



The Role of Pakistani Media in Normalizing Conspiracy Theories: A Study of Communication Patterns and Audience Beliefs

Sara Anwar¹

¹Lecturer, Department of Communication & Media Studies, Minhaj University Lahore

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Corresponding Author:

Sara Anwar

Email:

saraanwar.mcom@mul.edu.pk

ABSTRACT

Now that the media has gone beyond the reach of the control of governments, the financiers, media organizations, and anchors are the ones who make heroes and antagonists, leaders and extremists. Pakistan, a developing country, which faces a lot of societal, fiscal, governmental, and safety issues, is as well not protected from the effects of the modern media. The Pakistani media is described to be open, candid and proactive nowadays as compared to the earlier days. Peer to peer news and discussions didn't exist then, so most rely on the news and commentary provided by the state television for independent sources. Perfect for the media would be a situation where it gives objective information and is not influenced by propaganda. The people deserve to be given an understandable explanation. The exaggerated role of media has empowered media anchors with a lot of power whereby through political debate and populism through media, they are influencing policy making and they also wish to become decision makers. Evidence is building saying that there are constant personal differences in the predisposition to believing in conspiracy theories; Persons who subscribe to one conspiracy theory may tend to believe the others too. However, instruments measuring beliefs about specific conspiracy theories can be tightly connected to certain time and place. With these constraints in mind, it has been suggested that it is imperative to assess the overall inclination to entertain conspiracy theories without such assessment relying upon the cultural familiarity of specific theories.



Introduction

With the internet and other media, everyone is now connected like residents in a global village. Currently, news, events, and information are free to pass across boundaries and remain uncensored. Such situations emerge quickly and reach all homes, always before any intervention by government. Media has had a major effect on society, economics, and politics. Our thoughts, beliefs, and perceptions are influenced by the information we get from media sources. This has

become a part of our daily experience, whether for those at the top or for all people involved in either minor or significant revolutions (Annoni et al., 2023).

Governments have historically employed the media as an instrument of propaganda to serve political and military objectives. The utilization of US media for politico-military purposes emerged prominently during the 1980s and 1990s. The portrayal of the Soviet Union as an 'Evil Empire', the story with Saddam Hussein and 'Weapons of Mass Destruction', and the processes of turning Osama Bin Laden from 'Freedom Fighter' into 'Terrorist' are mentioned worthy examples (Jakovljevic et al., 2020).

These days, financiers, media organizations, and anchors, not the government, dictate and determine public opinion, separating heroes from villains and leaders from terrorists. As a result, the media is now playing a more active role in shaping political decisions. Even so, leaders and government officials usually depend on the media to share and defend their opinions. The idea that a rise in the anti-government attitude will result in more business is regarded as a cornerstone of success. The phenomenon of exaggerated attention to media has been theoretical termed as "Mediatization" by Swedish scholar, Kent Asp in the year 1986 and later D.G Lillker in 2006 ("Teaching and Learning for the Future," 2019).

Pakistan is a developing nation facing different challenges with growing impacts from the media. The media in Pakistan is showing openness, honesty, and active involvement, compared to before. From what we see, a lot of social, financial, and political problems persist in the country. Throughout the years, Pakistani media has become a reliable source for examining the work of state institutions. Instead of offering just plans for the government, it now acts as the policy maker itself (Dwivedi et al., 2019).

Media in Pakistan

Under article 19 of the constitution of Pakistan it is stipulated that every citizen is entitled to freedom of speech and expression and the media freedom with reasonable restrictions to promote glory of Islam, integrity, security and defense of the country or areas thereof, or beneficial relations between it and foreign nations, good order and decency or morality in general or contempt of court, acts of crime As a result, the freedom of expression and speech is ingrained in the core of principles and ethos of the country's system of law (Ginsburg, 2020).

During the time of pre-Pakistan, there were not many newspapers representing Islamic viewpoints. Nawa-i-Waqat, a tilting publication in Urdu, was launched in 1940, and shortly after, in 1941, DAWN began to respond to hostile stories toward Muslims. Only some of the periodicals were transferred into Pakistan, including Pakistan Times, Zamindar, Civil and Military Gazette, The morning News, and Jang. Yet, most print media was owned by private businesses even though the government controlled them through legislation and advertising ("Building Trust and Reinforcing Democracy," 2022).

Regarding audio media in Pakistan, there are three radio stations found in Lahore, Peshawar, and Dhaka. New rail stations were built in Karachi, Quetta, and Rawalpindi. In 1964, television services started in Pakistan, sharing from Japan until arriving in Lahore. After that, TV stations were created in Karachi and Rawalpindi in 1967, and then Peshawar and Quetta followed in 1974. In 1974, there started developments for colored broadcasting. On the contrary, the authority over radio and TV was entirely in the hands of the government. Television channels in private hands were first introduced in 1989 with the emergence of the government's Shalimar (Watch, 2019).

The Recording Company began its broadcasting activities through the Shalimar Television Network (STN), which then let out its prime-time time slot to Network Television Marketing

(NTM). Additionally, in 1995-96, dish antennas were introduced, allowing people to watch TV from all over the world directly, without the government control present in normal programming. Yet, since most people were unaware and money was scarce, this sport was mostly enjoyed by those with high standing. Once Geo News broadcast its debut in August 2002, private channels finally became a reality in Pakistan (De Haas, 2021).

Current State of Media in Pakistan

For those relying on state-owned PTV, whose freedom was limited, magazines were the main source of unbiased opinions and news. Back in 1997, 4,455 newspapers and magazines in all languages had a combined circulation of 3,912,301 copies. As a result of private internet media, many media outlets and magazines have begun to disappear. In the year 2006 the number of newspapers and journals in all languages used was 1,464 and the number of copies on circulation was 8,208,874. However, the 2008 data release a total number of 1,199 publications (1,000 in English and 199 in Urdu). A very few numbers of journal have a circulation more than 100,000 such as Dawn, News, Nation, Jang, Nawa-i- Waqt, and Express. The number of daily periodicals stood at 324 in the year 2008, while the number of weekly publications stood at 292 in the same year, the number of monthly publications was also recorded at 502, fortnightly publications were 52 whereas biannual magazines were 28. From the total of 1199 Publications in the provincial level for all languages for the same year are as follows: Punjab – 422; Sindh – 276; NWFP – 48; Baluchistan – 453; 412 (Schillemans & Pierre, 2019).

In total, there are 7 million copies, consisting of 6,067,988 dailies, 484,282 weeklies, 584,215 monthlies, and around 7,500 every half-year. The majority of the media named above are owned by individuals, businesses, and trusts. The rise of private media made PTV change and upgrade its services. In 2006, the PTV network launched PTV-2 and PTV World. Currently, four TV networks are available. 1. PTV News covers news and current issues, 2. PTV Home is for entertainment, 3. PTV Global is available in the United States and Europe, and 4. PTV National sends out its broadcasts in Brohi, Pashto, Punjabi, and Sindhi. Nowadays, TV is available in over 38 million households, representing over 42 percent of city residents and 16 percent in the countryside. Today, Radio Pakistan maintains 69 stations along with 19 FM stations on assorted channels across the country. People throughout most of Pakistan can tune in to the radio, thanks to 12 million radios and 95 million listeners (Bhatnagar et al., 2019).

In 2008, private TV networks greatly increased from none to 70. A total of 28 foreign TV broadcast stations, comprising CNN, BBC, Sky News, Star World, HBO, and Cartoon Network, have permission to land in a particular region. TV programs made available by the Cable TV (CTV) network are now utilized by 8 million households in the 2,346 registered cable systems. More than 70-80 percent of city residents can watch CTV, and that service is used by approximately 40 million people. 108 FM radio stations are currently operating, after a total of 129 licenses were granted. These sectors consist of entertainment, educational organizations, and businesses (Wawrzyńczyk, 2020).

In 2008, PEMRA awarded licenses for IPTV support to PTCL and Sachal Satellite Communication. They are active at the moment. In 2009, the right to provide television services over Mobile TV, the Content Provision Service, was given to Mobilink (Egyptian) and Telenor (Norwegian). Thanks to the MMDS (Multi-channel Media Distribution and Data Service), wireless television channels can be shown to up to 70,000 to 80,000 viewers in five major cities. Lahore, Karachi, Islamabad, Okara, and Sahiwal are the five cities in the country. Here is how electronic media is currently doing in Pakistan: (Rahman et al., 2021).

Satellite Television Channels: 77

Foreign Television Channels: 28

FM Radio Stations: 109

MMDS 06, IPTV 02 and Mobile TV 02

There are many news agencies of which a lot are in the business and public sectors. The Associated Press of Pakistan (APP) however is a news agency established in 1947 but later was bought over by the Government of Pakistan in 1961. Later on, various agencies of news came up such as PPI (Pakistan Press International, 1968); UPA (United Press Agency, 1992); NNI (News Network International, 1992) and ONLINE News. All the news agencies, apart from APP, have their presence in the private sector (Dwivedi et al., 2023).

Role of Media in Pakistan

If possible, the media should be objective and free from any propaganda. It is meant to provide a detailed clarification for the people. Media is meant to inform and educate people about politics, both in the country and worldwide, along with the experiences that people have daily. Media sheds light on matters that affect society and drives both the government and the public to develop appropriate strategies for handling them. The media helps by ensuring individuals nationwide understand what the government is doing. By monitoring the news, the media keeps the government from crossing its boundaries. Nevertheless, since globalization, the role of the media has grown greatly. It must work towards promoting and protecting national interests, and share its views on world affairs. It is necessary to study how countries relate to each other and evaluate crucial issues related to global safety (Queloz & Bieber, 2021).

With the establishment of networks by major media companies, lots of print publication journalists also began working in television. Most reporters and journalists who work in today's electronic media began their careers after completing a bachelor's degree in mass communication, journalism, or international relations. Thus, the beginning of their news featured a variety of set rules. Because unqualified groups from the corporate world are active online, reputation, information, and accountability are becoming less reliable. For Chomsky, it is not surprising that what TV usually reflects is the interests and concerns of the companies, customers, and viewers who pay. The sentence makes it clear how the Pakistani media is currently being used. In Pakistan, the news media often prefers to sell ads by appealing to viewers with sensational stories (Jandrić et al., 2020).

Liberalization, in form of international and local investment, increased viewership and accessibility to technology can explain the rapid developments in the media industry. Therefore, the media sources receive funding from unnamed private benefactors, such as political groups, anti-government independents. After all is said, views expressed in media do not reflect those of public or even experts, but those who bankroll it. Media in Pakistan is strongly against the government; this is causing a volatile relationship between the two. Nowadays, media has resorted to deviancy as a way of making money with no regard to the effects on national stability and reputation (Pathak, 2021).

The exaggerated role of media has empowered media anchors with a lot of power whereby through political debate and populism through media, they are influencing policy making and they also wish to become decision makers. Live transmission and 'breaking news' are done without the presence of editors or government control; the news reported is given at real-time with a high impact on the populace. In addition, with the commercialization of media, the main audience for

the new media is neither government but corporate bodies that deal on consumer products. The media is a two-edged sword that works constructively as well as badly (Painter et al., 2023).

The media has immense power in terms of how presentation of content is controlled through artistic techniques and technology such as use of 'sound bites' that involves the use of presenting phrases out of context therefore compromising the credibility of reporting. Investigative reporting in print media is a way of shedding light on other versions of a given event or a story. This makes it possible for the media to take advantage of people, organizations, politicians, and officials. Despite everything, investigative journalism can uncover some cases of corruption within organizations. In particular, it is essential to highlight the Farh Dogar Case, where the Supreme Court's daughter was awarded more marks by the federal board to enroll in a medical course, and the rental power projects, which demonstrate how the government bought power plants at very high costs, putting pressure on power consumers (Roggeveen et al., 2020).

At the same time, the media provides valuable information and news to people; we watch the world happen live on TV. Due to its growing role, the media raises awareness among the public about various social and political issues, guaranteeing it informs them about their rights. It studies every aspect of the government's policies and actions, so it takes on the job of carefully monitoring them. In addition, today's media forms a well-developed field and provides key income streams. Investments equaling \$2.5 billion were made in the media industry by 2009. Revenues earned by print and electronic media, combined, reach \$2.5 billion (20 billion rupees) and advertising accounts for 40% to 60% of those profits. Back in 2007-08, advertisements on FM radio totaled \$17 million, but are expected to reach more than \$50 million by the year 2010. 5000 amateur artists are members of the organization (Miller et al., 2016).

On the other hand, due to cut-throat competition on who will be first to report, media often practice in sensationalism. they spread news without vetting them, they start discussions that create unrecognized anxieties and terror. At present, the topics and opinion of the people are shaped by prominent attachments like Dr, Shahid Masud (former Geo now ARY), Kamran Khan (Geo), Hamid Mir Geo, Javaid Chaudhry (Express), and Kashif abassi (ARY) who have debates, analysis and criticism on government policies. These anchors discuss and ponder enormously political issues in their prime time (8-10 pm) when most viewers pay attention to their TV-sets. Therefore, only 5-6 television anchors hijack public policy debate and often advocate for sensationalism by means of the wild hypotheses and faulty arguments (Lewis et al., 2022).

However, there are some which are more objective and constructive towards government policy, such as Najam Sethi (former Dunya News, currently Geo News), Talat Hussain (former AJJ News; currently Dawn News), and Moueed Pirzada (Dunya News). The high rate at which anchors get moved from one television channel to another also gives the public an illusion that it is not professional and is met with a great skepticism on their credibility (Ahmad, 2022).

Factors Contributing for Conspiracy Theory Normalization

Education and Training Institutions

The university started its first journalism program in 1941. The man behind the school, Professor P.P. Singh, earned his master's in journalism from Missouri State University. It seems that the traditional methods of journalism and training in both Pakistan and India were influenced by Professor Singh's ambitions and ideas. The Department of Journalism was created by the University of Karachi in 1955. In 1962, a certificate program for journalists became a full master's degree. There was no launch of any new journalism programs at universities for the next 20 years (Khan, 2022).

During the 1970s, Gomal University in Dera Ismail Khan and the Department of Mass Communication at Sindh University in Hyderabad were two universities in Pakistan that provided training for journalists. Four new departments were established in three different regions of Pakistan in the 1980s. Evening programs for diploma students were started in 1985 by the Department of Journalism and Mass Communication at the University of Peshawar, and in 1987 by Bahauddin Zakariya University (BZU), Multan. In 1988, Peshawar introduced a complete master's degree course and then in 1991, Multan also started offering it. Allama Iqbal Open University (AOU) in Islamabad (1986) and the University of Balochistan in Quetta (1987) were established in those years. Unlike other departments, AOU gives students the option to learn online as well as in the classroom. There are journalism departments in both Hazara University (NWFP) and Islamabad's National University of Modern Languages. Five universities in Pakistan have journalism programs: Peshawar, Lahore, D.I. Khan, Karachi, and BZU (Antoon, 2017).

The Journalists and Media Workers of Pakistan

Both the media format and where the journalist works have a strong influence on their daily life in Pakistan. In terms of their budgets, print journalists have a greater advantage over those in television. Television professionals dedicated to their work are likely to get a wage around 1,200 Euros (100,000 rupees) per month. Superstar newscasters and reporters are paid much more than cameramen and the average TV employee (Dwivedi et al., 2019b).

Newspapers pay journalists a low wage, and their contracts and payment times are often unclear. A newspaper reporter in Australia can expect to earn at least 120 euros per one thousand rupees. The salary range for an average employee in a larger company is between 15,000 and 20,000 rupees each month. Many English language national newspapers pay their staff high salaries. Mazhar Abbas says that in order to avoid paying higher wages, many media companies do not give contracts or letters of employment to 80% of their print journalists. Apparently, according to Abbas, Dawn hires journalists via a third party to avoid demonstrations due to wage disputes. One of the hardest newspapers to work for is a rural newspaper (Sunstein, 2023).

Abbas states that in the case of rural publications, the owners tell journalists that there is no payment; rather, they may find ways of generating revenue through the sale of advertisements. Many rural journalists have part-time jobs for a local publication or work as freelancers providing local news to bigger, metropolitan or national media. Besides the lack of finances, these journalists are also lacking the support for their safety concerns, legal matters and insurance. The training of journalists differs quite a lot. Some of the local journalism does not have a formal education or training. Many people switched their jobs from low paid ones like teachers. Those journalists who are proficient in the English language stand a higher chance of receiving a massive pay. Illustrated as beneficial for the print journalists, the employment in the urban aristocratic media is considered (Reid & Sanders, 2021).

Considering that these city-based media platforms have several columnists who regularly may be in varied backgrounds. Many columnists consist of retired military commanders, scholars and intellectuals most of whom are rich and are of the upper middle or upper class. They often have great influence and provide contextual information relevant to specific news coverage. Pakistani female journalists enjoy working within the uniquely different professional environments. In general, female journalists are not assigned to report about wars or political issues, but report regarding social and cultural areas. Most of the female reporters work for the major urban and national media, especially in electronic media ("Arab Media Systems," 2021).

Training of Journalists and Media Workers

According to Zaffar Abbas, the editor of Dawn, it is a great challenge to train Pakistani journalists. There seems to be a common, 'happy-go-lucky' approach in terms of methodology and very few journalists and media organizations will be interested in training. One of the reasons that lead to the problem is the fact that vocational education school training investment is not being recognized at the place of employment. The players of the industry have not recognized the need for training. There is a need however which is not realized. They need to be made to feel that there is a necessity in them. They only experience it as a consequence of events. None of the journalists at Dawn was trained in dangerous environment journalism. Several past events that had been crucial in causing the tragedies might have been avoided if they were trained. Journalists are underpaid and poor and are mostly interested in work-related security. Nevertheless, we can avoid half of the journalist injuries when they are trained. However, training might be the most important factor of war zone coverage (Peng et al., 2021).

A lack of training among journalists can be traced back to the challenges they face at work and the stance of media bosses. Experienced people often believe that working is more important than being trained. Radio Power 99's Najib Ahmed stated that media must train their own professionals. The skills of journalists are not satisfactory. Since I did not receive practical training at university, I have had to prepare radio reporters myself. He has arranged for his journalism students to complete internships at the German network Deutsche Welle. He states that continuing advancements in this field would help people and professionals understand and analyze world affairs (Douglas, 2021).

As a contributing factor to the problem, a majority of the journalists in Pakistan attend universities that mainly focus on theoretical learning rather than practical/technical skills and field work. The Department of Journalism at the University of Peshawar offers Program of study in master's degree which comprises of journalism, theoretical aspects, reporting, mass communication, and studies of current affairs. The internship programs include fieldwork in practice. However, due to the disparaging fundamental conditions of journalism within the area, the applied practices of the students in the course of fieldwork are insignificant (Ferri et al., 2020).

"With a view to the surrounding we operate; we need more practical experiences". Academic communication theories are significant; however, global support is needed to attain an all-round equilibrium of theory and practice. Specifically, to design training modules on media legislation, media administration, media during situations of conflict, and conflict-based reporting. Such aid may include teaching materials, human resources, trainer training, skills research materials, etc., according to Altaf Ullah Khan, an employee of one of the best departments of the nation for journalism and mass communication (Akyildiz et al., 2020).

In fact, Dr. Syed Abdul Siraj of the Department of Mass Communication at Allama Iqbal Open University Islamabad used the term "poor man's university" to describe it. 24,000 students enroll in the Bachelor of Arts distance learning option of the university each year. He said that most of the course focuses on reading and studying the Urdu language. If you take the Master's program, it is taught in English and accepts 500 students. In this department, students can earn a Ph.D., an M.Phil, or a two-month internship in electronic media. Experts are also developing a television curriculum (Örnebring & Karlsson, 2022).

Many universities offer low-quality study programs. Now that electronic media exists, it has really helped promote growth for journalism careers among graduate students. Only two universities, based in Islamabad and Rawalpindi, have sent me responses, and those areas are home to less than ten mass communication departments. Dr. Siraj states that a majority of their students

at Allama Iqbal Open University come from economically disadvantaged or lower-middle class households or rural areas. A student in the graduate program needs to pay a semester tuition of one thousand rupees. All students enrolled in the MA program are expected to pay 3000 Rupees each semester. Currently, the department earns 50 million PKR each year by training journalists, making it a profitable business (Unesco, 2021).

Audience Beliefs on Conspiracy Theory

It is in the present century that belief in conspiracy theories continues. It was in western nations that modern prominent conspiracy theories focused on several topics such as the people behind and the bystanders who were in on the attacks on the World Trade Centre in New York 9/11 the death of Princess Diana, Osama bin Laden, and the scientific support of climate change. The recent conspiracy theories are now added to the array of already established ones, such as alleged schemes surrounding John F. Kennedy's killing, hiding of extraterrestrial contact, origins of diseases like HIV (Uscinski, 2019).

Evidence is building saying that there are constant individual differences in the predisposition to believing in conspiracy theories; Persons who subscribe to one conspiracy theory may tend to believe the others too. This penchant also includes the beliefs in mutually exclusive conspiracy concepts and totally contrived conspiracy ideas. Therefore, those who claim that Princess Diana arranged her own death are also likely to believe that she was assassinated. Same are the supporters of the "real-world conspiracy theories" (such as the belief that the assassination suffered by John F. Kennedy was organized), who are more prone to believing in the conspiracy that was built around the success of the Red Bull energy drink – a deliberate conspiracy for a social psychology study (Rosenblum & Muirhead, 2020).

According to some researchers, acceptance of specific conspiracy theories mostly depends on individual differences of individuals' propensity to justify such beliefs, known as a general conspiracy mindset (Imhoff and Bruder, in press). This idea had first been formulated by Moscovici (1987) who interpreted the concept of conspiracy as assuming that people of any certain confession, party, or ethnicity are joined to each other by some unbreakable secret connection. An alliance such as this one is aimed at creating chaos in the society, distorting cultural ideals, aggravating crises, and promoting defeat among others. A conspiracy mindset is any tendency to endorse theories stipulating that major events in the society are a result of the conspiracy of evil people or groups of people, or, more generally, a proclivity to accept "general conspiracist beliefs". In most cases, such theories are in opposition with the conventional explanations and claim that such occurrences are actually the outcome of clandestine schemes masterminded by powerful groups. Variations in conspiracy mentality play a very significant role in the prejudice towards the dominant sociocultural entities (Imhoff and Bruder, in press). The impacts could be some intents to take political actions in opposition to the perceived conspiracy (Imhoff and Bruder, in the copy) or, if the conspiracy is felt to be overbearing, political disengagement. Furthermore, conspiracy beliefs have a critical impact on important health behaviors such as adhering to medication and immunization rates (Gawęda et al., 2021).

In the past years there were several initial attempts to measure individual differences in conspiracy mindset, quite commonly known as "conspiracist ideation" with the most well-known being Belief in Conspiracy Theories Inventory (BCTI) created by Swami and others. This consists of 15 items aimed at measuring the beliefs in specific conspiracy theories (e.g., "A powerful and secretive organization, which is known as the New World Order, is ganging up to secretly plan to govern the world using an autonomous world government, instead of sovereign nations", etc.) and has been applied to the UK and continental European population samples. This scale has reliability, which is

very high across its instances and correlates significantly with other characteristics of individual differences such as support for democratic values, political cynicism and unfavorable attitudes towards authority and low agreeableness (Sorensen, 2022).

However, instruments measuring beliefs about specific conspiracy theories can be tightly connected to certain time and place. With these constraints in mind, it has been suggested that it is imperative to assess the overall inclination to entertain conspiracy theories without such assessment relying upon the cultural familiarity of specific theories (Brotherton, French, & Pickering). (June in press) and does not depend on the knowledge about specific conspiracy theories that could be culture based. Within the New World Order, not every country is expected to recognize the BCTI item. Though two groups have put forward efforts to solve this problem, none of them focuses on whether the standards used are understood in every culture. Analyzing 75 questions, Brotherton et al. (in press) constructed the 15-item Generic Conspiracy Beliefs Scale. Scientists have found that most generic conspiracy theories usually focus on variables such as governments, aliens, controlling information, dangers to individuals, and plans for global evil. These aspects are also factored in when determining the final scale. Imhoff and Bruder created a 12-item scale, the Conspiracy Mentality Scale (in press), to examine conspiracy theories. This means that the system can exclude anything that implies a particular organization is involved in a hidden conspiracy. The researchers found that the instruments they developed show discriminant validity and convergent validity. These tools have never been used outside of the authors, and they have not been validated by any non-Western groups (Albarracin et al., 2021).

We claim that such actions are evidence of the scientific importance of developing valid, reliable and efficient tools for measuring general conspiracy beliefs. In this regard, we will present the Conspiracy Mentality Questionnaire (CMQ), a brief 5-item measure of general conspiracy beliefs, which all were administered in a large international sample (N = 7,766) from North America (US), West European (UK, Ireland, Germany), and Middle East (Turkey) cultures (see Study 1). The cross-cultural dimension has been mainly neglected by conspiracy theory research, although the exception is the research done by Swami et al. (2011) on the UK and Austria. Their environment and who they are influence one another, specifically in terms of their attitudes towards conspiracy theories. A number of research studies have found that groups from different countries tend to believe in conspiracy theories. Many African American and Latino American people believe in conspiracy theories that the HIV virus was originally created to target people of certain races. On a worldwide level, one could integrate such results with data on individual variations in belief in conspiracy theories. It is accepted globally that conspiracy theories have played a key role in talking about the Middle East war. It would be interesting to further examine the connection and relationship between what people are like and the issues faced by society. Our abilities can easily be expanded for future endeavors (Van Prooijen, 2018).

Future Perspectives of Media in Pakistan

Pakistan's strong future is backed by the surge in its media sector. Technologies like DTV are being used by both public and private media organizations today. Direct TV connects with customer homes through radio signals rather than with satellites. This method is used by the majority of nations on the planet. Digital TV was already being phased in by the company in December 2011. We could offer our product in more cities through Mobile TV, Internet TV, and MMDS. A number of well-known newspapers have created online channels and posted their print issues online. Receiving 30,000 copies for the first issue sheds light on how the Pakistani edition of Newsweek may do in the future. As per Rust et al., (2022) this is their eighth global local brand.

It is a remarkable feat for female journalists to advance in a place where improvements to education and the economy are rare. Those who worked as print journalists in the past are now active online. The rising presence of young women in the field is making the media more favorably viewed in the nation (Galjer & Lončar, 2019).

Here, a number of media companies, non-governmental institutions and the PTV, the state-owned media have introduced internal training programs for their professional and technical staff. PTV has an academy that provides professional and technical training with respect to different disciplines. A privately owned cultural group entitled Lok Virsa has also started operating. The huge growth recorded in the sector of the media has led more people to venture into the career (Acemoglu et al., 2019).

Conclusion

Although the growth of Pakistani media has risen and fallen over multiple years, the media boom at the beginning of this century offered both challenges and prospects. Although private electronic media has only been using for around eight years, it has significantly affected how politics work in America. The efforts of people and the country's government made a positive impact in overcoming the black laws, media controls, and reinstatement of Pakistan's highest justice. Still, the group is inexperienced and does not have the responsibility or experience needed. Still, its potential use offers a strong support for favorable social, economic, and political changes in the country. Those in print journalism, in comparison to others in broadcast media, earn the most. Many people believe in conspiracies in the current century. If a nation is not known for much improvement in education and wealth, it is remarkable to see female journalists advancing there.

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