

Role Of Media In Promotion Of Pakistani English

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Abstract

The world has essentially become a global village due to the emergence of the information revolution and the spread of mass media. In terms of information from TV, radio, and newspapers, it connects to both the national and global processes. It addresses the difficulties as well. Due to the development of science and technology, as well as recent advancements in this manner of speaking. The research analyzed the impact of media in the promotion of Pakistani English. The researcher analyzed the data and find the impact of media on the language learning skill of ESL learners. Questioners and interviews were used to collect the sample and university students from different geographical backgrounds will fill that questioner. Teachers were also interviewed to get the more authentic data. English can play a uniting role in integrating the country by being introduced to the underserved sectors of society through electronic and print media. The results show that maximum students used English language vocabulary which they learnt through media. Students hear those words and use them in their daily routine conversation. Media left an irreplaceable impact on the student's verbal choices.

Keywords: Pakistani English, Role of Media, Dramas, vocabulary choices.

Introduction:

The role of media in the development and promotion of English language in Pakistan is critically and thoroughly analyzed with reference to the learners of different levels. The research topic was chosen since there hasn't been much research done on it in relation to the education sector. Additionally, to have a greater understanding of which media works best for ESL students. This research is being done to investigate whether media is more significant and successful for promoting English. Why has English become as a major media language in Pakistan? To what extent print and electronic media contribute to the advancement of English language proficiency? The purpose of this study is to examine how print and electronic media contribute to the advancement of the English language. Research is being done on this issue to gain a greater understanding of why language learning is important and which media works best for language learners. Since learning a language through print media is an antiquated method in today's globalized and fast-paced world, electronic media has emerged with new trends, technologies, and methods to promote English. These methods are all very effective, and speakers all over the world are drawn to them. As a result, when ESL learners use an electronic medium as an audiovisual aid—which has been shown to be more effective as it engages both senses—they can easily learn the language. Since English is the sole language spoken worldwide, it is crucial for ESL learners to acquire the language in this day and age. Additionally, people in Pakistan desire to learn English in order to become more competent and fluent in the language. Print and electronic media are two of the mediums that help Pakistanis to become adept in the language. Electronic media has advanced, nevertheless. Teachers, media presenters, in the institutes, TV nowadays should employ different mediums while instructing people rather than relying just on their learning strategies. Since there is no purpose for learning when one is not learning new things, this type of learning is becoming obsolete. With this rapidly evolving global new media Teachers should use electronic media, with its unique format, to help Pakistani People become fluent in the English language. Everyone else wants to learn English since those who cannot speak it well, even in Pakistan, would find it difficult to make a life. These days, knowing English is a must for obtaining better living conditions in banking, on the workplace, and other settings. Therefore, although electronic media is a more effective medium than print media for teaching and promoting English. Print media shouldn't be abandoned in favor of electronic media. In Pakistan, English is widely used in academia, the legal system, research, and other fields. Globalization will also boost English's influence because it is now a national requirement.

In Pakistan, print media such as textbooks, newspapers, magazines, etc. are essential for advancing English in both the public and private spheres. Nonetheless, the majority of the study on Pakistan's English language instruction through textbooks has been inadequate and unreliable. Since the course books don't address the learning objectives and the students' future language needs, it is assumed that the target students are unable to communicate and learning English effectively. It has been decided that the print media is ineffective in helping Pakistani ESL learners develop "communicative competence." These study issues are taken into consideration since they are the ones that come to mind when one considers whether print or electronic media

is having any influence on the evolution of the English language. One graduation level was chosen for this study because it is a higher level and allows for the evaluation of whether or not students can utilize the English language correctly when speaking and listening. The last query concerned instructors since they are the ones who utilize these media to instruct their pupils, therefore they have a better understanding of the results of doing so. As a result, study on this subject is crucial and important. Since no research has been done specifically on the function that electronic media plays in promoting the English language, this study will be very beneficial to language learners. Additionally, using electronic media as supplementary resources might revolutionize the way that English in general and reading skills in particular are taught. Therefore, the researchers anticipate that in the years to come, language policy makers and teachers will be interested in this kind of language study. This study will assist instructors and students of English discover how to deal with the language and what kind of medium works best for them. How print and electronic media may be helpful for the promotion of Pakistani English.

Electronic media:

Williams (1999) defined electronic media as those that allow the viewer to access the material through electronics or electrochemical energy. Electronic media includes a wide range of devices, including gaming consoles, desktop computers, radios, televisions, and handheld gadgets. According to Khan (2010), n.p., "Electronic Media" refers to correspondence mediums that primarily derive from print media and rely on electronic or electromechanical methods of development. The primary electronic media platforms that are widely used by people worldwide include radio, television, sound recordings, video recordings, and web content streaming. It outlines the fundamental approach of communicating with a large number of people, especially via satellite, online, radio, and television. There are four primary objectives of electronic media: amusement, information dissemination, public opinion formation, and education. One may refer to the twentieth century as the century of letters. As the century progressed, the main medium of mass communication was established. In the first ten years of this century, movies were first shown on television. Radio broadcasts also started in the 1920s. Television first appeared in the 1940s, followed in the 1950s by cable television and in the 1970s by satellite television. Ultimately, in the 1980s, computers provided access to the Internet. By the 1990s, the World Wide Web had altered the networked computer systems.

The effect of the media has increased dramatically over the past fifty years as a result of technological advancements. People first utilized the telegraph, then the radio, daily newspapers, and magazines followed, then television, and finally the internet. Our society as a whole depends on information and communication to keep moving in the right direction and carry out daily tasks like working, having fun, taking care of their health, receiving education, maintaining personal relationships, traveling, and taking care of other obligations. We should be aware that a significant percentage of our decisions, beliefs, and character traits are based on our assumptions, prior knowledge, and unique experiences. People often understand at work that what they need to perform depends on their expertise and area of concentration. However, people today rely on the media to provide them with up-to-date information on current events and crucial information. Thus, people naively rely on the media to provide them with news, entertainment, and education. Furthermore, electronic media has such a profound effect on kids, teens, and society that it is important for us to understand how it works. Every aspect of human existence that is related has been impacted by electronic media. Information and technology are now integrated with the financial advancement of the general population. The public is greatly impacted by the emergence of electronic media. Through the cross-fertilization of societies, the opportunities of correspondence have broken down all barriers across national boundaries and have been stimulating the development of new ideas. Different social administrations have advanced thanks in part to electronic data.

Electronic media primarily serves the following purposes: to inform, educate, influence, and amuse people. There is a vast audience base for this type of communication, and its coverage, impact, and efficiency are all increasing. The roles of electronic media are as follows, with descriptions:

Pakistan's electronic media is rapidly becoming better. Three or four decades ago, the main sources of information were believed to be state-owned television and radio. There are currently over 77 satellite television channels, 2346 link administrators, 28 international TV channels (BBC, CNN, Sky, Star, and so forth), over 129 FM stations, including 46 radio channels, and over 127 TV stations. This year, there is an average of US\$1.5 billion in speculation. The total interest in this market is \$2.50 billion USD. 150,000 additional jobs are expected to be created. The population of the roundabout is 7 million. The market for promotions was valued at US\$ 431 million in 2008 and US\$ 691 million in 2009. The general public now has greater access to extraordinary data and learning opportunities across all spheres of life because of this advancement.

In 1964, television started airing test transmissions. In 1967, Pakistan Television Corporation was merged into a single commercial organization. In 1984, it converted to a partnership in accordance with the Companies Ordinance. Pakistan Television (PTV) has proven to be a fantastic source of entertainment. Additionally, television has effectively disseminated information to its audience on a wide range of topics. Enlightenment and education. enhancing the content and offering amusement with education. encouragement of joining and a national perspective. news presented in an accurate, unbiased, and rational manner without deceitful suggestion or omission.

Print Media:

Using a printing press, printing is the process of applying ink to paper to display text and images. It is the most established kind of mass communication, more affordable, and widely used. Disseminating information is print media's primary goal. Important elements of print media include; newspapers, Books, Periodicals, News articles, Banners, fliers and brochures. Print media includes books, periodicals, newspapers, and other publications as well as local news letters. For the past many decades, print media has been extremely important. Print media is a useful teaching and learning aid for the English language learner. A newspaper is one useful component. Newspapers promote the habit of reading. Additionally, it gives pupils a ton of experience in speaking, listening, writing, and reading through a variety of exercises. Newspapers help language learners close the gap between their classroom experience and real-world interactions. It also encourages critical thinking in the learner. Print

media comprises a wide range of books that can be collected indefinitely. Reading books has a big influence on kids, especially language learners. Books have a significant impact on students' language proficiency because they help learners expand their vocabulary and improve their speaking and writing abilities. The English language has developed and progressed throughout the world. The number of people learning English is rising daily. Print media has undoubtedly made a significant contribution to English language learning, but in the rapidly changing globalized world of today, technology too needs to be taken into account. Print media has an important role in many areas of learning, but it has been particularly important in the field of education during the past few decades. Books, newspapers, and magazines are just a few of the reading materials that may be found in print media. They apply their perception of the textual content to the real world, which stimulates their critical thinking. Notwithstanding these benefits, electronic gadgets are generally having an impact on kids' reading habits. In the era of technology, print media can only encourage reading by providing engaging, interactive, and inspiring content. Technology may be used extremely effectively, and there are numerous contemporary methods that can be used to learn languages in different contexts.

Research Methodology:

The research technique involves gathering both primary and secondary data. Data from both qualitative and quantitative methods are included in the mixed method approach. Teachers and students provided the primary data. On the other hand, research papers, books, and journals were the sources of secondary data. Both qualitative and quantitative paradigms form the basis of the study. It is well recognized that this technique is mixed. Making the decision to use a qualitative research approach raises a number of issues. (Page 125, Sultana, 2009) According to Strauss and Corbin (1990), qualitative approaches may be used to improve understanding of topics that are still poorly understood. However, a quantitative technique was also deemed necessary for the current study in order to accurately estimate the respondents' attitudes, motivations, opinions, and points of view in order to reach a methodical conclusion. The outcomes of this type of study are avidly analyzed and evaluated. To put it briefly, the data is analyzed numerically with the aim of achieving accuracy. The goal of quantitative research is to evaluate provisionally developed hypotheses so that the researcher can present the results objectively, regardless of whether the hypothesis is supported or refuted. Additionally, the researcher conducted an experimental research Questionnaire, and interviews are used from different learners basically to the students of university level to know how media is helping in promotion of English Language.

A questionnaire with ten closed-ended questions was also used in the survey's design. Five alternatives on the questionnaire—strongly agree, agree, neutral, disagree, and strongly disagree—have been rated on a likert scale. The questionnaire was created in order to gain a deeper understanding of the study issues. The research questions were the basis for the questionnaire's thematic design. The questionnaire requested the respondent's details in order to create a student profile, including demographics, English use, and background knowledge. In order to get input from the students on the state of English in Pakistan today, additional questions have been included to the questionnaire. In order to examine the English language proficiency acquired from print media, the questionnaire has been expanded to include questions, In order to examine how English is learned through electronic media.

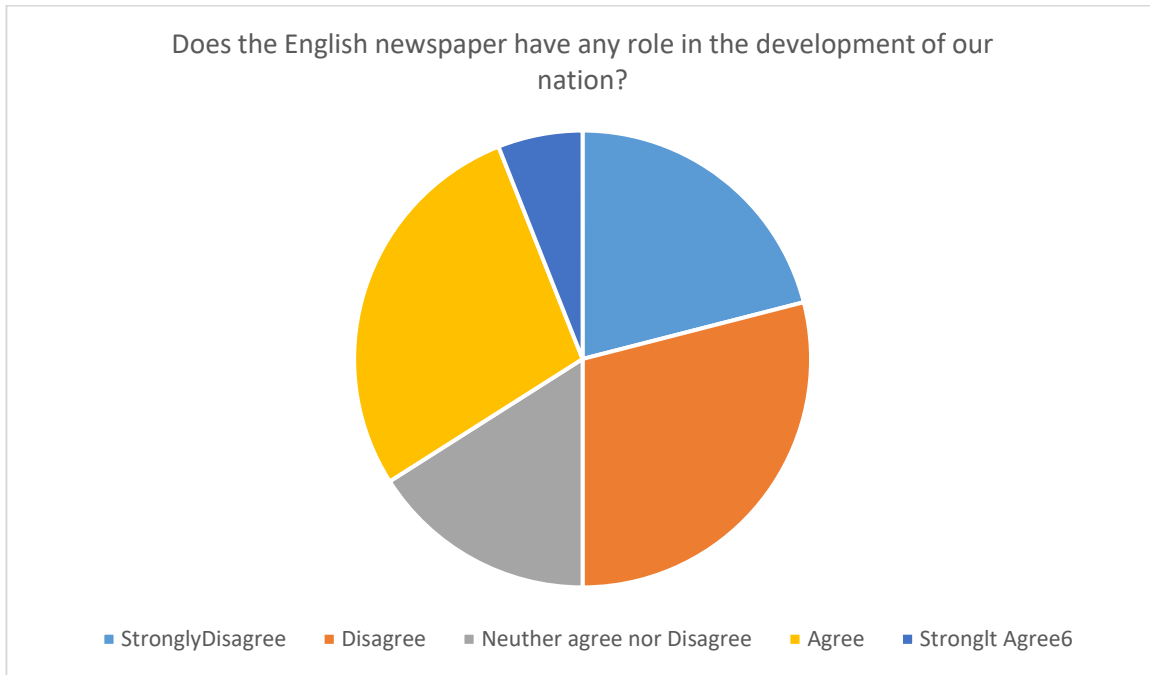
Semi-structured interviews were used for this survey. Ten English language instructors participated in the interview; each interviewer has experience assessing the use of English in the media. The purpose of the teacher interviews was to find out which medium works best for teaching English. Whichever media is utilized in the classroom should be utilized to improve English language proficiency. And do these platforms help ESL students improve their communication abilities in any way. Written information was gathered from books, magazines, newspapers, journals, and libraries both domestically and internationally. We also employed online research to find fast and accurate information. These instruments will demonstrate research triangulation, which will increase the authenticity of the research.

The entire number of people who fit particular criteria and are of interest to a researcher is known as the population. Populations include instructors, athletes on college campuses, community college students, and members of several other organizations. The values of a sample and the values of the population are frequently different because sampling is not a perfect component of research. This kind of inaccuracy is known as sampling error, and it is the investigator's duty to minimize it. The study has engaged both educators and students. Teachers and students from national textile university made up the study's population. The research truth value, consistency, and neutrality of the evidence served as the foundation for the quality principles.

Analysis and Findings:

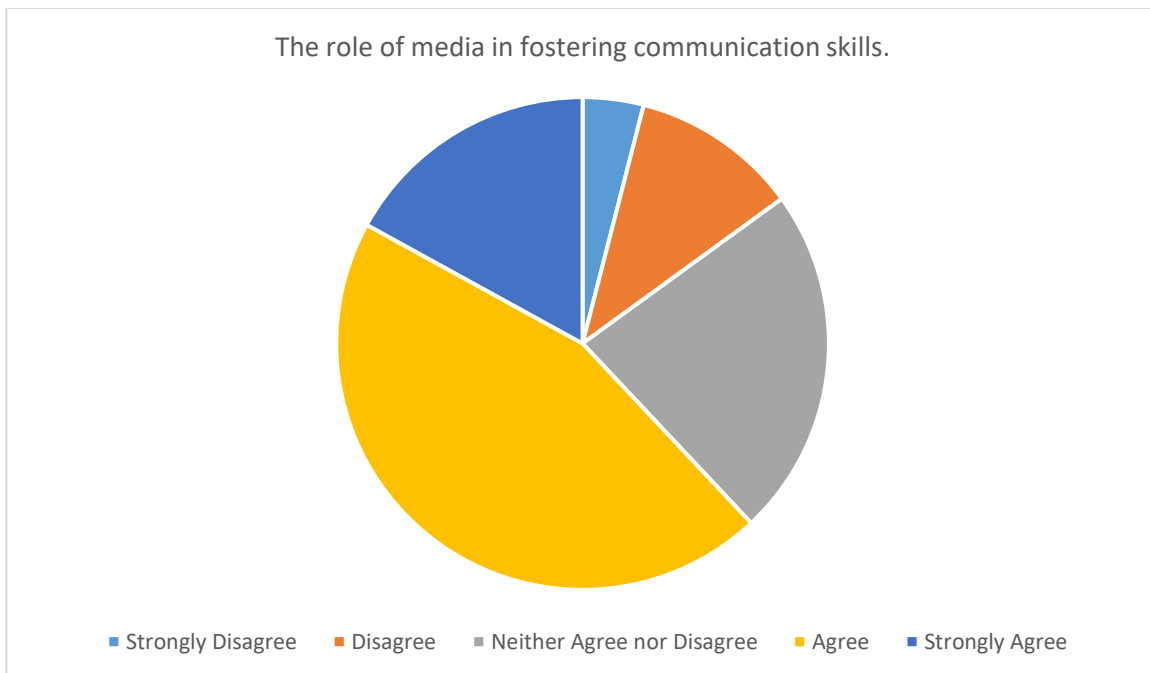
1. Does the English newspaper have any role in the development of our nation?

In this digital age, time flies, and respondents have little interest in reading. Of the pupils, 34% agreed with them and 50% strongly opposed. The newspaper's significance is dwindling with time due to the question of how pupils might improve their language abilities. Because of the way that roles are evolving and kids' reading habits are eroding daily as a result of exposure to electronic media, newspapers have less of an influence. However, maximum respondents agreed with the statement, indicating that such children were affected by their elders and had good newspaper reading habits. For this reason, they believe that newspapers are helpful in helping people improve their language abilities.



2. The role of media in fostering communication skills

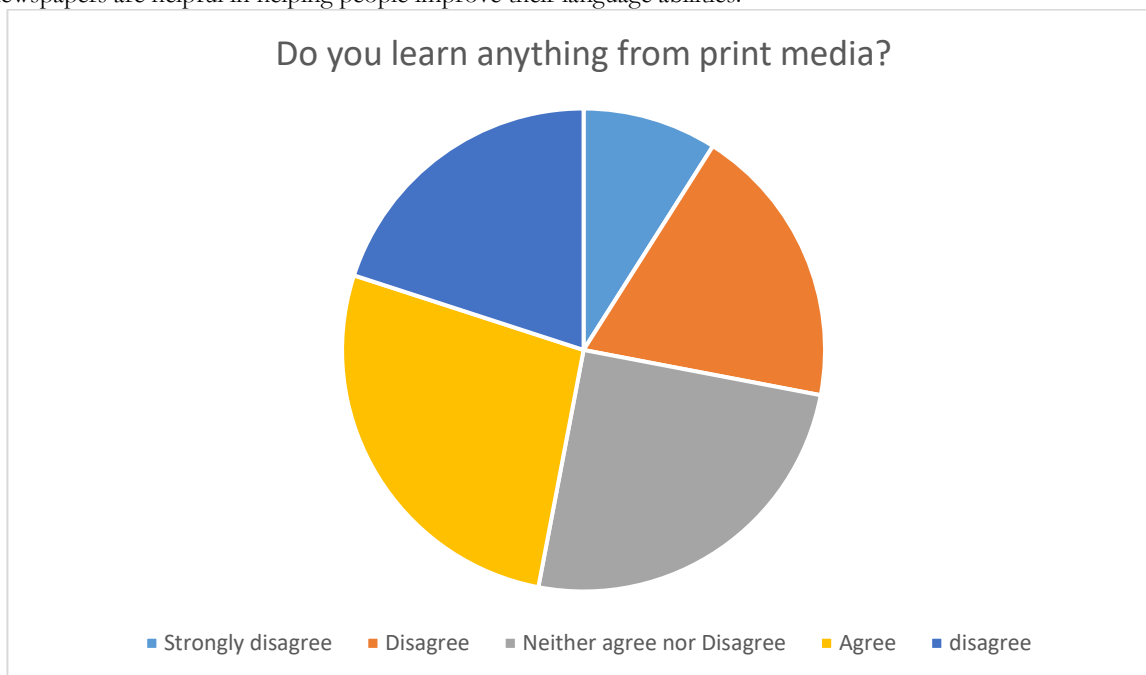
The notion that media is significantly and favorably contributing to students' development of communicative skills was accepted by 60.3% of respondents. The assertion is also generally supported by 16.67% of respondents. They accepted the assertion because, in marketing these programs, the media takes into consideration society and cultural standards, which instill confidence in pupils by allowing them to identify with them. Through media, their capacity for thought grows, improving their communication skills. Additionally, they may obtain knowledge from many media and technology, enabling them to comfortably converse about any topic, anywhere. 13.3% of respondents disagreed with the assertion, citing the media's lack of assistance in improving their communication skills as a result of having attended public schools before switching to the private sector for their postsecondary education. Because they don't employ any media, these schools are not activity-based learning environments. These pupils are not as interested in the media since they are not more capable or accustomed to it, but as time goes on and they are not exposed to electronic media, they may get interested in it.



3. Do you learn anything from print media?

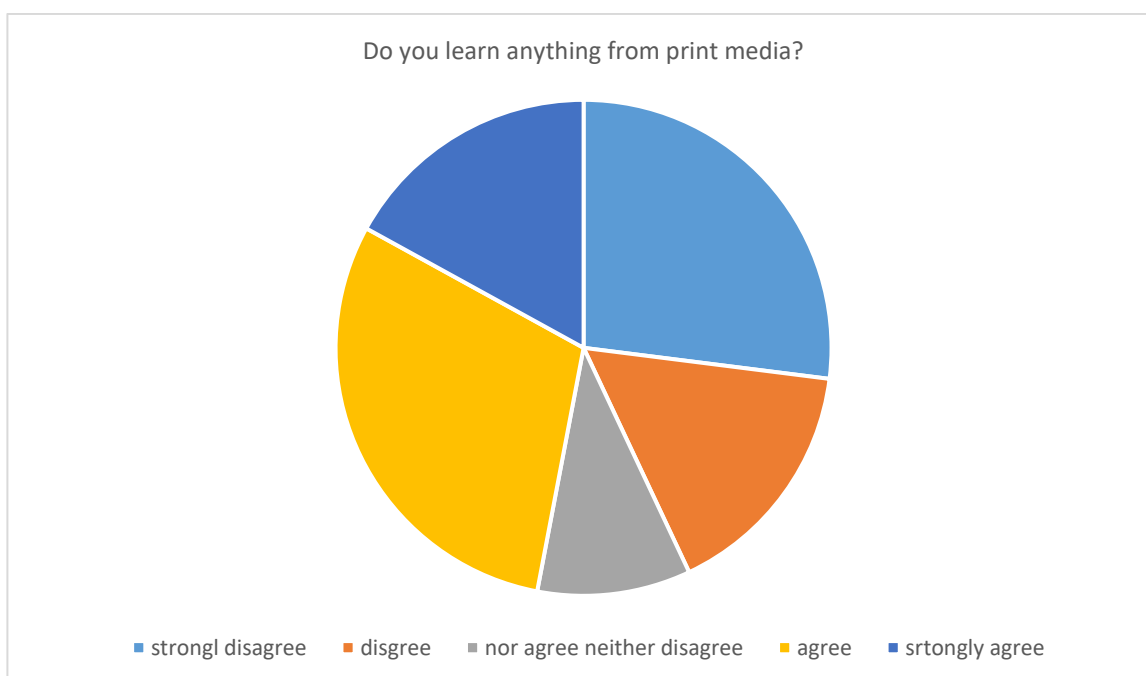
In this digital age, time flies, and respondents have little interest in reading. Of the pupils, 16.67% agreed with them and 50% strongly opposed. The newspaper's significance is dwindling with time due to the question of how pupils might improve their language abilities. Because of the way that roles are evolving and kids' reading habits are eroding daily as a result of exposure to electronic media, newspapers have less of an influence. However, 26.67% of respondents agreed with the statement,

indicating that such children were affected by their elders and had good newspaper reading habits. For this reason, they believe that newspapers are helpful in helping people improve their language abilities.



4. Do you learn anything from print media?

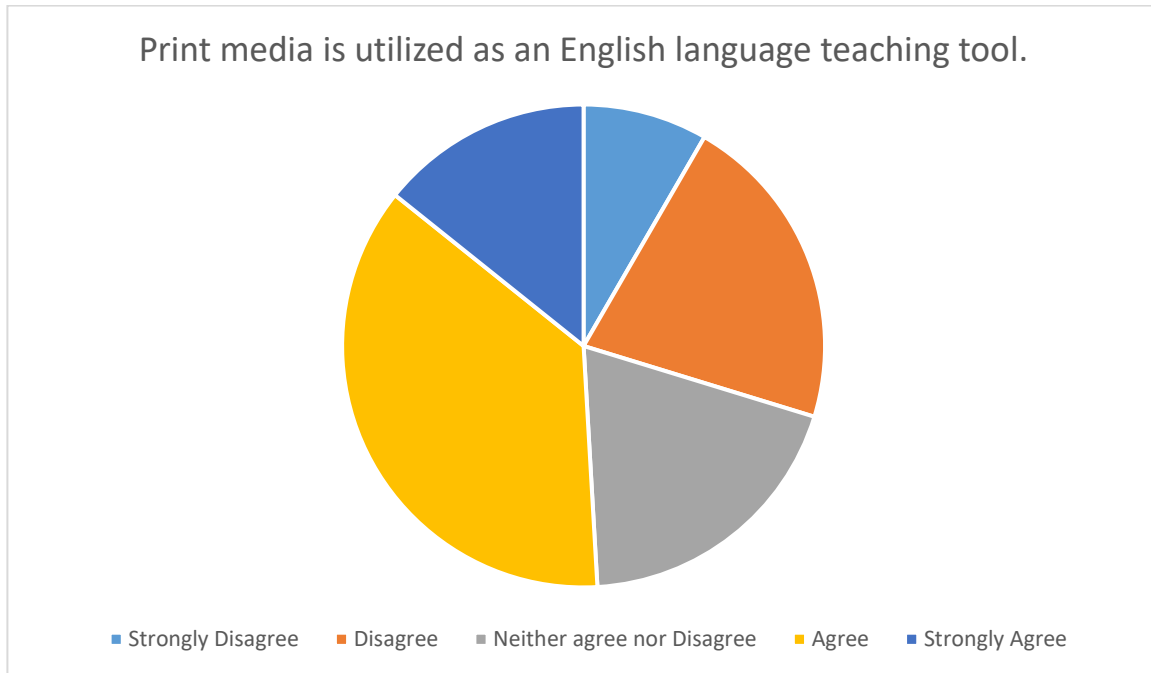
47% of respondents tended to agree with the statement, while 28% disagreed. Their lack of interest in reading and lack of established reading habits are the reasons for this. Instead of using print media to find information, they prefer to utilize the internet to Google the precise question they have, which saves them time. Additionally, some come from backgrounds in the public sector, therefore in such an educational system, they begin studying English language after elementary courses, with an emphasis on Urdu rather than English. How can they learn anything from reading print media in Urdu when they find it easier to grasp than print media in English? Because they read a lot and believe print media to be more authentic and reliable than online resources.



5. Print media is utilized as an English language teaching tool.

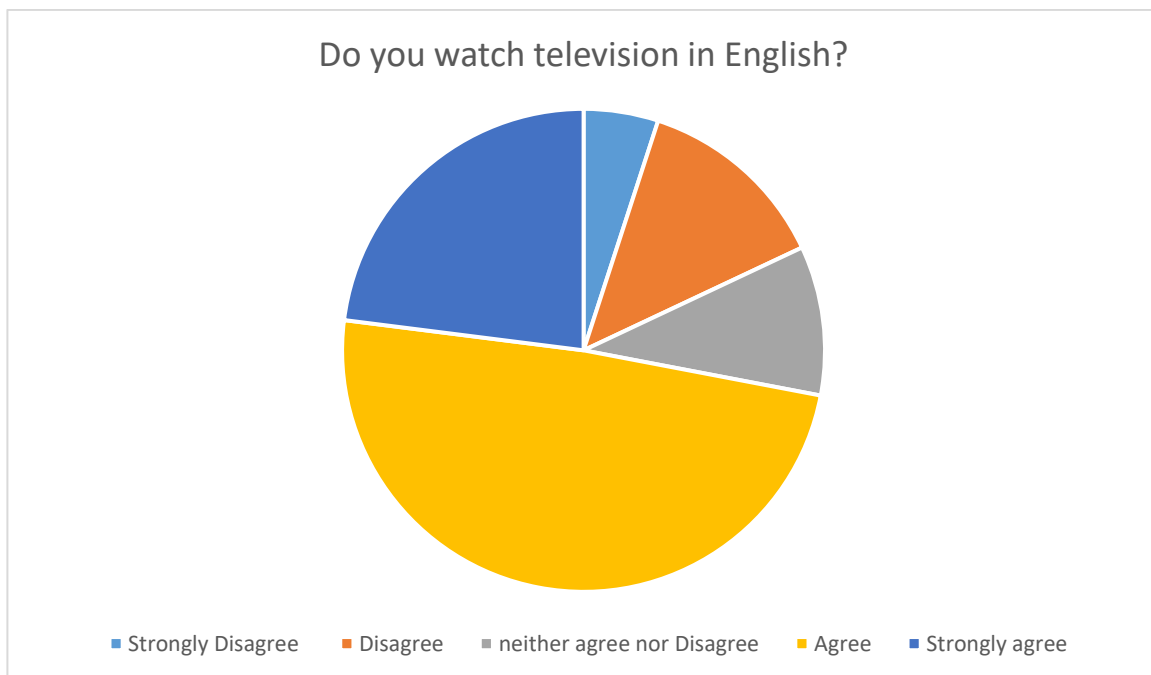
While 29% of respondents tended to disagree, 51% of respondents believed that print media should be utilized as a teaching tool. Because people believe it to be a physical source and because it is human nature to be able to grab anything that is in front of them with ease. Students should be exposed to novels, newspapers, and magazines in addition to text books. They should also get high-quality instruction that includes print media activities. Reading books, periodicals, and newspapers exposes one to brand-new vocabulary terms and sentence construction techniques. However, about 29% of respondents

disagreed, believing that electronic media should be utilized instead of print since print media is not a very effective instrument.’



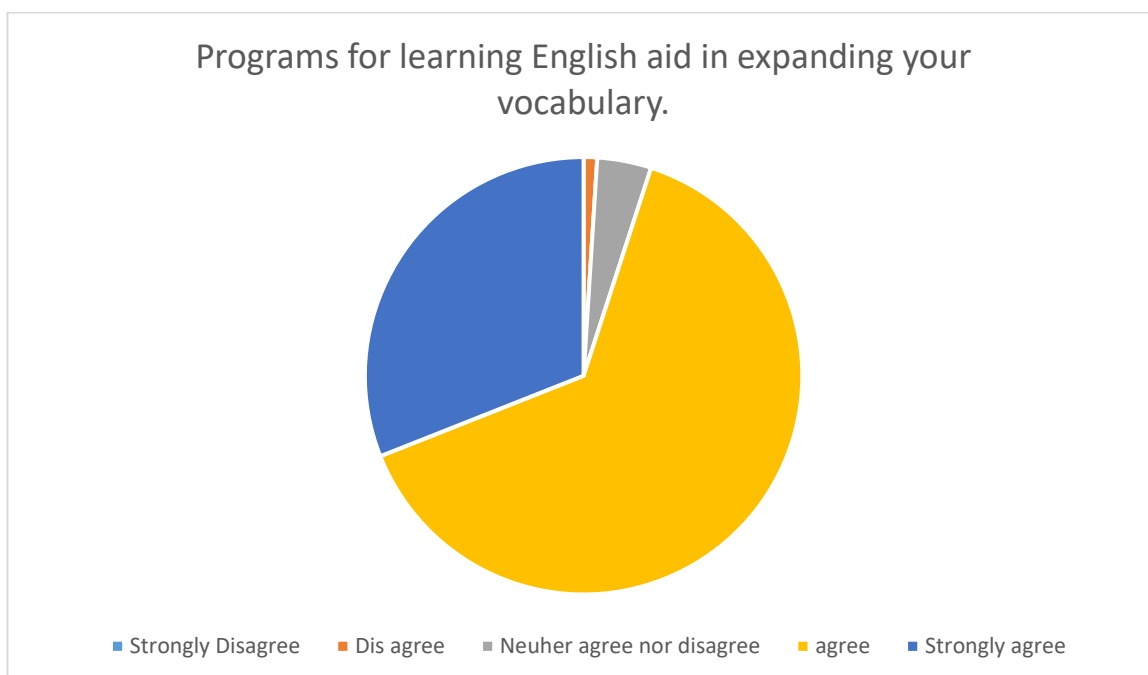
6. Do you watch English programs on TV?

A significant portion of the respondents—72% and 18 % respectively—watch English-language TV because it's the most effective and convenient way for them to learn the language. Watching TV shows in English might help them improve their language and communication abilities. Furthermore, about 15% of people don't watch English-language television since they most likely don't grasp the topics covered because they don't speak the language fluently.



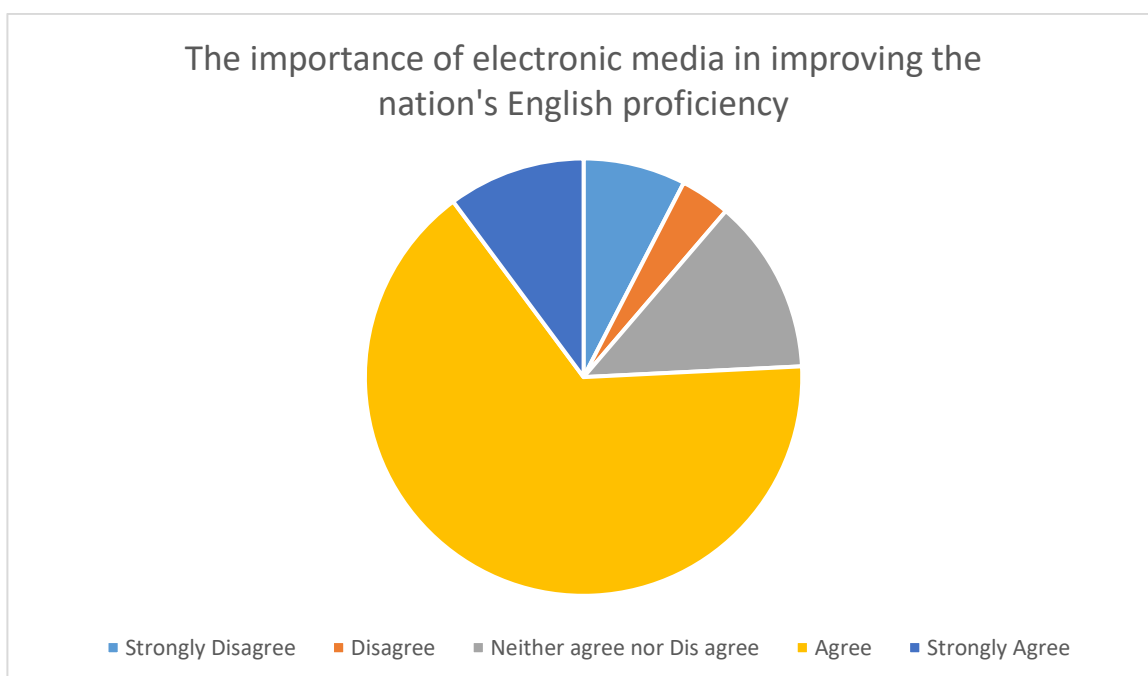
7. Programs for learning English aid in expanding your vocabulary.

Nearly all of the respondents agreed with the assertion because, for those who aren't even interested in viewing, English programs teach them new vocabulary because it's a foreign language. Additionally, a lot of people are eager to learn the English language, therefore they watch these programs with great interest. First of all, they internalize a lot of proper English statements. They can also discover the vocabulary used in their programs. Thirdly, they can pick up the pronunciation of these words. Fourthly, they pick up spoken language comprehension. Lastly, the respondents found that viewing English-language television may teach them a lot about western culture, pronunciation, vocabulary, style, and intonation.



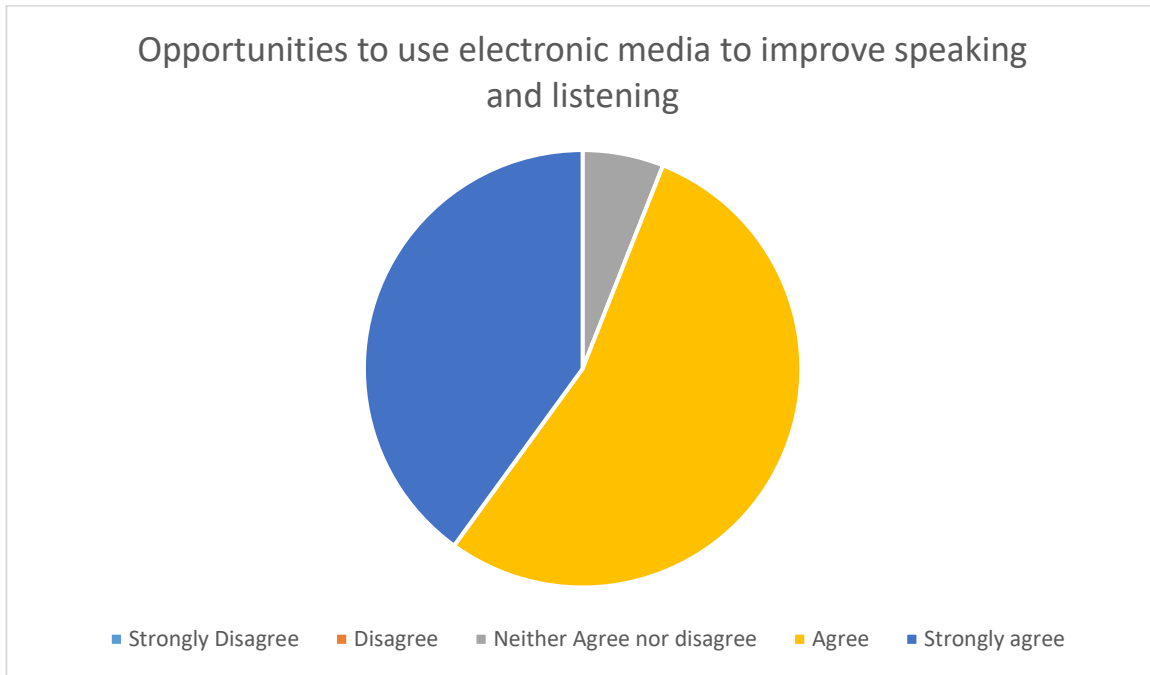
8. The Importance of electronic media in improving the nation's English proficiency

11% and 71% of respondents, respectively, believed that electronic media contributes to the growth of the English language in our nation. They concurred that electronic media, which includes animation, motion pictures, and other visually appealing content, is a more inventive type of media than print media. Then, for those who have visual or hearing impairments, it functions better. It is a highly powerful tool for raising awareness both domestically and globally. After that, it is decaying far more quickly than print medium. As a result, they believe that the nation is improving its English language since everyone is studying it and acquiring understanding of it. About 15% of the other people disagreed since they only spoke their native tongue and thought learning English was unnecessary.



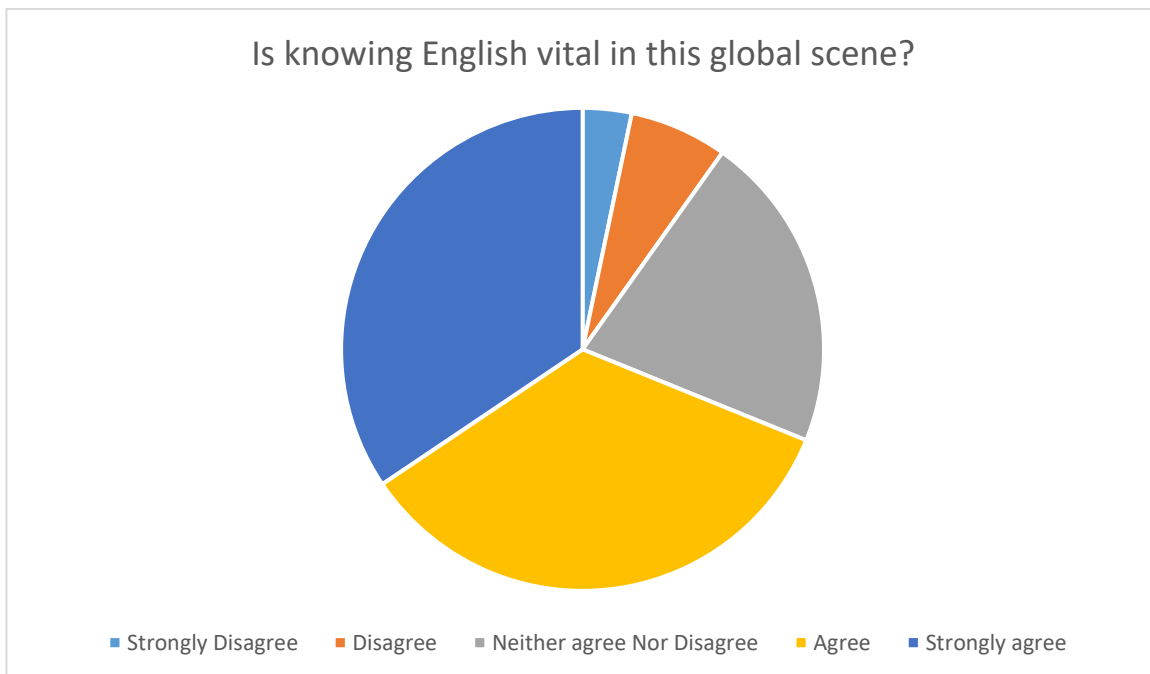
9. Opportunities to use electronic media to improve speaking and listening

Because they believe that electronic media is superior to print media in that it allows users to gain knowledge both visually and auditorily, 94% of respondents agreed with the assertion that it offers opportunities to improve speaking abilities. Many individuals find that watching and listening at the same time makes it easier to interpret gestures used in English television programs. After that, they get a great deal of mastery over their accent, which aids in their ability to interact in social settings, the workplace, and other formal settings. Speaking abilities do, in their opinion, improve with the use of electronic media. Merely 6% expressed neutrality due to their uncertainty about whether it will improve or not. Some gave it a neutral comment since they weren't serious in their responses.



10. Is knowing English vital in this global scene?

Asking inquiries about languages is the linguistic side of globalization. The majority of significant and persuasive responses—roughly 21%—have been in support of this assertion. Similar to how they agreed with the statement, 60% also tended to answer "yes." However, 6% of respondents prefer to agree with the of respondents who are adamant that knowing English is not necessary in a global setting. Language is affected by globalization in a long-term, very effective, yet indirect way. It has made learning English more difficult for non-native speakers. Consequently, more individuals in Pakistan are mandated to study English. It has mostly impacted the underprivileged, for whom access to English language instruction is unattainable. However, just as education and job have grown to be synonymous, so has education and language. Consequently, in a global context, knowing English is essential.



Interview Results

Is English language promotion occurring in print or electronic media?

These days, more and more electronic media is impacting pupils' language. Teachers agreed that as electronic media has a significant influence on students' lives, it should be given more exposure and responsibility for promoting the English language. The majority of educators concurred that both media are important for promoting the English language, but that electronic media is now more important than ever. There was just one teacher who believed that print media is a more reliable source for teaching English.

Does the media have an impact on how English is developed in our nation?

The second question analysis demonstrates that the English language is undoubtedly being developed by the media. Print and electronic media are the two forms of media to which people are exposed. Both sources are important and both media are useful in helping to enhance the English language. Print media was quite successful in previous decades, but in the globalized, fast-paced, technological world we live in, people are more exposed to electronic media and things have changed. Print media is becoming less influential these days, while electronic media is thriving in a variety of spheres of life, as teacher (h) noted with regard to the financial system in offices, medical profession, and education. According to teacher (f), individuals are able to read and write in English independently even if they are not affiliated with any educational institutions because of the exposure to electronic media. The use of electronic media has improved people's lives both specifically and broadly in our nation.

In the era of electronic media, how important is print media?

The answer to question 3 indicates that, in the era of electronic media, print media has become less important. The majority of educators said that while print media, such as books, periodicals, and novels, was useful in the past, it is becoming less significant and kids are no longer drawn to it. Teacher (j) stated that in spite of this, everyone in this digital age needs to be connected to electronic media. However, Teacher (h) held a different perspective, believing that both media are independent and cannot replace one another, even though both are effective.

Do classrooms need to employ print or electronic media as teaching tools?

According to the analysis of question 4, both forms of media should be taught in language schools in order for students to learn English effectively. Teachers believe that employing media in the classroom may greatly benefit students in learning a language, and that using it as a teaching tool for a variety of tasks improves students' competency and fluency in the language. Since electronic media may bring more color and effectiveness to activities, activity-based learning—which is becoming more and more popular—should embrace it. As we all know, activity-based learning is more effective than traditional learning. While print media is undoubtedly still useful, classrooms in the digital era must use electronic media as a teaching tool since it helps language learners' understanding.

Do you believe that students may improve their speaking and listening English abilities through print or electronic media?

It is evident from the analysis of question 5 that electronic media is more successful in improving language learners' speaking and listening abilities. The majority of students are influenced by electronic media, and as a result of this exposure, they are learning an increasing amount from it in language classrooms. Students use electronic devices to access a variety of videos, audios, concepts, and ideas, and the audiovisual effect improves their speaking and listening abilities. The use of electronic media can help improve speaking and listening abilities. Teacher (i) asserted that only effective listeners make excellent presenters, and that it all depends on the student's will to learn. Overall, all of the teachers agreed that using electronic media to improve speaking and listening abilities can be more successful.

Which age group is more affected by print or digital media?

Regarding question 6, the teachers said that young people and college students are more influenced by electronic media because they are more mature and can take advantage of good benefits related to language acquisition. Any age group may be impacted by electronic media, claims teacher (g), provided the relevant activities in language classes are engaging and age-appropriate. We can see from the comparisons between print and electronic media how the importance of print media has decreased and how, as teachers (h) and (i) have noted, pupils are now primarily influenced by electronic media because of time-consuming devices.

How may print and electronic media be used to promote English language learning in ESL classrooms?

We can see a number of advantages to using electronic media in the classroom after looking at question 7. As the four skills—listening, speaking, reading, and writing—are improved, we can observe students' confidence growing, which will allow them to communicate on their own. Teacher (d) also notes that silent students are given the chance to engage in various activities by introducing print and electronic media. According to the teacher, one of the main advantages of using electronic media in language classes is that it helps students' comprehension abilities (g). According to teacher (h), the advantages of audio-visual effects are also highly helpful in language acquisition. It also helps language learners become more creative and critical thinkers. Print media is advantageous when it comes to employing actual material in language schools, according to teacher (c).

Does the electronic media widen or narrow the gap in communication?

The examination of question 8 presents many perspectives on the communication gap. While some educators believed that electronic media was closing the communication gap, others believed that it was widening it. From the perspective of instructor (b), it is building the gap locally and bridging the communication gap worldwide. The teacher (i) had the opinion that the use of English as a second language is causing a divide between the public and private sectors. Teacher (j) shared the belief that the lack of affordability of electronic devices is creating gaps in the usage of electronic media. The other educators concurred that electronic media is helping close the communication gap by providing students with chances to improve their language skills and cultivate the communicative abilities necessary for international interaction. It is also contributing to the emergence

of the global village, which further closes the gap in communication. The social, economic, and cultural pillars of our nation are being strengthened by electronic media, which has raised cultural awareness.

What role can the media play in dispelling misconceptions about English language programs?

The responses to question 9 brought to light some significant information, including the fact that electronic media plays a major role in raising awareness and that language learning programs assist students succeed both domestically and abroad in the business and education sectors. Teacher (e) emphasizes the value of language education Pakistan's official language for success within our own nation is English. Language programs also encourage students to study the English language in both urban and rural locations. By bridging the gap between the two, they serve a critical role in dispelling negative stereotypes about English language programs.

To what extent may print and electronic media aid in the development of communicative competence?

The examination of question 10 demonstrates how beneficial and accountable electronic media is for pupils' communication proficiency. Pupils acquire language skills using various technological devices, and audio-visual materials also significantly contribute to the development of students' communicative ability. When Teacher (e) compares print and electronic media, she concludes that print media has little impact on improving pupils' communicative ability. The integration of electronic media into language classes through activity-based learning has a significant positive impact on the development of communicative skills. Students are inspired by electronic media, which also gives them the courage to speak more confidently. Teacher (j) made the point that research projects provide students the chance to learn important information and practice speaking confidently and well in public.

Conclusion:

Overall, the investigation revealed that media has become an essential aspect of modern life in this rapidly advancing period. The media is becoming an increasingly important part of our lives and society, and it is contributing to the growth of Pakistan's people. Following data collection, analysis revealed that electronic media has significantly changed Pakistan's media landscape. Due to the introduction of new technologies, globalization has been facilitated. It has increased the number of businesses, raised the literacy rate, and made more people employed. Electronic media has taken over and brought about a significant revolution. English has been developed and promoted in Pakistan by the media, which is why the language is getting more and more common in Pakistani mass media as ESL students benefit from it. The media is enticing, inspiring, and encouraging ESL learners to study this language, which is a crucial function it plays. The English language is gaining amazing traction thanks to electronic media, particularly television, the internet, multimedia, electronic devices, and gadgets. Even while print media is becoming less important and has taken a backseat, ESL students may still benefit from it by understanding English, particularly in English newspapers. Even Nevertheless, the fastest and most effective means of communication that may bridge gaps in communication and contribute to the globalization of society is electronic media. It is becoming into a very useful tool that educators may use to teach English to ESL students in their classrooms. This is the paradigm change that has occurred over the past several decades, with electronic media now having a greater influence on raising awareness among ESL students.

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APPENDIX I

- 1.Does the English newspaper have any role in the development of our nation?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
- 2.The role of media in fostering communication skills
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
- 3.Do you learn anything from print media?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
- 4.Do you learn anything from print media?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
- 5.Does Print media utilized as an English language teaching tool?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
6. Do you watch English programs on TV?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

7. Does Programs for learning English aid in expanding your vocabulary?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
8. is there any importance of electronic media in improving the nation's English proficiency?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
9. Do you use opportunities to use electronic media to improve speaking and listening?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree
10. Is knowing English vital in this global scene?
 Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

APPENDIX II

Interview questions

- Is English language promotion occurring in print or electronic media?
Does the media have an impact on how English is developed in our nation?
In the era of electronic media, how important is print media?
Do classrooms need to employ print or electronic media as teaching tools?
Do you believe that students may improve their speaking and listening English abilities through print or electronic media?
Which age group is more affected by print or digital media?
How may print and electronic media be used to promote English language learning in ESL classrooms?
Does the electronic media widen or narrow the gap in communication?
What role can the media play in dispelling misconceptions about English language programs?
To what extent may print and electronic media aid in the development of communicative competence?