

Effects of Downsizing in Media Industry on Journalist: Survey of Jung Media Group

Moeen Ahmad*

Abstract *Media industry in Pakistan is one of the fastest growing industry. It is taking its roots in the formulation of the public opinion and setting up the agenda for the nation. Despite of having severe crisis media industry continue to work for the ethical journalism. All political parties raise to power with the help of Media, whether it is Print, Electronic or Social media. They use this platform to build the goodwill of their party and gain the confidence in the form of vote. Media organization is the source of income for thousands of families but by cutting down the support from the Govt. media personnel are being fired and TV channels are being close due to lack of resources. This research is about finding out the effect of this crucial situation dealing with journalists who ultimately suffer because they have no other option in front of them.*

Key Words: Media, Digital Media, Technology, Social Media, Publications

Introduction

Downsizing of the media industry has put the question mark on the field of journalism. As indicated by free gauges, in under a half year, in excess of 1,000 writers in Pakistan have lost their positions because of this falsely made monetary smash in associations esteemed to be condemning of the legislature and the Pakistani military (Siddiqui, The investigative journal, 2019). But the question arises, is it only the financial crisis matters? Due to which all the media personnel has been fired. Due to innovation in the technology all the communication means has been upgraded and public's source of information has also shifted. People shows less interest in the electronic media because it is time consuming. They have to sit in front of TV and watch the advertisement while watching news or other programs. Social media is the platform which allows them to see their desired content at their comfort level. With no limitation of time and space. It is always available at their mobile phone on the electronic media web pages. The number of social media users in Pakistan is 37 million and is growing by 5.7% (Ali, 2019). Social media allows to see the popularity as well by the viewership instead of electronic media in which watch time has developed by sampling process which is less reliable. This shift in technology has also effect the downsizing in the media industry as less traditional experts are required in the new digital platform. Young and experts of computer and software developers and social media marketing team has replace other print and electronic media workers. Moreover, the media has become and industry and very few channels are based on journalism only and their source of income is only the advertisement they receive from govt. of other marketing agencies. Most of the media houses owners are industrialist with many more source of profits and they are less affected by these crisis. They can retain the employees but media houses has put pressure on the new govt.

Problem Statement

Pakistan has since quite a while ago experienced press oversight issues, which are deteriorating; it is positioned 142nd out of 180 nations in Reporters without Borders 2019 World Press Freedom Index, three spots lower than in 2018(Siddiqui, 2019)

*MPhil Scholars, SMCS, UMT Lahore, Punjab, Pakistan.

Pakistan media industry is facing severe issue of downsizing which is effecting on the working journalist now. They are associated with this profession quite long ago and have no other source of earning. That's why when they are fired or receive cut down in their wages it leads to psychological pressure as they have to meet up the monthly expenses as well. It is not only effecting their personal life but their spirit towards journalism is also effecting. The loyalty level with the organization has also questioned then. Previous research has demonstrated that organizational downsizing is associated with declines in organizational commitment (Wiesner, Vermeulen & Littler, 1999; Armstrong-Stassen, 1998). For managers, these issues can be toxic to the organization, particularly in terms of quality and quantity of work and turnover intentions. When newsroom investment diminishes, and layoff survivors are asked to absorb the additional workload, quality is likely to change. This research is specifically deals with the effect of downsizing on the journalist.

Background of Study

The legislature has cut its media spend by more than 70 percent and organizations by practically half, says a main promoting office proprietor (Jamal, 2018)

Fawad Chaudhry guaranteed the columnists that he would talk about their issues with Principal Information Officer and Secretary Information. The priest said media laborers were resource of the general public and the administration needed to get them out. He additionally requested that the fighting columnists give rundown of writers ended from employments by different media associations.

Different TV channels are facing the issue from the government of Pakistan since 2019. Government is not promoting the ads through media channels which is the main source of income for the media industry. Spokesman of All Pakistan Newspaper Society (APNS) and Pakistan Broadcast Publication (PBS) said federal and provincial govt. has to pay 8 billion rupees to media organizations (the news). Which promise was not fulfilled due to that issue media houses whom main reliability was the ads by the government has blocked and channels started to cut down their expenses. The main tool they adopt for it, start terminating the staff of having high salaries or terminating them without notice. Small budget channels could not bear this sudden pressure and close their transmission and sent all the staff members to home. Geo TV, the largest news channel in Pakistan. In mid-December, the group also closed down its evening newspapers including *Daily Awam*, *Daily News*, *Inqilab* and *Awaz*. The group also shelved its Faisalabad and Peshawar editions of the *Daily Jang*. The management cut down salaries by 10 to 20 percent. AAP News, Waqt News has stop their transmission and fired all of their staff members (Today, 2020) (Samiullah, 2018) Whereas Jaag TV has sale out their license to Gourmet and now become GNN (update, 2018) Express News and Hum News has dismissed their maximum staff and close down the bureau office of Faisalabad due to these crisis. It is not just the big names who have faced the music. As per reports, Dunya News has thus far fired 188 employees. They have cut off 4 Bureaus including Hyderabad, Sukkur and DI Khan. At Dawn News 8 bureaus have been shut and its overall hours have been cut from 600 to less than 500. Even the industry leader Geo has had to let go 100 people. (Khan, hipinakistan, 2018). Chiefly Dunya TV has chopped down the compensations of Moeed Pirzada, Mujeebur Rahman Shami, Wajahat Saeed Khan and Kamran Shahid by 35% (Khan, 2018).

In the history of Pakistan many media houses receive severe pressure in the past as well by the dictators as well by putting censorship on them but this kind of situation has even gone worst in which they are not only receiving pressure of freedom of speech but financial crisis as well

Objective of the Study

Purpose of this study is to observe the effected journalists by the downsizing in Pakistan. The pressure they carry of losing the job in this critical condition where every business is in trouble. Those with the high wages whom children are going to expensive schools and they have some particular expenses in regards to their families will be the cause of drastic change in their life style. How they can carry this pressure. What will be the future of the media industry workers? Is there any hope left for them? Are they able to rejoin? What impact it could have on the electronic media industry? As journalist's are now shifting towards digital media platform. Will electronic media lose its importance as print media lose after the emergence of electronic media?

Significance of the Study

This study will deal with the disaster of the media industry and find out the cause and effects of the media industry downfall. As Pakistan is now facing this critical situation for the first time on a mass level. For future reference, if new govt. took the charge of the country and adopted the policies same as now, then this study will help them to understand the issues faced by the journalists. They would be able to take all the precautionary measure and arrange some other options or platforms for jobless journalists. As thousands of jobless professionals people could be a big reason for defame the authorities. Moreover, media houses can realize the core issues of journalist they fired. Also they can observe the psychological pressure which is carried by the working journalists who are always in the fear of being terminated or cut down in the salaries. As this has serious effect on their working abilities, they will distract to the direction while in fear of being fired. As moral, commitment and motivation decreased as job insecurity rose Wiesner *et al.* (1999). Research has indicated that people build up a mental connection to an association that bonds people and the association (O'Reilly & Chatman, 1986).

It is obvious that to run an effective media house the loyalty and sincerity of journalist is mandatory. Even the transformation of media houses from electronic to digital platform will be beneficial when experts will be there. As the transformation from print to electronic media happens, those experts of newspapers gave significant boost and fame to electronic media when media houses retain them for print and electronic.

Literature Review

This part of research researcher will explain some major key concepts that will further define the study. Researcher will give the bird's eye view to the previous researches that has conducted in the past all over the world. This will allow us to understand the downsizing and its effects on different levels, for better understanding. The equilibrium in all the departments and staff is very important in order to keep things going on effectively.

Lewin's (1947) Organizational development theory says, after an association redesigns and cuts back, it "refreezes" to pre change comfort levels. The study of 2,159 newspaper layoff survivors indicates that, refreezing as of now would be tricky in light of the fact that it would bring about a news coverage of average quality, more centered around amount instead of value. Considering past research, the decrease of newsroom staff additionally adjusts the item qualities. The newspaper loose its circulation and revenue which was coming through advertisements. This study indicates that, employees experiencing a decline in trust, morale, satisfaction and commitment, newspapers are creating production-line journalism that is seen as void of purpose and function Friebel and Heinz (2012) there is an existence of strong media slant that against foreign owners. This study has reveal that the foreign firms that downsizes in Germany has been criticized heavily than domestic one. They have been criticized more negatively then domestic media. Newspapers report in a more negative route about cutting back outside than residential firms.

If we talked about survivor syndrome, it is the set of emotions and behavior's exhibited by employees who remain in the organization after the process of downsizing. Here is the research article which is dealing with it.

Wiesner and Vermeulen (1999) Issue of the survivor syndrome has been the core issue after downsizing in the media. Research is dealing with the downsizing effects in South African region as little data is available for that particular context. The database constitutes 421 South African organizations. Various articles on the "best" approaches to scale back an association, recommend that fumbled decreases in the hierarchical workforce can have generous negative results among the remaining. Downsizing on its own, can minimize or negate any productivity Grossman (1996), Kozlowski *et al.* (1993) and Hamilton (1996) all contend that a grieving period is essential after downsizing, in order for survivors to move forward and overcome feelings of guilt, and rebuild the spirit within the workforce for without this spirit the long-term regeneration and rebuilding of the organization cannot happen.

Theoretical Framework

Organizational theory recognize some cultural elements existed in an organization. These norms are deeply seeded in the members of particular organization which are Behavioral Norms Values and Patterns. The core values of organizational development theory are;

- Provide opportunities for individuals to function as individual human beings.
- Provide opportunities for an individual to develop his or her full potential.
- Seek an increase in the overall effectiveness of an organization.
- Provide an opportunity for individuals to influence the manner in which they relate to an organization.
- Create an environment in which individuals have challenging work.
- Treat each individual in an organization as having important, complex needs.

Kurt Lewin (1947) was one of the first to build up a model under the reason of hierarchical advancement hypothesis. His "unfreezing, change, refreezing" process depends on the idea that an association needs to plan for change, actualize change, and make acknowledgment of the adjustment so as to come back to pre-change comfort levels.

By following these values organization can win the confidence of their employees, confront problems within the organization and increase employ collaboration and cooperation to make them satisfy to perform their duties efficiently.

From 2019 with the reign of new PTI Government Pakistani media faces the worst ever scenario in the history, a fresh phase of bullying and intimidation was unleashed. The Govt. put ban on releasing the payments of billions of rupees to media owners. This situation puts the whole media industry in trouble and history's worst financial crisis (Ali U. , 2018)

This organizational development theory can helps a lot in the above mentioned situation if Govt. as well as media houses implement or consider about it. Govt. has different supportive hands, and media is one of them for smooth rule. As for PTI, media gave them sufficient coverage and this leads them to victory. As theory said, one should retain their allies or hands through which you made your operation successful and do not lose their loyalty but it did not happened. Same is with media houses, they do not care of their workers who gave them several successful years in term of profits and many other gains. But crisis arise and they fired maximum employees who can gave enough benefits in the future, but they lose their trust and loyalty.

Research Questions

- What are the psychological effects on the terminated employees?
- Do they still feel loyalty towards their organization?
- Can downsized staff leads to left the media field, and join some other profession?

Methodology

Based on the above mentioned aspects, the analysis of the effects downsizing in the Jung media group is need to be observed. Different methods can be used in order to conduct the research. In this research they Quantitative approach will be used, further survey method is being utilized in order to find the objectives of the research. Further there are different types in survey method. Researcher finds Questionnaire method quite useful to carry on the research.

There are different variables in this research. Downsizing is the independent variable and dissatisfaction of journalists, Quality of media content, loyalty for organizations and commitment are treating as dependent variables. All of these are at stake when downsizing has done in any part of the world as mentioned in literature review. Even worst cases, people who are at some authority died due to pressure in handling with the employee as happened in this research's organization. In late 2018 Jawad Nazeer, who was serving in as news and current undertakings chief at Geo TV kicked the bucket of cardiovascular breakdown. His associates accepted that he was feeling the squeeze due to his own troublesome work conditions and those of his partners.

Survey Method

To carry the research and dig out the findings survey method will be used. On a very basic level, a study is a technique for social occasion data from an example of individuals, customarily with the expectation of summing up the outcomes to a bigger populace. Reviews give a basic wellspring of information and bits of knowledge for about everybody occupied with the data economy, from organizations and the media to government and

scholastics. Survey method further has different directions from which Questionnaire is being used by the researcher.

Questionnaire

This is the main tool of collecting data in survey method. It is the set of standard questions, which is normally called "Item" followed by fixed scheme to gather about one or more topics.

In this research a set of 20 questions are generated in order to examine the effect of downsizing in the media in the journalist's point of view. Their feeling about organization, organizational commitment, mental dissatisfaction, morale, and their intentions about media industry and whether they will continue with their media job or choose some other profession. In the research targeted organization is Jung media group. All the workers of Lahore, who are fired by the organization from the beginning of new Govt. will be the respondents. All the journalists are invited to take part in this research voluntarily and their response and identity will be confidential. This survey in form of questionnaire will be available for a month. They open ended questions will be given to the respondents to give them the opportunity to describe their state of mind in ease.

For this study, the perceived organizational trust scale developed by Ashford, Lee and Bobko (1989) was used. The five-question measurement will ask our targeted respondents to answer on a five-point like (1 = strongly disagree; 5 = strongly agree) to statements such as "I trust this organization to look out for my best interests" and "I believe in top management of this organization." The questions will be open ended and respondent can choose freely which will describe his intentions about Jung media group and his own decisions very easily.

Population

All the media personnel who are fired from the news channels or from print media are the population of this research. In the history of Pakistan this happens for the very first time that huge no of journalist are being target by the Government policy. Journalist of AAP & Indus News, Neo TV, Waqt News, Capital TV, Express News bureau journalist, Dunya News anchors and others who are fired from their organizations are the main source & inspiration of conducting this research for the first time in Pakistan. This will allow the future TV channels and Govt. to understand the consequences and misery of the working journalist and how Journalism effect by this act. So this kind of worst economic crisis on Media Industry can be dealt before time.

Sampling Technique

In this research probability sampling technique is being used in order to achieve the results in more appropriate way as it will allow to choose the respondents randomly. In probability sampling its further term Random Sampling will leads the research towards the results. As audience is Jung group journalists in the Lahore region this techniques will allow the researcher to conduct the survey easily by getting in touch with them. There are 37 respondents in the Survey who participate in the survey.

Statistical Tool

In order to get the results from the questionnaire's results. The percentage method will allow the researcher to achieve the research question and will confirm how the fired journalists actually feel about the media industry and to what extent their loyalty with the organization exists. The positive and negative mentality of most of fired workers will be showed towards the economic policies of new Govt.

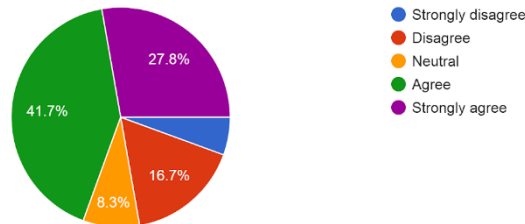
Data Collection Procedures

In this part of the research the researcher will analyze the correlation between effects of Downsizing in the media industry on journalists as per the research questions. 37 respondents have contributed in the research. Majority of the journalists are in the field of media from 1-5 years

When asked that recent downsizing in the media industry in Pakistan threatens the future of new journalists as well as who are associated with this field more than a decade. As shown in the image 42.9% of journalists respond Agree on this question, 28.6% respondent strongly agree with the statement. 14.3% disagree on it, 8.6%

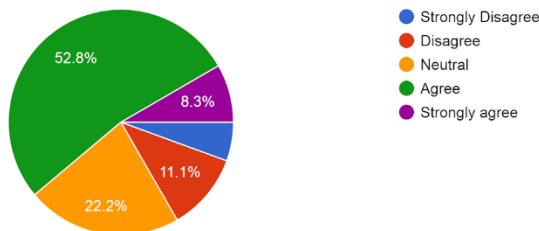
stay neutral on this stance while few journalists strongly disagree on the question. Looking upon the results it is clear that downsizing which has never been so crucial in the history of Journalism is a severe threat to the future of Journalist and the media industry. While others who stay neutral or disagree with the statement are those according to research who are still enjoying the luxurious from their companies or they have strong background and they have nothing to do with media in term of financial issues.

Recent Downsizing of media industry threatens the future of Journalist?
36 responses



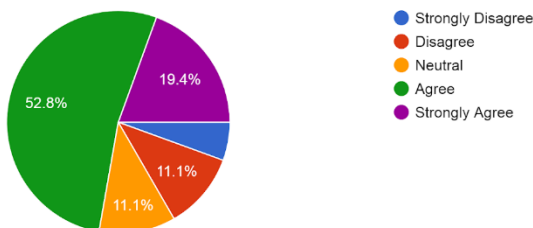
When asked about the interest level of new journalists in the media industry who are working in the field from 1-5 years (which is the majority of respondents) who are passionate to become the popular journalists. The response of 52.8% respondents agree on the statement, 8.3% of population click on strongly agree while 22.2% stays neutral on it. 11.1% journalists disagree with the statement.

The interest in the media field of working journalist has faced a severe downfall.
36 responses



As the invasion of investors and capitalist happened in the media it became an industry. When ask our respondents about their satisfaction level from Media owners 52.8% says they are dissatisfied psychologically form the behavior while 19.4% population strongly agree from the statement. 11.1% stays neutral and 11.1% disagree with that question. As shown in the below figure.

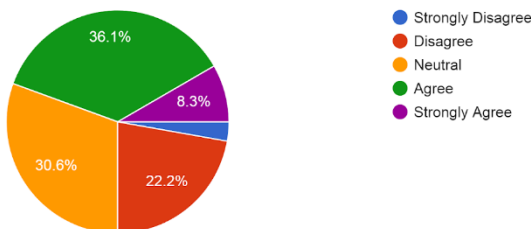
Psychologically journalists are dissatisfied with the behavior of the Print and Electronic Media owners
36 responses



Questions associated with those journalists who did not became victim of downsizing directly but face cut down in their salaries or stays in danger zone response was surprisingly different. Only 36.1% of respondents agree to be loyal with their organization and 8.3% click on strongly agree, while 30.6% of population stays neutral on it. 22.2% disagree with the statement and show loyalty for the company.

Does Journalists associated with their media houses still have loyalties towards the company?

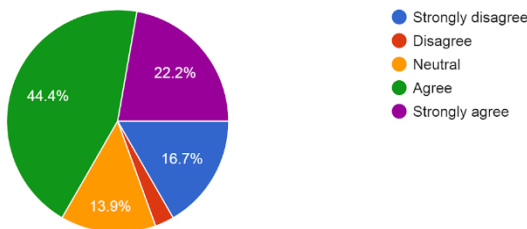
36 responses



As the mode of working in the media changes 2 decades ago from Print to Electronic. Now the same situation is happening again digital media taking its roots in the field of media. When asked about this factor 44.4% of respondents said they should improve their abilities in the digital media rather than electronic. 22.2% population strongly agree on this aspect 13.9% stays neutral while 16.7% population strongly disagree and support the electronic media.

Is it wise for new journalists to keep improving their abilities in digital media rather than electronic?

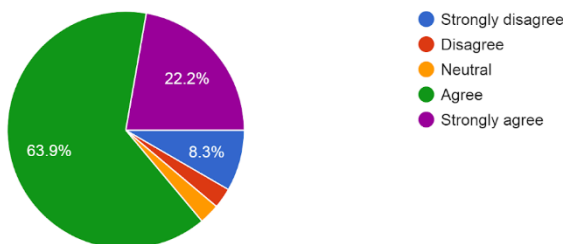
36 responses



Digital media is being popular among the youth and most of the hot issues and news come from digital platform then electronic and print media capture the story. Question was about the popularity of digital media among others source of communication 55.6% population agree on it that digital media is more popular than any other medium. 22.2% stays neutral on it while 11.1% strongly agree and disagree on this stance.

Does Digital media effect the popularity and worth of Electronic and print media

36 responses



Discussion

Media being the 4th pillar of the state is very important and key element in the stability of the country's prosperity. Country can grow if their media personnel are more vigilant and have full support of the govt. and their organizations. In the past many years media has been strictly followed the instruction of the ruling elite. They face martial laws and censorships which stop them to work independently. Meanwhile different countries have established proper SOP's for media industry as they know the worth of it. Media has been used as strong tool of propagation in term of state's own interests and all the houses are open for it. In Second World War on

the border of Germany, French soldiers and villagers near the border has been misguided by the radio news that Nazi armies have taken over the most area of France. In this way moral of the soldiers were low down and Germans wins the situation.

Even now a days propaganda and different other elements are being used in media industry to overcome the mind of public and mold them as per their will. Information is being controlled and used to get the benefits. Different countries put ban on different things which goes against them such as Kingdom of Saudi Arabia and North Korea but, the media industry is still there and grooming. State adopt clear policies for them and take them with the honor.

Pakistan has been victim of confusion in term of its policies for media industry. Dictators don't want to spread information against them so they put restrictions and politicians want to have the sympathies of public and they utilized the media and here biased attitude of media has started. Though media is always on one side of the story but being a puppet of some ruling elite or specific party damage the real spirit of Journalism. Meanwhile when media became independent in the beginning of 21st century private sector jumped into it. Capitalist and investors made their media houses and had great influence of the population slowly. As we know what is appear on the screen has great impact on the audience, this formula was successfully implemented by the private channels and they capture audience. After Parvez Musharraf, political parties experienced that without the use of media they can neither have the confidence of audience nor mold their views. Now 4th pillar was for sale and bidding were started. Some channels support the ruling party while others join hands with opposition. They got ads of billions of rupees and much support in different other sectors.

Current scenario of the media industry is very critical. All the channels who supported the PTI and their election campaign are now suffering the historical crisis. They gave coverage to Imran Khan and all his allied and portray a soft image as well. Imran Kahn after becoming the Prime Minister of Pakistan has stop the ads given by the government and several media houses has crashed. Some are suffering with the financial crisis now. Salaries of the employees have been shortened. Head of departments are fired. In short no wise person is recommending to join the media industry especially Journalism

Role of Social media is playing very important role in defaming the electronic media. All the news, events, shows and debates are posted on Social Media where maximum audience can have access either on mobile phone or tablets. Popularity of electronic media can be judged in this way that Prime Minister had a meeting with social media famous personalities and requested to guide the people in different perspective. Social media has many benefits for the public rather than electronic media. There was a time when print media was a very powerful tool of mass communication. When electronic media has took charge several people stay with their stereotype of Print media. Those who realize the need of time and acknowledge themselves with electronic media are now popular and in good condition. Same is the case with digital media, which is now taking over the electronic media. Those who understand the need of time will be in soft hands in future. Govt. is also paying more attention to promote digital media. One of the main reason is they are on their own in terms of earning. More reliable and interactive as compare to other media outlets.

Journalism being a sacred profession always demands to inform people and gave them right information. Collectively this will bring positive change in the society. This profession has less to do with the materialistic benefits. Now, with the invasion of investors in the field of media, it became an industry. The only purpose is to earn profit and fulfill their needs and secure themselves from the govt. by joining hands with them or being a pressure group. The real spirit of journalism has vanished.

Due to downsizing several employees who were associated with this field have lost their jobs and those who are still working suffering from either fear of dismissed or lower wages. On duty journalists had also less loyalty with the channel now as they are in fear. People lost their interest in media industry they are finding other source of income and professions. The industry is passing through its worst phase. Govt. of Pakistan should take necessary measures to regulate this issue and make clear policies for media. In future, there should be clear steps and precautions should be adopted in order to bring any industry down.

Conclusion

This research article is dealing with the psychological effects on journalists in the recent downsizing in the media industry. Those who are fired from the channels and those who are still working under pressure and are in fear

of being kicked out. The results have shown that majority of journalists have lost their interest in the media field. Their future are in danger and they are unable to run their household expenses with few exception. More than half of the majority have zero interest in the media they are keen either to focus of digital platform if they don't have any other thing to do or they changed their profession. 85% population agree on digital media supremacy over print and electronic and they supported the statement that everybody should learn the digital media skills in order to survive in the media or in field of journalism. Almost 40% of respondents have shown their loyalty towards company in this severe conditions while others are dissatisfied with the organization and the policies adopted by the govt. 58% respondents says that biased attitude if media houses leads them to their survival while 27.8% stays neutral and only 11% strongly disagree with it which shows that real spirit of journalism has almost vanished from the new journalists which are 80% from the respondents.

Limitations

Why the working journalists shows loyalty towards their organizations? Is this because of fear of being dismissed or any personal affiliation with them? What are the concerns of media owners? Are they really suffering from financial crisis despite of being businessmen and having big empire? Or it is the trick of putting pressure on the Govt. to resume the previous policies as it was going in past. What are the govt. motives in removing the financial aid to the channels? All these things are not covered in this research article. Anyone in future who is interested to carry in forward can have research one of them.

Recommendations

Govt. should appoint the relevant minister of information and technology or advisor who had enough experience of media industry and its concerns. They should take all the precautionary measure before implementing any of strict policies. The working class should not suffer in this way because whole industry collapse otherwise. Young talent should join media industry in order to break all the statues and bring revolution. In current scenario no one is willing to join and nobody will give suggestion to adopt journalism as a profession. Govt. should careful in introducing any policy and have suggestions from the experts.

Journalists should not confined themselves to the journalism only, there can be crisis anytime they should familiar and learn new technologies and move forward. Young talent having exposure with new innovations replaces the old journalist and gap has created between them. Organizations should have sessions with experienced staff and make them learn the new techniques. In case of any crisis they at least should have an ability to work on their own. Digital media has biggest opportunity and source of earning, everybody should learn the techniques and tools of it. It has wider range then specific TV one can deliver message around the globe in a cheap way. Media owners have to work collectively in order to survive after Govt. Real spirit of journalism has to introduce in the media houses stop being biased and work for betterment of country. In this way no one can harm its reputation. Every govt. will respect them and never thought to use them as they are on right path.

References

- Ali, S. A. (2019, December 1). Balochistan Express. B Express: <https://www.bexpress.com.pk/2019/12/the-effects-of-social-media-and-youth-in-pakistan/>
- Ali, U. (2018, 12 20). cjr.org. Columbia Journalism Review: <https://www.cjr.org/analysis/journalism-pakistan.php>
- Jamal, N. (2018, November 19). dawnnews. Dawn: <https://www.dawn.com/news/1446393>
- Khan, A. (2018, November 11). hipinpakistan. HIP: <https://www.hipinpakistan.com/news/1156077>
- Khan, A. (2018, November 11). hipinpakistan. HIP: <https://www.hipinpakistan.com/news/1156077>
- Samiullah. (2018, October 30). U News TV. unewstv.com: <http://www.unewstv.com/139101/breaking-news-waqt-news-channel-completely-shutdown-in-pakistan>
- Siddiqui, T. (2019, January 29). The investigative journal. The investigative journal: <https://investigativejournal.org/systematic-silencing-of-pakistani-journalists/>
- Siddiqui, T. (2019, July 12). investigativejournal.org. The Investigative Journal: <https://investigativejournal.org/khans-pakistan-three-tv-stations-shutdown-in-renewed-media-clampdown/>
- Today, P. (2020, April 11). Pakistan Today: <https://www.pakistantoday.com.pk/2020/04/11/realtor-malik-riaz-shuts-aap-news-channel/>
- update, P. M. (2018, August 1). Retrieved from Pakistan Media updates: <https://pakistanmediaupdates.com/jaag-tv-will-re-launched-gnn-14th-august-9149.html>