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STRENGTHENING DEMOCRACY AROUND THE GLOBE THROUGH PRIVATE ENTERPRISE



Business Policy Roundtable  
**ECONOMIC  
JOURNALISM IN  
PAKISTAN**

*September 14, 2006*

*Karachi*



# Need for better economic coverage

- Pakistan is one of the fastest growing economies of Asia with growth rate of 7%+
- Global emphasis on economic reforms
- Providing objective, accurate and timely information as well as critical analysis of economic trends and events is vital
- Demand for “economic journalists” who can interpret and report economic developments

# Current Economic Reporting Practices

- Current economic reporting is restricted to the reporting of events without providing sufficient background and analysis
- Use of business jargons and buzzwords often without explaining context & meanings
- Inability to develop public knowledge of “Economic Trends”
- Many business reporters lack the understanding of economic fundamentals
- Media in Pakistan have a strong urban bias and usually ignores rural issues and agriculture

# Stakeholders

- **Government**  
Authoritative sources of business and macro as well as micro-level economic data
- **Business enterprises, business associations**  
Users of such information and another source of relevant data
- **Academicians**  
Responsible to impart training in line with modern practices and conduct research
- **Media**  
To collate, analyze and disseminate information to their readers and viewers
- **General Public**  
End users and opinion formers

# SPECIFIC POLICY RECOMMENDATIONS



# Government

1. Provision of accurate economic information
2. Improved accessibility to information in a timely manner
3. Government should help media to develop better understanding and interpretation of economic data
4. Parliamentarians can play a major role in making available economic information to the public such as by relevant questions during question hour

# Academics

1. Academics should develop need-based training programs
2. They should lobby the government to provide transparent information
3. Academic institutions should carry out research to monitor the reporting standards
4. Academic institutions should share their research and findings with media and general public

# Media

1. Media should try to obtain credible information in a timely manner.
2. Media organizations should provide journalists with adequate research facilities to build their knowledge base.
3. Media should build skills to communicate economic information to wider audience.
4. Media should focus more to cover rural-based economic news.

# Business Enterprises & Trade Associations

1. Business enterprises / associations should make research-based valuable contributions to improve economic reporting
2. Business houses and associations should develop their capacities to work effectively with the media.
3. Trade associations should work with Mass Communication departments and media training institutions to train young journalist in economic and business journalism.

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**Thanks.**



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