

Sensationalism in Pakistani News Channels

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Paradoxical media

- Vibrant and diverse media, but lacks professional and journalistic ethos
 - 100+ private TV channels
 - Mostly open criticism of the government, political parties etc.
 - Yet sensationalism in news to attract viewership



2002: Liberalization of media

- Post Kargil-conflict media war with India; President Musharraf comes to power
- Privatization of media and opening of up airwaves
- Establishment of Pakistan Electronic Media and Regulation Authority (PEMRA)
- Freedom to Information Ordinance 2002 and several other media laws



Case Studies



Geo News
(est. 2002)



Bol News
(est. 2016)



Example



Consequences...

- Blurred lines between “news” and “entertainment”
- Businessmen and media moguls set up new channels as profit-making machines
- Exponential growth, without professional training or well-defined code of conduct
- A profit driven industry providing anything that sells



Why does it matter?

- Media deregulation caused by globalization and demand for democratization can have negative consequences
- Change from within: media training institutes and development of code of conducts and ethics



Thank you!