

Electronic media



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They have got a tremendous achievement in many fields as well as Electronic Media. We are in the era of electronic media. None can avoid and escape from it. It is prevailing profound effects on advertisement, education, information, politics and other social activities. Electronic media has revolutionized the information system. Now everyone can be aware himself with current information and updates. So many TV channels in the country and internet websites justify the importance and advantages of electronic media where everyone has a freedom to exchange his view point freely. The electronic media has both effects, positive and negative.

If it is playing a negative role, on the other hand it is educating, informing and entertaining the societies too. Today people are getting aware of their rights through the media. Many social programs on TV are presented to set the minds of the masses. Today's youths try to find the answers to their questions and demand the authorities to account for because media has disclosed all that the new generation has to be aware of. As Pakistani media is pointing out crimes, ministers holding fake degrees, terrorism and inflation etc, it is appreciable because the responsible people can be brought to book in this way.

Thus, the media, whatever-- be print or the electronic media-- its importance at least in the modern world cannot be denigrated. While we are sitting in our drawing rooms at home, we can get all the information of all happenings around the world. We get a sea of knowledge and all the information, relaxing at home. So much so good, but, what we notice today, with the freedom of the press taking new proportions, the media is becoming slightly out of control and also partial. The latest trend in the media is that it has

become tainted with signs of extreme partiality. Personally feel that, the media is at times overstepping its limits and to some extent misusing its freedom. The Job of the media is Just to give Information of what happens and not to add its own partial views to the Information. The job of the media should remain restricted only to reporting facts as to when and how they occur, and leave the readers to form their own opinions. However, this Is no truer of the modern trends of the media. They get news and paint them as per their own personal leanings and beliefs.

This I'd say Is not correct reporting as, It Is likely to color the views of the readers/ viewers. The task of the media Is Just to report and not color the views of the people. It would be good If the media restricts Itself only to passing On correct and exact Information only, without any comments for or against any political party It would be doing Its Job correctly and sincerely. Got a tremendous achievement in many field as well as Electronic Media. We are living in the era of electronic media. None can avoid and escape from it.

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