

Abstract

Electronic media has been the most significant platform for raising political awareness, sharing ideas, influencing public opinion and enhancing national cohesion. The influence of electronic media in Pakistan is unquestioned. Electronic media is one of the most important means of communication. Electronic media has gained more popularity in today's world. Each sphere of the world is affected by it. Because of the technological or information revolution, the World has become a global village in which information from one part of the world transfers to another in seconds. Pakistani media carries a greater responsibility than other media in the world in today's global world because Pakistan needs to change its national solvency. Public opinions are shaped by the media, which also has a greater impact on the perceptions of Pakistani people of politics, society and culture. Electronic media greatly contributes to the development of public knowledge but is unable to produce such behaviours that help to resolve national and political issues of the country. The state has always controlled the media in Pakistan. In a short period, Pakistani media faced tremendous growth. Still, its reputation has been violated because of its inability to understand and comprehend the situations and facts as it has more inclination towards crispy issues rather than focusing on actual issues of society and facts. Liberal media policies are necessary as an incentive for national homogeneity and unity because the media is essential in fostering national integration and unity. National unity is referred to as national integration. It expresses the sense of shared identity or unity that people have as citizens of a particular nation. National integration strengthens the basis of nationhood to protect the country from internal and external threats. The use of electronic media can help to advance national integration. It is important to recognize that the media reflects the values and norms of society. It can play a positive role in correcting national values and enhancing national integration. This research work is about the role of electronic media in the National integration of Pakistan as from the beginning Pakistan has been facing issues of integration because of a diverse and pluralistic society.

Key Words: Electronic media, National integration, Communication, Pakistan, National unity,