

**Gatekeeping in TV News Production: Analyzing the Factors Influencing the News**

**Production process in Pakistan**

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**Abstract**

*This study attempts to explore the factors that influence the news production process of TV news channels of Pakistan. Mix method approach was applied including both qualitative and quantitative methods. In-depth interviews and surveys of media workers including news producer, copywriter, assignment editor, reporter, and cameraman were conducted to get the information about the news production process and factors influencing it. Gatekeeping theory provided theoretical implications to the study. Thematic analysis of interviews identified four influencing factors: organizational policies, hectic media routines, gender discrimination and extra organizational factors. The results indicated that these factors were influencing the content of news production considerably. Factor analysis was also carried out to find out factors influencing news production. The findings revealed that the nature of the job also affects the news production process along with hectic media routines of workers, gender and organizational policies.*

**Keywords:** Gatekeeping, Factors, TV News Production

**Introduction**

Mass media was once considered as the reflection of reality (Xu, 2022; McQuail, 2022; Solik et al., 2017; Kamenova, 2014; Demsar, 2013), but the ground realities are different (Bachmann et al., 2022; Gitmez & Molavi, 2022). News production is not a simple act of visually documenting any pertinent event or occurrence (Emmanuel et al., 2022; Shultziner & Stukalin, 2021; Trappel & Tomaz, 2022); rather it is more or less regarded as a chain process involving a number of personnel at each stage (Watts et al., 2021; Garcia-Perdomo, 2021). The number of people involved in the news production process has different backgrounds, areas of interest, brought up, political affiliation, surrounding environment, and perceptions etc. (Ferrucci, 2020). They might agree at one point but there is always a difference of opinion when it comes to journalism (Hendrickx & Ranaivoson, 2021; Bonfadelli et al., 2021), whether it is broadcastmedia, print media or social media (Dwyer et al., 2021).

Human beings are curious by nature and this characteristic forms the basis for the evolution of the term ‘News’ something that is not known before (Trappel & Tomaz, 2021; Patterson, 1997). The news keeps Homo sapiens posted; people get to know about the recent trends happenings in politics, economics, agriculture, environment, fashion, culture, entertainment, gossip, business, trade, etc via news (Maxamatjonovich, 2021; Waldman, 2011; Chiang & Knight, 2008).

News holds an important place in the lives of every person walking on the face of the earth (David, 2022; Chen et al., 2022). For the news media to fulfill this function, an important prerequisite is that they provide people with the kind of information they need to be free and self-governing (Kovach & Rosenstiel, 2014). In contemporary high-choice media environments, the issue of media trust and its impact on people's media use has taken on new importance (Baranauskas, 2022; Scopelliti et al., 2021). At the same time, the extent to which people trust the news media and how much it matters for their use of different media types is unclear (Strömbäcket al., 2020). Many researches show lack of trust in news media (Kalogeropoulos et al., 2019; Mourão et al., 2018).

Media content produced at present is tilted and shaped (Entman, 2007): the slant of the news is in accordance with the journalists' own perceptions and personal experiences; the end content is not only dependent on the journalist or media personnel alone but it mirrors the policy of the news channel through which it has been broadcasted (Reese & Shoemaker, 2016; Reese, 2007). The

political as well as religious beliefs and attitudes of journalists are formed as a result of their backgrounds and personal experiences which impacts the production of news content (Tully et al., 2020; Varol & Uluturk, 2020; Watson, 2014). In the same way, professional orientations and role conceptions that journalists hold at least partly as a function of being socialized to their jobs, colleagues, etc. may also influence the content production of news channels (Riegert, 2021; Jamil, 2021) whether the communicators act as neutral transmitters of the story or actively give their opinion in developing the story.

In addition to diverse personalities, there are other factors as well that influence the overall sociological landscape of news production (Park et al., 2022; Kariel & Rosenvall, 1984). The situation is further aggravated by the mushroom growth of news channels in Pakistan (Mushtaq & Ali, 2022). There is not even a single local or national channel that pursues the same ideology or political statute. This diversity in news channels substantially affected the overall quality of news (Sarwar et al., 2020; Asif et al., 2019). Different TV channels treat similar events differently (Asif et al., 2019). The actual news has been somewhere mummified between diverse opinions and various other factors (Sarwar et al., 2021).

Throughout history the news has been influenced by the interferences from the political authorities and hierarchy both in the channel or press (Dobek-Ostrowska, 2002). It was evident from the news programs of the channels that the political manipulation was very slight but over the time political influence, advertising, commercial pressures, competition, and various other economic pressures (multinational companies, monopoly of business cooperation, etc.) became a serious matter of concern in Pakistan. This issue is also due the fact that now the news production has become a business (Croteau et al., 2006).

The rapid growth of news channels has put them in competition for TRP, which means they have to compromise on the quality of the content. In Pakistan, many people are unhappy and unsatisfied with the media. People accuse the media of concentrating on spicy and negative news expressing a liberal bias (Sharif & Medvecky, 2018). It is apt to say that now-a-days mass media do not simply emulate the events occurring in the surroundings. The TV channels are more interested in spicing up the content rather than being neutral (Kim & Grabe, 2022). The news related to political development in the country is a source of triggering anger in the masses rather than providing them the true facts.

This research study discusses the potential influences on mass media content production from factors that are intrinsic to the communication or media workers.

### **Statement of the problem**

In past few years, the Pakistani media industry has witnessed a boom of TV channels; the increase in the number of channels has also affected the sociology of the news production in general. The most important constituent in the whole news production process is the communicator or journalist who is shaping the news content into a visual form. This communicator or journalist in-turn is further subjected to various personal and professional aspects: media routines, socializations, beliefs, attitudes, etc. which directly or indirectly influence the content of the news channels. This study explores the extent to which these factors are manipulating and controlling the content of news production in the leading news channels of Pakistan.

### **Objectives of the Study**

The study aims to explore the following two main objectives:

- To determine the factors which influence and shape the news content in leading TV news channels of Lahore
- To investigate the factors which have more influence on news content.

### **Research Questions**

Based on the problem statement following research questions have been proposed:

- Q1: To what extent media routines are influencing the composition of television news?
- Q2: To what extent the gender of journalists affects the news content?
- Q3: To what extent the policy of the news channel influences the news content?
- Q4: Whether or not the extra organizational factors are influencing the content of production?

### **Hypotheses**

This study is an exploratory study so it does not have a primary hypothesis. The secondary hypotheses are as follows

**H1:** Media routines of journalists influences the composition of news content

**H2:** Gender discrimination existing in news channels affects news production

**H3:** Organizational policy of channel shapes the news content

**H4:** External Factors such as pressure groups, political parties, advertisers, etc influences the news production.

### **Literature Review**

The increasing competitiveness among different media organizations has encouraged commercialization and popularization of media content (Pandey, 2022; Luckyx & Paulussen, 2022; Whitten-Woodring & James, 2012). The economic and journalistic parameters are the major factors that affect contemporary media changes in Lithuania and other Baltic nations as well (Balcytiene and Kristina; 2009). The structural changes in Baltic political, social, economic, and technological sphere are directly affecting the media practices (Balcytiene; 2008). The commercialization and modification of news have resulted in monopoly and increasing control over people which on the other hand is a threat to democratic process and development of civil society (Glazunova, 2022; Fisher et al., 2022).

The public service television gave more airtime to public affairs and international news, and developed more knowledge in these areas as compared to the market model (Curran et al., 2009). Schiff and David (2006) provided quantitative evidence of ideological content influence and effects over the prominence of the story. The results indicated that the stories in the newspapers of two largest chains can be differentiated ideologically, but the top stories on average have no more ideological themes as compared to the minor stories (Schiff & David, 2006). Not to mention, the media possesses the potential of influencing and shaping public policy debates.

Any news is drawn from a set of available information which in turn influences human behavior (David, 2022; Chen et al., 2022). Media coverage shocks considerably impact the production of information (Scopelliti et al., 2021; Couttenier & Sophie, 2013). The function of the news media is to maintain democratization (Afsheen et al., 2022; Siddique & Rahman, 2019; Ahmed & Hussain, 2012) and to ensure freedom of speech. The liberal regulation, ongoing structural changes in the news market, and the weak trend of professional journalism has caused proliferation and market-oriented logic in Lithuania, Latvia, and Estonia.

Media routines the monotonous patterns, repeated practice and forms that media personnel use to do their jobs directly affect the media content that reaches the audience (Becker & Vlad, 2009; Shoemaker et al., 2009). Reporters or media workers are affiliated with certain organizations and professions; therefore, this occupational setting influences their decisions (Saltzis & Dickinson, 2008). Witschge and Nygren (2009) in their study *Journalism: A Profession Under Pressure?* disclosed that the technical and economic changes in the society are in fact disturbing the existing journalistic professional status, roles and practices. In addition, this change has also affected the professional control which previously existed (Witschge & Nygren, 2009).

The media plays a key role in shaping the preferences and beliefs of voters (David, 2022; Chen et al., 2022). Their political beliefs and preferences are systematically manipulated by the media i.e. media slant biased voters which in turn bring partiality in policy decisions ((Pan et al., 2022; Gilardi et al., 2022; Vigna & Kaplan, 2007). In many cases, the content of the news media has been coerced, persuaded, and even manipulated to follow the political views on international affairs (Gul et al., 2017).

The market competition is the main cause of deterioration of quality/objective journalism (Kim & Grabe, 2022). The journalistic values are towards maintaining the highest quality of news, but the owner is more inclined towards profit motive (Mavrouli & Fouska, 2022; Glazunova, 2022; Fisher et al., 2022). It has been indicated that the market competition seems to make a difference in the content of the news (Zaller, 1999). This scrutiny and close watch over the journalistic practices is affecting the media news content.

The societal, institutional, organizational, normative factors influence the symbolic world of media which in turn is connected to the content (Kariel & Rosenvall, 1984). Morris (2007) looked into the political consequences of media fragmentation and polarization of the U.S. television news audience. The results showed that the audiences of the news television are politically divided based on the content provided by these channels.

Gentzkow and Shaprio (2006) conducted research on *What Drives Media Slant?* by Collecting Evidence from U.S. Daily Newspapers and showed a significant slant of the news content

towards one’s own political ideology. Branton and Dunaway (2009) conducted research on Slanted Newspaper Coverage of Immigration: The Importance of Economics and Geography. The study identified the factors that resulted in the negatively slanted coverage of a specific policy issue; the study indicates bias in the news content and op-eds regarding immigration is due to newspaper ownership. Nonetheless, the biased supporters often see an objective and balanced press as slanting towards the other side of opinion (Peffey et al., 2001).

Literature review reveals that news content and news production are influenced by many factors. Hence, it is important to analyze these factors in the context of Pakistan.

**Theoretical Framework**

The Gatekeeping Theory lays out the theoretical implications for this study. “Simply put, gatekeeping is the process by which the billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day” (Shoemaker, 1991). Some factors such as background, gender, ethnicity and personal experiences shape the beliefs of communicator/gatekeeper who dictate the news production process. These beliefs further influence the professional role of a gatekeeper which has a great impact on media content (Shoemaker & Reese, 1991). Gatekeepers ask themselves “What do I like or dislike” (Shoemaker, 1996, p. 83). Centrally located gatekeepers’ newspaper publishers and television station managers hold considerable power to develop organizational policies that greatly influence the selection of news headlines on the first page of a newspaper and in the prime-time news bulletin (Shoemaker & Reese, 1991, p. 83). Not considering any event of being worthy to be reported shows that the gatekeepers feel that certain news events marking their presence in a news bulletin are insignificant (Lewin, 1943). Gatekeeping can also exhibit drawbacks when only the power-enriched people of society get to dictate this. The gatekeepers of Dawn News, GEO News, ARY News, SAMAA TV, DUNYA TV, EXPRESS News, AAJ News, and City 42 hold the decision-making power which makes them decide which informationshould be passed through the media gates and which one should be simply discarded!!

**Methodology**

In the first phase of descriptive-qualitative research, semi-structured in-depth interviews were taken from six media persons that helped in the construction of questionnaires for gathering quantitative data and thematic analysis of interviews. Based on those statements pertaining to factors influencing news production process, a questionnaire was prepared and pilot study was done with 5 media experts to avoid ambiguities. The 30 items in a final questionnaire were measured on a five-point Likert scale. In the second phase of this descriptive-quantitative research, respondents of Dawn News, GEO News, ARY News, SAMAA TV, DUNYA TV, EXPRESS News, AAJ News, City 42 were contacted. The researcher used the stratified sampling technique to collect the data. The representative sample of 155 people has been divided into five stratas on the basis of shared attributes: 1) Assignment editor; 2) Reporter; 3) Copy editor; 4) News producer; 5) Cameraman. Furthermore, news was taken as a dependent variable;

whereas, media routines, gender discrimination, organizational policies, and external influence were the independent variables that influenced the news.

**Conceptualisation and Operationalization**

<b>Factors</b>	<b>Conceptual Definition</b>	<b>Operational Definition</b>
Media Routines	The daily routine of the journalists working in any media organization	The number of hours spent perday in performing official duties by the media workers and number of assignments assigned to them daily
Gender Discrimination	Considering one gender to be inferior/superior over the other one	Preferring one gender on theother while assigning news tasks
Organizational Policies	It offers to the official policies of any organization underwhich it usually works	Biasness of a media organization in covering newscontent
Extra-organizational Factors	It refers to the influence ofinfluential people in society.	Political affiliation, pressure groups, state agenciesinterference and corporate interests of media organizations.

**Hypothesis Testing**

The hypotheses were tested using the description of the participants in terms of frequencies and percentages.

**H1: Media routines of journalists influence the composition of news content.**

The study participants approved that their media routines play an essential role in news production. The media content is affected as the routines of the media worker are hectic.

**Table I**

*Descriptive Analysis of Influence of Media Routines of Journalists on News Content*

Factor	Influence					Total(N)	Mean	Std
	Always	Often	Sometimes	Rarely	Never			
Job rather than journalism	32 (20.6%)	42 (27.1%)	69 (44.5%)	10 (6.5%)	2 (1.3%)	155 (100%)	2.23	.89
The nature of the job keeps Busy	14 (73.5%)	22 (14.2%)	17 (11.0%)	1 (0.6%)	1 (0.6%)	155 (100%)	1.44	.80
Less time to investigate News	31 (20.0%)	38 (24.5%)	60 (38.7%)	16 (10.3%)	10 (6.5%)	155 (100%)	2.45	1.11
Feel tired due to routine	29 (18.7%)	23 (14.8%)	73 (47.1%)	12 (7.7%)	18 (11.6%)	155 (100%)	2.46	1.2
Tiredness affects news Production	36 (23.2%)	25 (16.1%)	52 (33.5%)	21 (13.5%)	21 (13.5%)	155 (100%)	2.61	1.3
The quality of news is affected due to hectic routines.	17 (11.0%)	16 (10.35)	47 (30.3%)	30 (19.4%)	45 (29.0%)	155 (100%)	3.25	1.4
Difficulty in concentrating due to long working hours	10 (6.5%)	17 (11.0%)	54 (34.8%)	40 (25.8%)	34 (21.9%)	155 (100%)	3.21	1.3
"Be first to break the news" creates Pressure	45 (29.0%)	11 (7.1%)	46 (29.7%)	20 (12.95)	33 (21.3%)	155 (100%)	2.68	1.5
Lack of interest in the assignment	25 (16.1%)	25 (16.1%)	64 (41.3%)	25 (16.1%)	15 (10.3)	155 (100%)	2.62	1.2
Change of working shifts	16 (10.3%)	18 (11.6%)	57 (36.8%)	24 (15.5%)	40 (25.8%)	155 (100%)	3.10	1.4

Table I shows that 20.6% of the respondents think journalists are always doing jobs instead of performing the duties of journalists. 27.1 % of the respondents believe that journalists often do their jobs; whereas 44.5 % of journalists sometimes do their job and sometimes do journalism. 6.5 % of journalists say that they rarely do the job rather than doing journalism. Only 1.3 % of participants agree that they are fulfilling the responsibilities of a journalist instead of doing jobs. The above table also shows that 73.5% of journalists agree that the nature of their job keeps them always busy; whereas, 14.2% believe that it happens often. The majority of respondents, 38.7 %, believe that sometimes they have less time to investigate the news, whereas 20 % report that they always face a short time for news investigation. Similarly, 24.5 % often get less time for a similar purpose.

This table also indicates that most participants (47.1%) feel tired due to their routines, whereas 18.7 % are constantly tired due to their routines. Only 11.6 % of participants never feel tired due to their work routines. In this table, we summarize the results of the statement that the tiredness of journalists affects news production. 33.5 % of participants agree that news production is affected, sometimes, because of the tiredness of journalists, whereas 23.4 % think that it is always affected by tiredness. 30.3 % of the participants agree that the quality of news is affected due to the hectic routine of journalists, whereas 29 % of respondents say that hectic routine does not affect the quality of news. 34.8 % of the respondents sometimes have difficulty concentrating due to long working hours, whereas 11 % often experience so. A considerable percentage of respondents (21.3%) never had this issue in their work.

The above table indicates that most respondents are under pressure due to "being first to break the news." 29 % always feel like this whereas further 29.7 % sometimes experience it. At the same point 21.3 % respondents never get pressurized due to the phenomena. The news content is affected

due to lack of interest in news content. 41.3 % of respondents say that news content is compromised sometimes due to lack of interest in that assignment whereas 16.1 % believe it is always true. 9.7% believe that it never happens and journalists produce quality news content, regardless of their personal interest. The majority of respondents acknowledges the fact that change in the working shift affects news making. 10.3 % always, 11.6 % often and 36.8 % sometimes make it true. Interestingly 25.8 % of respondents have a contrary opinion.

**H2: Gender discrimination existing in news channels affects news production.**

The responses of respondents show that gender discrimination exists in media organizations and it also affects the news production process.

**Table II**

*Descriptive analysis of Influence of Gender Discrimination on News Content*

Factor	Influence f (%)					Total(N)	Mean	St.d
	Always	Often	Sometimes	Rarely	Never			
Gender Discrimination	21 (13.5%)	20 (12.9%)	47 (30.3%)	36 (23.2%)	31 (20.0%)	155 (100%)	3.05	1.36
Females are suitable for social events reporting	39 (25.2%)	23 (14.8%)	43 (27.7%)	20 (12.9%)	30 (19.4%)	155 (100%)	2.7	1.4
Female journalists perform better than males	11 (7.1%)	16 (10.3%)	50 (32.3%)	36 (23.2%)	42 (27.1%)	155 (100%)	3.31	1.3
Female journalists are assigned to soft duties	43 (27.2%)	39 (25.2%)	50 (32.3%)	10 (6.5%)	13 (8.4%)	155 (100%)	2.35	1.19
Female journalists Are not assigned with hard tasks	34 (11.0%)	30 (10.3%)	63 (30.3%)	13 (19.4%)	15 (29.0%)	155 (100%)	2.43	1.20
Females have more resources to get news	18 (11.6%)	20 (12.9%)	51 (32.9%)	35 (22.6%)	31 (20.0%)	155 (100%)	3.06	1.3
Male journalists perform long hour Duties	82 (52.9%)	13 (8.4%)	33 (21.3%)	13 (8.4%)	14 (9.0%)	155 (100%)	1.99	1.3
People are hesitant to share news with male journalists	13 (8.4%)	16 (10.3%)	67 (43.2%)	42 (27.1%)	17 (11.0%)	155 (100%)	2.89	1.2
Male journalists effectively cover crime and terrorism	105 (67.7%)	18 (11.6%)	16 (10.3%)	12 (7.7%)	4 (2.6%)	155 (100%)	1.67	1.11

The above table indicates that gender discrimination exists in media organizations. The majority of respondents responded that media organizations consider female and male journalists differently. According to 30.3 % respondents it happens sometimes, 13.5 % say it happens always and 12.9 % observe it often in their organizations. Table II, shows that females are considered more suitable for social events reporting. Female journalists have the ability to mingle at social gatherings and can cover social events more effectively. According to 25.2 % respondents it is always true for female journalists. 14.8 % of respondents feel that it happens often and 27.7% believe that it is true sometimes. The above table demonstrates that the performance of female journalists is better than male journalists. The above results show that on the whole the majority of respondents opposes this statement. Female and male journalists perform equally well. Female journalists are better in one area and male journalists in another. This is confirmed by the percentage of respondents (32.3%) who think that sometimes it happens that female journalists are better.

The table shows the results that female journalists are assigned to soft duties at work. The majority of respondents believe that organizations assign female journalists' soft duties. This is indicative of gender discrimination which exists in media organizations. Females are considered delicate and weak, so organizations keep them away from hard tasks. Instead of females, male journalists are doing hard assignments. Female journalists are more resourceful than male journalists for getting news. 11.6 % of respondents agree with this fact that female journalists get news more easily as they have more resources like contacts, favorable social attitudes of female journalists etc. whereas 20 % respondents think that it is not true. Female journalists are not that resourceful. Male journalists perform long hour duties. 52.9% of respondents think that male journalists always perform

long hour duties. 21.3 % of respondents report it happens sometimes. Noticeable point is that only 9% of respondents deny the statement.

The above table shows that people are hesitant in sharing the news with male journalists. 43.2 % of respondents state that sometimes male journalists face this issue that people are reluctant to share the news. Whereas 8.4% of the respondents believe that it always happens. This is a somewhat social issue that male journalists are considered as less empathetic and people do not share the news with male journalists. Male journalists are suitable for covering crime events and terrorism activities. Majority of respondents believe that males are more effective in covering such issues. This may be due to stereotypical roles of males and females in the society. Very small percentage (2.6 %) of respondents thinks that it never happens.

**H3: Organizational policy of channel shapes the news content**

The respondents' responses indicated that organizational policies are responsible for the news content. Media works have to comply with the organizational policies while choosing and preparing news content.

**Table III**

*Descriptive analysis of Influence of Organizational policy Factors on News Content*

Factor	Influence					Total(N)	Mean	St.d
	Always	Often	Sometimes	Rarely	Never			
Organizational Policy	13 (21.3%)	23 (14.8%)	76 (49.0%)	13 (8.4%)	10 (6.5%)	155 (100%)	2.30	1.0
Comply organizational policy for news production	89 (57.4%)	18 (11.6%)	31 (20.0%)	12 (7.7%)	5 (3.2%)	155 (100%)	1.77	1.0
Organizational Policy frames the angle of news	91 (58.7%)	18 (11.6%)	31 (20.0%)	9 (5.8%)	6 (3.9%)	155 (100%)	1.76	1.11
Overlook ethics of news due to organizational Policy	43 (27.7%)	14 (9.0%)	54 (34.8%)	21 (13.5%)	23 (1.8%)	155 (100%)	2.53	1.40
Internal organizational politics affects news production	18 (11.6%)	20 (12.9%)	51 (32.9%)	35 (22.6%)	31 (20.0%)	155 (100%)	2.53	1.41
Organizational policy encourages quantity than quality	34 (21.9%)	19 (12.3%)	60 (38.7%)	14 (9.0%)	28 (18.1%)	155 (100%)	2.63	1.3
Organizational Biasness promotes sectarian agenda	42 (27.1%)	17 (11.0%)	49 (31.6%)	24 (15.5%)	23 (14.8%)	155 (100%)	2.59	1.4

The table above shows that policies of media organizations affect objectivity of news. According to 49 % of respondents, sometimes they have to compromise the objectivity of news just because of organizational policy. 21.3 % of the respondents confirm the fact that news content is presented according to organizational policies. The above table indicates that journalists must comply with the organizational policy for news production. The majority of respondents (57.4%) always follow an organizational policy for news production. 11.6 % often comply, whereas 20 % sometimes stick with organizational policy. It clearly shows that journalists are not freely practicing journalism, but they have to consider organizational policy while making and selecting news content.

The table shows that organizational policy frames the angle of the news. Organizations highlight certain aspects of news for their own purposes and suppress other aspects deliberately. 58.7 % of the respondents reported that media organizations always define the angle of news. 11.6 % think often and 20 % say sometimes organizations frame news according to their own preferences. The table also shows that journalists overlook work ethics due to organizational policy. The majority of respondents, 34.8 % believe that due to organizational policy sometimes they overlook work ethics. 27.7 % responded that it always happens that journalists are complying with organizational policy and due to its overlook work ethics like the objectivity of news, the quality of news and lack of biasness etc.

This table indicates that sometimes (32.9%) internal politics of organizations affect news

production, whereas 11.6 % of respondents believed that the internal politics of the organization always affect news production. It happens because internal politics are responsible for favoritism instead of merit, biases towards political and religious forces. Thus, influencing the news production process. 20 % of the respondents reported that it does not make any difference. Table III shows that nowadays media organizations are more focused in producing the quantity of news than quality of news. 21.9% respondents responded that nowadays media organizations are busy in producing news in bulk regardless of quality of news. 38.7 % of respondents that it sometimes happens whereas 12.3 % say it happens often. 18.1% think it never happens. The table elaborates on the fact that organizational biases promote a certain agenda. The majority of the respondents agree with the statement. 27.1 % of respondents are always experiencing it, whereas 31.6 sometimes find it existing. Only 14.8 % of respondents report that organizations are not biased.

**H4: External Factors such as pressure groups, political parties, advertisers, etc. influences the news production**

**Table IV**

*Descriptive analysis of Influence of Extra-organizational Factors on News Content*

Factor	Influence					Total(N)	Mean	Std
	Always	Often	Sometimes	Rarely	Never			
Political forces	27 (17.4%)	22 (14.2%)	66 (42.6%)	28 (18.1%)	12 (7.7%)	155 (100%)	2.55	1.18
State institutions	36 (23.2%)	25 (16.1%)	62 (40.0%)	23 (14.8%)	9 (5.8%)	155 (100%)	2.38	1.15
Religious Forces	29 (18.7%)	26 (16.8%)	68 (43.9%)	28 (18.1%)	4 (2.6%)	155 (100%)	2.42	1.06
Corporate Sector	25 (16.1%)	29 (18.7%)	59 (38.1%)	31 (20.0%)	11 (7.1%)	155 (100%)	2.64	1.17

The results of Table IV indicate that political forces affect news content. Table IV shows 17.4% of respondents always experience it, whereas 14.2 % often and 42.6 % sometimes find it existing. It indicates that political forces shape new content in favor of their own socio-political interests. The above table shows that 40 % of respondents agree that state institutions influence news content. 23.2 % of respondents believe that state institutions are always responsible for affecting news content. Whereas 14.8 % think that it happens rarely. According to table IV, 43.9 % Respondents think that religious forces are responsible for influencing news content whereas 18.1 % believe that religious forces always influence news content. Only 2.6 % think that they never influence news content. 38.1% of respondents believe that the corporate sector influences news production sometimes. 16.1% of respondents agree that the corporate sector always influences the news production process. Contrary to it, 20 % believe that the corporate sector rarely influences news production.

**Factor Analysis of Scale**

Factor analysis of the developed scale was done.

**Table**

*Factor Analysis*

Item no	F 1	F 2	F 3
5	.473		
9	.550		
10	.647		
11	.473		
12	.348		
14	.489		
15	.382		
17	.541		
20	.496		
22	.362		

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23	.468		
24	.600		
25	.491		
26	.518		
27	.463		
28	.442		
29	.552		
30	.528		
1		.511	
16		.398	
18		.373	
4			.443
6			.555
7			.603
2			.436
3			.387
21			.388

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The first factor emerged was the organizational **policies** of media organizations. This factor includes 18 items. These items are question no 5, 9, 10, 11, 12, 14, 15, 17, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30. These items are categorized under the name of "organizational policies". This factor includes items which show organizational policies regarding assigning duties to male and female journalists, their working hours, news content, and organizational agenda. These items clearly state that organizational policies decide who, when and how will create news content.

The second factor emerged, contains three items, i.e., items are 1, 16, 18. This factor is named "**gender discrimination**". This factor indicates that females have an edge over male journalists as people tend to share news with female journalists in certain social settings. In this factor one item is different from the rest as it states that journalists are doing jobs rather than journalism. The third factor is "**hectic routines of media workers**". This factor comprises three items. It shows that, journalists have long been working hours and have difficulty in concentrating while covering the news. The fourth factor is "**Job nature**". This also includes three items. These items show that the nature of the job keeps journalists busy. Their busy schedule does not permit them to investigate news properly. They have to comply with their organization for news production as it's their job.

The Cronbach's alpha value of this instrument is 0.823. The value of Cronbach's alpha, shows that the instrument is highly reliable.

**Conclusion**

This study looked into the factors that influenced the news production process of news channels in Pakistan. The qualitative analysis of interviews of media persons revealed four factors: organizational policies, gender discrimination, hectic routines of workers, and extra organizational factors. It can be concluded that organizations have certain policies or inclinations towards political parties, government/opposition, and other agencies that are not written or conveyed to workers yet they do exist. In Pakistani culture politicians and businessmen have close ties with the media and they know how to manipulate it. Similarly, media channels have their own interests and benefits; they either support or oppose parties/persons or agencies.

**Limitations and Recommendations**

This study was limited to employees of the media organizations only. The findings indicate that news contents are mainly shaped through organizational policies so it would be more insightful to include Bureau chiefs and owners of the news channels in future studies they are the ones who decide how to operate the organization. First-hand information from them will highlight the organizational objectives and policies; Thus, stating more clearly factors that influence the news production process.

For future researchers, it is recommended to include print media in their research. It will also help to validate that either these factors also play an important role in print media or not. There should also be such regulations to monitor organizational policies of the organizations. Future research should explore how organizational policies are formed and implemented for what purposes.

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