

IMPACT OF TELEVISION ON WELLBEING OF SOCIETY

Muhammad Shamsuddin*
Lubana Karim**

Abstract

The present study shows the influential role of TV on all spheres of human life and very type of environments that is surrounding of us. This research attempts to discuss the powerful character of television in depth on the social, moral, political, economical, religious and all other factors, which make full use of this most exceptional and constructive invention. It concluded the challenges that faced viewers which lie in variety of contents that are offering television in forms of news, current affairs, entertainment and social welfare programmes. Furthermore, television is contributing to the benefit of masses in making the awareness of their environment, rights, duties, privileges and above all, patriotic affection and religious proximity in our beloved country.

Keywords: Television, evolution, development, role, impact, culture, social relations, values, religion, economy, behavior, politics

Introduction

The electronic media is the most vital advancement in communication technology and a significant technical accomplishment of the 20th Century. TELEVISION (TV) is the result of the technological development during this period. However, its network began in the 1930's. TV is attributed to three broad functions: 1) to inform the people; 2) to entertain the people; and 3) to educate the people. The element of entertainment occupies the largest share in terms of time and resources. Hence, TV is basically considered to be an 'entertainment-oriented' medium. However, the educational use is more definite, more powerful and least controversial, but its success in this context is more apparent when people accept it as an authentic source of information. Even the elements of education and information contain a touch of entertainment in order to capture the attention of its target viewers. The history of educational and educative television is closely associated with various experiments straight right from the advent of television. However, all the countries have not gone through this experience. There is, in fact, a great variation in the actual practical utilization of television for education within a country among different counties of world.

* Muhammad Shamsuddin, Ph.D. Meritorious Professor, Department of Mass Communication, University of Karachi

** Lubana Karim, Ph.D. Assistant Professor, Centre for Media and Communication Studies, University of Gujrat, Punjab

Television is considered to be one of the greatest inventions of all times since it dominates all other media. The ability of the masses to see each other, to communicate with each other, and experience the culture and ideas of each other across the country and around the world is a monumental development. TV is the newest of mass media, besides computers and internet¹. However, the impact of TV on human life and its wellbeing is tremendous and incredible. In fact, considering its short period of existence, it will be correct to argue that its impact has been more than any other medium of mass communication. TV can also be named as a social machine because it has affected the daily lives of the people more profoundly than anything else since the industrial revolution. It is TV that can be said to have imitated and assisted in spearheading the communication revolution throughout the world. Anthony described that the number of TV sets in the United Kingdom and the amount of time people spend viewing the TV have increased dramatically from 1950s onward². In Britain alone, around 85 percent of adults watch TV every day. Much of the same is true in other western countries and in the United States.

Television is being given considerable importance in many countries as a source and tool of teaching. The success towards using it for education has negated the concept that TV is basically an entertainment- oriented medium and it is hostile to thoughts and perceptions. Television is adaptable in following different approaches when used for formal, non-formal and informal education³.

In formal education, TV usually functions as supportive and reinforcement tool in a systematically organized 'school broadcast' programs. Under this concept, programs are viewed in the classroom under the guidance of teachers, followed by conducting of activities accordingly. The viewing and practice make the student well aware of the learning in a comprehensive and adaptable process. In non-formal education, TV has a more specific role to play in teaching the subject matter directly or indirectly. Thus, in distance learning, TV perform various innovate roles such as classroom substitution and regularity in studies. Again, in the broader terms of information and education, the difference in the educational and educative use of television is distinctive, whereas in the strict sense, the terms 'educational television' and 'instructional television' refer to its use in the teaching and learning of curriculum based contents only. However, many programs disseminate knowledge, enlarge the sensibilities of masses and also teach certain skills, wherein no text books are required, no examinations are needed and no obligation on the part of the viewers to "do something" is involved.

Evaluation of Television

As a result of technological advancements, TV began its network in 1930s. A rapid growth of programming emerged after World War II from experimental beginning to become a fixture in Britain and the United States. In another couple of decades developments came up with starting speed to make TV a world medium. Industrial

¹ Schiller, Herbert I. Communication and cultural domination. *International Journal of Politics* 5, no. 4 (1975): 1-127.

² Smith, Anthony. The geopolitics of information. *London: Faber & Faber*, (1980).

³ Tunstall, Jeremy. The media in Britain. *Columbia University Press*, (1983): Chapter4, p 31-44.

nations like Japan, Canada, Australia and a number of European nations made early starts in post-war television settings⁴. Mexico, Cuba and Brazil led the way by launching television operation, followed rapidly by other Latin American nations. Asia virtually kept pace, when Philippines started the networking in 1953. By mid- 1960s, eighteen Asian nations, including Pakistan entered the television sphere. Africa was not far behind; Algeria began the services in 1955 and Egypt in 1960, followed rapidly by fifteen other African countries. We can say that by now half the world's nations had joined the procession of TV launching⁵.

Development of Television Media in Pakistan

The idea to establish a television network in the country was supported by a report of the Commission on National Education, set up by the Ayub Khan government in 1958. The report concluded that TV is a necessity for educational, economic and social set up of the country. Interestingly, since the major emphasis was on education, TV was introduced in its name. The history of television in Pakistan goes back to 1962 when Phillips Electrical Company established a small range TV station at the International Trade Fair organized at Karachi. In view of its instant popularity, the TV station continued to transmit light entertainment programs for six months even after the exhibition over. In 1962 the Cabinet finally decided to establish an educational television in Pakistan, to form the PTV hook-up, known as National network Satellite, under the direct control of the government. The President consented to the resolution in October 1963, starting that "Television is not a luxury, it is a necessity"⁶.

However, the first pilot TV station under government control went on air from Lahore in 26th November 1964. The Pakistan Television Corporation (PTV) was established under the charter of Pakistan in 1967, when the first full-fledged transmitting station was set up in Karachi. The PTV then took control of Lahore station as well. By 1974 PTV established three more operational stations at Peshawar, Quetta and Islamabad, with plans to operate at two stations in Azad Kashmir. The linkage of all five stations through microwave in 1975 was a hallmark in the history of PTV, besides introducing the colour transmission in 1976, creating another milestone in the development of TV in Pakistan. In 1992, the second official educational channel also started operating as PTV-2 to cater the leading needs of the society, including students, farmers, skilled and semi-skilled personnel. But PTV-2 was soon restricted as PTV-World, which beams its programs to more than 58 countries through communication satellite.

Various approaches have been adopted to use television for spread of education among the masses. For example in the 'total TV teaching' method, TV is the chief or only the teacher, where there is no other source to supplement or complement the broadcasts. TV teaches numeric and literacy method or demonstrated directly certain skills that the viewers can practice and apply. In the 'complementary source' method, TV is tightly linked with the curriculum requirements, thus becoming an essential component of

⁴ Thussu, Daya K. The Historical Context of International Communication. (2000) 11-52.

⁵ Pakistan Television Cooperation, 1987. Facts and figures. <https://www.scribd.com/doc/29742078/History-of-PTV>, (Accessed: March 9, 2015)

⁶ McCann-Erickson . *Pakistan advertising scene. Karachi : Orient, (1997).*

teaching and learning. In this approaches, TV becomes mandatory and not optional. In the third flexible and optional method, known as 'supplementary enrichment', TV is often used to reinforce and enrich the subject area to provide access to further knowledge besides other basic teaching sources. The experience of Allama Iqbal Open University (AIOU) programs is one of the best examples of these approaches. Though the 'open learning system' of AIOU is not absolutely parallel to that of 'independent studies', it is more systematic and disciplined. The progress of the students is regularly monitored and multi-media channel are used for teaching and learning purposes⁷.

No other third world country, with the expectation of Pakistan, is running a separate channel for educational transmission. They are unable to embark on this situation. Even in various European and developed western countries there is not exclusive educational channels. As far as the impact of educational television is concerned, it should be in more narrow and specific area. In the words of Schram: "TV is more effective in teaching mathematics, science and social studies, whereas history, humanities and literature has not benefited from this medium to the same degree".

With modest beginning PTV steadily progressed to become an established network and is recognized as one of leading TV organization in South East Asia. The enthusiastic, devotional and dedicated efforts of all PTV workers and the support of the government were the vital factors of encouragement in achieving this goal. The reach of national television is quite impressive as it covers over 85 percent of the population and about 90 percent of total area through terrestrial transmitters, which PTV World is a satellite Channel available through dish and cable networks, covering 100 percent of the population and region.

The most popular television formats of the TV programs, which make its viewing attractive, are: news, interviews, discussions, dramas, magazines, programme, music, talk-show and stage shows, documentaries and commercials. However, every item has its own audience and popularity. Hence, it is also important for the researchers, publicists and planners to study the characteristics and important factors, like broad aims, target audience, transmission time and resources, etc. of the programme formats to assess their impact on the masses and evaluate its popularity among the viewers.

The funding was a matter of grave concern for a poor country like Pakistan to meet the high costs of programmes. Hence, broadcasting of commercial telecast was allowed, as a step forward for self-supporting some of the revenues. During the early years of PTV, a Central Training Institute, which has not been elevated to a full-fledged PTV academy, was also set up for the training of producers and technical personnel in all requisite fields, like news, engineering, management, finance, current affairs, production, etc.

⁷ Allama Iqbal Open University. Television broadcasting unit 1-9 code 454 & Special Supplement, Lahore, 1974. *Daily Nawa-i-Naqat*, November 26.

Role of Television in Pakistan

Since the policies of PTV were initially formulated during the period of dictatorship, the government control still holds even today. The process of change towards is quite slow, even slower than the democratic process in the country. The role of TV is neither fixed nor easily tangible and measurable, but depends directly on the serious concern and devoted interest of the planners. The role may be enormous or contrarily, very inadequate, again depending upon the specific tasks and available resources.

Besides, all odds, PTV has national integration on the top of its agenda, trying its best to make the Pakistani culture evident. Moreover the unity of Muslim Umma through cultural representation of different Islamic cultures is also major contribution of PTV. Even to counter the enemy's propaganda PTV has undertaken the task forcibly to continuously respond to all misleading statements and arguments. It has not been much successful because of lack of independence, making it less credible. In the presence of censorship and government control, PTV is unable to perform a more positive role, even in exploitation of the awareness among the masses.

Since all television broadcasts are either intended for the general public (the masses), known as 'general audience programmes', or to more specific population group, such as womenfolk, youth, children etc., called 'special audience programmes', the contents of both must satisfy the viewers, in actual practice the distinction between general and special audiences, being relative terms, includes all viewers. In European homogeneous classless educated society the 'general- audience' include all citizens, whereas in underdeveloped heterogeneous society, with apparent various classes, such as rich and poor, *Jagirdars* and *Haris*, educated and uneducated, privileged urban citizens and underprivileged rural masses, etc. the term 'general audience' does not actually denote the average citizen. In such cases, the general audience is, paradoxically, those 'specific people' who have access to media. Hence PTV's general audience programmes actually cater the need urban population, who are relatively literate and financially sound, and even reflect the living styles of the upper and middle class people of Pakistan, consciously or unconsciously, in the characters, dialogues, dresses, themes, etc.⁸.

In Order to have a more vivid picture of TV's role in various quarters of national integration and development in Pakistan, we will now discuss its impact emphatically on the moral, cultural, social, economic, political and religious aspects in more details.

Impact of Television on Behavior

Since TV is an audio-visual medium with tremendous potential to influence the viewers for a behavioural change to the maximum level, its mode of persuasion is distinguished from other media. TV has more entertainment values and less information or educative priority for the people. Even the history of TV in Pakistan shows that it was introduced as an entertainment gadget or a tool of amusement and enjoyment. Since the mode of education through television differs in its manner and organization, Marshall McLuhan

⁸ PTV year book (1978-1998). Islamabad: Govt. press.

calls it as ‘a cool medium’, wherein has to present things softly and pleasantly to attain the maximum impact⁹. However, to know the tremendous potential that TV has for educational purposes, it is required to create a maximum awareness among the masses. But ironically, the government and the masses are unaware of remarkable role of TV. The unchecked use by successive governments for personal ends has marred the credibility of television to a disastrous level, creating its distortion in the minds of the viewers, which has been biggest obstacle in mass education revolution. Hence, without informative credibility the medium would never gain the status of a guide and education, and would remain as an entertaining juggler with less positive utilization.

Extensive research has been and is being undertaking by social psychologists and media theorists to determine how, and to what extent television influences human behavior. According to studies, the youth (pre-school to high school) is TV’s most eager and impressionable audience. Even the children between 3 to 4 years of age spend 20 percent of their time in watching TV, and considered to be one of the reasons for drop-outs. Advertisements have been considered as health hazard for children between 2 to 8 years of age. However surprisingly, no research has ever recommended stopping to watch TV, and its systematic and judicious use has always been emphasized. Its potential and impact as a very persuasive, convincing and positive medium has been recognized without any doubt.

Impact of Television on Culture

Media not only inform but also serve the cultural purpose of minimizing tensions among nations and simultaneously lead to enhance peace and harmony. The positive cultural values can easily be made clear through television. Similarly, the negative and destructive tendencies can be shown in an evil shapes, making the tasks of harmonizing the cultural and sub-cultural levels more easy¹⁰.

Media theorists believe, and it is apparent that new global cultures are emerging through television in fashions, dresses, decorations, food, etc. Television is the sole source of world-wide popularity of pop music, now considered as universal music. The powerful cultural traditions of alien cultures are gaining popularity due to television’s repeated telecasts. It is imperative to safeguard the local culture and traditions by depicting the right perspectives and true representation of local customs and cultural heritage of any country.

Impact of Television in Political Phase

Television accentuates the image of leadership in its political aspect. This exaggeration of leadership potential can easily be used to support the fragile leadership structure, which has never received its due respect, because of weak political consciousness, which is within the domain of education. During a transitional phase political awareness can help to build a stable system. The political culture in Pakistan is in its developing

⁹ Mchun, Marshall. *Understanding Media, London Metheun*, (1964): p.41.

¹⁰ Folkerts, Jean and Stephen Lacy. *The media in year Life, Indian Person Education INC*, (2004): p.54.

phase, particularly in building up its democratic institutions¹¹. Television plays a vital role to educate people through debates and discussions, which are closer to reality and give the feeling of participation to the viewers. For example, the debate between the presidential candidates before the presidential elections in USA, which started in 1960, has become the most important event in its history and plays a decisive role in future commitment for the nation.

Television also has the potential to transport images of political activities for other political systems, enhancing political consciousness and glimpses of advanced political systems, which in turn heighten the expectations of the masses. This also gives a boost to a culture which has freedom of expression as its basic principle. The responsibility of media men to educate the masses, and also inform them of the latest advancement in political developments, will create a general political anxiety among them. However, without the cooperation of the political leadership such attempts will go waste. If the political leadership fulfills its promises and work in the right directions, credibility of television will sustain, otherwise it will be relegating itself to mere propaganda device.

Moreover, it is important to discuss and analyze whether television is providing adequate information and ample awareness in strengthening or weakening the political systems and political institutions. Different surveys conducted by various nations concluded positive result, i.e. TV has enhanced political knowledge and awareness. Apart from political campaign in election related activities, TV covers all important events that occur around the globe every day. For example, the opening of 80th session of the congress was telecast for the first time in USA in 1947. Again in 1949, people watched the inauguration of US President Harry Truman. Since then such political events are covered live and millions of people witness the memorable and historic moments, watching them right in their drawing and/or bedrooms. Television has become an integral part of the political systems. Its role begins well before the elections and continues till the political activities of the next elections starts. Hence, it is an established fact that television has elevated the level of political consciousness among the masses. It has played an important role in making democracy more rational and responsible.

Economic Impact of Television

Apart from imparting live information about the economic activities and economic education, television creates consumerism. The impact of advertisements on TV is so remarkable that almost all, with the capacity to buy, go for the goods and items they watch in the ads. The advertisements also affect the saving capacity of society. With the decrease in savings the institutions of social welfare also diminishes because with increase in demand the people are not left with much to invest. Moreover, the information regarding world markets, currency rates, stock markets and discussion on various economical issues on television update the viewers on daily basis.

¹¹ Seymour – ure, Colin. *The Political Impact of Mass Media*, London: constable (communication and society aeries) and California, *sage Publications*, (1947): P13.

Television's Influence on Social Relations

It is now a recognized fact that television directly effects the social relationships which bind individuals to each other, not only in one society, but among all the societies in the world. Since television shows the nature and pattern of a nation's cultural structure, it generates the interaction among different sub cultures. The fusion of local cultures in to a national culture is also depicted on television. These are patterns which govern social relationships. TV also combats the signals from alien cultures. Hence, cultural invasion is nothing but depiction of structure of the social relationships of the alien culture. There is a reduction in the alien social relationships which create awareness and anxiety at the same time. In fact, it shows the weak and strong points of the social setup and giving us a chance to repair and strength the weakling bonds. On the other hand, televised picture used for nefarious designs have developed frustration and disappointment among the viewers. Ironically, this is how the present state of affairs is running.

However, television has made people more passive now and captive in their homes, since they prefer watching their favorites programs then visiting friends and relatives, and even ignore social contacts and gatherings, Children spare less time for outdoor games and watch cartoons and other programs of their choice and liking. The western pattern of life seems to every well organized and the media depicts only those social patterns which are lacking in our own set up. Even if they expose their own weakness it is always done in a controlled manner¹². The media particularly television, shows that there are many ways to solve problems within their set up with alternatives and other options. Hence, their capacity of the social structure to absorb opinions is much greater.

Impact of Television on Religious Advancements

It is interesting to have a comparative study on the religious telecasts of different countries, having different socio-political, Historical and cultural backgrounds. Countries like Pakistan claim to have religious- based ideology for its creation are obliged to devote a reasonable time to religious teaching and Islamic education through television. Hence, religious programs are seen as routines telecasts, besides special and exceptional broadcasts on Islamic festivals, ritual, anniversaries, etc. Such programs are arranged with an aspiration to developed national unity and create an atmosphere of peace and harmony. These serious, submissive and educative programs teach tolerance and open-mindedness to the viewers.

Similarly in other homogeneous religious societies, religious programs are a common feature in presenting the ideological doctrines through dramas and documentaries. Public media of secular societies are also bound to allocate certain broadcast time for the followers of various religious minorities living in the country. For example, in Britain, 3 percent of the transmission time is devoted to religious broadcasts. A religious broadcasting department is working BBC for the promotion of religious programs. However, in absolute non-religious state, religious broadcasts have no place over the media.

¹² Dodd, Meod. and Company, INC, international mass communication: USA, (1960): p.28

Religious programs are characterized by a peculiar simple straight forward style and hardly new experiments or artistic treatments are introduced in them. The religious programs comprise of plain contents with common formats which include lecture, discussion, sermons, live broadcasts from the holy places, documentaries, carols, Hamd-o-Naat, Qawwalies, etc. The common feature of these telecasts is to prove the validity of religious principles and belief in the present day life. The religious flair and liking attracts the audience towards religious telecasts and, as such, promotes viewing. Such programs are generally taken for granted and there is seldom any critical discussion in its production and artistic values. But religious programs tend to be very limited in their scope and information and seldom penetrate deep in spirit and thought if the common masses.

Pakistan is emerging as a promising and viable Islamic state and looks for more stable and productive role and relations in the Islamic world. Already Pakistan has tabled the idea of making OIC a strong organization. Focusing on economic development and trade between its members, and to devise new strategies of educational and cultural development is eventually leading to a solid Islamic bloc. It is easily admitted that while Pakistan and other Muslim countries are anxiously trying to improve and develop their media posture, the world at large, especially big countries like India, China, Russia and the western world, will also continue to develop their media which will definitely pose a grave challenge to Pakistan both technically, socially and politically, as it will be termed as a cultural invasion on non-Islamic media forces in Pakistani society. This perception has already been aired all over the Muslim world, and the government of Pakistan recently banned Indian programs through cable networks. But proper response is to create our own programs in terms of themes and ideas to match foreign programs and must also be compatible in professional and technical terms (production values) with other networks in the world.

Credibility of Television and Social Values

Since television is a media which tends towards motto “seeing believes”, shows actual visuals to the viewer, giving it an edge over other media¹³. Since credibility is the most important factor for any medium of communication, television easily establishes its credibility due to the viewers’ prime requirement of ‘trust’. Credibility is the most fragile object and viewers trust is directly related with credibility and even a slight mishandling may cause distrust. Although some western and even eastern networks claim objectivity in reporting, yet one can feel inclined to it.

Some critics are of the opinion that the credibility of television is a propaganda gadget, has still today. There are psychological as well as physical reasons behind this opinion. Since television was put into the war propaganda machinery from the very outset, its image as persuasive agent of the men in power has been established psychologically, and never linked as an educator or reformer. In our own country, it looks its first breath during the martial law regime. In view of the facts, television has no history of struggle and pain to make it worthwhile in the eyes of the critics and viewers. However, if a greater autonomy is given to the television media, it may make it more credible and

¹³ Tunstall, Jeremy. *The media are American*, London: constable, (1977): p.1114.

realistic. Physically speaking, the audio-visual capacity of images affects the expectations of the viewers, who give more priority to entertainment and fiction rather than hard facts. This may also be a psychological hindrance, but still its cause is physical.

Television has immense motivations capacity of a change in society which occurs imperceptibly, i.e. change through drama and fiction. However, it has some drawbacks in our socio-economic structure. For example, its high cost and dependence on electricity, which is now a constant problem. Although these factors are being greatly minimized by cheaper Russian and Chinese TV sets, and alternative power arrangements, but still unaffordable by the masses. Similarly, with the political, economic and socio-cultural changes the scenario is not reasonably satisfactory. The potential of television as a medium to educate most powerfully through its audio-visual capacity still remains unutilized. The mimic makes the linguistic barrier obsolete.

Moreover, television has the potential to explain the values through pictorial capability within their adequate environment. It makes the viewer feel the importance of values by documenting the expressions. However, serious and profound efforts to educate the masses before making them comply with any change or progress in social values is necessarily required. If it is done properly, the impact of TV would be even far more greater than the other media, since TV can convince the people more effectively and impressively. Since television supports status quo, it follows the social agenda and strengthens the already existent values through entertainment, which the people take casually. Again, the target groups are never clearly demarcated and it is not within the purview of the television media to create a proper mind for a change. The perishable signals of television are also a handicap which incapacitates the medium of a second look. As such, the task of change and control is still within the domain of the printed word.

Conclusion

The prospects of the electronic media in Pakistan seem bright marked by rapid expansion, technological growth, professional and skilled manpower. The viewing of TV is gaining popularity across the nation, showing interest of the people in times of leisure and enjoyment. However, it must contend with highly competitive electronic media network around the world. This underlies the need to give special attention to invest both in financial, technical and professional sector in order to enjoy a cutting edge over our rivals. To achieve this goal the state of the art training institutes will have to be set up with their agenda to provide competitive education and practical training in all aspects of electronic media productions as well as multi-dimensional research to make the media message goal-oriented and more effective. The academic institutions must focus on conduction high standard media researches to determine the contours of like and dislikes of various audiences and produce programs in the light of these findings. We must scientifically educate our masses so that they are imbued with national pride and possible motivation to develop the Muslim Ummah into a formidable bloc. Hence, the programmer required training of media specialists in various social sciences and the establishment of high level media research centers, interacting and enriching one another in professional expertise and excellence.

Some recent studies undertaken at the department of Mass Communication, University of Karachi, indicate the change in the habits of children watching Indian television programmers. According to the studies of Pakistani channels, state run media has so far completely failed to counter Indian propaganda against the country. World community does not believe in state run media and only private channels can compete with the global media, if their activities effectively. The studies further suggested that the media industry could not be run by scientists, engineers, and doctors; only people having sense of media can run the industry. The country also needs media experts and researchers to study the effects on international media on Pakistani viewers. For this purpose academic institutions have to be established in order to give training to the young media practitioners. A study carried out by two students of the same department in December 2002 also suggested that the ban on cross media ownership must go. PEMRA, in August 2003, announced the lifting of the ban, which was the biggest hurdle in the emergence that one major reason why Pakistani audiences do not watch Pakistani channels is due to the absence of enough TV channels¹⁴.

There is no doubt that the quality in PTV's performance seems to be loosening in technical values, social themes and effectiveness. Not only is there a general slump in all fields of television production, but most important feeling is the inability to produce worthwhile programs for the children. This shows the slackness of our producers who do not accord prime attention and importance towards the intellectual development of our younger generation, which may lead to ruin the future of our nation within the next few years. It must be noted that various studies conducted to ascertain the Impact of Indian cable network on Pakistani children show that they include many Hindi words in their routine conversation and even managed to recognize several of the gods of the Hindu religion. The studies have suggested controlling the situation and feeling it imperative to take careful measures to tackle the problems.

In short, our response to face the challenges lies in offering news, current affairs, entertainment and social welfare programs, which are conceived not only according to our own values and systems but must have most outstanding brilliance and efficiency. Moreover, television is a continuing device for the benefit of masses in making them conscious of their environment, rights, duties, privileges and above all, patriotic affection and religious proximity in our beloved country. Moreover, TV was introduced in Pakistan to promote enlightened awareness of the world, foster a consciousness of Pakistan's own heritage, develop the social and economic growth of the country and provide inspiration and guidance for its progress and prosperity. It was also stressed to consider TV essential in bringing about a genuine revolution in the social and the cultural life of the masses. The role of TV as mandatory instrument and most effective medium for education, entertainment and information was well borne in mind. Hence, it is PTV's earnest endeavor to provide inspiration to the nation and help in process of dissemination of Islamic values and nation building activities besides creating a meaningful and healthy atmosphere in the context of entertainment.

¹⁴ Shahida, Mirza. Television transmission, a handbook of journalism, *Kohan, Institute of social sciences*, (1988).

Moreover, TV was introduced to promote enlightened awareness of the world, foster a consciousness of one's own heritage, develop the social and economic growth of the country and provide inspiration and guidance for its progress and prosperity. It was also stressed to consider TV essential in bringing about a genuine revolution in the social and the cultural life of the masses. The role of TV as mandatory instrument and most effective medium for education, entertainment and information was well borne in mind. Hence, it is Pakistan earnest endeavor to provide inspiration to the nation and help in process of dissemination of Islamic values and nation building activities through TV, besides creating a meaningful and healthy atmosphere in the context of entertainment.

Finally, we conclude that no medium is more influential than television in educating, being with in reach of masses, arousing awareness and bringing the universe with in the global village. It has an everlasting impact on all spheres of human life and any kind of surrounding environments. We have attempted to discuss the impressions of television in detail on the social, moral, political, economical, religious and all other factors, which make full use of this most exceptional and constructive invention. However, much more has to be done and reached to attain maximum benefits from television, instead of using it for vested interest of the stake holders.

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