



13th National Media Workshop

POST WORKSHOP REPORT
MEDIA
IN THE POST TRUTH ERA

Institute for Strategic Studies, Research & Analysis

I S S R A



WORKSHOP SPONSOR

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Director Keystone, Capstone and Pinnacle Programmes Branch

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13th National Media Workshop (NMW)

Institute for Strategic Studies Research & Analysis (ISSRA), National Defence University (NDU) organized 13th National Media Workshop under the overarching theme “Media in the Post Truth Era” from 10 to 15 July 2023. The Workshop was aimed to enhance awareness of participants about media’s role in contemporary era.

The workshop was attended by 86 participants including personnel from Electronic Media, Print Media, Digital / Web Media, Foreign Correspondents, Academia, Government officials and Civil Society. The purpose of the workshop was to exchange ideas and develop understanding of the dynamics of contemporary media and its ability to influence public opinion.

Great Minds Discuss Ideas; Average Minds Discuss Events;

Small Minds Discuss People

Eleanor Roosevelt





NATIONAL DEFENCE UNIVERSITY
Established by the Government of Pakistan
in 1974 under the National Defence University Act, 1974
The University is a premier institution for the training and
education of the armed forces of Pakistan and for the
promotion of research in defence studies.
The University is located in Rawalpindi, Pakistan.
The University is a member of the International
Association of Universities and Colleges (IAUC).





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Inaugural Session

10 July, 2023





DAY 1

Session - I

10 July, 2023

EVOLVING GLOBAL AND REGIONAL ORDER AND ITS IMPACT ON NATIONAL SECURITY



SPEAKERS



DISTINGUISHED VISITING FELLOW
Ambassador Shahid Malik



SPEAKER - I
Dr Rabia Akhter



SPEAKER - II
Amb Jalil Abbas Jillani



SPEAKER - III
Lt Gen Aamer Riaz (Retd), HI (M)



SPEAKER - IV
Ms Andreea Stoian Karadeli



MODERATOR
Syed Anwar ul Hassan

KEY TAKEAWAYS

- The world is transitioning from bipolarity to multipolarity with new alliances and strategic partnerships. Pakistan holds significant position in the evolving world order.
- US-China rivalry, Indo-US strategic competition and recent developments in Middle East (Saudi-Iran rapprochement) are major events that are shaping the contemporary global order.
- Making a rational foreign policy choice between US and China, and growing Indo-US nexus are the two critical challenges for Pakistan in the evolving global and regional order.
- Pakistan needs to balance its foreign policy choices in the evolving world order by concurrently retaining goodwill of the US and investing more in relations with China.
- Pakistan needs to keep the hope of its people alive, enhance its options, reduce its enemies, leverage its geography and maximize its economic potential in the transiting world order.

DAY 1

Session - II

10 July, 2023

GLOBAL TRENDS: HUMAN RIGHTS, CLIMATE CHANGE, TERRORISM, INFORMATION & PERCEPTION



SPEAKERS



DISTINGUISHED VISITING FELLOW
Amb Jalil Abbas Jillani



SPEAKER - I
Mr Leonid Savin



SPEAKER - II
Mr Ahmed Rafay Alam



SPEAKER - III
Maj Gen Inam Ul Haq (Retd)



SPEAKER - IV
Mr Saad Rasool



MODERATOR
Dr Syeda Maria Ali

KEY TAKEAWAYS

- The rapid rise in the global temperature is likely to touch alarming levels by the middle of this century, if unprecedented changes are not made at international economy and society.
- Pakistan should lobby with other vulnerable countries to ask Global North to fulfill the obligation of reduction in carbon emissions and financial compensation of Global South.
- The tactics of terrorism / 4th GW has been influenced by sophisticated technological means i.e. social media networks and AI that has diffused the authority of leadership.
- In contemporary liberal world order, Human Rights have been coloured by geopolitics.
- Fundamental rights have been shaped by cultural circumstances throughout the subcontinent, Pakistan needs to rethink its system of fundamental human rights.

DAY 2
Session - III
11 July, 2023

NATIONAL SECURITY POLICY AND THE KASHMIR DISPUTE



SPEAKERS



SPEAKER - I
Dr Moeed Yusuf



SPEAKER - II
Mr Jamal Aziz



MODERATOR
Khadija Younus
(Research Associate)

KEY TAKEAWAYS

- National Security Policy emphasizes the significance of fostering positive relations and maintaining constructive engagement with global and regional powers.
- Proactive engagement is the key to successfully navigate challenges of the great power competition, emerging threats, and opportunities.
- There is need to avoid faultlines within the society by promoting inclusivity and unity among diverse communities. Role of youth is critical in shaping the future of the nation.
- Pakistan maintains a diplomatic position that Indian Illegally Occupied Jammu and Kashmir (IIOJ&K) is under occupation according to international law and peaceful resolution is crucial for peace and stability in South Asia.
- Pakistan should fight the case of Kashmir by focusing on legal frameworks of war crimes, crimes against humanity and human rights abuses committed by India in IIOJ&K.

DAY 2

Session - IV

11 July, 2023

THE ART AND SCIENCE OF PERCEPTION BUILDING AND NARRATIVE SHAPING IN CONTEMPORARY ERA



SPEAKERS



DISTINGUISHED VISITING FELLOW
Mr Javed Jabbar



SPEAKER - I
Mr Fahad Hussain



SPEAKER - II
Ms Oksana Boyko



SPEAKER - III
Ms Liu Xin



MODERATOR
Ms Rida Saifi

KEY TAKEAWAYS

- To shape the narratives and influence the global opinions, China and Iran have efficiently created their own international media outlets.
- Acquiring the necessary tools, skill sets, and mindset is crucial to break the dominance of western mainstream media.
- Incorporating aesthetically appealing features like infographics and interactive formats like "Headline Buster", the national narrative can be made more engaging.
- There is a dire need at national level to develop consensus and clarity over who should be in charge of narrative shaping and perception building.
- Through employment of English speaking communication platforms, our national narrative building can be pursued.

DAY 2
Session - V
11 July, 2023

ECONOMY OF PAKISTAN: CHALLENGES & OPPORTUNITIES



SPEAKERS



SPEAKER - I
Mr Sakib Sherani



SPEAKER - II
Dr Farrukh Saleem



SPEAKER - III
Dr Ali Hasanain



SPEAKER - IV
Reza Baqir



SPEAKER - V
Senator Muhammad Ishaq Dar



MODERATOR
Dr Rubina Ilyas

KEY TAKEAWAYS

- Pakistan needs strong leadership, improved economic infrastructure and substantial international financial support to navigate its economic challenges.
- Investment in education and skills development coupled with abundant natural resources and demographic dividend can harness economic growth in Pakistan.
- Only focusing on macroeconomics will not work unless structural reforms are implemented. Thus, there is a need to create a vibrant internationally competitive and outward oriented private sector.
- There is a need for social safety net that provides for the poor and lower middle class while improving and broadening the country's tax system and enterprises.
- There should be a system of governance which encourages whole of the government approach.
- Boosting agricultural productivity and self-sufficiency will enhance food security and reduce imports, hence strengthening the national economy.
- Natural disasters have caused serious damage to the economy of Pakistan, therefore, reconstruction and rehabilitation efforts require substantial funds from domestic sources and international donors.

DAY 3

Session - VI

12 July, 2023

THE TRANSFORMATIVE POWER OF SOCIAL MEDIA IN CONTEMPORARY ERA



SPEAKERS



DISTINGUISHED VISITING FELLOW
Mr Kamran Lashari



SPEAKER - I
Ms Sadaf Khan



SPEAKER - II
Mr Asad Baig



SPEAKER - III
Ms Gayathry S Venkiteswaran



MODERATOR
Mr Essa Naqvi

KEY TAKEAWAYS

- Social Media is a powerful tool for social change with plethora of information influencing the choices, opinions and viewpoints by creating filter bubbles shaped by corporate data collectors.
- Corporate data collectors like Facebook, Google, Twitter etc collect, analyze and track activities of users and their accountability remains a big challenge.
- There is a need to maintain a balance between policy measures and regulatory intervention for regulation of social media in accordance with the practices of advanced countries.
- For national cohesion, Pakistan must put its cyber security strategy into practice and promote the creation of high-quality social media content.
- There is need to establish a think tank that engages in digital diplomacy to forge connections with significant digital platforms and promote digital economy.

DAY 3

Session - VII

12 July, 2023

MEDIA REGULATIONS, CODE OF CONDUCT & MEDIA ETHICS



SPEAKERS



SPEAKER - I
Mr Wakeel Khan
DG Licensing, PEMRA



SPEAKER - II
Ms Raisa Adil, Chairperson Censor Board



SPEAKER - III
Mr Baker Atyani



SPEAKER - IV
Maj Gen Hafeez Ur Rehman (Retd), HI (M)
Chairman PTA



MODERATOR
Mr Farooq Hasan

KEY TAKEAWAYS

- Amidst pervasive inflow of information, new facets of regulation have emerged including self-regulation by owners and advertisers, however, the most effective approach to hold media accountable, is through the people.
- Censorship on films or social apps is not effective, hence needs to be replaced with certification.
- Journalists should be responsible, self accountable, and produce high-quality content based on truth and originality while avoiding sensationalism.
- News reading ethos need to be revisited from being a commercial enterprise that intimidates people and creates hysteria to a sacred duty of informing and educating people.
- Bring transparency in the media industry by getting all media companies registered on Stock Exchange of Pakistan.

DAY 3

Session - VIII

12 July, 2023

THE ROLE OF SOFT POWER AND ITS ABILITY TO INFLUENCE PUBLIC OPINION



SPEAKERS



DISTINGUISHED VISITING FELLOW
Ms Moneeza Hashmi



SPEAKER - I
Mr Kamran Lashari



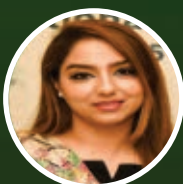
SPEAKER - II
Mr Rohail Hyatt



SPEAKER - III
Ms Hareem Farooq



SPEAKER - IV
Ms Sultana Siddiqui



MODERATOR
Ms Maria Hamid

KEY TAKEAWAYS

- Soft power influences people by shaping their preferences through attraction and appeal. Music, art, culture, architecture and festivals are all manifestations of soft power.
- Narratives are based on truth and reality. Narratives which are grounded in reality, emerge to be the soft power of a country.
- Soft power diplomacy through drama and music is need of the time for building Pakistan's true image in the world.
- Drama and music have suffered a great deal due to the state's obsession and fixation with religion and security, therefore, greater investment in literature, performing and visual arts will help in revival.
- Establishing a media academy to produce, equip, train and prepare new actors, musicians, directors and technicians will help to build Pakistan's soft power potential.

DAY 5

Session - IX

14 July, 2023

CHALLENGES OF FAKE NEWS, MISINFORMATION, DIS-INFORMATION AND THE REMEDY



SPEAKERS



SPEAKER - I
Barrister Mahreen Khan



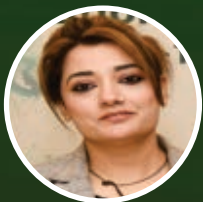
SPEAKER - II
Brig Waqar Hasan Khan (Retd)



SPEAKER - III
Mr Ahmed Quraishi



SPEAKER - IV
Ms Diane Rubino



MODERATOR
Ms Sumaira Khan

KEY TAKEAWAYS

- Media is considered as one of the most powerful tools, having ability to control the minds of the masses.
- Discrediting, labelling and sensationalism are the tools that have been used against Islam and Pakistan.
- 45 Percent of Pakistan's population uses social media platforms where fake news, misinformation, disinformation and infodemic are rampant. While information is transcending borders, it is important to contextualize fake news.
- By developing media literacy skills, implementing stricter policies and algorithms and promoting responsible sharing, effects of fake news can be mitigated.
- In Hybrid warfare, hostile elements often mix truth with lies and present distorted facts for malicious purposes. This can only be fought through strong counter narratives.

DAY 5

Session - X

14 July, 2023

LOOKING INTO THE FUTURE - UNDERSTANDING DIGITAL TRANSFORMATION IN INFORMATION AND PERCEPTION DOMAIN



SPEAKERS



SPEAKER - I
Dr Noshina Saleem



SPEAKER - II
Dr Umar Saif



SPEAKER - III
Mr Robert Bole



MODERATOR
Ms Fareeha Idrees

KEY TAKEAWAYS

- Big Data, AI and technological advancements have profoundly transformed the societies as experiences in the virtual world which impact the behaviour of individuals in the actual world.
- Digital transformation has overhauled the education and business sectors with the concept of remote learning gaining prominence.
- Fake news and disinformation get higher ratings due to which these have been labelled as the dark aspects of digital transformation, having the ability to disrupt societies.
- The digital age has led to the creation of “echo chambers” which share and absorb information.
- Chatbots and AI are gaining popularity as data sources, therefore, it is crucial to verify the data sources and concurrently create own data base.
- Since there is no reliable system in place to distinguish between fake and authentic news, counter narrative is suggested way to stop erroneous or fake news from spreading.

VISIT - JSHQ





VISIT - MoFA





VISIT - MURREE



VISIT - MURREE



PICTURE GALLERY





