

The Coexistence of Creativity and Information in Convergence Journalism: Pakistan's Evolving Media Landscape

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Abstract : In recent years, the definition of journalism in Pakistan has changed, so has the mindset of people and their approach towards a news story. For the audience, news has become more interesting than a drama or a film. This research thus provides an insight into Pakistan's evolving media landscape. It tries not only to bring forth the outcomes of cross-platform cooperation among print and broadcast journalism but also gives an insight into the interactive data visualization techniques being used. The storytelling in journalism in Pakistan has evolved from depicting merely the truth to tweaking, fabricating and producing docu-dramas. It aims to look into how news is translated to a visual. Pakistan acquires a diverse cultural heritage and by engaging audience through media, this history translates into the storytelling platform today. The paper explains how journalists are thriving in a converging media environment and provides an analysis of the narratives in television talk shows today. 'Jack of all, master of none' is being challenged by the journalists today. One has to be a quality information gatherer and an effective storyteller at the same time. Are journalists really looking more into what sells rather than what matters? Express Tribune is a very popular news platform among the youth. Not only is their newspaper more attractive than the competitors but also their style of narrative and interactive web stories lead to well-rounded news. Interviews are used as the basic methodology to get an insight into how data visualization is compassed. The quest for finding out the difference between visualization of information versus the visualization of knowledge has led the author to delve into the work of David McCandless in his book 'Knowledge is beautiful'. Journalism in Pakistan has evolved from information to combining knowledge, infotainment and comedy. What is being criticized the most by the society most often becomes the breaking news. Circulation in today's world is carried out in cultural and social networks. In recent times, we have come across many examples where people have gained overnight popularity by releasing songs with substandard lyrics or senseless videos perhaps because creativity has taken over information. This paper thus discusses the various platforms of convergence journalism from Pakistan's perspective. The study concludes with proving how Pakistani pop culture Truck art is coexisting with all the platforms in convergent journalism. The changing media landscape thus challenges the basic rules of journalism. The slapstick humor and 'jhatka' in Pakistani talk shows has evolved from the Pakistani truck art poetry. Mobile journalism has taken over all the other mediums of journalism; however, the Pakistani culture coexists with the converging landscape.

Keywords : convergence journalism in Pakistan, data visualization, interactive narrative in Pakistani news, mobile journalism, Pakistan's truck art culture

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