

Women Journalism in Pakistan

Ghulam Shabir

Associate Professor, Department of Media Studies,
The Islamia University of Bahawalpur, Bahawalpur, Pakistan
E-mail: drshabair@yahoo.com.

Naveed Aqdu

Ph.D. Scholar, Department of Media Studies,
The Islamia University of Bahawalpur, Bahawalpur, Pakistan

Zafar Iqbal

Assistant Professor,
The Centre for Media and Communication Studies,
International Islamic University, Islamabad Pakistan.

Abstract

The role and importance of media is vital in 21st century as media is playing the role of gatekeeper and watchdog. It is an age of globalization and media which influences thoughts, lives, emotions and actions. Males and females are waving together not only the in media institutions in modern age but they are also participating in every walk of life including the police, army, business, law, medical, engineering, aeronautics, teaching, nursing etc. Women are part of every field of life in developed and modern societies while their participation is limited in different spheres in the conservative societies where they have to face problems and criticism. Pakistan is also among the underdeveloped nations having multifaceted cultural, traditional and religious taboos that restrict women in participating some of the sectors purely meant for their male counterparts and journalism is also such a field in which women have to confront numerous problems and hurdles. The present study would examine their skills and expertise in the field of media and suggest ways and means for resolving their problems besides pointing out future prospects for this vital segment of the society. In this regard, suggestions would be put for consideration of the organizations and institutions working with or on women rights and development.

Keywords: Women Journalism; Gatekeeper; Watchdog; Development; Role Segment; Culture; Tradition; Taboos

I. Introduction

Women journalism means the “journalistic contents meant for women and journalistic contents gathered, written or produced by women”. (Naturanjan: 1981) This research paper will define the women journalism, its establishment and evolution in subcontinent and development of women journalism in Pakistan. Women journalism plays an effective role in the discipline of media studies in changing of the women status. Women journalism in principle should be the true reflector of women’s existing conditions and their aspirations and needs. This study was undertaken to assess the

strength of women journalism in Pakistan as women journalism is in a way a specialized journalism, only meant for women and only work for the betterment of females. The purpose of study was to assess the status and future prospects of women journalism in Pakistan. Development is the urgent of the countries like Pakistan. In the countries known as “developed countries” women also have contributed towards the development of their nations and countries. In Pakistan, about half of the population consists of females and the country cannot develop if half of the population does not actively participate and contribute towards achieving the national goals. For this purpose change has to be brought into the attitude of the society which is not an easy task (Nizami, 1958). Media or communication have played and are still playing an effective role in women’s emancipation in many societies (Margarita, 1941). Pakistan is a developing country. The mass media in Pakistan have made unprecedented development. Education is spreading in the country and female literacy rate is also going up. But still Pakistani society is considered to be a male dominated and to a great extent a traditional society. The customs are generally governed by religious and superstitious beliefs. There is a realization to some extent that women have been neglected in development process. Though successive governments and the non-governmental organizations have been claiming of betterment in the lot of women status yet socially and economically there is no significant change visible in the status of women (Sheikh, 1986).

II. Old Trend of Women Journalism

In almost every country, men dominated the domain of journalism for a long time. Earlier journalistic publications meant for women, and in some cases, even the contents meant for female were written and produced by male. It was in the mid 20th century that some women ventured to be journalists in the western countries. But it was in the late 20th century that the number of female journalists increased considerably. (Deboral, Chambers: 2004) Some women launched their own magazines and newspapers. At present female journalists are doing all types of jobs in all the fields of modern media.

III. Women Journalism in the Sub-Continent

The Sub-Continent was no exception to this, men occupied all the journalistic positions for a long time, but gradually women also started entering the field of journalism as writers and later on as publishers. Because of their peculiar socioeconomic and educational conditions the Muslim lagged behind in the field of journalism for quite some time (Lent, 1982). It was due to the efforts of a few great veteran journalists like Sir Syed Ahmad Khan, Maulana Zafar Ali Khan and Maulana Muhammad Ali Johar that the Muslims were able to create some impact in the field of journalism. But due to the educational and social conditions prevalent in those days, a bats majority of Muslim women were far behind in the field of education. Very few Muslim women dared to be journalists before the emergence of Pakistan (Khursheed: 1972).

The study of history reveals that the female education was opposed by orthodox Muslims in those days. This situation continued not only till the emergence of Pakistan but after independence for quite some time. Female literacy rate in Pakistan is still lower than the male literacy rate.

The non Muslims, particularly the Hindus started getting modern education and learning English language earlier when the Muslims were not awake and not aware of the new realities (Judih: 1950). Raja Ram Mohan Rai, the well known Hindu reformer,

published Bengali and Persian magazines from Calcutta around 1818. The purpose of his publications was to reform Hindu society. He also urged the Hindus to get modern education. In the case of Muslims, Sir Syed Ahmad Khan did the same half a century later. But by that time Muslims had been pushed far behind in the field of education, politics and business.

The non-Muslim press dominated the domain of journalism in the subcontinent for a long time the first stream of journalism was Anglo Indian journalism. The second stream was Hindu journalism which became the main stream with the passage of time. Raja Ram Mohan Ray's war against many Hindu rituals emancipated Hindu women much earlier. The Hindu women also entered the field of journalism quite earlier as compared to Muslim women (Khursheed, 1958).

As known to the student of history of journalism, print journalism made its advent in 1780 in the form of English newspapers. Bengali journalism followed English journalism. First Urdu paper, a weekly, Jam-e-Jahan Nama appeared in 1822 but it had a very short span of life. The Muslims entered the field of journalism in 1836 with the appearance of Delhi Urdu Akhbar, launched by Maulvi Muhammad Baqir. The fate of struggle for independence in 1857 proved a crushing blow for the Muslim press. After several years Sir Syed Ahmad Khan played an important role in reviving Muslim journalism. However, last 2 decades of the 19th century witnessed the appearance of some Muslim papers like Paisa, Akhbar, Rafiq-e-Hind & Muhazzab (Zaidi, 1985).

IV. Muslim women's First Magazine

The first magazine (Urdu) meant for Muslim women was "Tahzeeb-e-Niswan" which was published in 1898 under the influence of Tahzeeb-ul-Akhlaq of Sir Syed Ahmad Khan.

First Phase

| Year | Magazine | Place | Editor/ Publisher |
|------|------------------|---------------------|--------------------------|
| 1904 | Parda Nasheen | Agra | Mrs. Khamosh |
| 1904 | Khatoon | Ali garh | Sheikh Abdullah |
| 1908 | Is mat | Delhi | Maulana Rash-dul-Khairi? |
| 1909 | Al-Hijab | Bhopal | Muhammad Ahmad Ali |
| 1909 | Shareef Bibian | Lahore | Munshi Mahboob Alam |
| 1909 | Ustaani | Delhi | |
| 1911 | Tamadun | Delhi | Maulana Rash_dul_Khairi |
| 1913 | Payaam-e-Umeed | | |
| 1915 | Saheli | Delhi | Weekly edition of Ismat |
| 1915 | Al_Nisa | Hyderabad (Decan) | Sughra Begum |
| 1922 | Khadma | Hyderabad (Decan) | Maryam Begum |
| 1925 | Sir Taj | Multan | Imtiaz Fatima |
| 1926 | Haram | Peeli Bheet | Begum Ghafoor |
| 1926 | Iffat | Petna | Salah Khatoon |
| 1926 | Noor Jahan | Amritsar | Saadat Sultan |
| 1926 | Humjok | HeidarAbad (Dakkan) | Begum Abu_Bakar Khan |
| 1928 | Surraya | Lahore | Razia Nasira |
| 1929 | Safeena-e-Niswan | Heider Abad (Dukan) | Akhtar Qureshi |
| 1931 | Merriam | Lukhnow | Amna Jamal |
| 1932 | Muslama | Jallandhar | Begum Kubra |

| | | | |
|------|------------------|----------|-------------------------|
| 1934 | Zeb-Un-Nisa | Lahore | Rasheeda Ismat |
| 1936 | Khatoon-e-Sarhad | Peshawar | Sheereen Taj |
| 1937 | Khadim-e-Niswan | Nowshda | Abdul Hameed Asgar |
| 1937 | Tanveer | Mumbai | Sehar |
| 1938 | Hoor | Lahore | Khola Qureshi |
| 1941 | Sohag | Lahore | Kash Irani |
| 1941 | Sada-e-Niswan | Lahore | Anwar Bazmi |
| 1943 | Zainab | Delhi | M.Abbass Hussain Qadri |
| 1943 | Johar-e-Niswan | Delhi | Maulana Rashid Ul Khari |

Most of these magazines were monthlies, all in Urdu and having limited circulations. The contents included informative articles, poetry, short stories and related to the education health, kitchen, up bringing of children etc. The magazines appearing from the area included in India in 1947 ceased publications.

V. Growth of Women Journalism in Pakistan

Pakistan inherited a weak press in 1947. Even in areas forming Pakistan, most of the newspapers and magazines owned and managed by non-Muslims. At the time of independence these newspapers and magazines either shifted to India or eased their publications in Pakistan, thus, in the early years of Pakistan's life journalism, too, passé through a formative phase. Gradually the vacuum created by the Non-Muslim publications was filled (Jiom, 2000). Khatoon: In 1948 Fatima Begum a worker of Pakistan movement launched a daily Urdu paper "Khatoon" from Lahore. This paper did not last long because of resource constraints. It was not well managed and well-produced. It did not have news agency service. Women's Page: In 1948 a daily newspaper Inqilab from Lahore (1927) started publishing a page "women's page" on daily basis. The main caption of the page was "Nisayat". It contained articles relating to women's development & welfare, recopies, information about knitting and stitching. Women's Edition: In 1949 daily Imroz started in match publishing a weakly women's edition. It's sister publication "The Pakistan Times" also started "women' section" which being appeared on Sunday. The civil and miloitary6 gazette and Dawn also followed suit. Now about all English and Urdu dailies are publishing weekly women's editions under different names (Hamid, 1991). Keeping in view the educational, political and economic conditions of Pakistan, It can safely state that Pakistani mass media's development is unprecedented. Practically electronic media's growth is phenomenal. Similarly growth of women's journalism in Pakistan is also unprecedented (Juilin, 1975).

VI. Content of Women's Magazines

Urdu magazines are similar to great extent as far as their contents are concerned. Function is the essential part of every magazine. Short stories and novels are the most liked contents in these magazines. Every magazine gives space to recipes, home decoration, dress, health, beauty tips, child and poetry under different names. Letter to the editor are also invariably published by every magazine under different captions. Title picture is mostly of an attractive female figure. Volumes of magazines differ to various extents. Almost all the magazines catered the needs of women belonging to middle and lower middle classes. Every magazine has its panel of writers. The readers are also invited to contribute and their contributions are accommodated. Every magazine also carries some ads (Jim, 1998).

VII. Contents of Women's Editions for Daily Newspapers

All the major dailies, English an Urdu publish women's edition every week. The edition generally comprises single page edition but in some cases it is 2 pages. The difference between women's magazine and women's edition of dailies is that there are no serialized novels or short stories in editions (Hijazi, 1998). Similarly most of the editions do not publish letter to editors. If a reader has to say something about edition, It is generally published in the newspapers column "letters to editor". Other contents are similar to great extent. Women's edition of every daily newspaper publishing the following

- i. A feature of article of a prominent lady relating to women's issue.
- ii. Reports of women's activities during week. Reports about functions in female educational institutes i.e. ,convocations, exhibitions etc. are prominent; displayed

Women's Edition in English Newspapers

| Name of newspaper | Language | Day of publication | Contents |
|-------------------|----------|--------------------|--|
| DAWN | English | Friday | NGOs activities relating to women's |
| THE NEWS | English | Thursday | Reports about women's educational activities |
| DAILY TIMES | English | Saturday | Women's liberations |
| THE NATIONS | English | Wednesday | Interviews |

Following English newspapers are publishing edition on non-regular basis

| Name of newspaper | Language | Contents |
|-------------------|----------|----------------------------|
| PAKISTAN OBSERVER | English | Elite class representation |
| THE POST | English | |
| THE SUN | English | |

Women's Edition in Urdu Newspapers;

Following major Urdu newspapers are publishing women edition on regular basis

| Name of newspaper | Language | Contents |
|-------------------|----------|------------------------------------|
| Jang | Urdu | Fashion, feature stories, tips |
| Nawai-e-waqt | Urdu | recipes, decoration, editor's |
| Khabrain | Urdu | ads, verses, column, short stories |
| Express | Urdu | children, health, interviews |

Major Urdu magazines in Pakistan

| Year | Magazine/ Digest | Place of publication | Editor/ Publisher | Pages | Contents | Permanent Writers | Temporary Writers |
|------|----------------------|-------------------------|----------------------|---------|---|--|---|
| 1938 | Hoor Monthly | Lahore | Khowla Qureshi | 150-170 | Letters to editors, Editorial, "Selected verses", lyric poem, Novels, Short stories, | 1- Khawla Qureshi, 2- Ummat-Ullah Qureshi 3- Raheela 4- Ahara Fareed 5- Maiva Lahore 6- Dr.S.A. Mustansar 7- Dr.Khalid Shabir | 1- Sumreen Abbassi, 2- Ferdous Sumbu, 3- Raheela Aleezai, 4- Meemona Akhtar, 5- Nusrat Manzoor, 6- Seema Kamal Sofi, 7- Dr.Zubaida Qureshi, 8- Adeel Abbass, 9- Niaz Ahmad, 10-Mussarat Jabeen, 11-Kausar Sultana, |
| 1971 | "Pakeeza" Monthly | "Karachi" | Mairaj Rasool, | 300-350 | Editorial, Fashion, Religious thoughts, "Sisters Assembly, beauty clinic, Spiritual advices ,cooking, homeo clinic, etc. | 1- Sultana Khan, 2- Bilqees, 3- Anjum Ansari, 4- Dr,Zakia Bilgiramii, 5- Nighat Naseem, 7- Akhtar Sujat, 7- Saeed Akhtar Faraz, 8- Dr.Arshad Naz, 8- S.M.Qadri | 1- Mehnaz, 2- Irfan, 3- Farhana Naz Malik, 4- Qaisra Hayat, 5- Lubna Aroog, 6- Raheela Khan, 7- Negar Khan, 8- 8-Mairaj Rasool, |
| 1971 | Khawateen Digest | Karachi | Mehmood Riaz | 325-350 | Kahi Sunni, Huma Naseem, Kiran Roshi, Meere biaz say, Mosam Key Pakwan, Nafsiat, Beauty Bon, Khatoon ki diary, Interviews, Novel, Afsaney, Gazals, Nazmain, Rangarang Phool, | 1- Nadia Khatoon, 2- Khalda Gillani, 3- Ummar-ul- Saboor, 4- Adnan, 5- Mehmood riaz, 6- Azar Rehman, | 1- Habeeb akhter, 2- Saleem , 3- syed Fahim-ud- deen, 3- shaheen Rashid, 4- Nighat Abdullah, 5- Saira Gulam Nabi, 7- Farzana Naz Qureshi, 8- Ghazal Qamar, 9- Faiza Iftikhar, 10-Attia Umer, 11-fakhra Jabeen, |
| 1982 | Dosheeza/ monthly | Karachi | Saham mirza | 250-300 | Editorial, beauty parlour,kitchen corner, reader's feed back, short stories, novel, biography | 1. fareeda masroor 2. bushra ejaz 3. ghazal rasheed 4. hina naqvi 5. raheela khan 6. ghazl saleem 7. nafs saeed 8. m.taqi 9. perveez bilgarami 10. asad ali | 1. asmat chughtai 2. shaguffa saleem 3. sarwat jahan 4. hameed begum 5. hans bin aziz 6. m. zaheer rao 7. mirza naeem 8. sajid ali |
| 1988 | Kiran Monthly | Karachi | Mehmood riaz | 200-300 | Interviews, novels,short | 1. Bushra mehmood | 1. shaheen rasheed 2. asia mirza |

| | | | | | | | |
|------|-----------------------------|---------|----------------------------|---------|--|---|---|
| | | | | | stories, novelt,cooking , quotation policy | 2. shugafat sulaiman 3. rehana ali ahmed 4. robina ashraf | 3. suymman bukhari 4. yasmeeen nishat 5. bushra saeed 6. sajjida taj 7. ffaiza iftkhar 8. rizwana isra-ul-haq 9. shehnaz waseem 10.zulqaman |
| 1978 | Anchal Monthly | Karachi | Agaz-ud- din Qurashi | 300-350 | Title story,health, beauty tips, cooking competition, ades,poems, novel,short stories | 1. rabia adeel 2. sumreena tahir 3. talat agaz 4. afsheen sohail 5. memoona taj 6. javerai tahir 7. shahla amir 8. huma ahmed 9. shumail kashif 10. raheel taj 11. A.s. Sidiq 12. dr. hashim mirza 13. haji M.adeel | 1. salma kanwal 2. iqra sager 3. sadia nisar 4. rukhsana aziz 5. fizia akbar 6. sana monazza 7. arooj hashmi 8. mushtaq A qureshi 9. hakeem Muhammad saeed 10.basir a muinir |
| 1979 | Hina Monthly | Lahore | Sardar mehmood tahir | 250-300 | Health, cooking,news section,Islamic quoters,shoprt stories, novel;ts | 1. farzana saleem 2. saima mehmood 3. saima tahir 4. bilqees bhati 5. samina aht 6. saham 7. babar mehmood 8. Abdullah 9. sardar mehmood 10. sardar tahir mehmood | 1. fozia shafeeq 2. sam kausar 3. afshan 4. jabeen khan 5. mehnaz khan 6. asma saleem 7. shazia rafeeq 8. lubna ghazal 9. samina begum |
| 1983 | Sachi kahanian Montly | Karachi | Pervaz bilgrami | 250-300 | Edditional, masla yeah ha,ahwal,pasa nd apni apni,tabeer to batain,aap ki diary,zara naya,mashal- e-rah,rang-e- taqadas,hain kawaku kuch,tamasha hay zindagi os hawali mein | 1. munaza jamil 2. rukhsana saham mirza 3. saham mirza 4. saima bano 5. teena mukhdoom 6. parveez bilgrami 7. nayar shafqat 8. shahid ahmed 9. mohsin ali 10. kashan hussain | 1. munawar noon 2. areesha gazal 3. shameem fazal haq 4. nusrat afshan 5. rabail khan 6. atta elahi 7. saima bano 8. razia mehdi 9. robina nazli 10.M saleem khan 11.S javed mir 12.prof. M zareef 13.saleem farooqi 14.khawaja jamil shaheed ahmed 15.M sohail masoom |
| 1997 | Shoaa/ monthly | Karachi | Mehmood riaz | 300-350 | Letters,jokes, recipies, interviews, novels,shor stories,ades, poems | 1. razia jamil 2. umaat-ut- saboore 3. khalida jillani | 1. rich chaudry 2. roohi kanjahi 3. khalid buzmi 4. mehmood riaz |
| 2000 | Ideal/ monthly | Karachi | Munaza jamil | - | Editorial,novel, real stories, mysterious | 1. munaza noorie 2. iffal gul azaz | 1. M faheem 2. javed seema 3. kiran noureen |

| | | | | | | |
|--------------------------|-------------------------|-----------------|-----------------|--|---|--|
| | | | | novel,jobs,counselling,showbiz,Idealcaffee | 3. naheed Fatima hussin 4. sadia saathi 5. ghazala aziz | 4. durdana nousheem 5. M ilyas 6. shabana naz |
| Bahoo Rani Monthly | Lahore | Shahzad Alamgir | 290 | Stories,short stories,novel,beauty tips, jokes, verse, ads,letters to the editors. | | |
| | | Kitchen/monthly | Karachi | Fahimida | 200-275 | Editorial, Food your health, kitchen special, Food street child health corner. |
| Digest journalism | | | | | | |
| 1965 | Women Digest/Monthly | Lahore | Musarrat Aziz | | | |
| 1972 | Pakeeza Digest | Karachi | Mairaj Rasool | | | |
| 1982 | Mussarat Digest/Monthly | Karachi | Bushra Siddiqi | | | |
| 1988 | Sachay Waqalat/monthly | Lahore | Shahzad Alamgir | | | |

- iii. On special occasions such as Eid-e-Miladun-Nabi, Eid-ul-Fitr, Independence Day, Hajj, Editions include matter of interest of women. Women's activities such as Meld or Mascaras are given special coverage.
- iv. Recipes are the permanent feature of every edition.
- v. Beauty tips, child's health etc. are also regularly included in the editions;
- vi. Women's editions are being well produced.

VIII. Analysis

Women's Urdu magazines, women editions of daily newspapers are the major form of women's journalism in Pakistan. Most of the magazines are in Urdu. Some prominent of them are Hoor, Shuaa, Pakeeza, Zeb-Un-Nisa, Khawateen Digest, Dosheeza, Kiran, Anchal, Hina, Sachi Kahanian, Women Digest, Musarrat Digest, Ideal, Bahoo Rani and Kitchen (Khan, 1989). All these magazines are monthly publications. The contents are similar to a great extent. For example, hot stories, children's care are included in the list of contents of every magazine. However, the names or caption of the contents are different.

Digest Journalism in Pakistan Four monthly magazines i.e. Women Digest, Pakeeza Digest, Musarrat Digest and Suchay Waqait Digests. A digest is different from a general monthly magazine in the sense that it is more voluminous and contains more short stories and more than one serialized novels. The digest magazines are more entertaining and less educative.

Method of Publication

The magazines publishing since long have not been changed much except a major change in the method of production. Now all composing and layout etc. is done by

computers. Moreover off set method is use for printing. Features, short stories, beauty tips, health, activities of women, kitchen and recipes are among the contents (Khursheed, 1992).

Woman Education of English Newspaper

Women education of English newspaper at education of English newspaper at to needs of women of elite class. These conditions do not include short stories but publish personality features. The personalities are generally prominent women. The general trend in English women's educations is emphasis on women's liberation, women's empowerment etc. (Sabri, 1984). Some NGOs also get coverage in those magazines. The problems facing the majority of women are rarely discussed. The majority includes illiterate rural women, half literate urban women and working women in the fields, factories and homes.

IX. Conclusion

The state of women in Pakistan is changing for better. Female literacy rate is increasing fast. More and more women are entering different professions and getting jobs. Awareness about women's problems and right is also increasing. The role of media in affecting the change can not be denied. Women's journalism in Pakistan shares the credit for his welcome change.

- i. The development of women's journalism in Pakistan is commendable keeping in view the objective condition.
- ii. Women's Urdu and English magazines, daily newspapers women's edition, Radio and TV's women's program prove that women's journalism in Pakistan enjoys reasonable status and is developing fast (Idress, 1982).
- iii. Women's print journalism i.e. magazines and newspapers edition carter to the needs of literate women only. They provide useful information about household, cooking, dressing, fashion, health, children's upbringing besides light literate i.e. short stories and serialized novels. Individual problems of readers are also addressed.
- iv. The problem acing women are highlighted
- v. The titles of magazines I very attractive
- vi. Women's magazines and edition's are compile by women
- vii. Female journalists are working as reporters and sub-editors and features writer in daily English and Urdu newspapers.
- viii. Female journalists are also working in electronic media as reporters, program producers, anchor pr\persons, editors, news presenters as P.R.O. in public and private organizations
- ix. The number of mass communication department and institutes is increasing fast and a considerable number of girl students are getting education and training. Women's collages and universities have separate departments of mass communication (**Askari, 1977**). These department are meant for females only, but the number of female students in mass communication departments of general universities are quite high
- x. With the passage of time journalism in Pakistan is becoming commercial. Rate of entertaining matter is increasing and educative contents are decreasing. The number of cads is increasing
- xi. The number of women journalists is increasing

- xii. On the whole Pakistani journalisms “utterance journalism” or statement journalism”, personality oriented and authority dominated. Women journalism is no exception, it is less issue-oriented and more entertaining and personality oriented
- xiii. The contents are of general nature not research-based
- xiv. Information of the most of the media professionals is general nature. If they are provided related information, they will tend to use it.

X. Future Prospects

Women’s journalism has bright future prospects

- i. the Radio and TV networks are continuously expanding
- ii. online journalism is also gaining ground and has bright future
- iii. new newspapers and magazines keep appearing from time to time and many will appear in future
- iv. Education is spreading fast and rate of illiteracy is decreasing. High literacy rate means use of more information i.e. more media products. From this aspect the future is bright
- v. Hopefully economic condition will improve and the purchasing power of the people will increase. Therefore, purchase of media products will also increase
- vi. Mass communication teaching and training institutions are also increasing an umber of female students in these institutions is increasing. That means more female communicators in future
- vii. The media history of past 3 decades reveals that there has been continuous increase in media product meant for women. This trend will continue
- viii. increasing competition among media organization will result in more emphasis women’s journalism because women constitute a little moiré than half population of country
- ix. The number of female journalists is increasing fast. In future many female journalists will rise to high position in media organizations. They will be expected to do more for the betterment of women through media.
- x. Increasing awareness among female users of media will be instrumental in changing media manager and professional’s attitude towards women.

Suggestions

- i. There is dire need of orientation of women journalism in women’s problems by the agencies working for women
- ii. The organizations and bodies working for women’s welfare must have their research component. Research based information relating to women’s problems is lacking. If the editors of women’ magazine and women’s editions of daily papers and producers of women-related programmes section of Radio and T.V channels are provided adequate authentic information relating women’s problems they are likely to use it in their contents / programmes
- iii. Training workshops to be arranged for personal working in women’s magazines, newspapers editions and electronic media’s related sections. The collaboration between the organizations, public and private working for women’s betterment and related media sections should be enhanced
- iv. Women’s magazines and women edition of daily newspaper should equip themselves with better qualified staff and research sections.

- v. The press clubs the union of working journalists and other such organization be approached and persuade to pay more attention to women's problems
- vi. The pages of women' magazines and women edition should be increased , similarly duration of Radio and T.V programmes needs enhancement
- vii. Efforts should be made to shape journalism issue-oriented. This need a be highlighted by organizing seminar, discussion etc.
- viii. There should be refresher courses for the reporters, sub-editors, P.R.O.S.; programmes producers etc. after intervals, the government should strengthen the mass communication departments to enable them to such courses.

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