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## **Journalism in Pakistan: Practice and Function**

### **ABSTRACT**

This study investigates how journalists in Pakistan perceive the importance of journalistic functions and how often do they practice them in their daily routine. The study analyzes a list of journalistic functions rated by the Pakistani Journalists for perceived importance and practice applying Principal Component Factor analysis, which generated eight constructs; i.e., News for Social Goods, Civic Journalism, Support of Government Policy, Culture and Development, Information and Country Image, Evaluating Government Development, Interpreting Government Policy, and Watchdog Function. The significant finding of the study is that Journalists in Pakistan often practice what they believe to be important.

**Key Words:** Pakistan/Journalist perception/Actual Practice.

### **Introduction**

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News travels from different gatekeepers before it finally reaches to the public. These gatekeepers are the ruling class; i.e., the government, who prioritize the policies, and then the owners of the newspapers, who follow these policies for their vested interests in the process of media contents. Besides, journalists' ideology, personal belief and attitude; media workers' ethnic and geographical background; organizational behavior; economic power houses; religion; and societal cultural and mores, all play a vital role in the media operation and shaping contents (Shoemaker, P. J & Reese, S. D. 1991). Due to these gatekeepers control over the operation of media and the factors that influence media contents and functions, generally a deviant role of the media has generally been observed such as the Pakistani media give importance to some people or group by portraying them frequently and marginalizing others by ignoring them.

### **Media Landscape in Pakistan**

Media landscape in Pakistan over the past decade changed considerably. On the genesis of Pakistan there were only five radio stations, a couple of newspapers and less any television station. Till the early 2000s one state control television and dozens of radio stations were operative. As trends in the international sphere altered it also affected the media landscape in Pakistan. Economic boom in telecom industry, commercialization in media and most importantly globalization and Open Airways compelled even the Pakistan Dictator President, General Pervez Musharraf to allow more media outlets. Consequently the last decade led to the mushroom growth of TV and Radio channels in the country. Currently there are more than 100 TV channels, around 200 FM Radio stations, approximately 3000 thousands

newspapers, and a huge network of advertising agencies are operating in the media landscape of Pakistan (Pakistan Press foundation 2009; Siraj 2009). The augmentation in literacy played a vital role in the successful operation of multi and cross media channels in Pakistan. Newspaper industry owned media groups have launched their TV channels, e.g.; Jang Group – Geo, Dawn Group—Dawn TV, Nawa- e-Waqt Group—Waqt TV, etc. The growth also led to the modern infrastructure in media industry, such as state of art equipped technologically studios, communication facilities, more skilled workers and media education. This boom has created job opportunities in the media industry. This new communication environment has given more choices to the audiences and open up their perception towards globalization and modernization. The religious segment of the society showed their dismay and felt that TV contents are too much westernize and immoral. Counter to this tendency, the Islamic forces opened up separate TV Channels for propagation of Islamic values (Siraj, 2009).

The current state of media freedom in Pakistan is considered as much improved when compared to previous regimes, particularly, the dictatorial regime of General Pervez Musharraf. The moment for the restoration of judiciary and the legislation on the right to Information Act paved way to more freedom in media. Alongside, democracy is also gaining grounds in Pakistan as people are now choosing their political representative through votes. Vociferation of media is now being tolerating by the government. Stiff competition in media houses is attracting more and more audience toward variety of contents. Informing on social, political and economic issues are accounting for answerability of politicians, and state institutions (Malik,

2015; Fahad, 2015). The shift from controlled media environment to an open media competition is now facilitating audience to enjoy more selectivity and enabled media a power actor in playing the supervisory role (Waseem 2006; Siraj, 2009).

Growth in the broadcast media has almost brought the print media to a death point (Shamiela 2015, Husain, 2015). There are also quite a good number of regional channels providing social and psychological needs gratifications to the ethnic audiences. The regional programming and social media are providing voice to those that were previously barred from political discourse and empowering them on ethnic and linguistic lines of country's politics. The growing literacy rate (about 50%) making the audience more reliant on broadcast enabling media to formulate public opinion easily (Shamiela, 2015). This addiction for media exposure has brought a balance in the society between the common people and the elites and changing the social and political landscape of the society (Fahad, 2015). This multiple TV channels have given the users more control in the construction of media contents, (Siraj 2009) whereas, Waseem (2006) argues that private channels prefer more newsworthiness, amusement and sensationalization in the content construction. Fahad (2015) highlights that hourly based TV news, current affairs and analysis programs are affecting the audience awareness. Nonetheless, Siraj, (2009) argues that the use of multi-channels television and social media have created fragmentation and segmentation in the society which are affecting the social fabric. He views that there is a tendency of time displacement which is affecting social capital in the social interaction. This new scenario of media landscape has cataclysmically changed perception of

the people in Pakistan towards their life style ideologically and customarily. Shabir (2012) says that audiences are now willing more towards globalization and westernization media contents.

Naveed (2013) argues that although Pakistani media did a crucial job in highlighting corruption in the past few years but corruption also goes alongside in the Pakistani media. He further explains that sensationalism is on the rise which led to a question of accountability of media and the journalistic profession in Pakistan. "Beat reporters, desk editors and programme anchors at the leading English and Urdu newspapers and TV channels in Pakistan are reluctant to publish news stories without receiving some sort of gift or reward". Even anchors and politicians blame each other for "Lifafa" journalism on live TV programs (Naveed 2013). Criticizing the role of Pakistani media, Malik (2015) says that "Media like the political polarization in the country is also divided into anti-government, pro-government, and right-wing groups, with each entity trying to rub-in its own skewed and partisan views on national issues and even resorting to smear campaigns against their supposed rivals". Garima (2015) observed that many a time media do not care of what they communicate to the people.

## **Theoretical Perspective**

Practical journalism is customary dissimilar from the academic perspective in most parts of the world. Nevertheless, the normative theories of the press provide a foundation to the media operation but they do not match fully to the operation of media, (Jyotika and Rehman, 2006). In order to handle the gap between theory and practice,

studies conducted in Tanzania (Ramaprasad, 2001) and Nepal (Ramaprasad and Kelly, 2003), suggest a list of functions particularly, for the developing countries where democracy has arrived recently. The recommended functions are relating to the libertarian and developmental operation of the press.

There are basically five normative theories of the press which are being operated in the world according to the country socio cultural, political, religious and economic conditions. These theories are: (1) Authoritarian Theory: It came into existence during the Renaissance with the notion as advanced by the church of the time that truth and power belong to kings and few wise men who are God gifted people, therefore they have the right to control the selfishness in the society;

(2) Libertarian theory is the product of the works of Milton, Locke, Mill, and Jefferson and declared that all human being are equal and freedom of speech is their natural right; (3) Social Responsibility theory holds that media are free but they should accept certain obligations to serve the public good. (4) The Soviet Communist theory is the extended version of the Authoritarian theory which serves the purpose of communist regime, (Siebert, S., T. Peterson and W. Schramm, 1956).

Social development experts have added one more theory regarding the media operation in the underdeveloped countries; i.e., Development Media Theory which assumes that although media should be free and socially responsible but should also work for empowering people economically, socially, politically as well as media are required to work for the whole rehabilitation of the society.

A number of factors influence news content. Shoemaker and Reese (1996, p. 148) say, "News is a socially created

product, not a reflection of an objective reality." As a socially constructed product, "news is influenced by a number of factors, i.e., political, economic, and ideological, and open to a fascinating process of cognitive simplification" (Ramaprasad, Majid, 1995, p.1). Research has indicated that media serve the elite and maintain the dominant ideology of a society (Herman & Chomsky, 1988). Therefore media reflect the dominant ideology of a country (Shoemaker and Reese, 1996; Graber, 1993; Yu and Riffe, 1988). Wanta (2004) found strong media effect on American public opinion, especially for conflict-related international news stories. Graber (1993) argues, that "violence conflict, disaster and familiar persons or situations are the major selection criteria in the US media" (pp. 207-31).

Hallin (1986) explains that media maintain three functions boundaries, i.e., legitimate, consensus and deviance. He argues that the sphere of legitimate is relating to the media's objectivity and balance. In the sphere of consensus, journalist is neither neutral or opposes, he/she reports it as the consensus value. In the sphere of deviance, the journalist is not natural and making personal explanation on the issue (Daniel Hallin, 1986, p. 117).

### **Research Questions**

The following research questions in this study were taken from the Ramaprasad and her colleagues' research studies on Bangladeshi and Tanzanian Journalists in order to replicate results of their studies in the Pakistani media sociology. Moreover, these questions were also considered keeping in view the specific journalistic scenario of Pakistani media which is almost similar to that of Bangladesh, Tanzania and other developing countries. Pakistani press

holds characters of restrain, libertarian (vibrant and loudness) and developmental.

**R.Q 1** What factors emerged from the functions rated for importance by the Pakistani Journalists?

**R.Q 2** How much importance did the Pakistani Journalists assign to these functions?

**R.Q 3** How often did Pakistani Journalists actually carry out different Journalistic Functions?

**R.Q 4** How did frequencies of performance differ from perceived importance of Journalistic functions?

## **Method**

Basically, this study followed up Ramaprasad and her colleagues' model of journalistic functions in the third world countries for perceived importance and how often these functions are carried out by the journalists in the third world country (Ramaprasad, 2001, Ramaprasad and Kelly, 2003, Ramaprasad and Rehman 2006). This study used almost the same questionnaire used by Ramaprasad and Rehman (2006) in their study on journalistic functions by the Bangladesh media. The data was collected from the working journalists of print, electronic media (radio and TV) and wire Pakistani's journalists from across the country, particularly from the major cities of Pakistan. Period for the data collection was during the months of July and August 2013. Copies of questionnaires were distributed personally and through the help of 15 Chairmen/Heads of the Mass Communication Departments of various Universities located in various parts of the countries. These Heads of the Department through their help of their students collected data from journalists



available in the media outlets and in the press clubs of their respective cities. Convenient sampling technique was used. A total of 195 sample of the population was generated. Five questionnaires were not included in the analysis because they had large numbers of missing responses.

The questionnaire began with the demographic variables followed by Journalistic Functions variables; i.e., perceived importance and how often these functions were carried out by the journalists. Total number of items in the questionnaire was 79. For both perceived importance and actual journalistic functions, the data was collected through five likert scales. Data was analyzed initially using factor analysis technique in order to reduce the 31 function items rated by the Pakistani journalists for perceived importance. Ramaprasad (2006) argues that perceived importance is an indicator of journalists' belief about how they should perform these functions. The principal component factor analysis was run for the purpose using orthogonal rotation method with varimax procedure which generated eight factors. From the studies of DeVillis, 1991; Lewis, 2002; Netemeyer, Bearden, and Sharma, 2003; and Nunnally, 1978, Ryu (2006) points out that factor analysis is required to look at correlations among questionnaire items to construct cluster of allied statements. In the second stage of analysis, the study investigated mean score using t-test to compare the journalistic functions rated by the Pakistani journalists for perceived importance and how often did they carry out these functions. SPSS version 17 was used for data analysis.

## **Results and Discussion**

### ***Characteristics of the samples***

The sample population largely belonged to the print media and most of respondents were male (Table 1). The mean number of years spent in journalistic profession was 7.5 and their mean age was 35.5. Majority of the respondents were reporters with good qualification. Most of them had journalism and mass communication graduate degree of 16 years.

**R.Q.1** What factors emerged from the functions rated for importance by the Pakistani Journalists?

The objective of question 1 was to analyze the list of functions, rated by the Pakistani Journalists for importance. The principal component factor analysis was run for the purpose using the orthogonal rotation method with varimax procedure. Ryu(2006) points out that factor analysis is required to look at correlations among questionnaire items to construct cluster of allied statements (DeVillis, 1991; Lewis, 2002; Netemeyer, Bearden, and Sharma, 2003; Nunnally, 1978). To decide the number of factors, the scree plot of the Eigenvalues from the analysis was illustrated (figure 1), and the plot flatten after eight factors. As a result, eight factors with Eigen values greater than 1 appeared. These factors were: News for Social Goods, Civic Journalism, Supportive of Government Policy, Cultural & Development, Information & Social Identity, Evaluating Government Development, Interpreting Government Policy, and Watch dog Function (Table 2). Based on the proportion of total variance, the eight factors accounted for 59.25percent of the variance. According to Ryu and his colleagues' highlight that some researchers suggested that if a variable loaded on more than one factor and explains 4% of the total

variance, the factor is meaningful (Hair, Anderson, Tatham, and Black, 1998). According to the Eigenvalues provided, each of the eight factors accounted for more than 4% of the total variance.

## **Scale Reliability**

**Table 1: Coefficient alpha values for each factor and all items**

<b>Factors</b>	<b>Number of Items</b>	<b>Coefficient alpha</b>
News for Social Goods	7	.77
People Journalism	4	.75
Supportive for Government Policy	4	.68
Cultural & Development	4	.71
Information & Social Identity	3	.67
Evaluating Government Development	3	.73
Interpreting Government Policy	4	.70
Watch dog Function	2	.67
Total	31	.76

The first factor, 'News for Social Goods' explained 11.39 percent of the variance. It had seven statements dealt with importance to use news, engage public in intellectual matter, provide information in timely, inform voters about politicians' view, explain complex problems, educate voters about how government operates, and to ensure coverage of rural issues. The factor was like an anthology of social responsibility and development theories of the press. Mostly the statements/items dealt with provision of information on public utility and social and political development of the society.

The second factor, "Civic Journalism", explained 7.45 percent of the variance. The factor highlights the press role as guardian for public, giving them a chance to express

opinion and be their spokes person on important issues. Items three and four of the factor deal with development and interpretative role of the press respectively. It is noteworthy that journalists in Pakistan feel important to serve public as their park rangers.

The third factor is 'Supportive of Government Policy' explained 7.38 percent of the variance. Most of the statements in the factor represented the western style of journalism. The factor also points toward maturity of the Pakistani journalism as the journalists felt important to be part and parcel of the government in the overall development of the country. Thus the factor represented Western interpretation of development press function, where active support coverage for developmental policy and positive support of leaders are likely. The factor too contained a statement 'portrayal of positive image of the country' making sense as it reflects patriotic attitude of the Pakistani journalists towards the country. The factor had two statements from 'Citizen Journalism' (second factor above)—'examine government policies', and 'Watch Dog Journalism' (Eight factor below)—'important to analyze government policies' cross-loaded on it, possibly making link to libertarian theme of the press that provides voice in public affair to citizens.

The fourth factor is 'Cultural & Development' explained 7.31 percent of the variance. It contains a mixed character, endowing with cultural, entertainment and societal development. According to Ramaprasad (2006) with items contained in the factor, representing function neither of developmental nor libertarian press philosophy but could be placed under both. The fifth factor 'Information, Entertainment, and Patriotism' explained 7.23 percent of the

variance. It also upholds a mixed character like an omnibus by accommodating information on development, relaxation and patriotism. The factor grouped elements of developmental, social responsibility and people choice media functions.

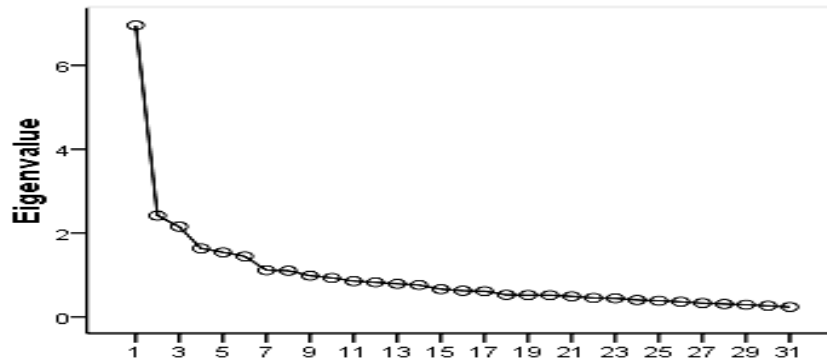
The sixth, seventh and eighth factors come again on the government. The first two focused on evaluating, analyzing, and interpreting the government's development and policies, which explained 6.97 and 6.91 percent of the variance respectively. The eighth factor, Watch Dog Journalism' had two statements dealt with the investigation of the government claims and development's projects. The factor accounted for 4.59 percent of the variance. All these three factors fall within the contextual domains of social responsibility, libertarian and developmental functions of the press.

**Table 1: Journalists Demographic and Work-related Variables**

<b>Demographic variables</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	128	75.3
Female	42	24.7
<b>Organizations Types</b>		
Newspaper	107	53.8
TV	74	37.2
news agency	18	9.0
<b>Journalist Status</b>		
Reporter	87	46.0
Sub Editor	40	21.2
Producer	53	28.0
Assignment Editor	9	4.8
<b>Journalist Education</b>		
Under graduate	23	11.8

Graduate	74	37.9
post graduate	98	50.3
<b>Major College</b>		
Media	125	62.8
others	74	37.2
<b>Journalistic Experience</b>	Mean	7.5
<b>Age</b>	Mean	35.5

**Figure 1. Scree plot showing the number of factors**



**Table 2: Factors Analysis of Journalists  
Functions rated for Importance**

Factors	Mean	1	2	3	4	5	6	7	8	h <sup>2</sup>
<b>News for Social Goods</b>	<b>4.84</b>									
Importance to use news	4.96	<b>.686</b>								.61
importance to engage the public in intellectual matter	4.95	<b>.675</b>								.48
importance to provide information in timely	4.77	<b>.672</b>								.59
importance to inform voters about politician' view	4.82	<b>.635</b>								.44
importance to explain complex problems	4.80	<b>.536</b>								.66
Importance to educate voters about how Government operates	4.79	<b>.536</b>								.50

Importance to ensure coverage rural issues	4.81	<b>.463</b>	.54
<hr/>			
<b>People Journalism</b>	<b>4.72</b>		
Importance to give people a chance to express opinion	4.74	<b>.773</b>	.59
Importance of media to be spokesperson for citizens	4.64	<b>.652</b>	.62
Importance to report government development programs	4.67	<b>.591</b>	.62
Importance to examine government policies	4.81	<b>.521</b>	.415
<hr/>			
<b>Support for Policy Leaders for Community Uplift</b>	<b>4.84</b>		
Importance to support national programs	4.83	<b>.662</b>	.57
Importance to actively support government policies	4.70	<b>.660</b>	.69
Importance to portray national leaders	4.91	<b>.639</b>	.63
Importance to portray a positive image community	4.91	<b>.470</b>	.66
<hr/>			
<b>Cultural &amp; Development</b>	<b>4.92</b>		
importance to give priority to coverage development	4.89	<b>.772</b>	.56
Importance to develop cultural interests	4.91	<b>.716</b>	.62
Importance to use media to advance social development	4.95	<b>.583</b>	.68
Importance to provide entertainment to public	4.91	<b>.485</b>	.67
<hr/>			
<b>Information and country image</b>	<b>4.19</b>		
importance to provide a venue for public relaxation	3.03	<b>.745</b>	.58
importance to provide accurate information	4.77	<b>.741</b>	.59
importance to portray a positive image country	4.76	<b>.499</b>	.67
<hr/>			
<b>Evaluating Government Development</b>	<b>4.72</b>		
Importance to discuss development issues	4.85	<b>.743</b>	.47



importance to keep citizens informed of government policies	4.64			<b>.700</b>					.55
importance to examine government policy	4.68			<b>.697</b>					.54
<b>Interpreting Government Policy</b>									
Importance to interpret government policies	3.02				<b>.678</b>				.41
Feel Importance to evaluate statement made by politicians	4.81				<b>.596</b>				.62
Importance to evaluate projects	4.83				<b>.590</b>				.57
Importance to provide analysis of complex issues	4.95				<b>.581</b>				.66
<b>Watch dog Function</b>									
Importance to investigate government claim	4.81							<b>.707</b>	.63
Importance to analyze government policies	4.83		.422				<b>-498</b>		.59
<b>Percentage of Variance</b>	<b>11.39</b>	<b>7.45</b>	<b>7.38</b>	<b>7.31</b>	<b>7.23</b>	<b>6.97</b>	<b>6.91</b>	<b>4.59</b>	<b>59.25</b>

**R.Q. 2** How much importance did the Pakistani Journalist assign to these functions?

The mean score of functions rated for importance by the Pakistani journalists for different factors emerged quite interesting findings. Among the eight factors for importance function, the journalists assigned highest importance to “Cultural and Development” (mean = 4.92 on the five point scale, ranges from 1= not very importance to 5 = very important) and within it, ‘develop cultural interests’ and ‘provision of entertainment to public’ had received equal highest importance.

News for Social Goods and Support for Government Policies factors received next in importance as function had equal mean score (4.84) and within them ‘use news for information of public, and ‘portrayal of nation leaders’ and

'country image' had received the highest importance respectively. These are distinctive features of the western media operation. Next order in importance was another western style of journalism function that the journalist felt being important was 'Watch Dog Function' with a mean of 4.81, and within it, 'analyze government policies' had received the highest importance.

The next factors relating to democratic and development journalism in the order of importance rated by the journalists were 'Civic Journalism' and 'Evaluating Government Development' had received mean score (4,72) each and within them 'examine government policies' and 'discussing development issues' received the height importance respectively.

'Interpreting Government Policy' received 4.40 mean for importance the journalist wanted media in Pakistan to perform in the fragile democracy and within it, 'provide analysis of complex issues, received the highest score. The last factor rated for importance received comparatively the lowest score was 'Information and country image' with the mean of 4.19, and within it 'provide accurate information' received the height importance.

The mean score of factor "Cultural and Development" (mean = 4.92) was significantly high (t. value, 57.01; p. =00) from the mean of other factors rated for importance by the Pakistani journalists.

**R.Q 3** How often did the Pakistan Journalists actually carry out different Journalistic Functions?

As evident from the table 3, most frequency means for how often functions both in factors and individual statement were between 3 and 4. It means Pakistani journalists were able to

practice most journalistic functions—libertarian, social responsibility, and development in a large measure (table 4). Among the how often functions, the mean score received by the factors in following order: Watch dog Function 4.84, Evaluating Government Development 4.76, Cultural & Development 4.42, Interpreting Government Policy 4.35, News for Social Goods 4.30, Information & Social Identity 4.20, Support Government Policy 3.96, and Civic Journalism 3.57.

**Table 4: Mean comparison of Journalistic Functions how Importance and How Often**

	(Mean) How Important	(Mean) How Often	t. Value	P. Value
<b>News for Social Goods</b>	<b>4.84</b>	<b>4.21</b>		
Important to use news	4.96	4.94	.319	.750
Important to engage the public in intellectual matter	4.95	3.48	-6.34	.000
Important to provide information in timely	4.77	3.07	-2.29	.023
Important to inform voters about politician' view	4.82	4.92	-1.18	.236
Important to explain complex problems	4.80	4.99	-2.51	.013
Important to educate voters about how Government operates	4.79	4.84	-.505	.614
Important to ensure coverage rural issues	4.81	3.20	-4.45	.000
<b>Civic Journalism</b>	<b>4.72</b>	<b>3.23</b>		
Important to give people a chance to express opinion	4.74	3.31	-7.30	.000
Important of media to be spokesperson for citizens	4.64	3.15	-6.58	.000
Important to report government development programs	4.67	3.28	-6.84	.000
Important to examine government policies	4.81	3.18	-4.39	.000
<b>Support for Policy and leaders for community uplift</b>	<b>4.84</b>	<b>3.58</b>		
Important to support national programs	4.83	3.18	-4.32	.000
Important to actively support government policies	4.70	4.98	-3.66	.000
Important to portray national leaders	4.91	3.03	-1.48	.138

Important to portray a positive image community	4.91	3.11	-1.91	.057
<b>Cultural &amp; Development</b>	<b>4.92</b>	<b>4.02</b>		
Important to give priority to coverage development	4.89	3.20	-3.43	.001
Important to develop cultural interests	4.91	3.02	-1.27	.205
Important to use media to advance social development	4.95	4.87	.98	.324
Important to provide entertainment to public	4.91	4.99	-.99	.321
<b>Information and building country image</b>	<b>4.19</b>	<b>3.69</b>		
Important to provide a venue for public relaxation	3.03	3.11	-.99	.321
Important to provide accurate information	4.77	4.89	-1.27	.203
Important to portray a positive image country	4.76	3.08	-3.09	.002
<b>Evaluating Government Development</b>	<b>4.72</b>	<b>3.63</b>		
Important to discuss development issues	4.85	3.02	-2.14	.033
Important to keep citizens informed of government policies	4.64	3.01	-5.24	.000
Important to examine government policy	4.68	4.86	-2.72	.007
<b>Interpreting Government Policy</b>	<b>4.40</b>	<b>3.59</b>		
Important to interpret government policies	3.02	3.10	-.425	.671
Important to evaluate statement made by politicians	4.81	4.89	-1.34	.181
Important to evaluate projects	4.83	3.31	-5.17	.000
Important to provide analysis of complex issues	4.95	3.04	-1.08	.281
<b>Watch dog Function</b>	<b>4.81</b>	<b>3.98</b>		
Important to investigate government	4.78	3.02	-3.93	.000
Important to analyze government policies	4.83	4.94	-1.50	.135

Notes: Higher score equal greater importance/frequency. Scale ranges from 1= not very importance/ very infrequently to 5 = very important/very frequently

**R.Q.4** How did frequencies of performance differ from perceived importance of Journalistic functions?

In order to know the differences between perceived importance and actual practice assigned to the journalistic functions by the Pakistani journalist, a paired t-test was conducted on each function. According to Ramaprasad and her colleagues (2006) the rationality behind this comparison is that "importance is an indicator of journalists' belief about how journalist should practice the functions". As evident from the table 4, journalistic function for perceived importance was rated in most of the case high by the journalists as compared to the actual practice of these functions. However, 17 out of 31 function items were significantly different. Majority of significant difference for perceived importance function item was found in the factor of: Civic Journalism (all items), Evaluating Government Development (all items), News for Social Goods (4 out of 7), Support for Government Policy (2 out of 4), Cultural & Development (1 out of 4), Information, Entertainment & patriotism (1 out of 3), Interpreting Government Policy (1 out of 3), and Watch dog Function (1 out of 2).

This is pertinent to note that mean score of the actual practice was between 3 and 4. Which means that journalists carry out the actual practice to some extent and frequently. When the same study was conducted in other third world countries (Bangladesh, Tanzania and Nepal) the mean score for journalistic practice for the function was 2. Thus, this study confirms the major premise of Ramaprasad (2006) "importance is an indicator of journalists' belief about how journalist should practice the functions" as journalists in Pakistan often perform similarly as they rate for perceived importance of the journalistic functions.

## **Conclusion and Discussion**

The study analyzed the list of journalistic functions, rated by the Pakistani Journalists for importance applying Principal Component Factor analysis, generated eight factors: News for Social Goods, Civic Journalism, Support of Government Policy, Cultural & Development, Information and country image, Evaluating Government Development, Interpreting Government Policy, and Watch dog Function. So the factors that emerged made an academic logic. Ramaprasad (2006) indicates that perceived importance is an indicator of journalists' belief about how they should practice the functions. Pakistani journalists practice most journalistic functions—libertarian, social responsibility, and development in a large measure. They argue that such types of journalistic functions are required keeping in view the poor economy, poor industrialization, poor education ratio, unprecedented population growth, lack of job opportunities, extreme terrorism, long period of military rules and feudalism mentality of the politicians, bad governance, etc. in the country. All these menaces have shaken the culture's fabric of the society and brought bad name to the country.

Although Pakistani Journalists do not ignore developmental function of the media, nevertheless, it has not fully been institutionalized to carry developmental content in an expert and proper way. It might be due to lack of know-how and skill. Ramaprasad pointed out NGO sector in the third world countries usually utilizes press on a paid basis to diffuse innovative messages for societal development.

The Pakistani journalists also consider News for Social Goods exceptionally important and carry out its function very often. This factor of journalistic function contains items: use

news for information, engage public in intellectual matters, provide information in timely, inform voters about politicians' view, explain complex problems, and educate voters about how government operates. These idiosyncratic features relate to the Social Responsibility theory and libertarian theory of the press which are dominantly manifested in the Western media operation. These findings are also quite unlike from the operation of media in other developing countries. All this is because of severe competition between the media outlets in Pakistan. Presently, there are about 100 TV channels, relatively large number of FM Radio stations and newspapers are operating in the country. This boom attracted employment of educated people in the media who are getting handsome salary made them stay in the industry. Besides, Pakistan's media after emergence of the fragile democratic regime enjoy substantial freedom. This researcher observes that everything goes with every this in the Pakistani media. Sometime this libertarian approach becomes intrusive. In view of this, the religious and conservative people in the country are disapproving content of private TV channels. They thought that they are carrying too much Western orientated contents which are immoral. In order to counter this tendency, the Islamic forces base in the country has opened up separate TV Channels for the Islamic teachings and events.

Support for Policy and Leaders for Community development is another Western type of developmental journalism function that the Pakistani journalists feel important and wanted to do it often. There is a great frustration among the people of Pakistan against the misstatement, terrorism, poor infrastructure, price hike, poverty, unemployment, etc. So people feel gratified if

something appears good about these menaces in the media. The more and media accommodate such item in their offering the greater it attract audience attention. So the competition and rating of media make such issue a regular part of the media agenda.

The Watchdog Function is another distant and western libertarian function of the Pakistani media. There is no gap between the perceived importance and actual function of the watch dog in the Pakistani media. Pakistan's media is considered among the most outspoken in South Asia. It is free and enjoying considerable freedom in term of criticizing government's policies openly. Nevertheless, economic, pressure, government laws, access to information, religious pressure, immature politics, social and societal mores, terrorism, etc. are the factors that inhibit the watch dog function in the Pakistan media but still we see it quite often. There is no censorship and no direct government control on media. However, Press in Pakistan is not free in terms of an easy access to public information; mostly government's documents are labeled as confidential; and media in Pakistan are not very much pluralistic in nature, However, Pakistani journalists do not seem to be different from journalists in developed countries with liberated press customs who consider in the watchdog function. Ramaprasad holds that "in developing countries where control of the press by political leaders has been the norm, criticism of policies and practices has not become common practice. Leaders certainly do not take kindly to it and often retaliate in direct and indirect ways". Siraj (2007) argues that every new government in Pakistan brings new guarantee for the freedom of press but often feels sore when something publishes against them.



The Pakistani journalists grouped development policy and practice with evaluating government policy and practice. This finding replicates with Ramaprasad's study on Bangladesh journalists. It has also been observed that some factors include items which were not relating strictly to the theme of the factor making it difficult to interpret within the frame of the factor. This was also found in the previous studies. According to Ramaprasad (2006) with such items contained in a factor, representing function neither of developmental nor libertarian press philosophy but could be placed under both. Such factors maintain a mixed character like an omnibus by accommodating information on everything.

The notable change in Pakistani media landscape occurred after the liberalization of media airways and new communication technology which exerted great impact on the political, socio- economic and religious scenario of Pakistan. Pakistani media is considered as one of the vocalist and vibrant media in Asia.

## **Contributions and Limitations**

The study might be the first empirical test of the functions of Libertarian, Social Responsibility and Development theories of media in Pakistan. It provides insight into how practicing journalists may see these functions differently from theory. The study may be useful for media policy makers, media persons, and media owners as to how the theoretical concepts be worked out into practice. The study may be useful for media researchers, media educators studying countries where journalistic disparity is likely to be high between theory and practice.

Although the data was collected from the journalists of all major cities of the country, still the study has limitation that its results may not be truly generalized because the data was obtained through convenient sampling techniques. Besides, 195 samples are not enough compare to the large number of journalists' population in the country.

The future study should be conducted on the factors influencing media contents in Pakistan. There are quite a large number of factors that influence media contents such as the power of media moguls, cross-media ownership, media laws and ethics, economic, religious and socio-political pressures, Journalists' ideology, education, geography, ethnicity, etc.

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