

ADVANCED

M. Imtiaz Shahid

MASS COMMUNICATION (JOURNALISM)

Introducing New Trends

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Advanced
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COMMUNICATION (JOURNALISM):
Introducing New Trends
(Revised, Updated & Enlarged Edition)

M Imtiaz Shahid

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In Pakistan during the tragic event of Model Town in Lahore Restoration of Chief Justice Chaudhry Iftikhar Muhammad the role of media are still afresh in our minds.

Egypt's former President Hosni Mubarak witnessed first-hand the power of media convergence in the spring of 2011. Thousands of students and other citizens mobilized via social media such as Twitter, Facebook, and YouTube and mobile communication against his long-standing regime, ousting the dictator after weeks of well-organized protest.

What the world has come to know as the Arab Spring demonstrates not only the influence of media convergence but also the increasingly global nature of media in the digital age. Meanwhile, the continuing transformation of media into digital form has continued unabated. Digital distribution is now the dominant format for music, television, and radio, whether terrestrial, satellite, or Internet-delivered. Thanks to tablet devices such as the iPad, the