

## Mass communication media in Pakistan

Abdus Salam Khurshid

1971

Abdus Salam Khurshid. (1971). Mass communication media in Pakistan. In AMIC Travelling Seminar : 1st, Asia, Sep 5-29, 1971. Singapore: Asian Mass Communication Research & Information Centre.

<https://hdl.handle.net/10356/90890>

**Mass Communication Media  
In Pakistan**

**by**

**Abdus Salam Khurshid**

AMIC

Papers presented at Amic's Travelling Seminar  
5-29 September, 1971

MASS COMMUNICATION MEDIA IN PAKISTAN

by Dr. Abdus Salam Khurshid

Head, Journalism Department,  
Punjab University,  
Lahore (Pakistan)

1132

film  
radio  
television  
Pakistan  
journalism  
27P

C O N T E N T S

1. Press in Pakistan
2. Radio Pakistan
3. Television
4. Films
5. Journalism Teaching in Pakistan
6. List of Theses and Research Reports written  
by students at the Punjab University (1961-1970).

-----

PRESS IN PAKISTAN

The Press in Pakistan has made a very significant progress during the last ten years. This is the outcome of the emerging pattern of a new society which in turn is the logical result of the growing pace of urbanisation, industrial expansion, rise in literacy and increasing in the educational facilities.

To be precise, circulation of daily newspapers was not more than three per thousand inhabitants in 1958. Today despite a substantial increase in population, it is eight per thousand inhabitants. The figure if compared to those of advanced countries, seems to be very low but it does mark an appreciable rise.

The impact of our press on urban society is far greater than the figures indicate. Our daily newspapers go to villages in a very small number. They are mainly read in the seventy-six cities-- each having a population of more than twenty-five thousand. Their total population should at the moment, be in the neighbourhood of seventeen million of whom about six million are literates. If we presume that seven out of eight hundred thousand newspapers published every day reach these cities, we could safely conclude that there exists one newspaper for every eight or nine literate inhabitants of our cities which is not at all a discouraging situation

3111A

RECEIVED 21/11/1977 2:00 PM

particularly because the joint family system still persists and each newspaper is invariably read by more persons. Thus we find that almost all urban literates have access to newspapers.

A re-assuring aspect is the rapid growth of the national language press. Of an estimated total circulation of eight hundred thousand, the English-language newspapers account for about one hundred and fifty thousand copies. Only a decade back, no Urdu paper could even dream of attaining a circulation equal to that of the most widely-circulated English daily. Today it is just the reverse. The largest circulated daily in Urdu has a circulation more than three times that of the largest-circulated among the English dailies. In East Pakistan too, the circulation of the most popular English daily is less than the circulation of the most popular Bengali daily.

With the opening of eight new universities and scores of colleges, a tremendous rise in the number of graduates and retention almost indefinitely of English as the official language and as medium of instruction at higher levels of learning, the English-language papers ought to have made progress, but the psychological change brought about by freedom and national consciousness and material improvement in content and appearance of the national language dailies have swung the newspaper readers to their side. However, the English-language dailies retain a strong impact on the intelligentsia and their position would not, within a foreseeable future, be reduced to that of English-language newspapers in the Middle East.

The accelerated process of urbanization, industrial expansion, improvement in communication and transport facilities and the rapid progress in the domain of education brought about by the Second Five-Year Plan have produced five groups of population educated enough to read and appreciate newspapers. These are labourers, students, women, children and small businessmen. These groups have been catered to by the national press by affording them better opportunities of projecting their problems. That has changed the character-pattern of the press particularly that of the national language press. Every paper worth the name has introduced special features, pages and even special weekly supplements in order to respond to the call of the times. As the general mass of the people keen to read the newspapers is either just literate or half-educated, there is a growing emphasis on pictorial journalism, colour printing, large headlines, short editorials and simpler language. This has also been made possible through a technological revolution in the production processes. Most of the Urdu papers have abandoned the slow-processed archaic litho method of printing, have by-passed the letter-press stage and jumped right to the offset method of printing, the most modern in newspaper production. This has given a boost-up to pictorial journalism and use of colour in printing.



Another important aspect of progress is the emergence of the mass circulation "Digest magazines" in Urdu and recently of the Sunday journalism that includes not only the Sunday supplements of the dailies but also the other widely-circulated specialised and general -- purpose illustrated weeklies. The digest magazines in Urdu have hit hard the sale of foreign digest magazines in Pakistan and probably a daring venture in the yet-unexplored news magazines field would help in reducing the influence of foreign news magazines in the country.

The mass movement for the restoration of democracy in 1968-69 and the revival of full political life during 1970 leading to the general elections to the National and Provincial Assemblies on adult franchise and "one man, one vote" basis transformed the character of our entire press. A large number of new dailies appeared in both Urdu and English which were political in character and thus partisan journalism emerged on a large scale. Not only that, a number of important weeklies too, appeared on the scene which represented militant political views. They included the rightist as well as the leftist viewpoints. The new press made considerable contribution to the promotion of political consciousness among the literate masses but at the same time was responsible for liberty of an unbridled type, bordering a license.

This long survey of our progress does not indicate that the circulation of our papers has reached the saturation point. There is yet a long distance to cover. Our press has reached only one-third of the urban population. The rest has yet to be approached. Then the rural society provides a large vacuum. The rural population forming eighty-five per cent of the total population does not have access to dailies. They are generally fed by radio, to a certain but very limited extent by the T.V. and by small weeklies appearing from small towns and the regional dailies. The number of such papers is pretty large but their circulation is very low, therefore their impact leaves much to be desired. The primary reason of the low circulation is paucity of editorial talent and the attempt to ape the Metropolitan dailies which invariably and for obvious reasons, fails. Secondly they do not give enough coverage to local and regional news. Thirdly, they do not have the money to invest and fourthly the volume of advertisements is too small to sustain a newspaper of good standard.

However, these difficulties would disappear in the course of time as we are passing through an industrial and social revolution bringing in its wake great changes in every sector of our national life. The next twenty years are going to be very crucial in the history of our society as well of our press. The 20 year Perspective Plan aims at a tripling of our Gross National Product, provision of full employment to the entire labour force, universal literacy and elimination of dependence on foreign assistance and all this is expected to happen despite an 8-score estimated increase in population. Even during the current Third Five-Year Plan

the national economy is making great strides. Creation of four and a half million new jobs, development of basic industries, better housing, more health services and greater facilities for education are bound to make substantial impact. Besides seventy per cent of the children in the age groups of 5 to 10 years will be attending primary schools in 1970. All this will provide immense opportunities for the press to develop.

Coming back to the progress achieved by the national press in getting closer to the people, one might discuss a few points raised from time to time by the fast disappearing small groups of conservatives in the newspaper world. Unmindful of the fact that in an era of industrial and social revolution aiming at achieving within a few decades what was accomplished elsewhere in the slow and inevitable movement of history over centuries, the press has to be development-minded, they lament over the past when spicy but vulgar political acrobatics were considered indispensable for a newspaper. However they forget that in that phase of our past-partition press, circulation remained blocked. It was only when the development era came that the press began to march from strength to strength. This is because the people wanted bread, not philosophy, clothing and shelter, and not fanciful slogans and when they saw newspapers projecting their own immediate needs and aspirations as well as their grievances, they began to take interest in newspapers and developed reading habits.

Journalism has become an industry but that does not deprive it of its missionary character. The very existence of a newspaper depends and shall always continue to depend upon popular approval, therefore journalism could not possibly refrain from playing a missionary role.

Some regard it nothing less than a tragedy that high cost of production and stiff competition has led to the exit of the newspapers owned by individuals. This is a phenomenon common to the whole world and therefore without a remedy. However, this is true in Pakistan only in relation to Metropolitan dailies. For regional or local dailies or weekly newspapers requiring small investment, the field remains open for daring individuals provided they do not seek quick profits and could live on bare subsistence for the sake of their ideals. Such newspapers do exist in Pakistan and they are playing a notable role, howsoever limited it may be.

Now about the freedom of the press. In the communist or socialist world, press is nationalised and therefore subordinated to the political system. In lands where dictatorship is in vogue, the press is completely subservient to the executive. In the western democracies, press is free but the freedom carries with it responsibilities regulated by law and a certain amount of news management too is indulged in that leads to the widening of the credibility gap. In between the two systems, lies the newly-freed Afro-Asian world where political systems inherited from the outgoing colonialist regimes are in the melting pot. Unable to find solace in high-sounding principles, the Afro-Asian lands have to evolve their own pattern of democracy leading to the establishment of strong and stable governments that co



bring succour to the people. Therefore it is in that context alone that the problem of the press freedom could be studied and understood. Then it is to be remembered that press in this new world comprising more than fifty countries is generally backward. In some it is as yet in an embryonic stage, in others it is developed to a certain extent but it has not achieved that degree of responsibilities which brings freedom in its wake. Therefore press in these countries is subject to restrictions ranging from complete subservience to a freedom marked by more restraints than are prevalent in the countries where both press and society are in advanced stage. Pakistan is part of this world but is developed enough to afford the press a large measure of freedom, perhaps larger than that prevailing in most of the Afro-Asian countries. Freedom of the press is recognised as one of the fundamental rights of the citizens. The provision in the Constitution is as follows :

"Every citizen shall have the right to freedom of speech and expression, subject to any reasonable restrictions imposed by law in the interest of the security of Pakistan, friendly relations with foreign states, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence."

The question whether the restrictions imposed are reasonable or not, is justiciable and where the Court considers a restriction as not reasonable, it may strike down the law or the administrative action. One may quote here an instance. The District Magistrate of Dacca had refused to authenticate the declaration of the newspaper "Sangbad" on certain grounds. The High Court gave the verdict that the action was unreasonable. Thereupon the administrative authorities had to authenticate the declaration.

The nature of restrictions imposed on the press under the provisions of the press and publications' ordinances in the two provinces and in other laws is the same elsewhere in the world. However there is one difference that it is largely the executive rather than the judiciary, that has powers to impose penalties. This is not a correct practice and the sooner it is done away with, the better it would be. Perhaps the authorities themselves realise that this is a temporary phase necessitated by the requirements of a new society yet in the making and as the society makes progress, freedom of the press too would make a corresponding progress.

It was not the Press & Publications Ordinance itself that infringed upon the freedom of the press but its application which left much to be desired. The biggest hurdle in the development of a free press was the rather unreasonable restrictions on the grant of declarations for new papers and periodicals. The bureaucracy under Ayub Regime rarely authenticated a new declaration. As a result, no new ventures could be made. However during the closing months of the mass movement for restoration of parliamentary democracy, the Government was forced to release the restrictions and quite a number of new declarations were granted.

During the Ayub Regime a very healthy development took place. The Press Code of Ethics was revived and the Press Court of Honour was re-established resulting in another moratorium on the Press Laws. The Court was originally established in 1965 and for some time functioned to the satisfaction of both parties namely the government and the press. Out of the four complaints lodged by the Government of East Pakistan, two were dismissed. One was withdrawn as the newspaper concerned had expressed regrets and one was accepted by the Court and as a result, the newspaper concerned was administered a warning. So far as the Central and the West Pakistan Government were concerned, they lodged no complaint. However due to reasons best known to the parties, the Court gradually ceased to operate.

Towards the close of 1967 a delegation of editors met President Ayub on behalf of the Council of Pakistan Newspapers Editors and an understanding was arrived at whereby the moratorium on the Press Laws was renewed. The President told the editors that what he sought was not conformity but comments based on facts. In a broadcast to the nation on the 1st of January, 1968, President Ayub further elaborated his statement and said:

"I welcomed this proposal and told the journalists that newspapers can play a vital role in the newly independent countries for the welfare of the people. They can criticise bad points in society in a constructive way and can also give suitable suggestions for improving the administration but it is necessary that the newspapers should exercise restraint because through a little negligence or mistake on their part, great difficulties may be created."

The Press Court of Honour possessed a number of obviously good features. First it was purely voluntary in character. Secondly, it had no power to inflict a penalty of its own accord. Thirdly, with the exception of the Chairman and an observer on behalf of the Ministry of Information, no non-journalist was associated with the Court. All the six full members of the Court were elected by the CPNE. All these features demonstrated that our Press Court stood at par with that in any advanced country of the world and probably much more independent than the one in Italy which is a statutory body and is official-ridden.

A word about the Code of Ethics. The taboos placed on the press were the same as placed in the most advanced parts of the world. The law of the land everywhere taboos publication of matter tending to undermine the security of the state or solidarity of the nation or loyalty and allegiance of any member of the Armed Forces or that is apt to create ill-will among different sections of the people. Similarly aid from a foreign source is prohibited. The ethical values prevalent all over the world formed substantial part of the Code. They included avoidance of immorality, obscenity, use of vulgar expressions, exposure of private lives, libel or false allegations. Similarly fair and objective presentation of news including those of Courts of law and tribunals, headlines accurately presenting the content, non-publication of "off-the-record" statements, observance of embargoes on release dates



- 7 -

of matter for publication, avoidance of publishing commercial matter as "reading matter", prompt publication of denials and corrections and protection of the journalists' right to professional secrecy are principles to which all respectable newspapers of the world adhere faithfully.

The non-publication of the "expunged" portions of parliamentary proceedings is a good principle as what is expunged ceases to be a part of the proceedings. However this is an aspect on which two opinions exist everywhere. Section 15 of the Code restricts the press from encouraging or provoking labour strikes and from publishing that might encourage agitational activity among students. This was needed by the peculiar requirements of Pakistan and probably in every developing country such a provision would be required.

However during the mass movement as well as in 1970 when political activity was in full swing, the Press Court of Honour almost ceased to exist and it is very sad to say that the Code of Ethics too was no longer in vogue.

At the moment the press is rather restricted because of the Martial Law Regulations. However when power is transferred to the elected representatives of the people and democracy is restored, perhaps the Press Code of Ethics as well as the Press Court of Honour shall have to be revived and probably the cumbersome provisions of the Press and Publications Ordinance too would be removed.

Lastly we have to take cognisance of the economic problems faced by the industry in whose solution government could play an effective role. Firstly the need of the hour is to set up a high level committee to go into the question of high prices, bad packing, uneven quality and the unsatisfactory system of the distribution of Khulna Newsprint. If the prices could be brought down to the level of the international prices it would go a long way in relieving the delicate financial situation in which our newspapers are placed at the moment.

In 1971 due to the mass civil disobedience movement launched by Awami League in East Pakistan leading to separatism culminating in the establishment of a more stringent Martial Law, the newsprint supply underwent a crisis. That is why number of papers and a certain amount of newsprint was also imported from China to relieve the shortage. That, once again, brought into focus the need for a newsprint plant in West Pakistan. It may here be recalled that in September 1965 War too, newsprint supply was restricted leading to the reduction in the number of pages in newspapers. The time has come when we should give serious thought to the proposal. A rich advance would be a healthy competition between the newsprint production in the two wings and that may lead to improvement in quality and decrease in price.

Secondly, a liberal policy is called for in connection with the import of machinery, spare parts, chemicals and other accessories. It is gratifying to learn that the Government has enhanced the advertisement rates for newspapers producing

the A.B.C. certificates but a step further is required. That relates to commercial advertisements. Our industrialists tend to allocate small sums for publicity and a substantial part of even that goes to channels other than newspapers. It would perhaps be feasible to force the industrialists, may be through legislation, to earmark larger amounts for newspaper advertisements.

#### RADIO PAKISTAN

Radio Pakistan weilds tremendous influence over the 120 million people of Pakistan - much more than the daily newspapers. While the circulation of newspapers per thousand inhabitants is only eight and these too are read in cities and towns, Radio Pakistan with its 14 transmitting stations, and 36 transmitters comprising a total power of 3680 kilowatts covers the entire physical space and population of East Pakistan and 88 per cent of the population in West Pakistan. The number of radio receiver licenses was 933233 in mid-1966 which must have crossed the million mark by now. However the number of radio sets is much larger as many people do not have the license and with the coming in of the transistor age, it is very difficult for the authorities to detect the existence of unlicensed sets. Radio seems to be the absolute necessity for even the poorest people and one often comes across farmers in fields, street vendors and labourers at work keeping transistors at hand.

All stations of Radio Pakistan broadcast programmes of a total duration of ten hours each per day. The programmes include news, talks, discussions, news-reels, skits, features, plays, music and outside broadcasts and relays. The Central News Organisation puts out 71 news bulletins in 21 languages. For home consumption major bulletins are in English, Urdu and Bengali while thirteen bulletins are broadcast in regional languages like Kashmiri, Pushto, Sindhi and Baluchi. In addition local news bulletins in national and regional languages are broadcast by every station. Topical talks and commentaries on current events are broadcast regularly. Special talks and commentaries on current events are broadcast regularly. Special programmes are broadcast regularly for school students as well as University students. There are programmes for women and children mostly conducted by themselves. The religious programmes and the forces' programmes cover about an hour today from each radio station. A programme for rural listeners is broadcast daily from almost all stations from 15 minutes in Karachi to one hour in Peshawar. These programmes deal with day to day problems of the agricultural population and other classes in rural areas such as care of livestock, use of artificial manures, cottage industries and improved methods of cultivation. The union councils (self-governing elected bodies) have community listening centres, so that these programmes get a wider and interested audience. The rest of the broadcasting time goes to music-- classical music, light music, religious songs and folk songs as well as recorded film music.



Radio Pakistan operates ten external services and two general overseas news bulletins, to the Middle East and Far East, broadcasting in the languages of the target countries. The transcription service collects authentic broadcasting material through research and survey on past and present aspects of Pakistan life and culture and projects it on suitable occasions at home and abroad through sound pictures. The programmes are produced in English, French, Spanish, Arabic, Persian and Urdu. One of the most important projects undertaken by the Transcription Service was the recording of the fast-dying theatre music. Recordings of outstanding personalities, both living and dead, are preserved in the archives section. The number of classical, light and folk artists represented in the library is about 300. Recordings of about a thousand deceased personalities including administrators, poets, litterateurs and musicians have been preserved.

Radio Pakistan is exclusively state-owned and state-managed. Its revenue comes from the receiver license fee of Rs. 10.00 for each set, the commercial service and a subsidy from the Government. To associate public opinion with programme planning, there is an advisory committee at every regional station. Audience research is being developed on scientific lines and listener research units exist in all stations coordinated and guided by a director of listeners' research at the headquarters. There is also a Talent Utilisation Board that visits different parts of the country in search of fresh or hidden talent.

Radio Pakistan has unrivalled impact on the people, particularly at moments of crisis. When Pakistan was established and millions of refugees were entering our borders, Radio Pakistan had only three small regional stations of a total strength of 20 Kilowatt but even in that state, it broadcast 36000 messages for finding out the missing members of families. During the Indo-Pakistan War of 1965 the credibility of Radio Pakistan was simply tremendous and it helped in mobilising national effort for the preservation of independence. During East Pakistan crisis, Radio Pakistan again showed its capabilities of countering Indian propaganda.

#### TELEVISION

Television is a rage not only with the younger generation but also with the older one. The entire families along with visitors from neighbourhood remain glued to the TV throughout the five-hour programme on each of the six days of the week while on Monday when there is no programme, the fans seem to be rather sad. The clientele of radio in T.V. homes is almost nil at the evening time. That clientele exists only during the day-time or after 10.30 p.m. or on Mondays when there is no TV programme.

It is about eight or nine years back that the people in Lahore and Karachi had their first glimpse of TV when Phillips Company installed a few TV sets in an

exhibition and televised crude amateur programmes from improvised studios. That was only for a few days. It was in November 1964, that the Pakistan Government, in collaboration with Nippan Electric Company of Japan established two pilot stations -- one in Lahour and the other in Dacca, on an experimental basis for a period of 90 days. Now under the auspices of the Pakistan Television Corporation, four TV stations are functioning namely in Lahore, Dacca, Rawalpindi-Islamabad and Karachi. The old 300 watt transmitters at Lahore and Dacca have already been replaced by 5 kw and 6 kw transmitters, considerably extending their viewing range. With the commissioning of a 10 kw transmitter in the Murree Hills at a height of 7,750 feet above the sea-level Rawalpindi-Islamabad TV stations signal has been extended to most of the important towns of the North West Frontier Province and Northern Punjab, including Peshawar, Sialkot, Sargodha and Gujrat, some of them more than a hundred units from the Federal Capital. The fourth five-year plan envisages a network of fourteen retelecast transmitters relaying programmes of the four originating stations and with eventually cover about ninety per cent of the population.

Pakistan will soon enter the Comsat Age when the ground stations now under construction at Karachi and Chittagong will link East and West Pakistan through an Indian Ocean communication satellite. That will in the long run enable people in each wing to view the TV programmes of the other wing.

The set count presents a very hopeful picture. Till December 1970, the total number of licenses issued (Rs.50.00 per TV set) was 98699. However, unofficially it is learnt that 140,000 sets have so far been sold in Pakistan besides those privately purchased from abroad who went as tourists. A modest estimate shows that on an average ten persons view programmes from a single TV set. That shows that the number of viewers is about a million and a half. As there is a considerable number of community sets and restaurants too have installed sets, the actual number of viewers far exceeds the million and a half estimate.

The programmes range from five minutes to two-hour duration. Normally programmes are produced on the basis of five-minute talks or commentaries, fifteen-minute general programme. 25-30-minute music and dramas or dramatised serial for 30 to 45 minutes. The programmes could be categorised thus: Children's programme: Students' programme; music programme; women's programme: drama and dramatised serial: special audience's programme: educational and informative programmes: agricultural programmes: general programme: news programme. In addition there are interesting quiz programmes offering prizes to winners, variety programmes (presenting music, skits, interviews, jokes, etc.) and also personal interviews with great personalities. Full-length feature films in English, Urdu and Bengali are also shown. The languages used in TV programmes are as follows: English, Urdu and Bengali. The English programmes include news as well as some discussions and TV films received from abroad. The stations in West Pakistan mostly present program



in Urdu and regional languages with a sprinkling of Bengali programmes. The station in East Pakistan televises mostly Bengali programmes with a few Urdu ones. The news is broadcast in Urdu, Bengali and English from all stations.

The most outstanding achievement of Television was the 48-hour continuous "Elections '70" programme and the 36-hour continuous "Provincial Elections '70" programme televised in December 1970. The correspondents appointed in all districts of East and West Pakistan as well as those stationed in election offices supplied minute-to-minute information and election results. Four analysts drawn from senior journalists in each of the four stations gave a number of short talks interpreting results. A few days earlier, leaders of each of about a dozen and half political parties were enabled to televise half-an-hour speeches on their manifestoes.

### FILMS

With theatre almost non-existent and the stage performance of dramas being conducted on a limited scale, films constitute the only major source of entertainment for the people. The film industry in Pakistan is a thriving business, producing above 150 films a year-over a hundred in West Pakistan and the rest in East Pakistan. There is a growing trend of producing colour films. In fact half the total number of films prepared in West Pakistan are colour films.

The history of film industry in the sub-continent dates back to the early decades of this century, when a number of cinemas sprang up showing foreign films. This was soon followed by indigenous production of silent films. The talking movies began to be produced in middle 'thirties. when Independence came, all the important film-making centres remained in India while in Pakistan Lahore was the only city that could be called a film-producing centre. Even there are branches of the industry were dominated by the Hindu community. Lahore had four film studios in operation with a fifth under construction. With the exit of a large number of Hindu producers, directors, technicians and artists and the damage inflicted on the equipment in the studios, the trade was virtually paralysed. Only one studio was left in some shape. Of the cinemas only about one-eighth of the total number in the sub-continent existed in Pakistan. The re-building process took some time and in September 1948, the first Pakistani film was produced and exhibited.

At the moment Lahore, Karachi and Dacca are the film-making centres. There are five studios in Lahore, three in Karachi and one in Dacca, producing 100 films at any one time, the biggest of them handling 40 to 50 concurrently, running four shifts a day. The studio in East Pakistan is owned by the government-sponsored Film Development Corporation but rented out freely to independent commercial producers. Although West Pakistani films are doing good business but qualitatively East Pakistani films have an edge over them. One of these was awarded the Golden

Plague of Germany and the other two citations at the Cannes Festival.

Most of the Pakistani films use Urdu as their medium including those produced in East Pakistan. Next came Punjabi and Bengali. Recently three films were produced in Sindhi and three in Pushtu. Thus both national and regional languages serve as medium.

There are six film laboratories attached to six studios, three in Lahore, two in Karachi and one in Dacca. They employ about a hundred technicians each. Their output amounts to an average of fifty thousand feet a day. A good part of the laboratory equipment is now manufactured in Pakistan.

The average cost of a film is the neighbourhood of rupees four hundred thousand. In East Pakistan, it costs not more than three hundred thousand rupees while some films cost much more than average in West Pakistan.

In 1967 there were about 515 permanent cinemas and over 30 touring talkies in the country with a total seating capacity of about 350,000, and total playing time exceeding 30,000 weeks. In 1967 it was estimated that 15 per cent of the time was taken up by imported films while an average Pakistani film runs for an approximate period of 150 weeks. By mid-1971 the total number of cinema houses was estimated to be above 600 in any case.

Film industry is almost entirely run by private enterprise. However there is a Central Board of Film Censor in Rawalpindi with a branch in Dacca and advisory panels in Lahore and Karachi. The Code of Film Censor provides for banning a film for infringement of national security or law and order- encroaching upon international relations or religious susceptibilities; promoting immorality, obscenity, bestiality or crime; upholding traffic in liquor; defaming individuals and blackmail.

To coordinate all matters related to the industry and to promote production of better films, in line with national traditions and ideology, there exists a Government-sponsored Central Advisory Council having complete powers to deal with the problems of the film industry, particularly on the following issues: provision of raw material, technical equipment and machinery; fixation of tariff rates on raw material and different kinds of equipment; provisions of incentives such as awards or exemption from entertainment tax for approval films on national themes; pre-censorship guidance in respect of subjects and themes; policy-making relating to export, import and exhibition of foreign films; film exchange; promotion of film clubs and film festivals and joint production of films.

The emergence of Television has had no adverse effect on the film industry. In fact full-length feature films are exhibited on TV twice a month from each of the four TV stations. Moreover a number of TV artists have entered the film industry and are making progress.



### DOCUMENTARY FILMS

Documentary films are produced by the Department of Films and publications of the Ministry of Information and National Affairs, (Government of Pakistan), the information set-ups in the provincial governments, the public relations cells of autonomous and semi-autonomous bodies and in some cases by private enterprisers. The Department of Films and Publications has so far produced more than two hundred documentaries as well as hundreds of news-reels for both national and international consumption. Seventeen of these documentaries have obtained twenty-three awards in international film festivals.

### JOURNALISM TEACHING IN PAKISTAN

Three universities of Pakistan offer M.A. courses in Journalism namely the Punjab University at Lahore, Karachi University in Karachi and the Dacca University Dacca in East Pakistan. For specialised training, there are two Government-managed institutes namely the Information Service Academy for preparing Public Relations Officers and the Television Training Institutes. These two are situated in Islamabad - Rawalpindi, the Capital of Pakistan. The details are as follows :

#### LAHORE

The Department of Journalism at the Punjab University (Lahore) is the oldest of its kind in the Indo-Pakistan sub-continent. Founded in 1941, it had a one-year diploma course till 1959 when a two year M.A. Course was introduced.

Staff: There is an Associate Professor who heads the Department, two Assistant Professors and two Lecturers in addition to ten part-time lecturers drawn from amongst the senior working journalists of Lahore employed in the various media of Mass Communication.

Students: Each year thirty students are admitted, so in all the Department has 60 students. Admission is restricted to those graduates who take up either journalism at B.A. level or some social science subject and are conversant with writing either in English or in Urdu. However they know both languages.

Courses: The following subjects are taught:

Journalistic Language and Literature (English or Urdu): Reporting (English or Urdu): Sub-editing and Make-up (English or Urdu): Feature Writing and Column-Writing (English or Urdu): Editorial Writing and Editorial Page Make-up (English or Urdu): Press History and Press Laws: Pakistan Studies: Comparative Politics: Comparative Economics: International Relations: Mass Communication: Media Management: Public Relations: Radio and Television Journalism.

Each candidate is expected to write a research report relating to public opinion poll or content analysis, capable students are also encouraged to write theses on any aspect of Mass Communication. The others do a paper in Essay.

Methods of Teaching: Editorial Techniques are taught in an atmosphere of a newspaper office. There is a reporting laboratory with the necessary equipment including more than a dozen typewriters. There is a News Room in which Reuter and APP services are received on teleprinter. We do not have a newspaper of our own as we consider it better to let the students serve as trainees in newspapers and newsagency offices for a fixed period of time. Students are encouraged to write features. Every year hundreds of features written by our students appear in newspapers. A large number of books have been prescribed. Most of the foreign books are purchased in bulk and placed in the library. The library contains more than 2500 books on the subjects listed in the Courses besides various newspapers and other periodicals, both national and foreign. We are also producing basic text-books in Urdu. Five books on Press History, Mass Communication, Editorial Techniques, Sub-editing and Editorial Writing have already been published while another few are under preparation.

Liaison with the Industry: The liaison with the industry has the following features:

1. The Managing Committee of the Journalism Department consists of leading press, radio and television executives.
2. The Board of Studies includes a number of senior journalists.
3. Part-time lecturers are drawn from amongst the newspapers, wire services, radio and television.
4. Students work as trainees in the field under the care of senior journalists in their offices.

All graduates are absorbed in newspapers, news agencies, radio, television, Information Departments of the Central and Provincial Governments, and in Public Relations Departments of autonomous, semi-autonomous and commercial bodies.

Research and Reference Section: This has recently been organised and placed under the care of a Research Assistant. This comprises all research reports and theses written under our auspices during the last ten years, their descriptive catalogue, files of foreign journals related to the Mass Communication Media, a clippings record on all news-items connected with the media of Mass Communication, placed in yearly files under various heads and other miscellaneous things. The section also includes Encyclopaedia Americana, Everyman's Encyclopaedia, Keesing's Contemporary Archives and various Almanacs.

#### KARACHI

A diploma course in Journalism was introduced in 1955 whose duration was one year and the subjects included English Grammar and Composition, theory and practice of journalism, current affairs and shorthand and typing. Ten



years a 2-year M.A. Course was introduced.

Staff: An Associate Professor functions as head of the department. There are two whole-time lecturers and a couple of part-time teachers drawn from amongst the senior journalists of the city.

Students: From fifteen to twenty are admitted annually.

Courses: The following subjects are taught:

English Grammar and Composition: Principles, history, and legal aspects of journalism: media of mass communication: Reporting, sub-editing and make-up: Current Affairs: Radio & Television: Public Relations: Remedial Urdu: Features, Editorial Writing and pictorial journalism: Advertising: Financial, Commercial and Industrial Journalism: Research Report: Media and Opinion Measurement.

Method: Lectures and field work.

NOTE : One could take up either Urdu or English medium.

#### DACCA

The University of Dacca, the record oldest university in Pakistan, initiated a diploma course about a decade back which was of one year's duration. Later a 2-year M.A. Course in Journalism was introduced.

Staff: An Associate Press heads the department. He is assisted by a number of whole-time and part-time lecturers.

Students: About 20 students are admitted each year.

Courses: The following subjects are taught:

Remedial English and English Prose or Remedial Bengali and Bengali Prose or Remedial Urdu and Urdu Prose: Principles of Journalism: Current Affairs with special reference to the history of Pakistan Movement: Reporting: Sub-editing: concept of Mass Communication, its theory and practice: Advanced Reporting: Advanced Editing and Make-up: Advanced Advertising and Copywriting: Advanced Feature Writing: Advanced Radio and Television Journalism: Advanced Commercial Reporting.

Methods: Lectures, laboratory work and field work.

#### TELEVISION TRAINING INSTITUTE

The Pakistan Television Corporation collaborates with the Pakistan Government in the maintenance of a Central Training Institute for television personnel in programme and news production and engineering. There are two kinds of courses -- those for freshly recruited personnel and specialised in-service courses. A total of 159 programme, news, design, camera and engineering trainees have passed out from the institute since its inception in January 1967.

INFORMATION SERVICE ACADEMY

The Ministry of Information and National Affairs runs an Information Service Academy for specialised training in Public Relations techniques for those who are finally selected in the Central Superior Services Examination and give preference for joining Pakistan Information Service. The courses include Science of Communication, Social Sciences (Social Psychology, Sociology, Social Anthropology), Social and Human Background of Pakistan, Government Public Relations and Research both "documentary and "living".

RADIO TRAINING

The ten-year old technical training school set up by Radio Pakistan serves the needs of radio personnel. Lectures are arranged on various technical problems which a programme producer faces in his daily assignments. There are courses on a number of other broadcasting activities, such as listeners' research, development of drama, history of Pakistani music and broadcasting systems in other countries. The school also arranges preliminary courses in radio technology and holds seminars whose recommendations as finally formulated are circulated to all stations for implementation.

THESIS AND RESEARCH REPORTS  
WRITTEN BY M.A.'s IN JOURNALISM  
DURING 1961 - 1970

List of Subjects

1. Advertising
2. Film
3. History
4. Information
5. Journals
6. Mass Communication
7. Newspaper Editorial
8. Newspaper Management
9. Radio
10. Television

Department of Journalism  
Punjab University  
Lahore.

17

ADVERTISING

<u>Serial No.</u>	<u>Section No.</u>	<u>Author:</u>	<u>Title</u>
141	1	<u>S. Saadat Ali:</u>	Problems of advertising in Lahore Research Report. 1967. (English)
142	2	- " -	
143	3	<u>S. Saadat Ali:</u>	Development of advertisement Business in Lahore during five years. Thesis. 1967 (English)

F I L M

54	1	<u>M.A. Majid:</u>	The Impact of Foreign Motion Pictures upon the Attitudes and Behaviour of Film Goers in Lahore. Thesis 1961. (English)
55	2	- " -	
56	3	<u>Mohammad Arshad:</u>	Informational value of Movies to the Post- Graduate Teachers of Lahore. Thesis. 1961. (English)
57	4	- " -	
58	5	- " -	
59	6	<u>Jalil Ahmad Khan:</u>	Role of Films as a Medium of Mass Communication in Mozang Area. Thesis. 1961. (English)
60	7	- " -	
61	8	<u>Miss Shireen Akbar:</u>	The Impact of Motion Pictures on the Gulberg Housewives. Research Report. 1962. (English)
62	9	<u>Khaloque Ahmad:</u>	Impact of Movies on Teenagers of Muslim Model High School Lahore. Thesis. 1962 (English)
63	10	- " -	
64	11	<u>Abdul Hayee:</u>	A study of the impact of Films on the Teenagers of Aitchinson College Lahore. Thesis. 1962 (English)
65	12	- " -	
66	13	<u>Miss Shaukat Sharmin:</u>	The impact of Foreign Motion Pictures upon the Post-Graduate Girl Students of the University. Thesis. 1963 (English)
67	14	- " -	
68	15	<u>M.A. Malik:</u>	The Attitude of Lahore Film Directors and Film Story writers towards Social Themes. Thesis. 1963 (English)
69	16	<u>Syed Nazir Ahmad Bokhari:</u>	The Reactions of the prominent Ulema of Lahore towards Films. Thesis. 1963. (English)
70	17	- " -	
71	18	- " -	
72	19	<u>M. Saleem Faridi:</u>	The Impact of Urdu Films on the Teachers of the under Graduate Classes of Lahore Colleges. Thesis. 1963. (English)
73	20	- " -	
74	21	- " -	
75	22	<u>Khushnud Ahmad:</u>	The Criteria of Social values as Portrayed in the Local Film Production from the viewpoint of Film Artists. Thesis. 1963. (English)



- 18 -

F I L M

<u>Serial No.</u>	<u>Section No.</u>	<u>Author:</u>	<u>Title</u>
76	23	<u>Khushnud Ahmad:</u>	The Criteria of Social Values as Portrayed in the Local Film Production from the viewpoint of Film Artists. Thesis. 1963 (English)
77	24	<u>M. Ashraf Nadeem:</u>	Management and Functioning of Lahore Film Studios. Thesis. 1965 (English)
78	25	- " -	
79	26	<u>Syed Raza ur Rehman:</u>	Film seeing habits of the Male Teachers of Lahore Degree Colleges. Research Report. 1967. (English)
80	27	- " -	
81	28	<u>Masud Ghani:</u>	Film seeing Habits of Gulberg Residents. Research Report. 1967 (English)
82	29	<u>Athar Shah Khan:</u>	Film Journalism in Pakistan. Thesis. 1967. (Urdu)
83	30	- " -	
84	31	<u>Mian Mohammad Hanif:</u>	Cinema going tendencies of Collegiates residing in Western area of Ravi Road. Research Report. 1967. (Urdu).
85	32	- " -	
86	33	<u>Abdul Rauf:</u>	Reaction of Lahore's Film Stars about film Journalism. Research Report. 1968. (Urdu)
87	34	- " -	
88	35	<u>Mohammad Zaman:</u>	West Pakistan Film Directors' opinion about East Pakistani Urdu Films. Research Report. 1969. (English)
89	36	<u>Miss Nusrat Riaz:</u>	History of Film Industry in Pakistan. Thesis. 1969. (Urdu)
90	37	<u>Gulzar Hussain:</u>	Problems of Film Industry in Pakistan. Thesis. 1969. (English)
91	38	<u>Miss Humaira Ashraf:</u>	University Students preferences with regard to Urdu & Panjabi Films. Research Report. 1970. (English)
92	39	<u>Abdul Waheed:</u>	Survey of Panjabi Films in the perspective of Pakistani Culture. Thesis 1970. (Urdu)
93	40	<u>Masroor Alam:</u>	Impact of Newspaper film ads. on Lahore students. Research Report 1970. (Urdu)
94	41	<u>Miss Nabila Ghani:</u>	Future of Urdu Films in Pakistan. Thesis. 1970. (Urdu).

HISTORY

<u>Serial No/Section No.</u>	<u>Author:</u>	<u>Title</u>
1	1	<u>Miss Saeeda Zaman Tahirkheli:</u> Mohammad Ali and the Commrade. Thesis. 1967. (English)
2	2	<u>Mohammad Mumtaz Khan:</u> "HUMAYUN": A Critical survey (1946-58). Thesis. 1967. (Urdu).
3	3	<u>Mohammad Iqbal Minhas:</u> "HUMAYUN" : A critical Survey (1933-45). Thesis. 1967. (Urdu).



- 4                      4                      Mohammad Iqbal Minhas: "HUMAYUN" : A critical Survey (1933-45). Thesis. 1967. (Urdu)
- 5                      5                      Tariq Rashid Uppal: "HUMAYUN" : A critical survey (1922-32). Thesis. 1967. (Urdu).
- 6                      6                      -       "       -
- 7                      7                      Abdul Shakoor: " MAKHZAN" : A 20 year analysis (1901-20) Thesis. 1967 (Urdu)
- 8                      8                      Prajit Kumar Biswas: A History of the Press in East Pakistan. Thesis. 1968. (English)
- 9                      9                      Munir Ahmad Munir: Mohammad Ali's political views as expressed in Hamdard. Thesis. 1968 (Urdu)
- 10                     10                     Jamshaid Ali Jim: "Naqoosh" : A 20 year historical study (1948-68). Thesis. 1968. (Urdu)
- 11                     11                     Mohammad Siddique: Political views of Abul Kalam Azad as expressed in Al-Hilal. Thesis. 1968 (Urdu)
- 12                     12                     Miss Mumtaz Shaheen: Women's Journalism in Pakistan. Thesis. 1968. (Urdu)
- 13                     13                     Miss Nisar Fatima Zaidi: Urdu Magazines for Children in Pakistan. Thesis. 1968. (Urdu)
- 14                     14                     Miss Rahat Chaudhry: Evolution of Panjabi Journalism in Pakistan. Thesis. 1969 (Urdu)
- 15                     15                     Miss Nighat Nasreen: Future of Urdu News Agencies in Pakistan. Thesis. 1969 (Urdu)
- 16                     16                     Miss Sadia Jamal: "Lail-o-Nahar": Historical and analytical study (1957-64) Thesis. 1969 (Urdu)
- 17                     17                     Miss Jamila Khatoon: Critical survey of "Imroze". Thesis 1969. (Urdu)
- 18                     18                     Miss Roshan Ara: Impact of Women's pages in dailies on women's magazines. Research. 1969. (Urdu)
- 19                     19                     Miss Naz Vahidy: History of the freedom of the press in Pakistan. Thesis. 1969. (English)
- 20                     20                     Mohammad Shafiq Jallandary: Journalism in Lyallpur. Thesis. 1969. (Urdu)
- 21                     21                     Miss Humaira Ashraf: Role of the press in the Movement of 1968-69. Thesis. 1970 (English)
- 22                     22                     Parvez Akhtar Bhatti: A critical History of "Sportimes" Thesis. 1970 (English)
- 23                     23                     Miss Tehsin Bano Durrani: Role of Abdul Majid Salik in Urdu Journalism. Thesis. 1970. (Urdu)
- 24                     24                     Miss Fauzia Nasreen Zaidi: Sir Syed and Social problems, in the light of his essays. Thesis. 1970. (Urdu)
- 25                     25                     Miss Nuzhat Feroze: 18th Century English - Language press in the Indo-Pakistan Sub-Continent. Thesis. 1970. (English)
- 26                     26                     Miss Rukhasana Khurshid: Coverage of the National Struggle of 1857 in the Lahore Chronicle. Thesis. 1970. (English)
- 27                     27                     Miss Tasneem Kausar-Cheema: Role of Hameed Nizami in Urdu Journalism. Thesis. 1970 (Urdu)
- 28                     28                     Miss Najma Mujtiba: "Ismet": Historical and Critical study. Thesis. 1970. (Urdu)
- 29                     29                     Miss Razia Siddiqui: "Mah-e-Nau": Historical and critical study. Thesis. 1970 (Urdu)
- 30                     30                     Miss Parveen Akhter Malik: "Adabi-Duniya"; Historical and critical study. Thesis. 1970. (Urdu).

INFORMATIONSerial No/Section No. Author: Title

144	1	<u>M.A. Awwal</u> : Public Relations Departments of the East Pakistan and West Pakistan Government. Thesis. 1965 (English)
145	2	- do -
146	3	<u>Miss Riffat Mirza</u> : The Functions and Structure of the West Pakistan Information Department. Thesis. 1965 (English)
147	4	- do -
148	5	<u>Mr. Abdul Ali Waheed</u> : Roadblocks to Public Relations Work at Lahore. Thesis. 1965. (English)
149	6	- do -
150	7	<u>S. Iqtidar Ali Mazhar</u> : Effectiveness and Efficiency of Non-Governmental Public Relations Organizations in Lahore in the Opinion of Newspapermen. 1965. (English) Research Report.
151	8	<u>Haider Mehdi</u> : A study of Public Relations and its Role in Development Economy. Thesis. 1965. (English)
152	9	- do -
153	10	<u>Ikram Ghazi</u> : Structure and Functions of Public Relations Agencies of Business Organisation in Lahore. Research Report. 1967. (English)
154	11	<u>Syed Yusuf Iman</u> : Academic Qualifications of Information Officers of Provincial Information Department, Lahore. Thesis. 1967. (English)
155	12	<u>Syed Naushad Hussain</u> : Evolution of Modern Public Relations in Pakistan. Thesis. 1969 (English)
156	13	<u>Touseef Ahmad</u> : University-trained journalists in the information agencies of Lahore. Research Report. 1970 (Urdu)

JOURNALSSerial No/Section No.

31	1	<u>Jamal Khan Baloch</u> : Attitude of Jhang City Readers towards local Periodicals. Thesis, 1961 (English)
32	2	- do -
33	3	<u>Miss Azra Mazhar</u> : Attitude of College Students towards their college magazines. Thesis. 1961 (English)
34	4	<u>Syed Rashid Ashraf</u> : Do Lahore Urdu Weeklies Fulfil reading requirements of B.A. Students of Lahore. Thesis 1961. (English)
35	5	<u>Wiqar ur Rahman</u> : Impact of immediate reward Literature on Matric students. Thesis. 1961 (English)
36	6	- do -
37	7	- do -
38	8	<u>Miss Bushra Sarwat</u> : Do the Women's Urdu Magazines of Lahore fulfil the needs of the college Girl or not? Thesis. 1962 (Eng.)
39	9	- do -
40	10	- do -



- |    |    |   |
|----|----|---|
| 41 | 11 | <u>Miss Nishat Wahid ud Din:</u> Impact of Fashion Magazines on the students of Kinnaird College. Research 1963. (English)  |
| 42 | 12 | - do -  |
| 43 | 13 | - do -  |
| 44 | 14 | <u>Miss Zohra Jabeen :</u> Attitude of University Arts students towards Urdu Magazines. Thesis. 1963. (English)   |
| 45 | 15 | - do -  |
| 46 | 16 | <u>Mohammad Waris Mir:</u> The Impact of Psychological Journals on the minds of University Students. Research. 1962. (English)  |
| 47 | 17 | <u>Omer Bin Abdullah:</u> The Illustrated Weekly of Pakistan. A Critical analysis (July 69 to Dec. 69). Research. 1970 (English)                                      |
| 48 | 18 | <u>Miss Tehseen Bano Durani:</u> A Critical survey of weekly Urdu press in Lahore. Research. 1970. (Urdu)   |
| 49 | 19 | <u>Mohammad Ali Chiragh:</u> "Tulu-i- Islam's role in Pakistan Movement. Thesis. 1970 (Urdu)  |
| 50 | 20 | <u>Zahid Hussain:</u> Six-Month analysis of "Pakistan Observer's Sunday Supplement. (July 69-Dec. 1969)   |
| 51 | 21 | <u>Miss Rehana Kausar:</u> Opinion of the students of Govt., College for Women, <u>Baghbanpura</u> , Lahore about the local women's magazines. Research. 1970 (Urdu). |
| 52 | 22 | <u>Touseef Ahmad Khan:</u> The proportion of pictorial and reading matter in the Sunday Editions of Lahore's Urdu dailies. Research. 1970. (Urdu)                     |
| 53 | 23 | <u>Miss Rukhasana Khurshid:</u> Foreign Material in "Urdu Digest" and "Sayyarah Digest": one year study. Research. 1970. (English)                                    |

#### MASS COMMUNICATION

Serial No/Section No. Author: Title

- |     |    |   |
|-----|----|---|
| 236 | 1  | <u>Riaz Akhtar:</u> Mass Communication in the service of Borstal Institute Inmates. Thesis. 1961. (English)                                 |
| 237 | 2  | - do -  |
| 238 | 3  | <u>Nur-ud-Din Bhatti:</u> The attitudes of Husbands towards Family Planning. Thesis. 1961 (English)   |
| 239 | 4  | - do -  |
| 240 | 5  | <u>M.R. Roushani:</u> The role of Mass Communication in Dissemination of Family Planning in Lahore. Thesis 1962. (English)                  |
| 241 | 6  | - do -  |
| 242 | 7  | <u>Mohammad Mohi-ud-Din:</u> Communication Problems of East Pakistanis in Lahore. Research Report. 1963. (English)                          |
| 243 | 8  | - do -  |
| 244 | 9  | - do -  |
| 245 | 10 | <u>Nurul Islam:</u> The Problem of National Integration in Pakistan and the role of Mass Media. Thesis. 1965. (English)                     |
| 246 | 11 | - do -  |
| 247 | 12 | <u>Syed Yusuf Iman:</u> A study of impact of Newspapers on the Male Degree College Teachers of Lahore. 1967. (English). Research Report.    |
| 248 | 13 | <u>Miss Saeeda Zaman Tahirkheli:</u> The impact of Pakistani Newspapers on the Foreign Students in Lahore. Research Report. 1967. (English) |
| 249 | 14 | <u>Mohammad Bashir Kiani:</u> Newspaper Reading Habits of Army Officers Stationed at Lahore Cantonment. Research Report. 1967 (English)     |

- 250 15 Mohammad B ashir Kiani: Newspaper Reading Habits of Army Officers Stationed at Lahore Cantonment. Research Report. 1967 (English)
- 251 16 S.M. Amir Afzal: Inter Personal Communication among the Lahore District Jail Non-Political Prisoners. Research Report. 1967 (English)
- 252 17 Nazar Rabb. Newspaper Reading Habits of the West Pakistan M.P. A's. Research Report. 1967. (English)
- 253 18 - do -
- 254 19 Miss Kulsoom Hussain: Newspaper Reading Habits of Gulberg Housewives. Research Report. 1967 (English)
- 255 20 Mohammad Aslam: The Attitude of the Lahore Urdu Journalists towards the English Newspapers of West-Pakistan. Research Report. 1967 (Eng
- 256 21 - do -
- 257 22 Abdul Shakoor: The Opinion of the Ulema about Lahore's Urdu dailies Research Report. 1967 (Urdu)
- 258 23 Abdul Shakoor: The Opinion of the Ulema about Lahore's Urdu daili Research Report. 1967. (Urdu).
- 259 24 Mohammad Mumtaz Khan: Impact of Urdu Literary magazines on Oriental College Students. Research Report. 1967. (Urdu)
- 260 25 S. Fasih-ud-Din: University Teacher's attitude to "Digest" magazines. Research Report. 1967. (Urdu)
- 261 26 - do -
- 262 27 Mohammad Dilshad: University-trained personnel in Lahore's media of mass communication. Research Report- 1968. (Urdu)
- 263 28 Miss Shirin Ali: Impact of Foreign Fashion Magazines on the students of Kinnaird College. Research Report. 1969. (English)
- 264 29 Miss Shama Salim: Opinion of Girl Students of the Panjab University on the Women's pages of the daily newspapers. Research Report. 1969. (English)
- 265 30 Miss Amna Sheikh: Newspaper Reading Habits of University Girl Students. Research Report. 1969. (English)
- 266 31 Anis Ahmad: The Newspaper Executive's views on the Conduct of Working Journalists. Research Report. 1969. (English)
- 267 32 Mazhar Islam: University Teacher's Opinion on the News and Comments in the Lahore Press about Educational Press. Research Report. 1969 (English)
- 268 33 S. Naushad Husain: Motivating Effects of Film Reviews in the Pakistan Times on the P.U. Lecturers. Research Report. 1969. (English)
- 269 34 Miss Rahat Chaudhry: Impact on Children of the weekly children's supplements published by Lahore's Urdu dailies. Research Report. 1969. (Urdu).
- 270 35 Miss Azra Rehana: History of trade-unionism among Pakistan Journalists. Thesis. 1969 (Urdu)
- 271 36 Miss Jamila Khatoon: Opinion of Girl Collegiates about "Akhbar-i-Khwateen". Research Report. 1969.
- 272 37 Miss Azra Rehana: Impact of school broadcasts on Lahore School stu Research Report. 1969. (Urdu)
- 273 38 Mohammad Shafiq: Impact on film magazines of the film editions of Lahore's Urdu Dailies. Research Report. 1969. (Urdu).



## NEWSPAPER EDITORIAL (Continued)

Serial No.	Section No.	Author:	Title
165	9	<u>A.S. Hafeez</u> :	Newspapers in the Service of Civil Servants. Thesis. 1962. (English)
166	10	- " -	
167	11	- " -	
168	12	<u>A.Z. Mohammad Haider</u> :	The Impact of West Pakistani Newspapers on the East Pakistanis in Lahore. Thesis. 1962. (English)
169	13	- " -	
170	14	<u>M. Sohrab</u> :	Suppression of News in Lahore Press. Thesis. 1963, (English)
171	15	- " -	
172	16	- " -	
173	17	<u>Miss Maleka Azim</u> :	Newspaper Reading Habits of East Pakistani Post-Graduate Students in Lahore. Research Report. 1963. (English)
174	18	<u>S. Shamim Ahmad</u> :	Coverage of Cultural and Social Events by the Lahore Press. Research Report. 1963. (English)
175	19	- " -	
176	20	<u>M.H. Farooq</u> :	Newspaper Reading Habits of Akbari Mandi Businessmen. Research Report. 1965. (English)
177	21	<u>Miss Nisina Mazhar</u> :	Panjab University Student's Attitude Towards Women's Pages of Lahore Urdu Dailies. Research Report. 1965. (English)
178	22	<u>M.A. Tariq</u> :	Newspaper Reading Habits of the P.U. Teachers. 1962. Thesis. (English)
179	23	<u>Mohi-ud Din Ahmed</u> :	Research and Reference Facilities for Working Journalists in Lahore. Thesis. 1967. (English)
180	24	<u>Nazar Rabb</u> :	Public Opinion as Reflected in the Letters to the Editor Columns of the "DAWN" Karachi during 1966. Thesis (English)
181	25	<u>Ikram Ghazi</u> :	Role of Lahore Urdu Press in the War of September 65. Thesis. 1967. (Urdu)
182	26	<u>Mian Mohammad Hanif</u> :	One Year Comparison of Letters to the Editor in the "Nawa-i-Waqt" and "Kohistan". Thesis. 1967. (Urdu)
183	27	<u>Miss Mumtaz Shaheen</u> :	An analysis of the Editorial Pages of "Jang" (Karachi) in Nov. 1967. Thesis. 1968. (Urdu)
184	28	- " -	
185	29	<u>Miss Nasim Akhtar</u> :	University girl's opinion about Women's pages in Lahore Dailies. Research Report. 1968. (Urdu)
186	30	- " -	
187	31	<u>Miss Parveen Mohammad Ali</u> :	An Analysis of Editorial pages of "Mashriq" (Lahore) in Nov. 1967. Thesis. 1968. (Urdu)
188	32	- " -	
189	33	<u>Ashiq Rasul</u> :	Crime coverage in the Lahore Press. Research Report. 1968. (English)
190	34	- " -	
191	35	<u>Boonlert Khampitoon</u> :	An Analysis of the Editorial Pages of Daily "DAWN" during the month of Nov. 67. Research Report. 1968. (English)
192	36	- " -	

MASS COMMUNICATION

Serial No.	Section No.	Author	Title
274	39	<u>Qaiser Saleem</u>	Newspaper reading habits of Lahore's lawyers. Research Report. 1969. (Urdu)
275	40	<u>Mohammad Iqbal Ahmad</u>	University Student's Reaction towards Religions Supplements of Lahore Dailies. Research Report. 1969 (Urdu)
276	41	<u>Khurshid Ahmad</u>	Problems of Sub-Editors in Lahore. Thesis. 1969. (Urdu). Research Report.
277	42	<u>Mohammad Younis</u>	Problems of News-vendors in Lahore. Research Report. 1969 (Urdu)
278	43	<u>Miss Tasneem Kausar Cheema</u>	Qualitative Analysis of Women's Pages in the Urdu Dailies of Pakistan. Research Report 1970. (Urdu)
279	44	<u>Miss Najma Mujtaba</u>	Impact on University Girls of the Women's Pages of Lahore's Urdu Dailies. Research Report 1970. (Urdu)
280	45	<u>M. Ajmal Malik</u>	A comparative analysis of religions supplements in the daily press of Lahore. Research Report. 1970. (Urdu).
281	46	<u>Sh. Iftikhar Rasul</u>	Role of Lahore Press in the Publicity of the "Decade for Development". Research Report. 1970. (Urdu).
282	47	<u>Soulat Raza</u>	Lahore Lawyer's views about crime coverage by the Lahore Press. Research Report. 1970 (Urdu).
283	48	<u>Miss Nuzhat Feroze</u>	C.S.P. & P.F.S. Probationer's Opinion on the Credibility of English Language National Dailies of Pakistan. Research Report. 1970. (English)
284	49	<u>Mohammad Khalid</u>	Coverage of the Jammāt-i-Islami News by "The Pakistan Times". Research Report. 1970. (English).
285	50	<u>Maqbool Ahmad</u>	Newspaper Reading Habits of Lahore Doctors. Research Report. 1970. (English).
286	51	<u>Syed Khalid Saleem</u>	Pakistan People's Party's Representation in Nida-i-Millat August 69 to Oct 69. Research Report. 1970. (English).

NEWSPAPER EDITORIAL

157	1	<u>Wali Ahmad Khan</u>	Role of Humour in Daily Newspapers of Lahore in Relation to University Students. Thesis. 1961. (English).
158	2	- " -	
159	3	<u>Zahid Malik</u>	University Teacher's Opinion about Lahore Press. Thesis. 1961. (English)
160	4	- " -	
161	5	<u>Hafeezur Rehman</u>	Credibility of News Agencies Working in Lahore among Local Journalists. Thesis. 1961. (English).
162	6	<u>Sh. Mohammad Nasim</u>	Attitude of University Students towards Entertainment Function of Lahore English Daily Newspapers. Thesis. 1961. (English)
163	7	- " -	
164	8	<u>Sh Amjad Saeed</u>	Sports coverage by Lahore Newspapers: Opinion of the Students of Government College Lahore. Thesis 1961. (English)



## NEWSPAPER MANAGEMENT

Serial No.	Section No.	Author.	Title
216	1	<u>Mufazzal Hussain</u> :	Reaction of Lahore Newsmen to the Wage Board Award. Thesis. 1963. (English)
217	2	- " -	
218	3	- " -	
219	4	<u>Mrs. Shahina Salim</u> :	The structure and Functions of Advertising Agencies in Lahore. Thesis. 1965. (English)
220	5	- " -	
221	6	<u>Miss Nurjehan Ansari</u> :	The Management and Functioning of the Pakistan Times Organisation. Thesis. 1965. (English)
222	7	- " -	
223	8	<u>K. Mehdi Hasan</u> :	Implementation of Wage Board Award in Lahore Newspapers. Thesis. 1965. (English)
224	9	<u>M. Ashraf Nadeem</u> :	The Extent of Affiliations of the Working Journalists with their Newspapers in Lahore. Research Report. 1965. (English)
225	10	- " -	
226	11	<u>Jawaid Akhter</u> :	Circulation Problems of Lahore Newspapers. Research Report. 1965. (English)
227	12	<u>M. Abdul Awwal</u> :	Role of the Newspaper Hawkers of Lahore in Stimulating Reader Interest. Research Report. 1965. (English)
228	13	- " -	
229	14	<u>Chayurul Islam</u> :	An inquiry into Economic Conditions of Working Journalists of Lahore. Thesis. 1965. (English) (Economics Dept)
230	15	<u>S. Raza-ur-Rehman</u> :	Academic qualifications of Working Journalists in Lahore. Thesis. 1967, (English)
231	16	<u>Munir Ahmad</u> :	Lahore Journalist's views about the Credibility of "Time" and "Newsweek".. Research report 1968. (Urdu)
232	17	- " -	
233	18	<u>Mhammad Akram</u> :	Problems of news agents in Lahore. Research Report. 1969. (Urdu)
234	19	<u>Mehboob-ul-Haq</u> :	Facilities for casual advertisers in Lahore Newspapers. Research Report. 1969. (Urdu)
235	20	<u>Abdul Haq Awan</u> :	System of Newspaper distribution. A Critical Study. Research Report. 1969. (English)

## R A D I O

95	1	<u>Inayat Ullah Khan</u> :	The Impact of Cricket Radio Running Commentries on the Development of interest in Cricket among the Radio Owning petty Shopkeepers of (Old Anarkali Thana Area) Lahore. Thesis. 1961. (English)
96	2	- " -	
97	3	<u>Pervez Ahmad Khan</u> :	Effect of Radio Pakistan (Lahore) Children's programme on the Students of Govt. Junior Model School. Thesis. 1962. (English)
98	4	- " -	
99	5	- " -	
100	6	<u>Tajul Islam Chaudhry</u> :	Study of Radio Listening Habits of New Anarkali Shopkeepers. Thesis. 1963. (English)

## NEWSPAPER EDITORIAL (Continued)

Serial No.	Section No.	Author:	Title
193	37	<u>Chiragh Ali Anjum:</u>	One month analysis of the Editorial pages of the Pakistan Times Nov. 67. Research Report 1968 (English)
194	38	- " -	
195	39	<u>Mohammad Jamil Gill:</u>	Newsmen's Opinion about New Trends in Urdu Journalism. Research Report. 1968. (English)
196	40	- " -	
197	41	<u>Jamshaid Ali Jim:</u>	One month Analysis of Social and Cultural Coverage by Lahore Dailies. Research Report 1968. (Urdu)
198	42	- " -	
199	43	<u>Mohammad Siddique:</u>	An Analytical study of the editorial page of "Nawa-i-Waqt" (Lahore) in Nov. 1967. Research Report 1968 (Urdu)
200	44	- " -	
201	45	<u>Prajit Kumar:</u>	An Analytical Study of the Editorial Page of the daily "AZAD" Dacca, for the month of Nov. 1967. Research Report. 1968 (English)
202	46	- " -	
203	47	<u>S. Anjad Hussain:</u>	An Analytical Study of the Editorial Page of the "PAKISTAN OBSERVER, Dacca, for the month of Nov 1967. Research Report. 1968. (English)
204	48	- " -	
205	49	<u>Boonlert Khampitoon:</u>	A comparative Study of the English Language Daily Newspapers in Pakistan and Thailand. Thesis. 1968. (English)
206	50	<u>Zaka-ud-Din:</u>	Sunday Press in Pakistan. Thesis. 1968. (Urdu)
207	51	<u>Miss Sadia Jamal:</u>	Two month analysis of foreign material in Sunday Editions of Lahore Dailies. Thesis. 1969. (Urdu)
208	52	<u>Miss Nighat Nasreen:</u>	One month analysis of district newsletters in Lahore dailies. Research Report. 1969. (Urdu)
209	53	<u>Miss Roshan Ara:</u>	History of the Technical Progress of the Press in Pakistan. Thesis. 1969. (Urdu)
210	54	<u>Zafar Iqbal Ahmad:</u>	One month content-analysis of the regional dailies in West Pakistan. Research Report. 1969. (Urdu)
211	55	<u>Miss Shirin Ali:</u>	The Pakistan Times: a critical study. Thesis. 1969 (English)
212	56	<u>Miss Durr-e-Shahwar:</u>	Analysis of Children's Supplements of Urdu Dailies. Research Report. 1970. (Urdu)
213	57	<u>Abdul Waheed:</u>	Writer's views on the use of Language in contemporary Journalism. Research Report. 1970. (Urdu)
214	58	<u>Arif Ali Arif:</u>	University Teacher's opinion about humorous columns in important Urdu Dailies. Research Report. 1970. (Urdu).
215	59	<u>Miss Nayyar Abbasi:</u>	One month analysis of the translation of news agency items in Lahore's Urdu Dailies. Research Report. 1970. (Urdu)



Serial No.	Section No.	Author:	Title
101	7	Tajul Islam Chaudhry:	Study of Radio Listening Habits of New Anarkali Shopkeepers. Thesis. 1963. (English)
102	8	- " -	
103	9	Miss Fauzia Rahimtoola:	A comparative study of the Functions and Organisations of Radio and TV Studies in Lahore. Thesis. 1965. (English)
104	10	Miss Riffat Rakhshanda:	Children's reaction towards their Lahore Radio Programme. Research Report. 1965. (English)
105	11	- " -	
106	12	Kaiwan Aziz:	The Role of Radio Pakistan in the Promotion of Classical Music. Thesis. 1965. (English)
107	13	Miss Riffat Mirza:	Impact of Radio Pakistan Lahore Women's Programme on the post Graduate Girl Students of the University Social Sciences departments. Research Report. 1965. (English)
108	14	- " -	
109	15	Miss Nisar Fatima:	Survey of Women's Programmes of Radio Pakistan Lahore. Research Report. 1968. (Urdu)
110	16	- " -	
111	17	Zaka-ud-Din:	Effects of Radio Commercial Service on the advertisement revenue of newspapers. Research Report. 1968. (Urdu)
112	18	- " -	
113	19	Parvaiz Rahim:	History of Broadcasting in Pakistan. Thesis. 1968. (English)
114	20	Miss Tahira Mustafa:	Western Music Request Programmes of Lahore Radio: Listening Habits of Punjab University Students. Research Report. 1970. (English)
115	21	Mohammad Afzal Khan:	Impact of Agricultural Programme of Radio Pakistan, Lahore on Rural Areas. Research Report. 1970. (English)
116	22	Miss Sarwat Jahan:	Fresh talent among talkers from Radio Pakistan in Lahore. 1970. Research Report. (Urdu)
117	23	Miss Razia Siddiqui:	Listeners' attitude to the Request Programme from Radio Pakistan, Lahore. Thesis. 1970. (Urdu)
118	24	Miss Parveen Akhter Malik:	One year survey of Radio Pakistan Commercial service in Lahore. Research Report. 1970. (Urdu)
119	25	Miss Naz Vahidy:	The Role of Radio Pakistan During the Indo-Pakistan War of Sept 1965. Research Report. 1969. (English)

## TELEVISION

120	1	Mrs. Fauzia Rahimtoola:	A comparative study of the Functions and organization of Radio and TV stations in Lahore. Research Report. 1965. (English)
121	2	Miss Latifa Kabir:	The opinion of Social Science Students of the P.U. about TV Programmes in Lahore. Research Report. 1965. (English)
122	3	Jawaid Akhter:	The Impact of Television on the people operating other Mass Media. Research Report. 1965. (English)
123	4	Tariq Rashid Unnail:	Impact of Lahore Television Informatory Programmes on P.U. Students. Research Report. 1967. (English)
124	5	- " -	

Serial No.	Section No.	Author	Title
125	6	<u>Mohammad Iqbal Minhas:</u>	Television's impact on newspaper advertisements. Research Report. 1967. (Urdu)
126	7	- " -	
127	8	<u>Athar Shah Khan:</u>	Attitude of TV artists towards Lahore newspaper Research Report. 1967. (Urdu)
128	9	<u>Mohiuddin Ahmed:</u>	Attitude of the East Pakistanis in Lahore Towards the Integration Programmes of the Lahore Television. Research Report. 1967. (English)
129	10	<u>Miss Mahmuda Bilqees:</u>	Women's Role in TV Programmes. Research Report. 1968. (Urdu)
130	11	- " -	
131	12	<u>Perviaz Rahim:</u>	Effects of Television on Film Industry in Lahore. Research Report. 1968. (English)
132	13	<u>Tanvir Shahid:</u>	Opinion of film-producers about the exhibition of full length feature films in Urdu on TV. Research Report. 1969. (Urdu)
133	14	<u>Miss Nusrat Riaz:</u>	Impact on children of Lahore TV programmes. Thesis. 1969. (Urdu)
134	15	<u>Miss Farida Razi:</u>	Role of Television during 1965 War. Research Report. 1969. (English)
135	16	<u>Miss Nishat Ara:</u>	Lahore C.S.P. Officer's Opinion about Television Programmes. Research Report. 1970. (English)
136	17	<u>Parvez Akhtar:</u>	Opinion of the University Students about the Lahore TV's University programme. Research Report. 1970. (English)
137	18	<u>Chiragh, Mohammad Ali:</u>	One year analysis of Lahore TV Commercial programmes. Research Report. 1970. (Urdu)
138	19	<u>Miss Nabila Ghani:</u>	Impact of TV on Social relations among inhabitants of Gulberg Colony in Lahore. Thesis. 1970. (Urdu)
139	20	<u>Miss Fauzia Nasreen:</u>	Impact of TV ads., on housewives. Research Report. 1970. (Urdu)
140	21	<u>Parvaiz Rahim:</u>	Effects of Television on Film Industry in Lahore. Research Report. 1969. (English).