

Effect of Media Routines on News Production: Exploring Journalists' Perception

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ABSTRACT

Aim of the Study: The media holds significant influence as a potent communication tool and carries certain responsibilities within a democratic society. The objectives of this study were to investigate and analyze the practices of journalists from various media organizations in Lahore and Faisalabad. The study aims to explore the diverse influences that impact the news production process. A primary focus of the research was to examine how media routines shape the construction of news stories, while also investigating other media influences that may manipulate the narratives.

Methodology: The study was grounded in theoretical frameworks proposed by Shoemaker and Reese, which explore the influences on media content. The population of this study consisted of 300 journalists employed in various national and local Newspapers, electronic, and social media. Convenience sampling techniques were employed, as they were deemed appropriate for gathering the specific type of data required from journalists, aligning with the nature of the research questionnaire. The data for the study was collected using a survey method from the research respondents.

Findings: The finding of the study indicates that the majority of the journalist expressed the belief that media routines play a crucial role in influencing news constructions. Furthermore, the study reveals that both media routines and other media influences are significant obstacles in the news-making process. These results highlight the perception of journalists regarding the impact of media routines and other influences on the production of news.

Conclusion: In conclusion, understanding and addressing these challenges are imperative for the sustainability of reliable journalism. The intricate interplay of external pressures, technological advancements, and internal dynamics necessitates ongoing dialogue and efforts to safeguard the principles of accuracy, impartiality, and public interest in the ever-evolving media landscape.

Keywords: Media Routines, News Production, Journalists' Perception.

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Introduction

Journalists and organizations produce news that are individual and organizational products respectively. Currently, freelance journalism is prevailing in media firms. The advanced technology used to spread messages through mass media was only supported by a few individuals who possessed the means to accomplish this. The Internet has profoundly transformed how news is produced and distributed. The capacity to operate autonomously and disseminate their messages is a skill that modern journalists possess. Although the bulk of journalists still work for news outlets that publish news.

The influence of technology cannot be ignored because we live in a digital world. A global village has emerged as a result of media development. Societies now communicate more often. Journalists provide news to the digital media machinery through a variety of communication routes. But media organizations and media personnel also face some pressures. They work very hard to maintain an objective attitude in their news-gathering and processing activities, yet they nonetheless deal with a lot of pressure and issues. Within and outside of the workplace, media practitioners experience stress, which is thought to have an impact on media content (Lawson-Borders, 2003). It is crucial to examine the content of these programmes given how much attention consumers give to television news. Which factors, both from within and outside, influenced the decision-making process in the News?

There are three main procedures that might affect how news is covered and what is included in it: agenda establishing, frame setting, and agenda cutting. Basically, what the agenda-setting process is focused on. There are many factors at play that affect the news agenda. Shoemaker and Reese presented their hierarchical model of influence to illustrate how factors from both inside and outside news organizations can affect media content at various scales, from individual to larger scale. The media is frequently held responsible by everyone. While liberals claim it is a conservative ally, traditionalists attempt to accuse it of disseminating negative news throughout society. There are grievances that the amount of sexuality, violence, and affection in media programming is unique. The general public thinks that media professionals are in charge of what is seen in the media. On the other hand, obstacles at work that come from both inside and outside the organisation are faced by media professionals, and this is seen to have an effect on media creation. Everyone wants to explore media habits and their effects since doing so is essential for helping the community build a shared language, but few academics have attempted to uncover the forces that control the media's content. The control of business and government, as it is often known, exerts some pressure on the media on a global scale. The role of the media is to update and instruct individuals who control and own it. Every news organization has a manager and employees who have media sway. Editors and business owners in the media put their views into practice (Shoemaker, and Reese, 1996).

The Idea of News Routines

As per Shoemaker and Reese (1996), news routines refer to "the customary, repetitive and regular procedures and formats employed by media professionals in carrying out their tasks. Shoemaker and Reese contend that these routines originated as a response to the constraints of news organizations' resources and the sheer volume of potential raw material available for news production. More specifically, technology, timelines, space, and convention govern routines (Reese, 2001). The objective of these procedures is to efficiently deliver the best acceptable product to the customer within time and space constraints. (Tuchman, 1972) who focused on the sociological aspects, is noted as one of the early pioneers in investigating the role of routines in the realm of journalism. He said relying on repetitive processes to "process information called news, a diminishing product produced every day," is a key component of news production. To further develop this idea (Tuchman, 1973) claimed that companies engage in routine work because doing so "facilitates the control of work (Cook and Coupey, 1998), in examinations of news organizations functions, diplomacy asserts that news routines consistently deliver similar news content over an extended period. Differing from the approach of Oliver and Maney (2000), and in a manner suggestive of Danzger's work from 1975, the study examines the newspaper's coverage

of community protests alongside with police reports of these events. This analysis revealed disparities in the coverage of police record, which could be attributed to what the authors terms “newspapers routines”. These routines involve a preference for stories featuring local leaders and conflicts that lead to the presence of counter-protestors. It is worth noting that these norms play a crucial role as they shape the social reality portrayed by the media. Organizational, operational, and other marginal aspects of the news industry encourage a perspective on events that fundamentally distorts them (Altheide, 1976). There are no inherently newsworthy events existing in isolation; rather events become significant as they are elevated to the status of “newsworthy” by source or media outlets. Understanding the processes involved in news production is essential if we are to understand what constitutes news (Molotch and Lester, 1974).

News Organization

In their examination of the attributes of news organizations, Shoemaker and Reese (1996) characterized media firms as societal, structures entities, typically driven by monetary motives, that engage broadcasters to generate media content. The majority of the time, these organizations’ primary objective is to produce profit, particularly by focusing on markets that appeal to marketers. The decisions made by journalists are influenced by economic pressures. The scope of the media outlet, participation in a network or media consortium, and ownership all are acknowledged to influence the material used and the routines applied in its production. The study of news construction encompasses three distinct methodologies (Schudson, 2002). The political economy approach posits a close interconnection between the state and the shaping of news. (Herman and Chomsky, 1988) put forth the idea that the media primarily generate news to align with government interests rather than individual ones. Another perspective, deeply rooted in sociology, endeavours to comprehend news production through the lens of organizational and professional theories. As noted by (Sigal, 1973), prominent news organizations commonly exhibit all the characteristics associated with bureaucratic structure.

News organizations employed a division of labour structured around geography and purpose, allowing for the differentiation between roles as reporters and editors. Within the category of reporters, two distinct types exist: General assignment reporters and subject matter reports. Tunstall (1971) also highlights the use of geographical organization within news organizations.

Media and Reality

There seem to be two perspectives on how realism and media interact. First, the media are the sole arbiters of events, and the other is that they actively influence realities. The initial perception of media is that it is only a conduit via which info is transmitted. According to this conception, the media paints a clear depiction of the globe. Another conception is that authenticity is capitalized. When incidents and individuals are rearranged to fit news or peak-time tales, veracity is inexorably distorted. Individuals can be assigned several labels, such as terrorist or liberation fighter. Certain elements are highlighted in media content above others. Moreover, Short selection can also be used to alter, skew, and blur photos. Depiction of any subject in a constructive or negative style is possible by employing various camera angles. The first idea is fully realized, and the second idea - how to deal with reality - is widely accepted. There are countless examples in our daily media exposures that support this idea.

Journalistic Autonomy

Journalists’ inclination to safeguard their work from potential manipulation or meddling is called autonomy and is seen as an essential principle of contemporary journalism (Deuze, 2005). The ability to report on and analyze issues for politicians and other influential actors in society is considered essential to journalism's democratic role (Luostarinen, 1996). The internal component emphasizes how journalists are able to make decisions within media organizations independent of management pressures and constraints (Reich and Hanitzsch, 2013). This article emphasizes the external dimension of autonomy and explore the tactics used by external parties to attempt to overcome the external limits of journalistic autonomy. The importance of autonomy in journalism can be questioned, and according to critics such as Schudson

(2005), too much autonomy can potentially undermine the democratic purpose of the profession. Journalism risks losing its relevance and democratic potential if it becomes too elite, exclusive, and cut off from the general public and society.

Research Questions

- Whether and to what extent do journalists face modern technological interventions and journalists' perception of the influence of different media routines on media content?
- What are the other media influences that create hurdles in the news-making process?
- What are the effects of the latest technology on media routines and the news production process?
- Whether and to what extent do deadlines affect their content?

Researchers' Arguments on News Routines

Shoemaker and Reese (1996), defined news routines as patterned behaviour used by media professionals to perform tasks. These routines respond to constraints like limited resources and vast raw materials. Guided by factors such as time, technology and conventions, their primary purpose is to efficiently produce news content that meets consumer expectations within time and space limits. Tuchman (1972) pioneered the examination of news routines, highlighting their crucial role in news production. Lester and Molch (1973,1974,1975) challenged the notion of objective news, emphasizing the active construction of news by media organizations. Eliasoph (1988) contested the universality of news routines, finding variations in an 'oppositional radio station.' Hansen et al. (1994,1998) explored the impact of electronic news libraries and team formation on news routines. Recent studies addressed conceptual shortcomings and specific aspect of news coverage, revealing differences attributable to routines. Bennett (1996) and Ryfe (2006) proposed that media routines adhere to organizational and professional norms, while sparrow (2006) acknowledged the need of adaptation without specifying their nature.

News Beat Concept

News organizations utilize "News Nets" to together raw material for news production, focusing on geographical regionalism, the organization's emphasis, and specific topics, as outlined by Tuchman (1978). The Beat System, deeply ingrained in journalistic practices, involves assigning reporters to specific organizations, creating a distinct operational domain outside of the newsroom, and integrating reporters into the social sphere of their beats, according to Fishman's (1980) influential observational study. Beats have historical legacies predating current reporters, assigned by editors or supervisors, signifying a journalist's integral membership in the social network defining their beat's situational and territorial aspects. Empirically, not employing the beat system was identifiable in late 1970s news coverage.

News Value Concept

Journalists acquire news values through a process akin to absorption, absorbing principles during their time in the newsroom (Evans & Gillan, 2000). Decision-making in newsrooms often relies on automatic instinct rather than extensive debates about story importance (Randall, 2000). The National Council for the Training of Journalists defines news as fresh, significant, distinctive, and potentially deviating from the usual (Hetherington, 1985). Watson and Hill (2015) emphasize that "news is people," acknowledging the role of subjectivity in news selection. Newsworthiness involves factors like novelty, infrequency, and stimulation (Randall, 2000), revealing subjectivity throughout journalism (McQuail, 2000). The examination of newsworthiness factors is crucial in bringing transparency to journalistic practices (Hall, 1973). Galtung and Ruge's study (1965) suggests that events easily understood and lacking multiple interpretations are more likely to be chosen as news. Media representations may reinforce stereotypes by simplifying complex social relationships (Ndlela, 2005). News values serve as tools to transform complex facts into coherent narratives, reinforcing established opinions and authority (Curran & Seaton, 2003). Events are subjective, defined by perceptions and interpretations (Staab, 1990). The reliance on lists of

news values assumes a singular objective reality, with the journalistic selection process being crucial (McQuail, 1994; Westerståhl & Johansson, 1994).

Approach and Research Design

In the study investigating the effect of media routines on news production and exploring journalists' perceptions, the researcher employed a survey methodology to assess the views of journalists. Through this approach, the researcher gathered data on the views and opinions of journalists regarding the subject matter.

Survey Methodology

The survey methodology employed in this study involves the creation of a questionnaire or survey instrument tailored to the research topic. This instrument comprises relevant questions planned to elicit data from the participants. It includes a combination of close-ended questions, offering predefined response options (Such as Multiple-Choice), and open-ended questions, that enable respondents to provide comprehensive qualitative answers. The survey was conducted through various means, including online surveys, and other communication channels, depending on logistical constraints and the preferences of the participating journalists. This methodology facilitates the collection of quantitative data, enabling a comprehensive analysis of the journalists' perceptions and insight.

Target Population

The survey incorporated journalists, who constitute the target population of this study. This sample includes individuals working in various roles within news production, such as reporters, Editors/sub-editors, correspondents, producers, and other media professionals involved in generating news content. By gathering data from this diverse group, the researcher aims to obtain a comprehensive understanding of their perceptions and experiences related to media routines and news production.

Sampling Techniques

To select participants for the survey, the researcher most likely utilized convenience sampling techniques. The convenient sampling technique was employed to select participants who were easily accessible and readily available for the study. This approach allows for convenience and efficiency in gathering data.

Study Site and Sample Size

For the survey, the researcher chose two major cities in Punjab, namely Lahore and Faisalabad. The data collection process involved gathering responses from a total of 300 participants who work in diverse media organizations, spanning print, electronic, and social media platforms. These participants held various roles including reporters, editors/sub-editors, correspondents, and producers. By selecting respondents from different backgrounds and locations, the study aimed to capture a wide range of perspectives and experiences within the media industry.

Data Analysis and Results

The major goal of this study is to explore the complex connections between media routines and the production of news. By closely examining the patterns, practices, and habits within media organizations, the study aims to uncover the profound impact these routines have on the content, presentation, and overall quality of news. Through meticulous analysis of newsroom routines, editorial processes, and decision-making mechanisms, the research seeks to reveal how these factors shape the news narrative and influence public opinion. The finding will provide valuable insights into the complex dynamics involved in news production processes, contributing to a deeper understanding of the role of media routines in shaping the information landscape. Ultimately, the research aims to foster critical thinking and encourage more informed consumption of news media.

Following the collection of samples from research participants, their responses were coded into numerical form. These coded values were then compiled in statistical software for data analysis. The outcomes were then portrayed in charts and graphs form, facilitating the interpretation of the data and enabling researchers to draw meaningful conclusions based on the analysis.

Demographic Conformation and Response Ratio

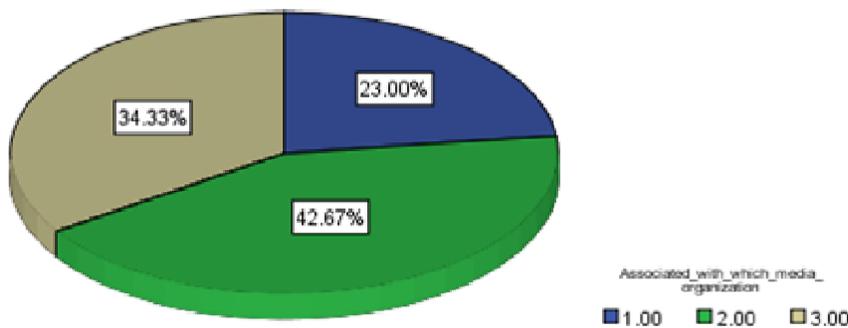
The study centers on individuals employed in print, electronic, and social media, such as reporters, editors/sub-editors, correspondents, and producers. The researcher obtained 300 responses from the target audience in Lahore and Faisalabad.

Association with which Media Organization?

To gather information about the respondents’ type of organization, the researcher provided 3 options: print media, electronic media, and social media, which were assigned the numerical values 1, 2, and 3 respectively.

The finding reveals Shown in Figure 1 that 23% of the respondents belong to the print media sector, 42.67% belong to the electronic media sector, and 34.33% were associated with social media. These results highlight the diverse representation of respondents across different media platforms.

Figure 1: Association with media organization



By capturing this distribution, the study provides insights into the prevalence and significance of print, electronic, and social media within the sampled population, contributing to a comprehensive understanding of the media landscape in which the research was conducted.

Deadlines Impacted on News Production

The investigator sought to explore the influence of deadlines on news production by surveying the respondents in her study. They were presented with five options ranging from “strongly agree” to “strongly disagree” to express their views on the matter. Each option was assigned a numerical value for analysis, namely 1, 2, 3, 4, and 5 respectively.

Table 1: Impact of Deadlines on News Productions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly Agree	85	28.3	28.3
	Agree	115	38.3	66.7
	Neutral	66	22.0	88.7
	Disagree	23	7.7	96.3
	Strongly Disagree	11	3.7	100.0
	Total	300	100.0	100.0

The results in Above Table 1 reveal that a significant proportion of participants, 28.3%, strongly agreed that deadlines had an impact on news production. 38.3% agreed with the statement, indicating a substantial agreement. 22% remained neutral, suggesting a more balanced perspective. A smaller percentage, 7.7, expressed disagreement with the statement, while a mere 3.7% strongly disagreed.

Editors as gatekeepers influence on Content and Representation

The researcher aimed to investigate the impact of editors as gatekeepers on content and representation in her study.

Table 2: *Editors as gatekeepers, influence content and representation*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	38	12.7	12.7	12.7
	Agree	155	51.7	51.7	64.3
	Neutral	77	25.7	25.7	90.0
	Disagree	17	5.7	5.7	95.7
	Strongly Disagree	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

To gather insights, respondents were surveyed and presented with a range of five options, spanning from “strongly agree” to “strongly disagree”. Numerical values, specifically 1, 2, 3, 4, and 5 were assigned to each option for analysis. According to findings presented in Table 2, a notable portion, specifically 12.7% strongly agreed with the statement, and a significant majority of 51.7% agreed with the statement. About a quarter 25.7% remained neutral, and 5.7% disagreed with the statement. While a mere 4.3% strongly disagreed. These results indicate varying perspectives among the respondents regarding the influence of editors as gatekeepers on content and representation.

Newspaper Management Shows Government Bias on Political Issues

The researcher set out to investigate the presence of government bias on political issues within newspaper management. The researcher provides a series of five options spanning from “strongly agree” to “strongly disagree” and assigns numerical values 1, 2, 3, 4, and 5 respectively. According to the findings presented in Table 3, 30% of respondents strongly agreed with the statement indicating the presence of government bias within newspaper management on political issues. Moreover, a significant majority of 44.33% agreed. Notably, 18.67% of the respondents remain neutral, implying a balanced stance. 4.67% disagrees while a mere 2.33% strongly disagreed with the statement.

Table 3: *Newspaper management shows government bias on political issues.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	90	30.0	30.0	30.0
	Agree	133	44.3	44.3	74.3
	Neutral	56	18.7	18.7	93.0
	Disagree	14	4.7	4.7	97.7
	Strongly Disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

The results highlight the existence of diverse perspectives among the respondents regarding the perceived government bias within newspaper management when it comes to political issues.

Journalists face pressure to cover significant events and avoid other Stories

The researcher embarked on an investigation to explore whether Journalists face pressure to cover significant events and avoid other Stories. Respondents were presented with a range of five options, from

“strongly agree” to “strongly disagree,” and each option was assigned a corresponding numerical value 1, 2, 3, 4, and 5 respectively for analysis.

Table 4: *Journalists face pressure to cover significant events and avoid other Stories.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	66	22.0	22.0	22.0
	Agree	108	36.0	36.0	58.0
	Neutral	61	20.3	20.3	78.3
	Disagree	39	13.0	13.0	91.3
	Strongly Disagree	26	8.7	8.7	100.0
	Total	300	100.0	100.0	

Results shown in Table 4 that 22% of respondents strongly agree with the statement that journalist faces pressure to cover significant events and avoid other stories, moreover, 36% expressed agreement, signifying a notable level of support. It is worth noting that 20.3% of respondents remained neutral, indicating a balanced viewpoint on the matter.

In contrast, 13% disagreed, while 8.7% strongly disagreed with the statement. These results highlight the range of perspectives among the respondents concerning the influence of human interest on journalists in news productions.

Journalist Personal Interest Impacts News Story Content and Presentation

In her study, the researcher sought to examine whether the personal interest of journalists affects the content and presentation of news stories. To gain insights, respondents were surveyed and provided with a set of five options, spanning from “strongly agree” to “strongly disagree”. For analytical purposes, numerical values, specifically 1, 2, 3, 4, and 5 were assigned to each option.

The presented Table 5 reveals that 38.7% of the respondents firmly agreed with the idea that the personal interest of journalists affects the content and presentation of news stories. Furthermore, 33.3% agreed, demonstrating a substantial level of support for this viewpoint.

Table 5: *Journalists’ personal interest impacts news story content and presentation.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	116	38.7	38.7	38.7
	Agree	100	33.3	33.3	72.0
	Neutral	38	12.7	12.7	84.7
	Disagree	27	9.0	9.0	93.7
	Strongly Disagree	19	6.3	6.3	100.0
	Total	300	100.0	100.0	

Notably, 12.7% of respondents maintained a neutral stance, indicating a balanced perspective on the matter. On the contrary, 9% disagreed, while 6.3% strongly disagreed with the statement. These findings underscore the diverse range of opinions held by the participants concerning the influence of Journalists’ personal interests impacts news story content and presentation.

Journalists’ Political Affiliation Impacts the News Process

As a part of a survey, the researcher included a question to investigate the potential impact of Journalists’ political affiliation on the news process. Respondents were surveyed and provided with a set of five options, spanning from “strongly agree” to “strongly disagree”.

Table 6: *Journalists' political affiliation impacts the news process.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	103	34.3	34.3	34.3
	Agree	102	34.0	34.0	68.3
	Neutral	50	16.7	16.7	85.0
	Disagree	31	10.3	10.3	95.3
	Strongly Disagree	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

For analytical purposes, numerical values, specifically 1, 2, 3, 4, and 5 were assigned to each option. According to the provided Table 6, it can be observed that 34.3% of the respondents strongly agreed with the notion that Journalists' political affiliation affects the news process. Furthermore, 34% agreed, demonstrating a substantial level of support for this viewpoint. It is important to note that, 16.7% of respondents maintained a neutral stance, indicating a balanced perspective on the matter. On the contrary, 10.3% disagreed, while 4.7% strongly disagreed with the statement. These findings emphasize the wide range of opinions held by the participants regarding the impact of Journalists' political affiliation on the news process.

Yellow Journalism Impacts News Content

The researcher embarked on an investigation to explore the effects of yellow journalism on news content. there were five options available to respondents, spanning from "strongly agree" to "strongly disagree," and each one was given a numerical value for analysis 1, 2, 3, 4, and 5 respectively.

Table 7: *Yellow journalism impacts news content.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	84	28.0	28.0	28.0
	Agree	86	28.7	28.7	56.7
	Neutral	105	35.0	35.0	91.7
	Disagree	18	6.0	6.0	97.7
	Strongly Disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

It can be seen from the above-presented table 7 that 28% of the respondents strongly agreed with the notion that yellow journalism affects news content. Furthermore, 28.7% indicated agreement, demonstrating a substantial level of support for this viewpoint. The fact that 35% of respondents maintained a neutral posture, reflects a fair assessment of the situation. On the contrary, 6% disagreed, while 2.3% strongly disagreed with the statement.

The results illustrate the significance of comprehending yellow journalism and how it affects news content, which may in return influence how news stories are put together. The participants' diverse point of view also highlights the complexity of this topic.

Discussion

The evolving landscape of journalism is marked by multifaceted challenges and dynamic influences that significantly impact the media's ability to fulfill its crucial role in shaping public opinion and disseminating accurate information. This discussion delves into key themes, including the pressures journalists face, the influence of external factors, technological interventions, and the persistent challenge of meeting tight deadlines.

Pressures on Journalists: The 24-hour news cycle has ushered in a relentless demand for content production, pressuring journalists to prioritize quantity over quality. This phenomenon may compromise

the depth of analysis and context essential for comprehensive news understanding. The perpetual need for fresh material can strain resources and hinder in-depth research or investigation into complex issues.

Corporate Influence on Media Content: Corporate interests pose another substantial challenge, as media organizations navigate the delicate balance between financial viability and journalistic integrity. The influence of advertisers and sponsors on editorial decisions can lead to biased reporting or the omission of critical stories. Journalists may grapple with aligning their work with the commercial agenda of their employers, potentially compromising their independence.

Impact of Online Misinformation and Social Media: The rise of social media platforms has altered the media landscape, presenting both opportunities and challenges. Journalists now contend with the rapid spread of online misinformation and must combat the erosion of trust in traditional news sources. Navigating through unverified information, fact-checking claims, and debunking falsehoods have become integral to maintaining journalistic credibility.

Media Influences on the News-Making Process: Beyond these challenges, various media influences further complicate the news-making process. The commercialization of media introduces profit motives that can sway editorial decisions, potentially prioritizing sensational content over critical news. Political and ideological biases, whether individual or institutional, shape reporting, affecting the selection of sources, framing of issues, and inclusion of alternative viewpoints.

External Pressures on Journalism: Powerful entities, including governments and corporations, exert influence on journalism through censorship, intimidation tactics, and legal threats. These external pressures can restrict journalists' ability to report freely, leading to challenges in accessing information or sources. Such influences undermine the independence and integrity of journalism, raising concerns about the role of media in democratic societies.

Technological Interventions: Technological advancements have revolutionized the news production process, enhancing news gathering, production, and dissemination. Real-time monitoring, social media engagement, and multimedia formats have accelerated the speed at which journalists operate. However, direct engagement with the audience introduces a delicate balance between meeting audience demands and preserving journalistic integrity.

Challenges of Meeting Deadlines: The pressure of deadlines is inherent in journalism, influencing the accuracy, depth of reporting, and overall quality of news content. Journalists working under tight time constraints may face challenges in thorough fact-checking and comprehensive context-building. This can lead to errors, incomplete information, or superficial coverage, affecting the reliability of news.

Challenges Encountered by the Researcher: The researcher faced obstacles in data collection, including journalist reluctance and concerns about information misuse. Practitioners in print media exhibited insecurity, and some questioned the researcher's authority. The low response rate and limited cooperation highlight the challenges in studying the perceptions of journalists, emphasizing the complexity of engaging with this professional community.

Conclusion

In conclusion, understanding and addressing these challenges are imperative for the sustainability of reliable journalism. The intricate interplay of external pressures, technological advancements, and internal dynamics necessitates ongoing dialogue and efforts to safeguard the principles of accuracy, impartiality, and public interest in the ever-evolving media landscape.

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