<table>
<thead>
<tr>
<th>Title</th>
<th>Mass communication in Pakistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Abdus Salam Khurshid</td>
</tr>
<tr>
<td>Date</td>
<td>1971</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/249">http://hdl.handle.net/10220/249</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Mass Communication In Pakistan

by

Abdus Salam Khurshid
However, the biggest and the most influential traditional centres of communication are the mosques of which there is no dearth in the cities and villages of Pakistan. There are thousands of mosques spread over the entire country, each serving as a religious, cultural and even educational centre. From the pulpit of the mosque he Imam or the local religious leader addresses the congregations particularly on Fridays giving religious sermons as well as interpreting current events as he understands them.

Almost all the traditional modes of communication are utilised by the political parties, social organisations and the information setups of the government for the propaganda aimed at influencing public opinion and shaping attitudes of the people towards social change. Particular themes are woven into the folk songs. Some of the folk song parties and ballad singers are brought on radio and TV and thus an inter-mixing of the rural and the urban culture takes place.

Modern Media of Mass Communication: Press: There are 1167 journals and periodicals appearing in English, Urdu and Bengali. The number also includes journals in regional languages like the Punjabi, Pashto, Sindhi and Baluchi. The number of dailies exceed one hundred of which about a dozen appear in English. They include both morning and evening. However, the stronger in circulation are the Urdu and Bengali dailies.

To be precise, circulation of daily newspapers was not more than three per thousand inhabitants in 1938. 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 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 reassuring 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 newspaper 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 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 on license.

Though some newspapers have little regard for the accuracy and authenticity of the data they publish in order to expose personalities and institutions and therefore, at times, their credibility undergoes sharp decline, yet the very existence of these journals is useful in the
sense that it keeps many public officials and administrators of institutions alert and on the right path. These newspapers could be much more useful to the society if they pay due attention to the accuracy and authenticity of the data and refrain from using vulgar language.

This long survey of our progress does not indicate that the circulation of our papers has reached the saturation point. Their 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 as 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-crore 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 school in 1970. All this will provide immense

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 missionary role.

Some regard it nothing less than a tragedy that high cost of production and still 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 weeklies 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, however limited it may be.

It was not the Press and Publication 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...
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 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 restricted 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 1973 when
Mass Communication Situation in Pakistan

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 Publication 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 advantage would be an 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 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 holds 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 3,690 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 932,333 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, newsreels, 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 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 times 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 licence 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 36,000 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, fans seem to be rather sad. The clientele of radio in TV homes is almost nil at the evening time. That clientele exists only during the daylight 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 Niappan Electric Company of Japan established two pilot stations—one in Lahore 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 placed 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 station 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 fifteen telecast transmitters relaying programmes of the four originating stations and with eventually cover about ninety per cent of the population.
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 licences issued (Rs. 50.00 per TV set) was 88,699. 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 programmes in Urdu and regional languages with a sprinkling of Bengali programmes. The station in East Pakistan telecasts 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 coloured 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 were branches of the industry 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
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 enterprises. 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 23 awards in international film festivals.

Book Production and Publishing: There are two kinds of publishers in Pakistan, the commercial and the non-commercial ones. The commercial publishers undertake the publication of books from the sellers' point of view while the non-commercial publishers afford facilities to authors whose works are academically of great value but their publication is not a feasible economic proposition or where the economic proposition is in doubt and a commercial publisher would not take the risk of investing money on its production and publication. The non-commercial publishers include the universities and learned societies as well as the government-subsidised autonomous boards and academies.
These 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 90 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 these 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.
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 ago a 2-year M.A. Course was introduced.

Staff: An Associate Professor functions as head of the department. There are two hole-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 and 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 head 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
- Principle of Journalism
- Current Affairs with special reference to History of Pakistan Movement
- Reporting
- Sub-editing: Concept of Mass Communication, its theory and practice
- Advanced Reporting
- Advanced Feature Writing
- Advanced Editing and Make-up
- Advanced Advertising and Copywriting
- 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 given 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 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 system 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 implementations.