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The Changing Role of Urdu News Media with Digital Communication in Pakistan

Abstract:

The growing use of digital media has influenced significantly the communication channels of society during recent years in the globe. The media and communication in Pakistan is transforming with information technology. The marvelous boost of digital media devices has changed the communication channels. With digital media revolution, the people in society who formerly had no chance to participate, now they have a great opportunity of to contribute. They can give feedback on news content, comment on stories and share information. If we talk about Urdu news in Pakistan, technology has not left it unchanged. The great revolution in technological field has modified the way public receives information on various aspects. This research work will boost our understanding of how effects of fast spreading technological means have affected traditional modes of Urdu news. During the past decades, western world has got a great benefit from immense development in information communication technology. Furthermore, developing world is widely seen accepting access to internet computer and mobile phone technology. Today's media organizations are extensively using various technological sources.

This study also explore the phenomenon of adoption of information technology, role played by media in this digital age and to address the global audience and news collection, influence of internet and extent of freedom of expression to which it has impacted today's media in accessing and delivering information. Though traditional modes of information have got a great jolt by new digital platform and have brought great opportunities for information gathering of Urdu news in Pakistan.

Keywords:

Urdu News Digital Communication Media Information Media
Technologies Traditional

Introduction:

Now a days communication channels and news industry meets different precariousness and change. Old methods of communication, news collection, distribution and access have got a remarkable upheaval with the birth of online research and social media. Economics industry has also been deeply influenced with the technological change in media platform. In the recent years, revenue coming under the head of advertisement has die down strikingly (Aalberg, T, 2012). Before the beginning of internet the consumption of news contents from satellite television had affected sales but the digital boost of media technology has transformed the communication attributes. The center for digital future at 'Annenberg School of Communication and Journalism, USA' anticipated in 2012 that in the course of five years only the two categories of newspapers will be surviving; largest newspapers and the smallest newspapers. These kinds of predictions have been in the air for years but there are many factors to be considered to make any logical and consequential prophecy. Irrespective of all these hurdles faced by journalism, newspaper is still serving mostly as a steeple of news consumption (Hirst, M. 2006).

So, this is challenge in the way of traditional journalistic ideas of reporting accuracy and balance. Ironically news proliferation has led to the need of

journalists of great integrity and has caused revenue problems for them to prop themselves.

Media landscapes in Pakistan:

Media in Pakistan has been enjoying independence though under the violent political stress occasionally imposed by the state. It got a marvelous expansion after having been liberalized in 2002. Tragically with the expanding competition in this ever flourishing industry, sensationalism took the place of journalistic integrity (International Media Support, 2009). Radio has not received such changes in its nature of working quality and is performing its duties on traditional grounds by propagating authentic information. Plenty of independent radio channels are a great source of particularly for rural sections of Pakistan (Zaheer, L. 2016). Media in Pakistani exhibits a multiethnic and multi linguistic people. We get a pure demarcation between Urdu and English language media. People residing in urban as well as rural areas are mostly interesting in reading Urdu newspaper. Urdu main stream media is more liable to be liberal and professional in tone and material selection specific to elite and urban class of Pakistan (Khalique, H. 2006).

Historical Media Development in Pakistan:

History of Pakistani media is not a bit old but goes back to years before the partition of British India where a large number of newspapers were launched to corroborate and propagate the agenda of partition. Dawn newspaper was firstly established by Quaid e Azam and then published in 1941 served the Muslim cause of separate state and countercheck the anti-Muslim campaign. The Nawa-e-Waqt started in 1940 became the voice of the elites who were strongly supporting the cause of free Pakistan. So Pakistani media was brought into existence just to accelerate the mission to strengthen the concept of Pakistan and was considered the top ranked national opinion throughout the joint Hindu-Muslim state. Creation of Muslim media was a tactic to respond to the repression of minority's voice by Hindu majority (Khursheed, A. S. (1992). Pakistani media plays the defensive role to delineate Pakistani identity in pre-partition times as victims and minority, wholesale massacre like situation of independence days and loss of three wars. Pakistan is the sole defender our national identity religion and national

language, Urdu as its basis(Hijazi, M. A. 1998)In the regime of general Musharraf, Pakistani media got great achievements leading to massive upheavals in Pakistani electronic media and let Pakistan garner political pull. New progressive media philosophies broke the states ruling over electronic media. Television broadcast and frequency modulation radio licenses were granted to private media houses. The government motivated the media boom on the thought that liberalizing would surely invigorate the national stance of security and prove a stronghold (Ali, Z. M., &Iqbal, A. 2013).

Urdu Language in Pakistan:

Urdu being the national language of Pakistan has contained many foreign elements like other old and modern languages of the world. In Pakistan Urdu is flourishing with English and other native languages. Containing many Persian and Arabic words in it, it is historically attributed to Islam and the Pakistani and Indian have special inclinations towards this language because the non-Muslims had a great contribution in its development. However, this religious attribution has multiple connotations according to the politics and the circumstances of Muslims residing in each country. Urdu has received great transformations throughout its evolutions(Hamid, A, A1991).

Role of Media in Pakistan:

Media exhibits outstanding and essential part in world society. Similarly its role in Pakistani society cannot be overlooked. Pakistani media provides both information and entertainment to the public with field of journalism facilitating the society in keeping them updated from the current events occurring on the national as well as global level while entertainment aspects of media presents dramas telefilms and music etc. The media institutes have played a crucial role in affecting and ameliorating Pakistani population on many social and national issues. Its broadcasting of judicial and human rights transgressions has spread awareness among the masses. Television has assumed the status of the central platform for approaching the people for media making journalists able to become key players by exercising the influence and power(Riaz, S. 2010).

Digital Media and Communication:

In today's rapid society, people have bent toward their digital devices like

mobile phones laptops and multimedia for getting information. In the age where social networking has emerged with a great explosion of smart cell phones, modern technology has become the first hand mode of getting information(Hess, K. 2013). Technology has its merits as well by notifying through emails and news notification to the members of society to allow them to be cognizant of what is happening in the world. Journalism was once based on print mode of communication when public spent a good deal of time in reading newspaper (Anderson, C. W. 2013)

Now, as people's interests have turned towards internet for the sake of information, print media is losing its worth and some people opine the print journalism is on the wane with passage of time as obvious from the declination in the sales of newspapers. Journalism institutes in the world have to reconsider the ways of teaching because half century old methods are not still applicable today. Today journalism is facing new and revolutionary changings to meet constantly changing demands by the public. Some people are fearful of the changes while others eagerly accept them(Allan, S. 2006).

From the old age of pigeons carrying messages to the modern age of internet, newspapers have been occupying the central place in the heart of journalistic material. Unlike the increasing growth of the past, today's communication changes celebrate a considerable change of direction. We are facing trouble in using the old ways and are forced to tackle things in rather different ways. New modes of technologies are reforming our basic facets of communication and for the time being we are compelled to reconsider our ways of collection and distribution of news. (Fenton, N, 2010).

Urdu Journalism and Digital Media in Pakistan:

The basic conception is that digital journalism has been very impressive at shedding light on the issues and progress of the day. However has often flunked to put those stories with reference to the context and comprehending them completely. One of the top essential causes has been of technology. In addition to this the conventional media has been highly one way in its info stream from the reporter to community. So the passive audience has very limited resources to involve communal matters (Goode, L. 2009). Digital media has brought great

modifications in journalism practices and truly modified the nature and function of media. Social media has been invigorating old habits of communication and redefining its role as gatekeepers of information as well as amusement. There are enumerable ways in which digital media technology has influenced on the tradition of journalism from the modes reporters assemble information and offer news stories to how news agencies structure themselves and conduct business (Flew, T. 2008).

Surprising technological developments in information communication equipment and digital media have brought changes in pattern of Urdu journalism. There has been a great revolution in production of news, utilization, propagation of images advertising and the visual graphics. Today with great modifications in the news media and technological advancement have been redefining the nature of Urdu news journalism. The results of digitalization are grave not just for the future of the news stories but also for the exercise of democratic values as well. The digital revoltespecially the emergence of internet and social media has polished the media landscape in developing world too like Pakistan.

Digital Media - Blessing or Evil:

Nevertheless, social media with digital devices is far ahead in terms of immatureactivities. It is felt that the use of digital devices are distancing the youth from domestic, societal as well as religious values (Grueskin, Bill, Ava Seave, and Lucas Graves. 2011).

Though digital media has transformed the lives of people in Pakistan in a positive way yet there are some adverse effects of this technology too. Traditional media is often critiqued in Pakistan for careless reporting with capital approach as well as paying no attention to the moral code (Groupin .P,2011).

Urdu Language, Digital Communication and Citizen Journalism:

Urdu language is the official language of Pakistan; people speak and listen, write and read Urdu in the country. Now people have cell phones or digital devices and citizen or community journalism is an innovativetype of news formation as well. Citizen journalism and web blogging in Urdu language has been associated with the development news, critical reviews, political discussions, dissemination and feedback as well. Due to the development of citizen or community journalism

with digital communication revolution, the mainstream media organizations have lost their control on news contents. Now bloggers, community journalists and social media activists have been requested for feedback as well as invited for conferences and training workshops for human development by the policy makers.

Urdu Language and Active Audience in Pakistan:

Technological advances have transformed the Communication process. Before that the readers, viewers and listeners of mass media messages were considered just as inactive receivers. The development of media gadgets with internet enabled the public to express their voices in national language publically round the globe. Van D, B, et all. (2012) indicated that the internet has been transformed the media audience. Now they are interactive consumers instead of passive audience. Flew, (2008) stated that the citizen or communal participation in news content is to provide reliable, independent, appropriate and accurate information that is required to strengthen the social structure. Gillmor, D. (2004) also stated that, as readers are no longer submissive receivers of mass media messages. Now they construct messages, share information also mention in comments with media gadgets. The dynamic contribution in news development has changed the meaning of media consumers into the citizen or community journalism too.

Yet many traditional news societies in Pakistan have launched their online portals in Urdu language for people to comment, support and feedback on news contents.

Digital Revolution and Media Globalization:

Digital technology has boosted rapidly also penetrating the civilization with new ways and probabilities of communication channels. Multimedia or hypermedia being some modern and indispensable means of communication has become part and parcel of the lives of the great majority of professionals (Fowler, N. 2011). If we have some insight into the future, we can prognosticate a media realm overpowered by a tremendously fragmented, though active audience fierce media competition, and meager advertising dollars. By adopting modern media equipment and trained media team can take control on to their part as a core news lifeline and keep on functioning as the device of booming democratic values

(Nielsen, R. Kleis. 2012). Since the inception of communication technology, the journalists' roles have been transferred from information transmittal to information processing (Jurgensen & Meyer, 1992; Schudson, 1995). Information technology also has offered opportunities for foundations and target audience to participate in the sphere of news generation process. Media scholars have kicked off naming reporters but monitors and analysts compelling that they share authority readily and accept citizen journalism and community media. Networked journalism or communal media show how some public sections are pondering over the digital media devices as an option for a journalistic revolution where a common man has a charge to speak up and produce material as well as counter mainstream media (Paulussen, S, & Evelien D. 2013). Global institutes communicate without deadlines of national or international impediments. The readers make the decisions how, what, and when to read, in addition to having an option affording easily accessible digital publications, without government disruption. Communication revolution and digital media evolution has generated the stage for a streamlined flow of ideas and knowledge throughout the globe (Newman, N. 2016). In McLuhan's works, we learn that every medium offers a varied sensory venture to expand the self into the globe. This is of no surprise then that journalism's pillars have been shaken and started to change with the updated modes of collecting and spreading information by the internet and social media. The unmatched internet features of interaction are imbuing amazingly stunning revolutions in journalistic trend as the main assignment of reporter has emerged for the digital media.

Discussion and Conclusion:

Today in Pakistan people with Urdu language and digital communication may voice their questions, ideas, information and social issues concerning the problems about which they are concerned. Now the social issues and communal problems cannot be kept hidden for long as the main stream media picks them up and give them due voice for social justice. Now a day in Pakistan new media gadgets with Urdu language has been broadcasting the news contents, feedback on stories, views and ideas. The use of digital devices may educate Pakistani society as well as cultivate their opinions, background knowledge and better information.

Android phones and media technology is using for awareness on social issues. Political, social and economic debates are enhancing the knowledge level and language proficiency of society as well. Michaelsen, M. (2011) also concluded that communication technologies also support to cultivate intercultural and cross cultural connections. Though, the ill use of cyber media and freedom of expression has the harmful effects on society too. It is also recommended that policy makers should have to take steps and restrict the negative use of cyber media technology. New media technology has been offering the power to speak and countless measures of productive knowledge accessible to everyone. The latest news machinery and digitalization is fetching tremendous outputs, even as it compels the society to go for best options. Undoubtedly, this modern media technology has been altering the face of journalism. It depends on society to be certain that current change will lead to betterment. As Edward R. Murrow exhorted a long time ago, technology without the involvement of human beings is simply "lights and wires in a box." Though the demise of print newspapers has been expected by the media scholars and social media and digital devices are responsible too. Practice of android technology with cell phones for news contents and information is increasing rapidly. Nevertheless, in developing world like Pakistan the dissemination of incorrect news contents through mobile phones and communication technology can threaten the structure of community as well.

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