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Mcm304 (solution)

a) Your task is to analyze the role of Mass Media in addressing the grievances of the people of Baluchistan. (12)

There is no doubt in it that media has done a lot in the favor of Baluchistan they risked their lives and went into the critical and dangerous areas of Baluchistan just to find the truth and what they found were people who were asking for help and **media** took a stand for them and with them media focused on the good side of Baluchistan and showed the world that what it holds is not worth loosing and because of **media** the situation got under control in a certain way **media** helped local police and army also to find those who were responsible. Slowly and steadily **media** helped them overcome the fear by showing them that they are not alone. And there are things worth standing up for. Media highlighted the 'kill and dump' strategy adopted by the intelligence agencies and the paramilitary forces to counter the recent wave of insurgency which has done nothing but aggravated the whole situation Media also added that An effective solution to the missing persons issue and an immediate stop to the 'kill and dump' policy would be the first milestone towards confidence building amongst the people of Baluchistan.

According the History:

When Pakistan got independence in 1947, Khan of Kalat joined Pakistan in 1948 based on the condition that defense, foreign policy, finance and currency will be handled by Federal govt. In rest of the matter Baluchistan will be independent. It was accepted and they became part of Pakistan. In 1955 West Pakistan become one unit and Baluchistan merged in it. From here onwards the neglected time has started.

Baluchistan was neglected by media very badly. The people were suffering many difficulties. From that time till 2011, there were no major industry developed, not jobs created for the people. From that time till 2011, there were no major industry developed, not jobs created for the people. People were slowly becoming upset the way federal Government handles their matters.

Secondly the perpetrators of Human Rights violation shall be brought before law and justice on effective and immediate basis in order to reinstate the lost trust of a common man in institutions of state. In one newspaper media said proposed the solution by saying "The solution of the Baluchistan issue lies in dedicated political will and a pragmatic approach with both long and short term means to address the root causes of the insurgency and to gradually transform the conflict. Political dialogue with all the major stake holders of Baluchistan is imperative in order to resolve the issue. However a combination of different CBMs is a prerequisite to bring these stakeholders to table talks" and news channels further quoted "Habib Jalib"

As Habib Jalib has once said:

You are sowing love with bullets,
And washing country's face with blood,
While you are busy justifying the means...
I am sure that you are losing the end!

A journalist associated with a national as well as a foreign channel said that owners of media houses are not bothered about the protection of their workers at all. Their primary interest lies in exclusive stories, for which sometimes adventurous journalists risk their own lives.

Even in Quetta, mainstream journalists complained that the situation for journalists was quite formidable as their employers usually remained insensitive to their legitimate financial and security needs. But still media is working its level best to do what is right.

Here is the MASS MEDIA role started.

Media was not independent before. There was only PTV channel which were controlled by the federal Govt. Other part of Pakistan was not aware what level people are suffering there. Landlord system (Sardar) is another form of slavery in Baluchistan.

Media needs money and business and they see no interest to highlight these peoples issue. Here are the issue which media failed to highlight for the sake of rating and more viewership.

- 1) Poor living conditions of people.
 - 2) Lack of basic health facilities
 - 3) Availability of education is very less
 - 4) Baluchistan government did not get their share from federal government and media did not gave attention to this
- Foreign hands started to convince people to stand for their rights from Pakistan.
Many people's were killed and thrown on roads from unknown men's.
- 7) Government has not controlled over many areas
 - 8) People do not get high position jobs in Government or private sector
 - 9) Ration of the people working on higher post was very rare.

b) Considering the present situation in Baluchistan, what role media can play to further normalize the issues in Baluchistan? Discuss in Detail. (8)

In Baluchistan media has done good work but there is still a lot to be done media can provoke the leaders to come to table and talk instead of dividing everyone in to separate tribes and groups unite everyone and live in harmony they can keep doing what they do so the politicians and leaders feel pushed and stop destroying the whole province just for their own benefit because there are foreign conspiracies so media can do great role in bringing them to the point where they are alone powerless and the world will be against them and then they will do the right thing what needs to be done. Media can show the whole world that people of Baluchistan who want peace and harmony never wanted war or separate country there are the demands of their leaders only but the peoples only want to live in peace but somehow our government in some areas failed to maintain the peace or there were not enough resources to solve that problem but now the government is helping them by all means so they can freely trust the government and does not get deceived by cleaver leaders. Media need's to show that there were some lack or resources for a better life standard and government have those resources and they want to develop Baluchistan. As the Government took notice and asks for their issues.

The situation is becoming better.

Now following steps must be taken by media to show solidarity with them:

1. Highlight their issues so if Government fails to take action
2. Civil society will move forward.
3. Organize talk shows on TV Channels and highlight their issues.
4. Media house also has a social responsibility to contribute in the education and health sector.
5. If they are earning billions they should spend on its people welfare.

Offer scholarships for students.

6. Give them jobs in their organizations in the office of Baluchistan.
7. People of Baluchistan feel that they are our brothers and have the same life what we have.
8. Look for sponsors and charity organizations to create awareness among people. Media should project positive things happening in Baluchistan. Like Army is setting up schools in remote areas.
9. Many young students are recruited in army to give them better job opportunities.

Cadet College was set up in tribal areas.

10. Social and cultural programs to be highlighted so people feel secure and normal life return.

It will not only benefit Baluchistan people but also it will help to make better Pakistan. I will say Media should realize their national duty not to highlight negative things for the sake of business and ratings.