

## Usage and Impact of Information Technology in Electronic Media in Pakistan

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### Abstract

Technology, in all its forms, has an impact virtually everyone. Information technology, with its complexity and dramatic change, has arguably the most profound impact on people. Even our measurement of a year has now changed to "an internet year".

**Keywords:** Electronic; Media; IT; Digital communication; Television news

### Introduction

Technological advertisement and development have influenced modern and contemporary electronic media, film, news reels, radio and of late television and has changed the way journalists gather and presented news as well as the way public views and understands ongoing events. Moreover, adoption of latest technologies in electronic media has improved the quality as well as the standard of news presentation; information technology has greed up the information flow on electronic media with excellence. All the development and changes in electronic media took place after 2002 in Pakistan; it will take some time for it to take root.

The term information technology or IT refers to an entire industry. In actuality, information technology is the use of computers and software to manage information [1].

The information technology has created many changes in every profession. Today various computerized sources are regularly being used in media organizations. The advent of new information and communication technologies has brought forth a set of opportunities and challenges for traditional media. Much of the world's information is becoming computerized; the challenging new content includes new technologies to basic communication process such as human perception, cognition and expression [2].

Information technology has changed the social relations and economics to such a great extent that economical and cultural observations have been decreased. The flux use of the information technologies in electronic media has made the media potent force in deciding political, economical, social and cultural development and giving unparalleled progress in the quality, speed and popularity of the amount of information and circulation [3]. Globalization gives the spread of information technologies a new meaning and also creates a worldwide market with clear planned incentives for the adoption of information technologies. Both forces i.e. information technology and electronic media will have results which go beyond the economic context of the present. They are more likely to have a deep impact on the social and cultural consequences of society in years and decades to come [4].

The explosion in new media forms has grabbed the attention of communication scholars in the latter half of the 1990s. With the boost of users looking for information in new places, the mass media industry in general seem to have moved to keep their audience attention by increasingly going on line to offer news qualitative aspect is the unique

possibility of the internet to supply links to story sources. Reporters and editors use of the internet stories, find new sources, receive press release and information, update breaking news, interviews sources an engage in dialogue with readers has reached record levels. The more experience users have with the internet, the more often they go online. Since 1999 almost 90% of U.S daily newspapers were actively using new online technologies to search for articles and most of them also boasted their own news web sites to reach new market [5].

Information is a process generated whereby information and communication technologies govern cultural and civic progress of civilization. Earlier, thoughts and technologies took centuries to spread across the sphere, not moments. Electronic communication media has, though instantly allows the most new ideas to reach all corners of the universe or news of events in one corner of the glob can significantly affect financial market in another corner of the globe. Daily over on trillion dollars flow around the world on the pathways of these electronic networks [6]. Electronic media denotes a section of media specifically designed to reach a large audience through lots information technology [7]. While electronic media is define as "communication delivered via electronic or electro mechanical energy for audience to access the content. This is contrast to static media, for example radio, television, cable television, internet etc. which are most often created electronically. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-Rom and online [8].

Journalism is one area in which information technology, or more specific media technology has affected the way in which people work. Several ways in which information technology touches on the practice of journalism especially electronic media, all of which have affected how journalism do their jobs [9].

▪ Direct input by reporters and from external agencies, into the editorial system.

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- Transmission of journalism copy from remote location into the editorial system.
- On screen page make up.
- Electronic scanning and on screen editing of photographs and graphics.
- Development of in-house electronic libraries.
- Access to electronic information sources.
- Electronic publishing of specialized publications and some existing publication.

For each of these activities, today technology offers journalists a growing capacity to accomplish them with ever increasing efficiency. Such technology is becoming increasingly more powerful and more organization. Direct input and transmission of copy have been greatly enhanced by the availability of ISDN, a network of high capacity digital telephone lines. This has allowed high speed error free transfer of all sort information's across wide areas. Such information would include large quantities of text, photographic images and computer programs; all of which may be sent from one side of the globe to the other in minutes. Cellular phones and laptop computers have made around the clock availability of skilled personnel possible. The recent combination of both these electronic tools has allowed the ultimate mobile office to offer reportage direct from the scene of the news events, almost anywhere in the world [10]. Consider how information technology especially internet could change our expectations about what broadcasting and cable services should be. There is the potential to use the web as a secondary platform to capture viewers after they have left one medium (TV/Cable) to go to another (the web) and vice versa. Most television shows have special features on their websites that encourage fans to stay involved with the show. Digital communication has also proved a case to media person engaged with electronic media. Through this various types of information can send or receive. Electronic mail, instant messaging and picture/video messaging, digital voice communication, blogs and wikis, web conferences, multimedia and content sharing and Geo satellites, have changed the electronic media working and capacity. The world of electronic media was a much simpler place when dominated by traditional radio and television stations. Changes caused by the internet.

Now electronic media is complicated and the world of information technology. Information technology shapes our perception, distributes our pictures of the world to one another and constructs different forms of control over the cultural stories that shape our sense of who we are and our world. The instant we develop a new technology of communication talking drums, papyrus scrolls, books, telegraph, radios, televisions, computers, mobile phones. We at least partially reconstruct the self and its world, creating new opportunities for reflecting perception and social experience. Burnett, Robert and Marshall, David P; web theory.

Reports and editors use of internet to reach stories, find new sources receive press release and information, update breaking news, interview sources and engage in dialogue with readers has reached record levels and its all due to news information technology. A national survey in the US of media use showed a huge gain in audience use of internet from 1995 to 1999. While there was a decline of both local and network television news for newspapers which shows the great impact of information technology on electronic media audience.

N.Afaque Shamsi writes in his book "Media and information

technology" that the dramatic changes occurred in electronic media due to internet.

The impact of information technology and usage of this technology can be concluded in few lines.

- Due to the advancement information technology electronic media working more efficiently and fastly.
- Live coverage, latest news updates and on spot reporting becomes possible because of the advancement in information technology.
- Availability of electronic media is possible on different places, like cell phone and on computers through internet.
- Transmission of content is become easier due to information technology.
- Videos, photographs, audios and images of events are possible to make and to transmit from one place to another.
- Information being made available within seconds.
- Graphics and animated effects are in use through this technology and thus film industry has been improved.
- Working capacity of workers has been enhance through information technology in electronic media and media marketing has also been increased.

In short adoption of information technology has changed the electronic media working. It affects electronic media through technology advancement and its viewers. Through huge reach, timeliness factor, freshness factor and fantasy.

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