curtailed this way. After the APS Peshawar attack, numerous protests and sit-ins took place in Peshawar but not a single event get the coverage neither in electronic nor print media.

The policy to curb the terrorism also includes the media presentation. Along-with the twenty points of NAP, media-men were continuously threatened. On the one hand, journalists are directed by government to not broadcast any sort of material which glorifies the terrorist activities or their outfit while on the other hand, journalists receive calls and threats from militants which force them to broadcast their point of view.

A senior journalist Jamshed Baghwan, who is associated with Express group Peshawar, was attacked in 2016 when he did not on air the view of militants. He received a call from Afghanistan number and threatened that if he will not run the militants point of view he will face the consequences. As he was not able to on air the militants point of view, according to NAP, next morning a hand grenade was thrown on his house in which he narrowly escaped unhurt. Besides the laws, rules and regulations, the government also uses the bribing tactics to manipulate the reality. Another trick use by government is dividing the journalists which have been clearly shown in our news channels. One media house is defamed by the other one whose vivid example is GEO news and ARY news. Both the news channels keep on defaming the other one.

Following the operation Zarb e Azb, another technique of curbing media freedom was used which is called Embedded Journalism. After the operation, embedded journalists were the only source to get the information from there. Media personnel had been taken to the selected operation affected areas and rest of the area is still out of media focus because none of media-men is allowed to visit there and even the local journalists are not allowed to visit the places. Moreover, if a local journalist manages to visit the operation affected area, then the content cannot be presented on the screen because of strict policies of NAP. When journalists seem that they have become a sandwich between government and militant groups, then they adopted the self-censorship.

Military Operation Zarb e Azb totally changed the extent of media freedom. Before the launching of this operation, the government control over the freedom of media was soft but after this military operation, media has put under severe restrictions. Not only reporting independently about Waziristan was prohibited but also the issue of IDPs was termed as sensitive. The news stories about IDPs were only released through the briefing of Core Commander Peshawar and the statistics given to the media personnel in the press briefing of Core Commander were taken

as official and authentic. Actually it is the domain of Fata Disaster Management Authority (FDMA) but when journalists ask them about the IDPs, they never disclosed any information saying that all the information is lying with the military. The journalists went to cover the issues of IDPs of Waziristan in Bannu, they were stopped to go there at their own instead they were taken through security officials and only allowed the interview of selected people. Following the launch of Operation Zarb e Azb, media is restrained to report on the basis of independent sources. The local journalists of FATA were asked to report only those materials which are confirmed by security officials. A journalist namely Rahat Shinwari resident of Khyber Agency wrote an article about IDPs and on the next day when the article was published, he was detained by security officials. After the intervening of senior journalists, he was released from FC headquarter Peshawar.

Effects of Cyber Crime Law on the Functioning of Media

In April 2016, National Assembly of Pakistan passed the controversial draft of the cyber-crime bill namely Prevention of Electronic Crimes Bill which was later approved by the Senate with amendments. Over this law, the government was criticizing severely by media professionals, political parties and civil society. The Prevention of Electronic Crimes Act (PECA) aims to put several bars on the freedom of internet which contains freedom of expression, freedom of access to information, privacy right, and peaceful online associations. This law is criticized for use of wide sense language which can easily use for abusing of authority under the umbrella of law. This law empowers the authorities with extra ordinary control over the shared information on internet and legalizes the surveillance, done by them. This law has extensive scope which deals with investigation, trial, prosecution and international cooperation.

Under this law, anyone can be charged for anything as in the act it is written that unauthorized access to information is criminalized which defines that anyone can come under unauthorized. This way, journalists are not allowed to do investigations because they are not authorized to access the information. It is also criticized that without a consent of the relevant person, his picture cannot be used which clearly means that the government is curtailing the freedom of expression because will the online media outlet take prior permission from a criminal to use his picture or video? Under this law, the authorities do not need a warrant to search, apprehend and

confiscate which means the authorities can go anywhere without warrant and can search, seize and arrest anyone who they want. In this law, e-blasphemy and e-crimes are not bifurcated so how will the government make it bifurcated? Under the Prevention of Electronic Crime Act, the online political assemblies are banned and no political debate can take place online. It also needs permission from the person who is emailing, calling, messaging via any digital medium and without a prior consent of the relevant person no picture or video can be used. As the language used in this law is highly criticized which aims to vest authorities with unlimited power. It is said in the law that any material which is considered as against the Islam or which is considered as undermining the glory of Islam will be removed but there is nothing mention in the law that what is the glory of Islam and what will come in this section. Foreign policy is also one of the contents which are used in the law that any content which is taken as against the foreign policy will be removed and the one who owns the content will be punished for using that material online over the internet. However, nothing is mentioned in the law that what sort of information will be considered as against the foreign policy. The terms obscenity and immorality, without defining in the law, is termed as a criminalized.

This law is highly criticized by Information Technology industry as well as civil society terming it a draconian bill. It is criticized that this law violates the human rights and empower the authorities with unlimited power. According to critics, the bill restrained a sender to send text message without the permission of receiver and criticizing the government activities on internet will be a punishable offense. Under this law, Islam, Pakistan, Judiciary and security forces cannot be criticized. Different punishments are defined for different offenses. If someone present material which reflects hate or can instigate conflicts in terms of Islam or sectarianism will be punished up to five years with ten million rupees fine. If someone copies sensitive information, then he will be punished up to five years with approximately five million rupees fine. Sending messages without permission which irritates people will be an offense for which fifty thousand rupees will be the fine with three months' imprisonment. Similarly, creating websites for negative purposes, using picture or video without permission, accessing unauthorized data, issuing a SIM card in illegal manner, bringing changes in wireless phones and spreading misinformation are the other offenses for which imprisonment and fine is defined in the law.

Cyber-crime bill affected the functioning of mass media a lot. According to strict copy and transferring section of the bill, media is unable to fetch any kind of material from the profile of people. As one of the most important sources of mass media is social media, because huge content is taken from internet, so, it made very difficult for media to pick up the content from social media profiles. For this purpose, now they contact the relevant person and ask him to use the material posted on his Facebook or Twitter. Another problem with mass media after this cyber-crime law is that PTA has given a lot of power so they can remove or block any kind of content from internet they want. As almost all the news channels have also started their transmission on the internet and PTA removes the content they take as against the cyber-crime law. Moreover, this law allows the officials to censor anything and anyone and even they can provide the personal information to the third party so this way, the functioning of media is affected because people who are well aware of this law, hinders to provide any kind of personal information to media. One of the biggest issues with this law which curbed the media functioning is that this law does not provide security to whistle blower so, the government officials do not provide information to journalists and this way the investigative journalism has suffered massively. This law does not provide security to the person who leaks the information to the journalist in the best interest of public, so, the officials have become reluctant to give information to journalists for investigative journalism.

Effects of Economy on the Functioning of Media

The coalition government of Pakistan People's party was the tenure for any purely democratic government who completes its five years' period and after that the elections of 2013 were conducted. In elections of 2013, Pakistan Muslim League Nawaz has got the majority in National Assembly and made a government. Initially, PML (N) was an ally of Pakistan People's Party's government but due to some skirmishes and differences in policies and ideology, the alliance was broken down. Thus the PML (N) started playing role of opposition to give tough time to the PPP's government. In this scenario, when PML (N) has made the government, now it is an opportunity for PPP to give tough time to their government.

Moreover, the newly formed government of PML (N) faced other numerous challenges including law and order, corruption, frail economy, human rights violation along-with rival political parties

awaiting to criticize the activities of government. In the meantime, the menace of terrorism was on its peak and the international borders as well as the bordering areas with FATA were not safe.

Along-with all the above said problems, the role of relatively free media was also a challenge for the government of PML (N) to deal with. As Gen. Musharraf gave freedom to media houses by introducing media friendly policies which definitely gave boom to the media industry and a number of private media houses came on the screen. It was seen during the government of PPP that their government have faced severe criticism by the media for their activities and policies. One Prime Minister of PPP was removed by the judiciary and the other PM was facing the case in courts which was highly criticized by the media. Similarly, it was expected that the government of PML (N) will also face severe criticism if their policies and activities are not satisfactory for media.

Economy in the year 2013-2014

To examine the economy of Pakistan during the year of 2013-14, it is very important to study the budget of the said year. The budget explains the economic credentials of the country. The study of annual budget will not only explain the revenue, expenses, assets and liabilities but also explain the complete plan of the government throughout the next year for development and progress. In annual budget, the government plans for rest of the year which includes revenue, expenses, reserves, expected reserves, policies and priorities for development. When the government of PML (N) took control, the economy of Pakistan was not satisfactory because the heavy loans, low GDP and abnormal differences between income and expenses were the main contributing factors but after taking control, the government pledged that the outgoing year will be the year of global recovery. The GDP during 2013-14 was accelerated to 4.14 percent in comparison with 3.70 which was recorded in the previous year. Per capita income is registered with the growth of 3.5 percent which was 1.44 percent in the preceding year. Private consumption expenditure was in 2013-14 reached to 80.49 percent of the GDP while Public consumption reached to 92.4 percent of GDP.

Investment in 2013 to 2014 was 13.99 percent of GDP. Fix investment witnessed at 12.39 percent of the GDP. Private investment is registered at 8.94 percent while total investment has reached to 3,276 billion rupees which was 3,554 billion rupees last year. Foreign investment has

reached to 2979 million dollars during July-April 2014 as compared to 1277 million dollars last year in the same period. FDI has reached to 750.9 million dollars.

National savings are 12.9 percent of GDP in 2013-2014 which was 13.5 percent of the GDP last year. Domestic savings are 7.5 percent of the GDP which was 8.3 percent in the last. If we talk about the saving rates of China and India, it is respectively 42 and 34 percent of their GDPs.

When the government of PML (N) came into power, they claimed that their government is taking necessary initiatives to the improvement in fiscal situation of the country by making expenses management strategies and raising government revenue from taxes. Fiscal deficit during July-March 2013-2014 is reduced to 3.2 percent which was 4.7 percent in the last year during the same period.

Inflation

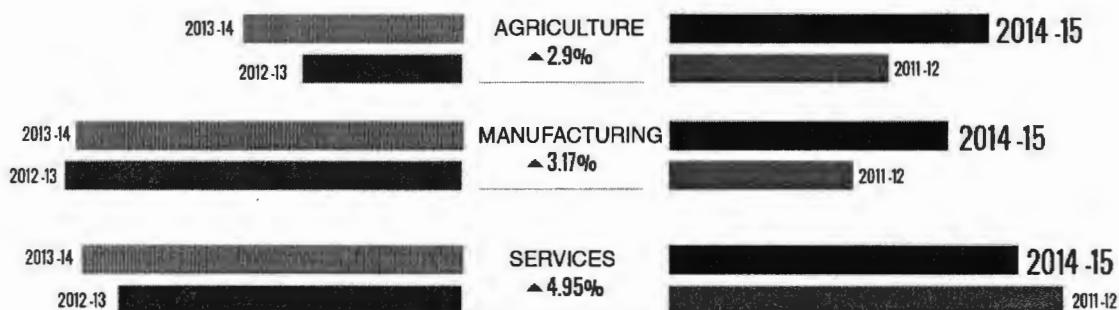
Inflation exists in the economy with different rate and intensity. Inflation during the year of 2013-14 was increased to 10.9 percent in November 2013 due to electricity price adjustments. The inflation rate in July 2013 was 8.3 percent which was maintained till October 2013. During the period of July-October 2013, the inflation was maintained on account of lower international market prices, domestically balanced supply and check and balance over the market prices. In January and February 2014, the CPI inflation again reduced to 7.9 percent but it is once again increased to 9.2 percent in March-April 2014.

Economy in the year 2014-2015

The year of 2014-2015 was very better for the economy of Pakistan as it improved quantitatively as well as qualitatively as the growth rate reached to 4.24 percent which was the highest rate since 2008. The major achievements during this year were increase in tax collection, low inflation rate, reduction in fiscal deficit, high rate of remittance, increase in foreign exchange reserves and stock exchange market improvement. The GDP grew to 4.24 percent against the 4.03 percent in the last year. The agriculture, industry and services sector contributed a lot in the economic growth. The agriculture sector contributed 20.9 percent to GDP. The agriculture sector has sub sectors including crops, livestock, fisheries and forestry. The industrial sector contributed 20.30 percent to GDP which was also a major source for tax collection. Similarly,

the services sector grew to 4.95 percent as compared to 4.37 percent last year. The government of Pakistan Muslim Nawaz has made Pakistan's first Medium Term Debt Management Strategy 2013 to 2018 which reduced the risk of government's refinancing by re-profiling its domestic debt. Public debt was registered at 16,936 billion which estimates 61.8 percent of GDP in the month of March 2015 which was 62 percent during the month of March last year.

SECTOR GROWTH



Fiscal Deficit

The fiscal deficit in July-March 2014-2015 was contained to 3.8 percent which was 3.9 in last year during the same period. Total expenses were 5,642.4 billion rupees among which 1,80.1 billion rupees were for development expenditures. In this year, the PSDP has registered a growth of 27.1 percent and reached to 499.4 billion rupees which was 393.0 billion rupees in the last year. During July-April 2014-15, tax collection was a major source of government revenue thus FBR collected 1972.4 billion rupees as provisional taxes which were 1744.9 billion rupees last year.

Inflation

The inflation rate measured by changes in CPI averaged at 4.8 percent during July-April 2014-2015 which was 8.7 percent in the last year during the same period. This inflation rate is the lowest one since 2003. Inflation has been contained during the year which was because of high supply of crops and monitoring the prices.

Economy in the year 2015-2016

The year 2015-2016 was a witnessed the year of global recovery as the world economy picked up slow pace for betterment. The economy of Pakistan slightly grew in year 2015-16. Pakistan, in South Asia improved qualitatively as well as quantitatively in this year. Major contributors were Price stability, increase in tax collection, reduced fiscal deficit and increase in foreign exchange reserves. The GDP growth rate in this year was recorded at 4.71 percent which was 4.04 percent last year. Commodity production and Services sector contributed in the growth of economy. In this year, agriculture sector faced negative growth by 0.19 percent. This decline was due to drop in the production of cotton, rice, maize and other crops. During this fiscal year, Pakistan has merged all of its three stock exchange markets, Karachi, Lahore and Islamabad stock exchange, into single Pakistan Stock Exchange. Year 2015-2016 has registered a pretty rise in the stock exchange market where a new history has been recorded. During this year, the 100 index reached to 36,266.23 levels in May 2016 which was the highest level in the history. All the major stock markets, Shinghai Composite Index, Japan Nikkei, Hong Kong Hang Seng and India Sensex, recorded sluggish in trends by this year. In this year, the State Bank of Pakistan has decreased the policy rate to historically and unprecedently low level which is 5.75 percent. This is the lowest rate in the last 44 years showing the improvement in the macroeconomic condition of the country. Reserve money increased to 697.6 billion rupees which is a growth by 22.20 percent in May 2016. The Government Sector borrowing had reached to 567.5 billion rupees in May 2016 which was 539.4 billion rupees in the same month of May in 2015.

Inflation

In the fiscal year 2015-16, the inflation rate has reduced to 2.79 percent which is the lowest inflation rate in last 13 years. The fiscal year 2015-2016 started with lower CPI inflation at 1.9

percent. In next few months, it reduced to 1.3 percent. After that due to direct and indirect impact on food and energy, the inflation rate again went up to 2.79 percent. The increase in petrol price also contributed in this increasing rate of inflation but as compare to previous year, the inflation rate was reduced in fiscal year 2015-2016.

Trend in Inflation rate			
Year	CPI	Food	Non-food
2008-09	17.0	23.1	13.4
2009-10	10.1	12.9	8.3
2010-11	13.7	18.0	10.7
2011-12	11.0	11.0	11.0
2012-13	7.4	7.1	7.5
2013-14	8.6	9.0	8.3
2014-15	4.5	3.5	5.3
(July-April)			
2014-015	4.8	3.6	5.7
2015-16	2.8	2.1	3.3

Source: Pakistan Bureau of Statistics (PBS)

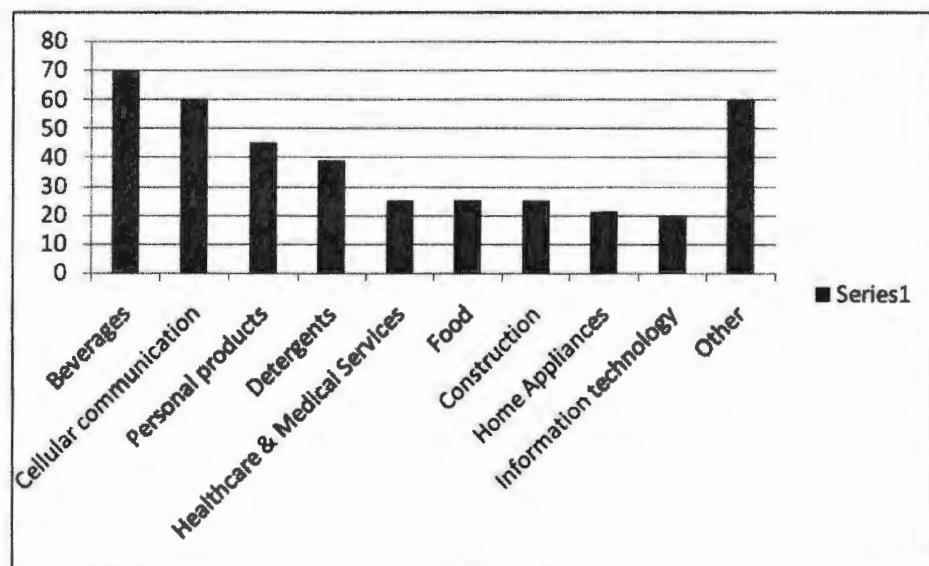
Fiscal Development

The government of PML (N) implemented necessary initiatives in this year to reduce the fiscal deficit. In this year, the government is successful in enabling the boost in revenue and containing the expenses. In July-March 2016, the fiscal deficit has been reduced to 3.4 percent of the GDP

as compare to year 2015, when the fiscal deficit was 3.8 percent of the GDP. In the fiscal year, FBR collected 2,346.1 billion rupees' taxes in which 1, 9373.6 billion rupees were in term of provisional taxes which is definitely a growth in tax rate by 18.9 percent.

Media Income through Advertisements

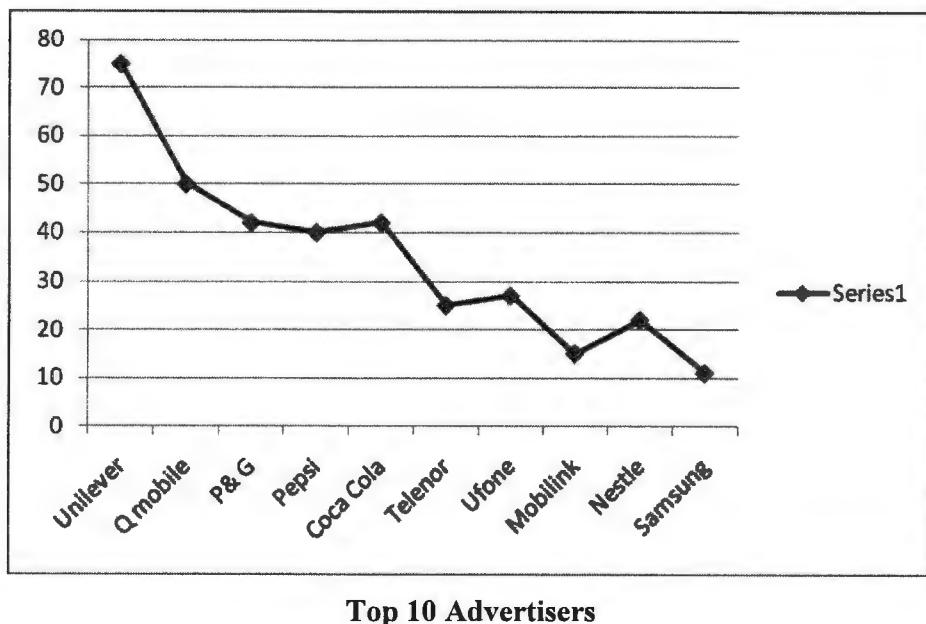
The main source of income for media is advertisements. Without having many parties, who can provide the media outlet advertisements, media house cannot get financial stability so advertisements play key role for the survival of any media house. When it comes to print media, circulation of the paper is also a source of income for them but when it comes to electronic media, it is almost impossible for them to carry on with their different program without having many advertisements.



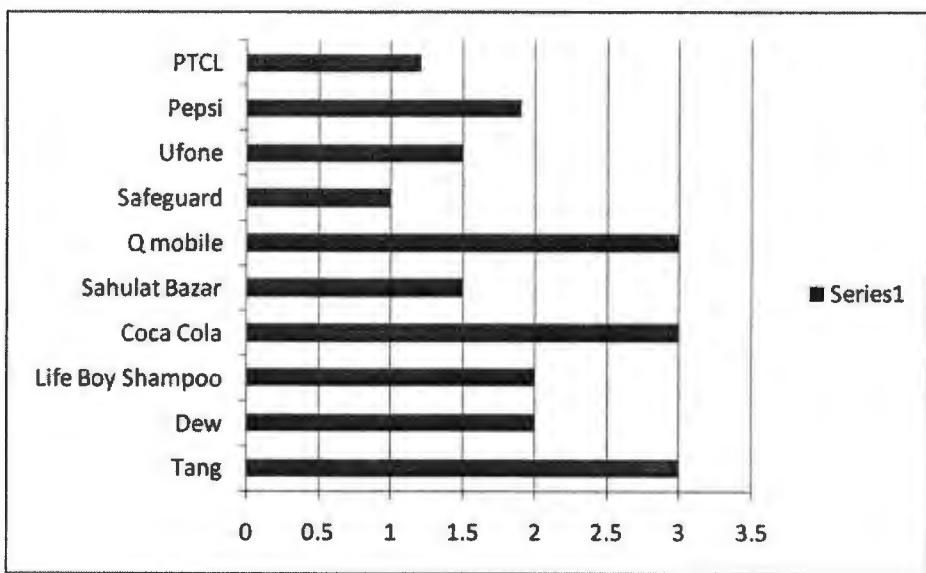
Advertising revenue from 2013 to 2016

Advertisement Income during 2013-2016

The advertisement of beverages on the television is recorded as highest in summer. 20 percent of advertisement was from beverage companies after that the telecom industry is the second largest sponsor of television advertisements which is at 17 percent.



Top 10 Advertisers



Top 10 brands

Economic situation and its effects on media

Pakistan is under-developed country and developing gradually by time for the welfare of its people. Population in Pakistan is increasing day by day while on the other hand the law and order situation in the country is restraining the investors to invest in. The main income point for most of the ratio in population is agriculture. Since last decade, the industry in Pakistan is developing significantly but the agriculture sector is not progressing as it should be.

The economic condition of Pakistan is affecting every fraction of the society. Similarly, media is also being suffered in term of financial stability. Media is more dependent on advertisements for their survival. The income generation ratio of Print media in Pakistan is 32 percents, television is at 40 percents, magazines are at 10 percent and radio is with the lowest 3 percent. Government is providing 30 percent of advertisements to print media.

As Print media is highly dependent on advertisements, so its content is also manipulated by the wish of its advertising sponsors. When the private sector is more independent, then the government influence on newspaper content is reduced while this control goes in the hands of private companies.

As the economy of the country was progressing so the private sector was being developed which ultimately reduced the government control over media. The privatization of industries made them profitable and financially more stable which could provide media with heavy advertisements. This has made media so independent of government control that it criticized government for their policies and activities. The private companies have got so much strength that if the media is feed by them is enough for media and if media do not get the advertisements from government even then media can survive easily: Although, after the financial stability of private companies, mass media got rid up to pretty good extent from government control but it made mass media liable to consider the interests of corporations. The most pertinent example to make it clear is that when a fire broke in a private housing scheme, then media could not take the name of that housing authority because they were the advertisers of media. Similarly, a private company's vehicle, which was parked at the Peshawar terminal, blasted its CNG cylinder in which one person got injured but none of the media channel broadcasted that news because the company was advertiser of the media. Moreover, media also give lots of favours to private

companies which provide them advertisements. They cover their company's private events like the function of Annual Performance, Launching of Internal Journal etc. However, if a journalist comes with a story against any business tycoon, it cannot take place in media. For example, a protest was conducted in Peshawar against the Bank of Khyber where the employees were equipped with the documented proofs but none of the news channel covered that protest. Although, media tries to give favours to the private corporations but it is lot better than the control of the government over the media because when media is dependent on the government for its survival then not only they have to favour the policies of the government but also hesitates to criticize anything wrong in the system. The theory we applied in this research is proven here that each sub-system of the society has effects over the other sub-systems. So, the economy of the country has massive effect on the functioning of media.

Effects of Technology on the functioning of media

Media is one of the main segments whose functioning affects the rest of the segments of the society and that is why it demands a proper study because media is a disseminator of information. Media serve the public who serve the society for their welfare so media content is a very necessary part for the welfare of a society.

Marshal McLuhan used two words together in several places which are media and technology. In his studies, he termed technology as an extension of human body which facilitates the human.

The old technology obsoletes with certain modifications and new technology brings more ease for human. Fast speed internet is one of the best examples which can be mentioned here.

Overview of development in technology sector

The technology sector in Pakistan has a commendable potential for growth, investment and development. Pakistan has become one of the most rapidly growing industries in terms of technology. 5.7 billion dollars has been received in terms of FDI in technology industry since 2005. This sector contributes 3% to GDP.

This sector has more than 121.13 million cell phone subscribers, 2.2 million broadband users and 30 million internet users overall. The launch of 3G and 4G internet attracted more investors in this sector. Pakistan is on the 4th number in the list of growing broadband industry.

The internet in Pakistan has become very famous which was started to be introduced in 1990s. Information technology and communication is rapidly branching out in the country. When we talk about the year of 2001, there was 1.3% of the population who used internet. In 2006, the percentage went up to 6.5 and after six years in 2012, it went up to 10%. By now, the percentage of the internet users has come to 18.8.

The rapid growth in the Information technology and communication sector is witnessed. The users of 3G and 4G in Pakistan are 35.45 million. The mobile broadband users are 34.32 million.

With the increase in technology, media is not remained under the control of any government. As the technology is advancing day by day, media is branching out and is continually expanding.

The prevailing situation of the technology all over has introduced the concept of internationalization. Now the information is not contained in the borders. Fastest growing industry of technology has made it easy for media houses to communicate across the borders.

Growth in technology sector attracts a large number of advertisements. With the increase in the number of internet users, advertisers also incline to publicize their product over the web.

The year wise FDI inflows in technology sector are as following.

Sector	Year	FDI inflows
Communication & IT	2013-2014	434.2 Million Dollars
Communication & IT	2014-2015	45.1 Million Dollars
Communication & IT	2015-2016	195.2 Million Dollars

Year wise FDI Inflows (\$ Millions)

Why Progress of Mass Media is important

Media is an important organ of society which carries the equal importance in developing countries as well as developed one. Everyone needs information and people rely on media to satisfy their need of getting them informed. It is a much strengthened channel of communication. Media has a power of moulding the minds of people. The repeatedly presented content of media is inscribed in the minds of people in a particular way. This way, media can enable the people to get them aware of their rights as well as to differentiate between good and bad, right and wrong. Media also enable the people to generate their understanding towards development. When an understanding is developed in the public, they can ask government to serve them in their best interest and on the other hand the government is enforced for providing good governance. Hence the government becomes accountable to public.

High speed Internet

Before the launching of 3G and 4G internet, it was somehow difficult for journalist to assemble along-with his community as well as relevant sources but following the easy access to fast internet, whatsapp groups has been familiarized and now the whole journalist community and relevant sources can be assembled at on whatsapp group.

Moreover, the launch of 3G and 4G internets relieve the government officials to provide the public documents to journalists because while 2G internet was in vague, the upload speed of internet was very slow so, sources preferred to provide a Xerox copy to journalist which took time. Similarly, the fast internet speed has popularized the use of social media which is now used as a one of main sources of information. The fast internet speed has made each person a self-broadcast house which only requires a palm phone.

Web based radio

The advancement of technology eases the communication of information. Web based radio is one of the example. Before the Web radio concept, it was a pretty hard task for someone who desires to launch a radio station but after the advancement in technology, voice can be reached across the oceans and continents. Web based radio is getting popular because it made the job easy. Web based radio can be run by home which only need few equipment and a domain. The

very positive aspect of web based radio is that this is an easy access for ordinary people because it is to believe that mainstream media is not in easy access of public.

Private Media

The emergence of private media made it clear that the voice of media has become more open and unlike the state-run media, the policies of government are criticized by privately owned media house. The private media house is independent and earn through the advertisements. Somehow, private media is also dependent on government to earn from the official advertisements. As the technology is advancing, the private media is getting more strength and coming out of the orbit of government control.

Challenges of Media Development

There are number of hurdles which restrained media to develop as an institution. Financial constraints, lack of capacity building trainings, absence of advance technology and the rules and regulations imposed by government are the few barriers that hinder the media development. Along-with these barriers, media is forcibly stopped to play its due role either by threatening them or obliging them. In wake of above said hindrances, media serve the interest of specific fraction of society instead of serving the public. The officials of government are mainly responsible for persuading the media content because they use their influence. Government officials are not the only segment which manipulates the content of media, large corporations or business tycoons are also responsible for shaping the media content. When media serve the hidden agenda of either government officials or private corporations, media is also obliged in return. Media moguls are either bribed by financial perks or by doing their other illegal deeds. When media is bribed, the content is continually changed in accordance with the favour of its sponsor. Hence the public cannot get to know the actual story.

The advancement in technology made it necessary for everyone to get to know the proper knowledge about all the events. If we talk about the recent situation, everyone is looking for an authentic source to get proper information. According to Marshal McLuhan, the world has become a global village and now it is not hard for anyone to inform himself from latest information regarding the whole world. Due to the advancement in internet, the limits of borders

have been removed and information can be fetched from any corner of the world. In the current scenario, all the channels of information are in a race to transform them in more advance form and if they play their due role, they can transform the society in a very positive manner. From the above paragraphs, it can be inferred that the advancement in technology is highly affecting the functioning of media. With the increase in technology media has not remained under control. Technology has introduced the phenomenon of internationalization which makes the communication of information very easy. With the high speed of internet, the functioning of media in Pakistan has become very efficient and easy. It has relieved the journalists as well as media houses. With the growing of technology, the news channels are more inclined to use the mobile camera with attached internet instead of traditional ways of shooting.

Chapter 5

Discussion and Conclusion

The government of Pakistan Muslim League Nawaz came into power as a result of May 2013 elections. It was a time when the country was facing severe issues regarding politics, economy, terrorism, corruption, nepotism and financial debts. Prior to PML (N) government, the government of Pakistan People's Party faced severe criticism for bad governance and PML (N) gave really tough time to PPP. When PML (N) came to power, along-with dozens of issues, the political mess was already existed and the political parties' couple with relatively free media was there to criticize the government activities. PML (N) was initially an ally of PPP's government which separated their routes after some policies conflicts between both the parties. After that PML (N), while criticizing the government of PPP, promised several times that when they will come to power they serve the public to their best. Now it was definitely a dynamic challenge for the PML (N)'s government to perform well. The PML (N)'s government faced severe criticism from mass media as well as from political parties. Although, the government of PML (N) tried hard to maintain cordial relations with the mass media so that a better image of government can be portrayed to public but due to consistent criticism, the government could not afford mass media to function properly and that was why the government was never comfortable with mass media. With the passage of time, mass media started criticizing the government policies more openly and few scandals were brought into lime light. Media highlighted the activities of PML (N)'s government so the genuine performance of the government can be brought to the public. In response, the government allegedly initiated threatening the journalists to mum the words of media and that was why several incidents of targeting media-men were reported. Those incidents were investigated as deliberate plans which left many questions unanswered.

In this research, three dimensions of the society have been studied to find out the relation between media and government that either it was friendly or adversarial in the period of three years. Political situation of the country is studied in detail and few major events of this tenure were deeply examined to find out that how the political situation of the country affected the functioning of media. In this research, we found that major events when happened, the functioning of media was directly affected and the government put all its efforts to control the freedom of media. If we talk about the Yemen crisis, then we inferred that the government

restrained media to take very soft stance on this issue. As firstly the government supported the Saudi Arabia in the Yemen crisis, so media started criticism after which the government through PEMRA directly controlled the content of media by saying that they must take care about the foreign relations. Similarly, Iran and Saudi skirmishes was also an issue where government stopped media to present any sort of critical content. Another issue was Operation Zarb e Azb which definitely curtailed the functioning of media according to results of this research. As long as the military operation started, the government asked media to stop glorifying any activities of terrorists and after that during the whole operation, media was not allowed to visit North Waziristan as in the past they visited all the operation areas in the country. The whole military operation Zarb e Azb was covered through the press releases of ISPR and no single story came out through independent source. On the one side media was fed by ISPR which was definitely positive sides of the operations and on the other hand media was stopped to present any sort of information from militants. Moreover, cyber-crime bill also curbed the functioning of media. Different sections of this law stopped media to perform its duty freely. Privacy sections, copying and transferring sections, defaming sections and other such sections hinder the media to work efficiently.

The second dimension of this research was economy and after studying this dimension, we found that the stability of economy affected the functioning of media a lot. This research carved out the results which show that in the start of PML (N)'s government in 2013, the economy of the country was fragile and investments in the country diminished by highest level but by the end of the 2013, the economy started slow growth. In the year of 2015 and 2016, the economy of the country witnessed immense growth. The inflation rate and fiscal deficit decreased and the foreign investment increased. As the economy of the country grew so it automatically enhanced the autonomy of the media and reduced the government control. The inflation rate during all these three years came down and other economic indicators reflected that the economy of the country is boosting which definitely strengthened the private sector of the country. Due to strengthening of private sector, media got pretty much freedom from the control of government because they were provided with handsome amount of advertisements which made them survive easily.

In this research, the technological progress and media functioning is analysed which revealed that due to technological development, ordinary people got easy access to different news channels. When the mass media criticizes the government activities, then usually government try to confine the media outlet by exerting direct or indirect control but due to technological development, it has become very difficult for government to confine the information. Our third hypothesis is about media government relations in accordance with technological development so we can infer that as technology industry grew immensely during 2013 to 2016, so the reliance of the media over the government is reduced because latest technology made it easy for everyone to share the information. The development in the sector of technology made it very easy for media to perform efficiently. As per the results of this research, we found that the technology sector progressed during those three years which led media in another stage of development. After the introduction of 3G and 4G internet, people got more easy access to media and it has also become easy for media to be fed through public. The advancement in technology enabled media-men to report as quick as with few clicks of the mobile, connected to the internet. So our theory is proven right in all the three dimensions that either sub-system of the society affects the functioning of others. Hence advancement in technology sector improved the functioning of media. In this research, we also studied the factors behind as why mass media is not becoming as an institution which revealed that non-professional journalists are working in the media industry who are having lack of training and capacity. The ill-trained journalists do not match the standards of professional journalism and they cannot inform the public accordingly. As the society is becoming more aware, so it is also becoming difficult for media-men to behave non-professionally. If we consider the whole discussion and analysis, we can infer that mass media in Pakistan has successfully assumed its right place and the progress that mass media has made cannot be reversed. Now it has become very hard for any government to control the mass media so it is pertinent for any sort of government that it should improve its performance rather than finding ways to curtail the freedom of media or to put gag in the mouth of journalists. Now it is definitely a duty of media to perform in accordance with public interest for better future of the country.

References

Akbar, M. S. (2012). Challenges of independent news media in Pakistan.

Arnold, P. A. (2003). *How the United States is Governed, Non-governmental organizations and institutions that influence the public policy.*

Bennett, L. (1990). *Press-State Relations in the United States.* Retrieved from onlinelibrary.wiley.com

Cissel, M. (n.d.). Media framing, a comparative content analysis on mainstream and alternative news coverage of occupy wall street.

Cohen, B. C. (1963). *The Press and Foreign Policy.*

Edward S. Herman, N. C. (1988). *Manufacturing Consent, The Political Economy of the Mass Media.*

Graves, P. (2007). Retrieved from <http://centreforcommunicationrights.org>

Hall, R. (1978). *Wikipedia.* Retrieved from Wikipedia: www.en.m.wikipedia.org

Iqbal, D. Z. (2016). *Mass Media, The politics and the politicians.*

Kalathi, S. (2011). *Developing Independent Media as an Institution of Accountable Governance.*

Kirtley, J. (2000). *Media Law handbook Bureau of International Information programs.*

Lippman, W. (1922). Retrieved from <http://books.google.com.pk>

Livingstone, L. &. (2006). Retrieved from <http://books.google.com.pk>

Mdlongwa, F. (2007). *Revenue Generation for Robust African Media: Practical ideas, experiences and innovations of frontline managers.*

Moazma Naseer, K. K. (n.d.). *Project Report, Role of Media in Pakistan.*

Mosco, V. (1996). *The Political Economy of Communication.*

P. J. Tichenor, G. A. (1983). *Mass media flow and differential growth in knowledge.*

Pember, D. (1997). *Mass Media Law.*

Peter T. Leeson, C. J. (2011). *Manipulating the Media.*

Peter T. Leeson, C. J. (2011). *Manipulating the Media*.

Schrott, A. a. (2006). *Mediatization and Political Negotiation*.

Schudson, M. (1982). *The Power of News*.

Shaw, M. &. (1972). Retrieved from <http://mass.pakgalaxy.com>

Shoemaker, P. J. (2013). *Mediating the message in the 21st century*.

Siebert, P. &. (1956). Retrieved from <http://preservearticles.com>

Sigal, L. V. (1973). *Reporters and Officials*.

Simeon Djankov, T. n. (2003). *Who owns the Media?*

Siraj, S. A. (2009). *Critical Analysis of Press freedom in Pakistan*.

Spranger, A. S. (2006). *Mediatization of political negotiation in modern democracies*.

Timothy Besley, R. B. (2002). *Mass media and Political Accountability*.

Walgrave, S. (1993-2000). *The Mass Media's political agenda setting power, A longitudinal analysis of media, parliament and government in belgium*.

Weaver, D. H. (1985). *Press Freedom/Media Government Relationship*.