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The Influence of YouTube-Based Journalism on Traditional News Consumption Patterns in Pakistan: Legal Challenges and Educational Implications

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ABSTRACT

The world is more digitalized, and this has transformed the way audiences worldwide consume news. YouTube journalism has established itself as such a powerful alternative to the conventional media spaces in Pakistan and has changed the flow of information, politics, and audience dynamics. This paper presents the role of YouTube journalism in influencing the established trends of the news as consumed in Pakistan through the particular lens of legal concerns and learning implications. By addressing the question on how YouTube has democratized journalism through the granting of power to the independent voice, the paper exposes not only the nature of misinformation that the practice has provoked but also the scope of the regulatory readiness as well as literature on media literacy. The question of how to take care of the future journalists in the digital world in learning institutions is another issue covered by the paper and proposes some recommendations on the reform in media curricula and policy. Findings point into a mixed system of media in Pakistan in which both digital and traditional media interact, and it cultivates possibilities and tensions. The study concludes with recommendations of legal reforms, curriculum update and studies to facilitate credibility and sustainability in digital journalism.

Keywords: Youtube Journalism, Traditional Media, Pakistan, Legal Challenges, Education, Media Literacy, Digital Journalism.

Introduction

The media has experienced a rapid proliferation of the online media that has transforming the global media environment and Pakistan cannot be left behind. One of such sites is YouTube which has taken the center stage as far as news production, dissemination and consumption is concerned. Previously, television channels, newspapers, and radio would be

the primary information media among the Pakistani people. With increased penetration of many individuals in the internet, user access to inexpensive smart phones and mobile data in general, however, there has been a considerable transformation in the news environment. Due to its easy accessibility and the interactive aspect of Youtube, it has become one of the major avenues through which millions of Pakistanis find access to the news content.

With this change, there has been the creation of opportunities and challenges. On the one hand, YouTube also opens the scope of news production to the individual journalists or small digital media houses, and even to the concerned citizen to place the content into the hands of mass recipients without specifying excessive capital investments in the project. It is open to other voices, marginal voices and critical discourse with no opportunity of having a place in the mainstream media either due to editorial restrictions, political scrutiny or as a result of commercial impulse. However, credibility, fact-checking and ethical journalism practices over this platformized news culture question, on the other hand, with the majority of content creators not being trained professionals and that the practices are not carried out according to the constraints of a traditional news room.

The Pakistani context in its News consumption has taken a new form thanks to You Tube. The younger age groups particularly those looked to be between 18 to 35 are gradually moving towards dumping television bulletins and reading printed newspaper so that they can read short, lively and visual material on You Tube. Compared to the conventional TV shows whereby they run on a schedule, the same does not apply to the YouTube since it is an on-demand program. The audiences are no longer forced to wait until the 9 pm prime-time news before they get real-time news via live streamings, commentary video and what-you-need-to-know duration videos. This immediacy not only fulfills the growing need of the audience to have instantaneous news, it also alters the practices of viewing as well. Viewers have become more independent as far as decision making is concerned regarding what to watch, time to watch and time watching content.

In addition, participatory journalism is provided through YouTube. Remarks, likes and dislikes and also live chats allow the audiences to interact directly with the content creators. This idea of interactivity enhances community construction and para social networks between consumers and content creators that in most instances, generate high levels of trust in comparison to traditional outlets. Commerce viewers put more trust in independent YouTube hosts over mainstream anchors and most regard the former as authentic and close to them. It is this feeling of openness, of the baggageless nature of institutions linking creators to such journalism that gives it its level of attraction to the masses, when compared against the distrust which people actually feel toward the viability of traditional media which could be branded as politically partisan or corporatist.

However, the introduction of YouTube based journalism in Pakistan is inseparable of the legal or regulatory environment there. The Pakistan Electronic Media Regulatory Authority (PEMRA) regulates the traditional broadcast media and regulated licensing, content standards and code of conduct.

The resistance that comes with this regulation is further worsened by the fact that it is platforms in and of themselves that hugely affect the presence of news and whether it can be sustained through monetization policies and community guidelines. To gain popularity with the audience and make money, creators are also dependent on YouTube algorithm and

AdSense system. Strikes, or a demonetization or takedown order can also only impact negatively their livelihoods. There is also newfound uncertainty caused by platform-level enforcement in Pakistan where enforcement of the law is quite sporadic and even politicalised. It is a cooling down mechanism, and the majority of the creators are self censoring or avoiding topics that involve the judiciary, the military and national security in general.

The pedagogical implications of this online change thus are important as well. Traditional teaching approach in journalism in Pakistan has harbored more attention on the methods of print and broadcast journalism and minimal concern on digital-first or platform-first reporting. Even though it has been noted that there are universities that have begun the implementation of courses in online reporting, media literacy, there are still not well placed depending on the pace at which the industry is evolving. Most courses in journalism do not offer the skills required of YouTube analytics, search engine optimization, involvement plan or law enforcement to creators. This renders graduates unprepared to the demands of electronic journalism that a combination of two-set of ability will be required to succeed in terms of editorial decision-making, production skills, information-oriented audience analysis as well as empowerment in law.

The skills deficit has forced most of the young journalists pursuing the profession to undertake the casual approach of acquiring the knowledge through experience or the involvement of their peers via social media platform. While this organic learning fosters innovation and experimentation, it also results in inconsistent professional standards. Manufacturers are not trained in official codes like accuracy, impartiality, accountability and minimizing harm. Therefore, the pursuit of the views, clicks, and monetization sometimes overwhelm the integrity of journalism, which favour sensationalism, polarisation and misinformation. Democratic dialogue implications cannot be neglected, as spectators may be exposed to undetected propositions, ethos reinforced discourse and biased framing rather than AI report on the facts.

Meanwhile, the rise of the so-called YouTube journalism has now led to the economic establishment reshuffling of tactics. Most of the TV stations and newspapers maintain official YouTube channels and most of the standings repackage the television programs to the online community. A few of the branches even came up with new online-centric software, specifically tailored to be watched on YouTube; isolated point run-time, crisp graphics, and interactive. The acknowledgement that the old and new form of the mold have never been without one another is, instead, substitutive of one another in a broader venting media field. The ancient school stores are not devoid however of wrangling: how to maintain a perception of institutional authority and keep in touch with the razor on a razor-thin logic of internet virality, the ways to make sure that the rival values of editorialism and the practicalities of algorithms are weighed.

These systems are hybrid in nature i.e. legacy media and digital media is wearing concurrence with and pitting them against one another and this is a good place to understand the effect of YouTube on the repurposing mannerisms by the audiences. In an example, the distribution of narratives that originated on YouTube will always catapult it to the pages of the traditional press, and the popularization of broadcast talk show to the Internet with tales of tethered clippings. Such a level of interdependence also speaks to the necessity of viewing Google

YouTube not as an alternative but rather as a discrete element that is changing the distribution of news as well as the way of establishing credibility.

With the dynamics in place it is hoped that the research will answer two important variables, these being: one, what are the legal issues to consider on what should increase the role of YouTube in news economy of Pakistan; two, what should be reconstituted in the pedagogical system to provide the next generation of journalists with proper skills and knowledge to negotiate on such an ecosystem? They are academic indispensable, even political acute questions. These are related to such fundamental questions as the freedom of speech, whether citizens can obtain credible information or not, and the future of journalism as a democratic society.

This paper therefore places the YouTube led journalism at a point between technology, law and teaching. It proposes the thesis that though it opens up possibilities of pluralism and innovation of previously unheard-of possibilities to the media, YouTube is also putting journalists and viewers at new risks-legal exposure, distortions of information and erosion of ethics a still-timmune group of problems. All this needs to be applied in the paradigm of actions that involve structural modernisation of the regulatory framework, accountability of the platform and curriculum reform. This study will be used in an analysis of the way in which the legal framework, the flattening of the audiences and the differences in education in Pakistan may play a role in how the platform based information society of the country can accommodate the media ecosystem of the country.

Altogether, YouTube based journalism is more of a socio political phenomenon than a technological phenomenon, with far far reaching repercussions. It interrogates prior systems of news-production, rewrites the expectations of the audience, makes regulatory bodies accountable, and demands an educational shift. And its dominant is a wake-up call that to revise journalism as an occupation and a social amenity, where legal safeguards, moral standards and an educational process must change as well as technology. In a qualitative thematic inquiry, this paper would investigate such convergence points in order to provide the insights and suggestions to policy-makers, teachers, writers and media outlets on how to negotiate the future of news in Pakistan.

Literature Review

The emergence of digital technologies and online services did significantly change the dynamics of journalism, in general, on the global level, it is the YouTube that has become a force in terms of information and news consumption. The challenges posed by digital media on traditional journalism have been raising prominence among researchers as the readership of the printed news is declining, the number of people viewing TV is declining, and an increasing number of individuals demand more personal and interactive information (Napoli, 2019). The Pakistani context had also made an abrupt leap towards this change owing to high internet penetration, low cost smartphones, and rising digital literacy of the youth such that, now, there exists a greater presence of YouTube based journalism as an alternative and, in some cases, a major source of news.

The global scholarly debate on the effectiveness of journalism conducted on YouTube can be perceived as two important features of democratization of content production and the impossibility to control the credibility thereof. According to Burgess and Green (2018), YouTube is a participatory culture, which is no longer a passive receivers of the media, but

rather, active storytellers. This torrential plan of communication is not only very hierarchic in appearance but it is also a core element of the legacy hydraulic media in dramatic contrast to such a participatory style. This phenomenon can be witnessed in the thriving of independent YouTube organizations where they, the journalists and vloggers along with commentaries on political matters, transmit a vision of this world, which cannot be aired by the traditional television stations because of editorial pressures or politics or even commercial dynamics (Khan and Javed, 2022). The space then becomes an object of pluralism and alternative discourses and voices of the marginalized.

Still, online access to the YouTube news source raises a question of the quality of journalism also. Scholars such as Tandoc, Lim, and Ling (2018) caution that the lack of editorial oversight in online journalism contributes to the spread of misinformation and "fake news." It has existed in South Asia where the politically oriented participants have capitalized on digital surfaces to control the minds of the masses (Rahim, 2020). Credibility and accuracy are on the question in Pakistan because YouTubers tend to be accused of biased work and ungrounded claims. According to Jamil (2021), even the audience cannot tell the real and untrustworthy news outlets in the Internet environment, and it is a bad indicator of journalism in general.

The comparison of journalists by YouTube and the regular news sources has been the question of colossal debate in the media research literature. The traditional media- newspaper and televisions- have always been viewed to be more legitimate, as they have an established editorial system and regulatory provisions that exist (McQuail, 2010). Nonetheless, with YouTube gaining popularity, scholars have also noted a decline of confidence towards the media institutions that are conventionally referred to. The observation of political partiality, business power, and undesirability is typically considered to be seen as the cause of such a fall (Sadaf, 2021). Independent digital creators in YouTube, in turn, are assumed to be relatable and authentic and, because of this, more viewers watch them regardless of the fact that their professional training can be compromised. This paradox demonstrates the translocation of the credibility of media in which professional competencies are not important concerns in the eyes of perceived credibility (Karlsson et al., 2021).

With respect to the consumption behaviours, the researchers point out the convenience and the personalization the YouTube provides as the reason why yoga. Unlike televised broadcasts where there is a time limit, YouTube gives the option of watching the news at any given time and selecting the news that the audience will like and watch any given financial time (Westlund and Ghersetti, 2015). Pakistan younger audiences that are more responsive to how shrinking-length formulas translate into more visual content as opposed to long news bulletins find the flexibility particularly attractive (Ahmad, 2022). In addition, the recommendation algorithm applied by YouTube enhances customization of viewers that includes reinforcing the selective exposure and creating echo chambers where individuals receive news that reinforces their already anticipated notions (Pariser, 2011). The consequences of these splintering to the rhetoric of the masses are serious since polarization and deprivation of a shared common space of the crowd can be induced.

The scholarly debates also apply to the economic and professional implication of the YouTube-based journalism. In line with what has been highlighted by Cunningham and Craig (2019), YouTube and other sites enable artists to make a living through advertising revenues,

sponsorship and donations by their audience. This business model provides opportunities to independent reporters who lack the support of the institution. It also however produces a click culture where sensationalism and emotion tend to prevail over factual coverage. The second limitation that YouTubers face in Pakistan is unpredictability of the policies developed by the platforms and risk of monetization where it endangers the fiscal health (Yousef and Ali, 2023). Single producers are unhealthily depending on YouTube algorithm and installation paradigm as compared to those news assembly that diversified their earnings.

The question whether there have been legal concerns regarding YouTube journalism has been so thoroughly set out in the literature of these disciplines particularly when it comes to the following. The makers of digital content in Pakistan produce their content in a complex regulatory policy set by different law, such as Prevention of electronic Crimes Act (PECA) 2016 that confers robust powers to the authorities to monitor and restrict the internet-based information (Shah, 2020). This is despite the laws, which are intended to curb cybercrime, hate speech, and defamation in that they are alleged to be unclear and subject to political misuse. Filmmakers and journalists of YouTube are typically warned off, detained or coerced into handling sensitive issues related to the state apparatus, political leaders, or courts. Such regulatory ambiguity, researchers such as Iqbal (2022) inform us, puts a cold shiver in investigative journalism, and invites self-censorship.

International perspectives can also help to enlighten the Pakistani situation. Following the example of Holt and others (2019), in most countries, alternative media, which go viral on YouTube, attack official discourses, and, nevertheless, they do not have the problems of validity and responsibility. YouTube is both a fictitious place of resistance and a fictitious place of surveillance in an authoritarian or semi- democratic setting. On the one hand this dichotomy is manifested in the Pakistani experience where, on the one hand, YouTube is being even freer than ever, and on the other it is facing both state intervention and corporate control. This is also a manifestation of what Flew et al. (2019) denote as platform governance where states, corporations, and users are put in an uncomfortable position of power hashing. Educational implications is another relevant section of the literature. Researchers have noted that the education of journalism has not been keeping at par with the digital revolution of the media industry. Franklin (2014) notes that yet, the programmes of journalism in the world are founded on the tradition of the print and broadcast upbringing, and they miss the training programmes concerning the digital stories, the multimedia production and the platform-specific strategies. This is of particular concern in Pakistan, where most of the journalism programs are prioritizing theory over digital skills (Anwar and Mahmood, 2021). Consequently, any would-be journalist may be inclined to use unofficial methods of education, e.g., tutorials on YouTube or social networks, and the result is incongruent professional behavior. This is worrying deficiency of formal education because it remains to be seen whether when the future journalists are in a position to address legal, ethical and technical challenges of digital journalists.

The necessity of media literacy as a required change in the pedagogical policy that could address the problems of YouTube journalism is increasingly covered in writing. The media literacy programs can instruct teachers and readers to approach the content critically, understand how to polish off misinformation, and understand the repercussions of the personalization algorithm (Livingstone, 2018). Media literacy should particularly be added to

the school and university curriculum in the Pakistani context where fake news and politicized content is a prevalent Web news phenomenon (Javed and Shah, 2022). The primary way to improve the condition of the democratic discourse and the risk of digital news fragmentation can be achieved with the help of educational institutions, which should be taught on how to listen to the news critically.

Furthermore, literature highlights the symbiotic relationship between traditional media and YouTube journalism. There is more use of transforming YouTube into a secondary means of selling on television channels and newspapers but it was initially considered as competition. It is what scholars such as Chadwick (2017) call the hybrid media system in cases where both the traditional and the new media houses exist, overlap, and influence each other. Pakistan In Pakistan, the legacy broadcaster continues to live-stream its bulletins on YouTube, publish bits of talk shows and engages with the digital-first and interactive format. This convergence is the point whereby the traditional media adapt to suit the new consumption trends and it is also worth noting the growing importance of platform-based journalism.

Threats Parallel with the potentials of democratization, the threats that accompany You Tube journalism are gigantic. The challenges raised in the literature are misinformation, sensationalism, absence of responsibility and regulatory uncertainty. Pakistan is drastically politicized, and the latter further intensifies the threats threatening the society and harming the social cohesion and democratization (Rahman, 2023). The point is that researchers insist there is nothing that will remain uncontrolled and ensure freedom of speech as well as ensure accountability and professionalism. Meanwhile, the changes in education are required in order that future audiences and journalists are prepared to operate in a becoming increasingly digital news ecosystem.

In conclusion, the subject matter of innovation and disruption in the literature concerning the topic of YouTube-based journalism is quite complex. Despite the fact that due to the creation of platform, new opportunities of pluralism, participation, and alternative discourse that had never been seen before, the problem of credibility, law regulation, and professional training appeared. The case study of the Pakistani situation is quite striking in particular, because the nation reflects the broad tendencies in the world, yet it has pinpointed certain issues which are defined by the circumstances of politics, laws, and education. Such as it is inscribed within the literature, the future of journalism in Pakistan lies in the quality of solution to these questions that could have been given by the concerned stakeholders, including the state, learning institutions, media associations, and the digital originals to manifest the potential of YouTube in the discourse of democracy.

Theoretical Framework

In order to understand how YouTube-based journalism has impacted or affected the traditional news consumption in Pakistan, this paper will base her study on three major theoretical frameworks, including Uses and Gratifications Theory (UGT), Agenda-Setting Theory and Media Convergence Theory. A combination of these frameworks will give an insight into audience motivations, power, and convergence changes in the media and the integration of digital and traditional news environments.

Uses and Gratifications Theory (UGT)

Initially developed by Katz, Blumler and Gurevitch (1973), UGT focuses on the active involvement of viewers in the selection of media that satisfy their informational,

entertainment and social needs. The use of YouTube journalism has become more popular among young people in Pakistan due to its sense of immediacy, interactivity, and variety of opinions as opposed to the mainstream TV. Comments, sharing, and direct contact with journalists can include features that transform one-dimensional consumers into active participants. This theory can be best applied in the context of how Pakistani audiences develop agency and move toward shunning the traditional gatekeepers and turning towards the digital alternatives.

Agenda-Setting Theory

Agenda-setting theory according to McCombs and Shaw (1972) argues that the media impact on the priorities of the people as it dictates the issues to be brought to the fore. Whereas in past, television channels and newspaper were the ones who dictated the agenda of the people in Pakistan, YouTube journalism has become a formidable contender. Freedom of speech reporters and freelancers frequently expose societal, political, and cultural problems that are not discussed or covered in mass media. YouTube has acquired the ability to shape the discourse of the masses through viral videos and grassroots reporting and as such, has been able to challenge the monopoly of traditional news organizations. This theory can be used to elucidate the changing trend in agenda control between the traditional media and online news media in the changing news environment in Pakistan.

Media Convergence Theory

According to Jenkins (2006) convergence refers to content migration between various platforms, and the convergence of the producer and the consumer. Convergence also occurs in the ways in which mainstream media groups are increasingly relying on YouTube channels to engage digital viewers, and independent YouTubers are also adopting professional reporting styles related to the broadcast media. It is a hybrid media, which originated the possibility to not distinguish between traditional and digital journalism, and it resulted in new concerns about credibility, verification, and ethics. Convergence theory is therefore a structural realignment of news ecosystems where news reporters based on YouTube coexist, compete and develop to satisfy the changing audience trends.

These three frameworks make the study into the presence of audience based dimension (UGT), the capability of manipulating the mass discourse (Agenda-Setting), and the structural integration of the media systems (Convergence). Together, they provide an unbiased lens by which one can examine the manner in which YouTube journalism is reshaping the conventional method of news consumption in Pakistan, and displaying both legal and pedagogical implications of great importance.

Research Methodology

Research Design

The research design used in this study is the qualitative research that entails analysis of secondary data. The research does not rely on primary data by conducting interviews or surveys, but it makes use of the already published academic research, government reports, media regulations, journalism curricula, and statistical reports. The appropriateness of this approach is explained by the fact that the impact of YouTube journalism on the traditional media, its legal, and educational issues have been extensively covered in the literature and policy documents and institutional sources. Qualitative thematic approach to secondary

sources enables the researcher to make a synthesis of the available knowledge, detect patterns and develop an analytical narrative that is applicable to the Pakistani context.

Research Approach

The interpretivist paradigm guides the research as this theory stresses that media practices and meanings are socially constructed (Schwandt, 2014). Through reviewing documents, academic articles and government reports, the research aims to comprehend the manner in which various stakeholders, such as media organizations, regulators, teachers and researchers, interpret and react to the emergence of YouTube journalism in Pakistan.

Data Sources

The research was based solely on secondary data of the following categories:

Academic Literature. The digital journals, media convergence, agenda-setting, and uses and gratifications in the light of YouTube were reviewed in peer-reviewed articles, conference papers, and theses. There was special focus on literature on Pakistan and South Asia to ensure context.

Policy and Legal Documents. Laws of the government were analyzed (Prevention of Electronic Crimes Act (PECA) 2016), Pakistan Telecommunication Authority (PTA) guidelines, Pakistan Electronic Media Regulatory Authority (PEMRA) codes) to gain an insight into the legal issues of YouTube journalists.

Industry Reports and News Articles. Media watchdog (e.g. Freedom House, Reporters without Borders), research think-tank and national press articles were evaluated to determine the credibility issues, censorship problems, and political interventions of YouTube-based journalism.

Educational Documents. The curriculum is examined by reviewing university syllabus, Higher Education Commission (HEC) directives, and curriculum of journalism programs to understand how much the integration (or lack of integration) of digital and social media journalism training occurs in the Pakistan education sector.

Data Analysis

The study employed thematic analysis of secondary sources, which is in the six-phase process of Braun and Clarke (2006):

Familiarization - Immersion by going through the chosen documents and literature many times.

Coding- giving codes, e.g., consumption change of news, legal control, digital literacy, and media convergence.

Theme Development - Grouping codes into themes with a bigger scope that showed the objectives of the study.

Checking Themes - Verifying themes with the literature to confirm the validity.

Labeling Themes - последний определение of categories which reflected data.

Reporting - Writing the findings as a narrative based on the evidences in secondary sources.

Trustworthiness

To make the secondary data reliable, the following was done:

Peer-reviewed, academic sources and official reports were used in preference.

Triangulation of sources (several sources) was adopted to prevent the bias of one document.

Relevance of the data was achieved by concentrating on the most recent 10-12-year-old publications, except in the case of seminal theories.

Thematic Framework (Secondary Data)

Theme	Description	Source Example
Shift in News Consumption	Rise of YouTube as an alternative to traditional TV news in Pakistan.	Pew Research Center (2021); Hassan & Shah (2020).
Credibility and Misinformation	Concerns about fake news, lack of editorial oversight, and audience trust.	Freedom House (2022); Nabi (2019).
Legal Challenges	Government's regulatory frameworks and censorship pressures.	PECA 2016; PTA reports; Reporters Without Borders (2023).
Educational Implications	Journalism curricula slow to integrate digital skills and ethics.	HEC Guidelines (2020); University syllabi reviews.
Convergence of Media	Mainstream outlets using YouTube to complement broadcasting.	Riaz & Shahid (2021); Malik (2019).

Ethical Considerations

Since the study is based on secondary sources, no direct engagement with human participants was required.

Findings

The secondary data analysis helps to reveal that there is indeed much insight into how YouTube-based journalism is changing the traditional news consumption in Pakistan and at the same time poses legal and educational implications. Thematic analysis of literature, policy reports, and industry publications identifies five central themes: shift in news consumption patterns, credibility and misinformation, legal challenges, educational implications, and media convergence.

Shift in News Consumption Patterns

The apparent change in the news consumption patterns of the Pakistani audiences is one of the most noticeable ones. In the past, the dominations of the television like Geo News, ARY News and PTV had a way of ensuring that the people were being talked about, with the newspapers serving smaller and more elite groups. Nonetheless, as internet penetration is growing at a high rate (by 2023 there will be more than 87 million broadband subscribers; PTA, 2023), audiences turn more and more to news presentations on YouTube and other online platforms. This is especially so in younger demographics that use more mobile-friendly, on-demand, and interactive news contents (Hassan and Shah, 2020).

In contrast to the traditional outlets, which are bound by news schedules, the YouTube journalism is instantaneous and approachable. Freelance journalists like Imran Riaz Khan, Sabir Shakir and online-only websites like Naya Daur Media have built a large subscriber base and receive millions of views on the political commentary and current affairs. The democratization of news making has been evidenced by the emergence of citizen journalism, whereby average users post videos of political rallies, floods or demonstrations. The trend is representative of Uses and Gratifications Theory, whereby audiences are more agentic in their choice of news material in terms of diversity, personalization, and timeliness (Katz, Blumler, and Gurevitch, 1973).

Nonetheless, this transition also decreases the audience loyalty to the traditional media. It is reported that television watching, although remaining considerable, is slowly decreasing in cities and people watch YouTube to receive breaking news and alternative opinions of the situation (Pew Research Center, 2021). This puts into doubt the future viability of the traditional broadcasters in Pakistan.

Credibility and Misinformation

Although YouTube is immediate and diverse, it also brings up grave credibility issues. Most journalism of the YouTube format is not regulated by television newsrooms, fact checked and not accountable as it should be. Research shows that YouTube commentary enhances political polarization in Pakistan, as partisan vloggers usually portray their ideas as truths (Nabi, 2019). The 2022-2023 COVID-19 pandemic and political instability events and the resulting misinformation showed the dangers of unregulated content. An example can be conspiracy theories relating to vaccines and unconfirmed statements relating to political leaders, which spread across YouTube attracting millions of views before being flagged or deleted. These tendencies destroy the trust of the people and the boundaries between journalism and propaganda become blurred.

However, audiences tend to view YouTubers as more authentic than mainstream anchors, since they do not seem to be dependent on corporate or political powers (Malik, 2019). This paradox indicates that the formal credibility is lower on YouTube, but apparent authenticity draws the crowds disenchanted with the old media. This is consistent with Agenda-Setting Theory because YouTubers gradually influence the discourse of the population by raising questions about the topics that are not discussed or suppressed on the mainstream mediums.

Legal Challenges

There is legal and regulatory build-up against the development of YouTube journalism in Pakistan. The Prevention of Electronic Crimes Act (PECA) 2016 gives the government wide latitude to take down online content it regards as defamatory, blasphemous, or contrary to national interest. The opponents note that these laws tend to be applied to silence any dissenting voices and especially to independent YouTube creators who criticize state institutions (Freedom House, 2022).

Many journalists have been arrested, harassed or content removed on the basis of PECA and Pakistan Telecommunication Authority (PTA) directions. As an example, in 2022, a number of political commentators with a YouTube channel were arrested because of supposed anti-state comments. Such legal uncertainty atmosphere restricts the freedom of speech and gives rise to a cold effect on online journalism.

Also, there is another layer of complexity in copyright claims and limits on monetization imposed by YouTube itself. A large number of Pakistani reporters depend on advertising through YouTube to support their operations, and the problem of demonetization by being labeled as a violation of the community guidelines usually interrupts their revenue sources. Thus, legal frameworks--both domestic and platform-specific--pose significant challenges to the sustainability of YouTube journalism in Pakistan.

Educational Implications

The other important study is the disconnect between journalism education and the requirements of the digital era. The Pakistani university curriculum in journalism still largely teaches print and broadcast journalism and does not train many students in digital storytelling

or data journalism or how to produce content compatible with YouTube (HEC Guidelines, 2020). Learners are not commonly educated on algorithmic news distribution, optimization of SEO or ethics of monetized journalism.

Such a detachment results in graduates being ill-equipped to the realities of a converged media environment. Although there are universities that have started integrating courses in Digital Media or Online Journalism, curricular reform is slow (Riaz and Shahid, 2021). Moreover, media literacy education among the general population is not given much focus, which is essential to allow audiences to critically assess news materials presented online and be resistant to misinformation.

There is thus a need to reform education in order to make sure that in future the journalist will be able to act within this hybrid media environment, and audiences will be prepared with the critical skills to filter through a cluttered digital news environment.

Media Convergence

The last theme is associated with the intersection of the traditional and digital media. Most of the mainstream television channels in Pakistan have established their own official platforms on YouTube in order to broadcast live news, upload news bulletins and also interact with digital audience since most recognize the popularity of YouTube. An example is the fact that Geo News and ARY News are now getting millions of views on their YouTube uploads in addition to their television ratings.

Successful YouTubers on the other hand, embrace professionalized styles that are linked to mainstream journalism, such as organized talk shows, ticker graphics, and studio setups. Such dissolving of borders shows the process of media convergence as explained by Jenkins (2006). Practically, convergence is producing a hybrid media system whereby digital platforms have ceased to be substitutes but are part of a news ecosystem in Pakistan.

Nonetheless, convergence heightens rivalry, with the old broadcasting companies trying to hold on to the advertising income which is being forced to digital media. This leads to more general economic issues regarding the sustainability of legacy media as it encounters digital disruption.

Summary of Findings

Collectively, these results indicate that YouTube journalism is not only transforming audience practices, but it is undercutting the legitimacy of the news outlets and questions their trustworthiness, it also has serious legal barriers, reveals gaps in education, and encourages convergence between digital and mainstream platforms. Although YouTube has made accessing information more democratic and helped journalists to get new opportunities, it comes with misinformation, censorship and unsustainable economic models.

Conclusion and Recommendations

Conclusion

The paper has examined the impact of YouTube-based journalism on the traditional news consumption behaviour located in Pakistan with particular regards to their legal and pedagogical directions. The results suggest that the media ecosystem in Pakistan is also undergoing a fundamental shift, which is primarily driven by technological transformations and the demanding dynamics of audience behavior.

To begin with, there has been a significant transformation in news consumption by the traditional media- televisions and newspapers to YouVersion and other digital platforms in

Pakistan. Younger, urban audiences in particular favor YouTube for its immediacy, diversity of voices, and interactive engagement. Independent journalists and citizen reporters have become giants and often assemble an enormous congregation, overwhelming the discourse even outside the four walls of more typical media.

Second, although the YouTube makes journalism more democratic and more pluralistic, it presents certain dire threats. The absence of editorial oversight has made the platform vulnerable to misinformation, conspiracy theories and other politically polarised messages. Although the audience finds YouTube influencers more authentic and less scripted than standard anchors, the power of news online remains low. This inconsistency undermines the integrity of the traditional and digital news, thus, it is a fine line between news, opinion and propaganda.

Third, the rise of YouTube journalism has unveiled major legal and regulation problems. In Pakistan, the Prevention of Electronic Crimes Act (PECA) 2016, and Pakistan Telecommunications Authority (PTA) regulations, place serious restrictions on electronic content. Harassment, arrest and censorship frequently occur due to the holding of views that are labeled as anti-state or defamatory by independent journalists and YouTubers. Similarly, even YouTube policies, such as aspects of demonetization and copyright matters are economically unstable to digital reporters, limiting their sustainability.

Fourth, the findings show that there is a significant educational gap. The journalism study in Pakistan is still related to the traditional media paradigm within which the graduates are not prepared to serve the electronic news production. The other problem is the lack of organized media literacy lessons and consequently where the subjects are subjected to misinformation and manipulation. Without reformation of curricula, professional journalists and those who consume news will struggle to cope with a mix of media environment.

Finally, but not not the least, the paper demonstrates the growing convergence of traditional and electronic media. The established broadcasters are slowly integrating YouTube as an extension of their distribution strategy and being utilized by independent YouTubers to more closely match their content with that of television reporters. This type of hybrid media system creates a perception that digital and traditional media are no longer operating in isolation but see one another as mutually constitutive components of the news ecosystem in Pakistan. The ensuing competition does fear the fact that the old time broadcasters will not be able to stay in the economic water, however.

Lastly, journalism through You Tube in Pakistan is like an yanh side queue. On the one hand, it offers the new voices, the audience choice, and the improvement of immediacy and legal challenges on the other hand, fake news dissemination and manifestation of flaws of education are possibilities. These conflicts must be addressed based on wide scale policy reform, institutional reformation and social adjustment.

Recommendations

According to the results, some important recommendations can be given to facilitate the legal, educational and media situation on YouTube based journalism in Pakistan:

Legal and Policy Reforms

Reform PECA 2016: PECA laws regulating digital journalism need to be reformed, and the trade-offs between freedom of expression and prevention of harmful content propagated

need to be reached. The generality and cloudy nature of any generality, must now be contracted, in a spirit of rendering it prejudicial to independent journalists.

Transparent Content Regulation: It falls on the government and PTA to come up with the transparent regulations about the control of the material permitted on the internet including wrongly apparent appeals or a ban to takedown.

Digital Rights Protection: The civil society organizations and the journalist associations take the stand that more digital rights controls are necessary, so that legal frameworks are not employed to lock out dissent.

Platform Accountability: YouTube must be requested to help even the local interested parties in making their community rules are more friendly to the context and offer a more reasonable monetization option to the Pakistani based content creators.

Enhance Belief and CounterNews.

Fact-Checking Programs: Each investor is required to offer favors like checking facts i.e. checking digital material and verifying assertions and fixing mistakes. By brokering university relations with Non Governmental Organisations and the media houses, fact-checking equipment can be institutionalised.

You Tube Filers: You Tube film makers cannot be left behind either: capacity building courses to teach them on Ethics, checking and good reporting.

Algorithmic Transparency: cd YouTube and platforms with similar engines are required to reveal the priorities of their engine in regard to their content, as videos with questionable or accomplishments apparently frequently feature unnaturally higher rates.

Educational Reforms

Curriculum Modernization: Pakistani institutions and journalism departments about curriculum should learn to absorb courses based on digital journalism, data visualization and data on audiences, optimization and monetization of search engines.

Practical-Shop: The university should be offered to provide digital media labs where it can be simulated to create a real world to YouTube and other media.

Media Literacy to Audiences: National and provincial boards of education ought to incorporate media literacy into the curriculum of their schools so that the citizenry could learn to take online information with a critical mind. The television and social media can also be used to make the media literacy campaign available.

Support for Hybrid Media Ecosystem

Co-operation/Partnerships with Independent You Tube Creator and Traditional Media: Diversity in content (Physical/ digital merger in partnership with the traditional media house) can drive the continuum and the lasting nature of content. This can be achieved by example that involves letting the authoritative digital voices be given more airplay by the mainstream channels and open the institutional resources to the YouTube celebrities.

Mode of Revenue: Pakistani online reporters ought to consider to diversify their Revenue Models both through/and including: YouTube Monetization, and explore crowdfunding and sponsorships and other types of subscription-based Revenue Models.

Government and the wealthy can obtain Grants and fellowships and make them available to promote quality digital journalism that counteracts the need to deliver tomography or onomatopoeia.

Research and Future Directions

Continuous Surveillance/Observation: More researches should be conducted to follow-up the politics of YouTube journalists in Pakistan specifically during the times of the elections to see the influence of YouTube in the politics and popular imaginations.

Comparative Investigations: Future studies may be, comparative in their approach: whether or not Pakistani experiences are similar to other South Asian countries also going through this situation of the new values digital as opposed to conventional varieties of journalism.

The Future of Artificial Intelligence and Virtual Reality: The effect of these technologies needs to be researched in relation to the future of digital news consumption by Future of Artificial Intelligence coupled with Virtual Reality: The use of artificial intelligence (AI), virtual reality (VR), and their emergent technologies research.

Final Reflection

YouTube journalism is not a technological phenomenon which has developed but a cultural and political change in the history of the Pakistani media. It doubts established hierarchies of information distribution, voices marginalized, and transforms the relation that exists between journalists and readers. However, unaddressed with effective legal, educational and institutional actions, the threats of misinformation, censorship and professional erosion may be more likely to outweigh the possibilities.

Thus resolving a balance between the democratising capabilities of YouTube with the safeguarding of ethical norms, the necessity to protect the rights of digital property, and the need to prepare new generations to work in sky-rocketing media machines, is the future of journalism in Pakistan.

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