

Broadcasting (Lecture 2)

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Importance of Broadcasting

As a Medium of Mass Communication

- Radio as a Medium of Mass Communication
- Speedy Distribution of Information
- Catching Audience Quickly

Objectives of Broadcasting

- Education
- Information &
- Entertainment

Objectives of Broadcasting in Pakistan

In Pakistan special emphasis is on

- Social Development
- Economic Development
- Education
- Information
- Scientific Analysis of Problems
- Cultural Integration

Socioeconomic Development

- Specifically Mass of Rural areas can be educated in term of
- Social
- Scientific
- Artistic
- Cultural
- True Islamic Values

Result

It can create and consolidate a

- Creative
- Productive
- Forward looking
- Healthy &
- Patriotic **Society**

Dissemination of Information/News

- Only well informed people can contribute in developing country's economy. (Taxes, Business)
- Broadcasting can provide the people with prompt, accurate and objective information.

Entertainment

Maintaining the interest of audience

We have to add the following approach.....

“Having Great Heritage in the field of “

- Art
- Drama
- Music

Broadcasting as a Propaganda Organ

- No nation can win a WAR without this modern war machinery(Radio as a WAR Weapon)
- Inflicting desired injuries on the enemy.
- All nations trying to make their broadcasting stronger, more harmful and more effective for their enemies.

Objectives of Broadcasting

Following are the objectives of broadcasting in Pakistan.

1. To build Pakistan into a well- knit nation by developing a national outlook among the people.
2. To raise the standard of education and awareness in the country.
3. To inculcate true, moral and civic values among the people.
4. To direct public mind into healthy & constructive channels.
5. To introduce the vast mass of people to our rich culture and heritage.

6. To portray and promote national developmental effort.
7. To provide healthy entertainment to listeners.
8. To project the true image of Pakistan abroad.

References

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Thank You