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Broadcast Management 2000: Pakistan

By

Malik Azizur Rehman
The importance of mass media in the present day world cannot be over emphasised. It is the most effective means of communication and dissemination of information and entertainment. In a developing country like Pakistan, the role of Radio as an effective instrument of masses in general and various section of the people in particular. Inspite of increasing popularity and advancing technology of Television in Pakistan, Radio still remain the most popular source of informative, educative and cultural programmes with the majority of the population in this country. Pakistan Broadcasting Corporation remodelled and reshaped all its programmes to the needs and problems of Pakistan as an independent State since its emergence in the mid-century a programme policy of Pakistan Broadcasting Corporation was out-lined in the Pakistan Broadcasting Corporation Act of 1973 which can be summed up as follows:—

**Firstly:** To provide broadcasting service for general reception in all parts of Pakistan and outside Pakistan for the purpose of disseminating information, education and entertainment
through programmes which maintain proper balance in their subject-matter and a high general standard of quality and morality.

Secondly: To broadcast such programmes as may promote Islamic ideology, national unity and principles of democracy, freedom, equality, tolerance and social justice as enunciated by Islam, discourage parochial, racial, tribal, sectarian, linguistic and provincial prejudices and reflect the urges and aspirations of the people of Pakistan.

Thirdly: To bring to public awareness the whole range of significant activity and to present news or events in as factual, accurate and impartial a manner as possible.

To reach the masses and to give to them a sense of participation and involvement the process of national development emphasis has been laid upon participated programme in the last two decades or so; and to achieve this end, outside broadcast activities have been gradually increased. There has also been a visible change in the language of different Radio Programmes during this period as the formal expressions have been replaced by informal and more natural and simple use of language. Thus the daily programmes of Pakistan Broadcasting Corporation have maintained an increasingly
closer contact with the masses and the cross-section of the society.

The National Programme Policies of Pakistan Broadcasting Corporation are based as has just been mentioned on the Islamic ideology, National Unity and Principle of Democracy, freedom, equality and social justice. But the Policies are usually reviewed and reshaped, without ever deviating from its basic principles in the light of the growing awareness of the day-to-day problems of the common man in Pakistan the cardinal principle of common man's well being invariable kept in view. In conceiving and chalking out various programmes for various section of Society a broader perspective is also with particular emphasis on the nature and spirit, a specific programme.

FORMAT OF PROGRAMMES

In order to make its programmes more effective, an attractive Pakistan Broadcasting Corporation uses almost all the formats of programmes such as compering, interviews, documentaries investigative reports, pep talks, illustrated talks, features, drama, disc-jockey programmes, discussions and seminars etc apart from hourly news bulletins and national hookups. These formats are used in all the programmes for all the section of groups separately such as children programme, women's programmes, labourer's programme, rural and
programmes are broadcast regularly, from all the Stations of Pakistan Broadcasting Corporation in the National as well as respective Regional Languages.

RECRUITMENT OF THE PROGRAMME STAFF AND ITS TRAINING:

Recruitment of the programme staff of Pakistan Broadcasting Corporation is made on permanent and temporary basis. The recruitment of the permanent programme staff is made on the basis of necessary prejustification and mental aptitude with the sound knowledge of current affairs and socio-economic condition prevailing in the Society of our country.

For temporary assignment talents are hired on contract basis monthly in the capacity of announcers, comperes, script writers, play writers and music artists to various programmes.

PERMANENT PROGRAMME STAFF:

Permanent programme staff is trained for professional skill at Pakistan Broadcasting Academy at Islamabad at initial stage. Refresher courses are also introduced from time to time for more advanced professional training. The Members of Programme Staff also participate in Asian and International Forum of Broadcasting Agencies.

CHALLENGES OF THE FORTHCOMING NEW ERA:

All developing countries, including Pakistan are facing common problems of un-employment, illiteracy.
not the least population explosion. We in these developing areas of the world share common problems as well as common hopes for the future aspirations.

Our new Programmes for the on-coming 21st century with its challenges and unforeseen possibility of both unprecedented progress and calamities requires broader national and human perspective with a keen sense the specific problems of the nations of the third world.

Radio is a popular form of the advanced electronic media can foresee the challenges of the coming new era and can formulate such programmes, with certain radical changes in the format of the programmes as may help our people meet the on-coming challenges. As seventy percent of the population of Pakistan is residing in rural areas, where the rate of literacy is not so high, agriculture is the main source of their livelihood. This population is related directly or indirectly to agriculture. In future we shall have to give emphasis more on rural broadcast to impart technical know-how for the advancement of our agro-based-industry and agriculture technology. It is suggested that in order to meet these challenges more broadcasting Units be established in our far flung rural areas.

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[Date] 11-8-93