

Impact of Media on Pakistani Society

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Abstract:

Media in Pakistan has been more informative than ever before. Media in country create genuine public enlightenment about real life issues- Issues that matter such as health, education, sanitation, unemployment, increasing prices of essential commodities and the state of the country and the nation. In modern- age media has assumed the role of a guide in daily life of everybody. It is used as instrument of policy by the government. The volume of out put of print and electronic media is simply overwhelming. The media in Pakistan continuously shapes and reshapes our opinion, attitudes and perceptions. The purpose of this paper is to throw light on the three- dimensional role of media i.e. informing the public, educating the unknowledgeable and providing entertainment and the state of print media, radio, television and internet in Pakistani society. Key words: Media, Pakistan, Print media, Electronic media, Cable, Television.

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