

E-JOURNALISM IN PAKISTAN

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ABSTRACT

Before entrance in new millennium an unbelievable change has taken place in the field of technology i.e. information technology and this is now known as information and communication technology. And presently around the world are starting to realize that the power of information technology can help them escape poverty.

In view of new concept of integration of new technology in our daily life we are trying to help out people through enhance their skills and capacities in the field of information and communication technology.

During early 90s very few Pakistanis were aware about the information technology but now every one use it in their daily lives. In this information and communication technology no one can survive with out the usage of IT.

In this new age of information technology every organization use IT.

Tele banking, ATMs and online banking are becoming increasingly popular in the country. With the increase in customers at banks, such facilities improve the quality of services and provides to the clients. Big shopping malls have CCTV cameras, from which crimes are increased. In media organization use of IT is necessary .now in the field of journalism new style of journalism is introduced called, cyber journalism, data base journalism, Internet journalism and gives much more names. The aim of this paper is to know about the new journalism, which is emerged with the advent of IT. In west this type of journalism is very popular but what status of e journalism in Pakistan prospects and problems to know the current position and future of it.

KEYWORDS: E journalism, Pakistan, Media.