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The Role of Media in the Preservation and Promotion of Archaeological Heritage

Abstract: Globally, information and communications technologies are opening new doors for experiencing and exploring ancient heritage through cross-media interaction. This research paper is an attempt to understand and highlight the role of Pakistani media that it can play to save and preserve the historic legacies of our nation for future generations. We have witnessed that ever since the liberalization of media in Pakistan around 1990, it has been growing at a remarkable pace and has matured. It has experienced massive technological changes both in traditional and new media mores. We have also witnessed its positive role in highlighting some key issues, which our nation has and is currently facing.

Key Words: Media, Archaeology, Heritage, Pakistan, Cultural Legacy

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Introduction

The cultural heritage of a nation is the identity of the country and it reflects its lifestyle, tradition, customs, and religious values among other things. Nations usually inherit their lifestyle from history and their ancestors. This heritage can either be tangible or intangible in nature (Pătru-Stupariu, 2019).

Tangible heritage means items that are physical in nature and include monuments, historical buildings, landscapes memorials among others, while a nation's language,

traditional festivals, dancing tradition and music comes under the category of intangible heritage.

Therefore, all forms of physical resources and materials come under the heritage category. When we link it to archaeology, it means only the exploration of tangible resources that belonged to ancient times. According to the Heritage Foundation of Pakistan, tangible resources can be divided into three further divisions. They are archaeological sites, urban historic architecture and historic monuments. The

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material remains from old or recent history are studied scientifically and some of them are preserved in museums. This heritage then becomes the cultural property of a nation and is mostly shared, acquired, adapted, integrated and passed on to coming generations. Therefore, archaeological heritage refers to a valuable legacy that is passed on from one generation to another, either from prehistoric or historic periods and is also considered an asset for the country (Cornelius Holtorf, [2020](#)).

Pakistan is an archaeological rich country. There are countless heritage sites beginning from ancient to more recent times covering a span that is spread over centuries. According to a UNESCO report dated 2006, it was observed that Pakistan holds an unlimited wealth of archaeology. This wealth was immensely appreciated both within and outside the country that goes back to antiquity. A classic example of this is the recovery of an ape jaw fossil that was approximately 14 million years old (Samiullah, [2020](#)). Besides these fossil remains we are the recipients of the Indus Valley, Gandharan period, Islamic period, Sikh and British era legacies.

These past legacies are spread through the length and breadth of Pakistan in different forms, such as buildings, monuments, tombstones, and memorials and hence, make the country noteworthy for receiving many national and international travellers.

After partition, Pakistan with its rich cultural heritage assigned the task of protecting these archaeological sites to various departments of the country. These departments are at the provincial, district and national levels. Unfortunately, they have not proved to be effective and the regulation against protection for these sites was also weak (Kazi, [2020](#)). As the Federal Government's Antiquities Act offers protection only to archaeological buildings and historic monuments, while the Urban Historic architecture does not get its cover under this Act.

There are approximately more than 600 archaeological sites (Heritage Foundation of

Pakistan, [2019](#)) in Karachi and Sindh alone. These sites are gradually losing their value due to the lack of adequate legislation, protection and security, while a similar condition can be witnessed in other provinces of the country too.

According to the Heritage Foundation of Pakistan, Punjab and KPK provide little protection under the Punjab Premises Act, while the KPK government is recently forming a Heritage Fund, nevertheless, the degeneration process of these provinces still makes the valuable assets of Pakistan vulnerable. It would not be wrong to say that Baluchistan's rich archaeological heritage is on top of this vulnerability list within Pakistan.

As, a result of these poor legislation policies many cultural assets were damaged, stolen, found missing or even lost, while some remain in wretched conditions. Besides this, the heritage that was a driving force of attraction for many tourists and experts from both within and outside the country gradually started to lose interest. Hence, today the number of tourists, experts and visitors to these places has considerably reduced.

Under these circumstances, it becomes vital to find more effective strategies to preserve as well as promote the slowly diminishing archaeological assets of the country. This would not only help to restore its past glory and legacy; but in return can also attract many tourists, archaeologists, historians and other professionals to these sites (Proietti, [2019](#)).

One strategy in this regard that is proposed through this paper can be the efficient use of media, which will not only raise the issue to help preserve this legacy but will also promote the rich archaeological heritage of Pakistan. As we have witnessed in recent years, the rapid growth and development of media and the influence it has played in subjecting some key issues of the country. Hence, we propose to use media influence as a strong driving force to tackle this problem.

Problem Statement

As mentioned earlier, the protection of the rich archaeological heritage of Pakistan is at stake. The regulations and rules for their protection are not strong enough to secure and protect them (Syed Hamid Akbar, [2021](#)). Unfortunately, the administration is either weak or not interested. Moreover, the unfavourable socio-environmental factors of the country have also affected the preservation and promotion of these archaeological sites. Hence, a clear decline is evident in their value keeping if we keep the past years in mind. Several physical factors have contributed to this decline.

Being a hot and humid country, globalization and environmental pollution have also played an enormous role in affecting the country's heritage (Akhtar, [2021](#)). Hence, the ruins are no longer in good condition. Moreover, pollution has made the monuments, buildings and rich architecture of these cultural legacies more prone to decline. For instance, idols, stupas, ancient temples, shrines, tombs, forts and other archaeological heritage sites are decaying at a rapid pace. Unfortunately, proper attention is not paid to these sites.

Rainwater, hot weather, humidity, dust, and stormy winds are some of the environmental factors that are also playing their role to crumble these legacies. For instance, the stucco sculptures of Buddha that belonged from the ancient 4th and 5th centuries in the Monastery of Taxila are in dire need of government attention. The lack of attention and the improper administrative system had failed to ensure that weather and other physical factors would not do any harm.

Similarly, the Mughal imprints of the Lahore-based Shalimar Gardens show a bleak picture of maintenance, the colourful paint no longer exists (The Nation, [2020](#)). The carving work is blurred, and the entrance gives the illusion of a haunted or vacated castle. Although several restoration projects were initiated by the authorities, yet there are full of flaws and loopholes. According to Professor Rafique Mughal, the mediocre quality of the

restoration projects has done more harm to the archaeological sites, instead of proving beneficial. Hence, as a result, the originality of the sites has deteriorated as the projects were found to be inept.

Other factors that pose a threat to this legacy include unplanned constructions, natural disasters, war and lack of attention towards tourism in the country. The professor further indicates that human involvement besides legislation, funding and regulation can also play a crucial role in the promotion and preservation of the archaeological heritage of the country.

Therefore, there can be many ways in which to promote heritage and one such way is to involve the public for the promotion of tourism. The more tourist we attract from national and international levels the more interest they will take in the hidden and ignored cultural legacies of Pakistan. Hence, it will help to generate funding and will increase resources that could be used for the preservation and promotion of these sites.

Unfortunately, tourism in Pakistan has also been neglected, therefore, it is essential to draw more tourists towards these places. Tourism all over the world is a highly profitable sector (Yehia, [2019](#)), in which different strategies are applied to draw tourists' attention from around the world. Spain's Cathedrals and India's Taj Mahal are two famous tourist examples of the world. In other words, the Taj Mahal and the Cathedrals of Spain, serve as the identity of these countries, therefore they preserve and promote their buildings and artefacts with extremely effective promotion campaigns on media.

In today's world, the role of media is evident; it can work wonders if used properly and in the right context. As its effects can be both vast and limitless. The sources of communication can vary from radio to newspaper, from magazines to television and from the internet to social media (Kumar, [2019](#)).

In Pakistan, the recent decade has proved the power and strength of media. As the

medium is widely accessible, this makes it more fitting to be used, as means for the promotion and preservation of the country's cultural assets. It is a powerful source of advertisement and marketing. However, we witness a lack of support from the media for the promotion and preservation of the archaeological heritage of the country.

Primarily, there are insufficient programs and unsatisfactory coverage of heritage in media (Holiday Weekly, 2021). Secondly, only a few channels show documentaries related to archaeological heritage, while some other trends sometimes overshadow programs related to this field. As it seems that the media is more interested to promote glamour, politics, current affairs, and fashion and entertainment-relevant programs to the public (Riaz, 2021). Moreover, people also show less interest in watching documentaries or other such programs related to this field.

Therefore, the aim of this paper is to dig out the role of media, can play in the preservation and promotion of the country's archaeological heritage and to find out the best media sources for this purpose. Moreover, to understand the trends common in various media sources and to find out the techniques and strategies that can help us to use media effectively for this cause (Tunio, 2020).

Discussion

According to a study by Delilah Ruth Russell under the supervision of Shiraishi Masaya, it is extremely important to preserve and promote the archaeological heritage of Pakistan. The important buildings and monuments need the attention of the government, authorities, the public and all the institutions responsible. This also includes mass media, as it has become a culture carrier over the years and can help to transform societies and communities.

Initially, according to the Ministry of Planning, when Pakistan was established in 1947, there were only 10 newspaper agencies in two languages: Urdu and English. Local newspapers that were in provincial languages were also few in number. There were only 7 radio stations.

After 1999, media has grown immensely, and it has become a powerful advertising tool. It is evident from the election campaign of the year 2013 when it was used extensively by the political parties on both local and national levels to run successful campaigns.

Globalization and legislation of media have helped it to become one of the strongest mediums of thought-sharing, compelling, campaigning, advertising, mind-making, marketing and of course, entertainment. With this type of diversity in its role, it becomes essential to impart the responsibility of awakening, educating and informing not only the public about our rich past legacy; for its preservation and promotion, but at the same time it can be supportive to compel the policy-makers, to make effective legislation and policies. The cultural heritage of Pakistan is not only important to the country but also to the world because of its connection with the ancient past.

According to a study by Abdul Rehman, the important historic buildings of Lahore lack skilful planning for preservation and promotion. The restoration projects ignore the authentic aspects required for preservation and promotion. This poses a great threat to discontinuing damage to the archaeological heritage sites.

According to a report, the ramshackle rooms from ancient buildings, precious artefacts and priceless monuments can help to improve the profile of tourism. And vice versa, good marketing and more tourism promotions can help to promote the archaeological heritage.

Another research study by Munir Moosa indicates that media can easily help preserve the national heritage of a country, as it is a life-changing communication medium that can promote culture. Media has a diverse role and can easily influence the masses. In other words, it can be called, as the "voice of the masses". Media can highlight any current, past or future issues of the country and its people.

Another more recent and powerful medium today is the internet and social media. The Asian Development Bank report shows

journalists, writers, authors, social activists, spokesmen, tourists, archaeologists, and artists, among others as the main contributors to social media. This improves the chances of more awareness, information and public pressure on authorities for an issue, such as archaeological heritage.

Every day the social media community is rapidly increasing. The number of users has become countless. This perhaps can be another way to serve the archaeological heritage of our country. Therefore, to conduct successful research, it is important to study the statistics, figures, structures and numbers involved in the media profiles of the past years, to show evidence for problem-solving. The research paper will further explore various pieces of evidence, such as the total number of media and communication sources and the total number of archaeological sites within the country. This methodology will enable us to sort and make effective strategies to preserve and promote the cultural assets of Pakistan.

Therefore, let us look at the print media profile of 2013-2014, the following table shows

that there are enough daily newspapers, weekly magazines, monthlies, news agencies and regional papers in the country. These can be used to create awareness campaigns for the preservation and promotion of archaeological sites, as dailies are vastly read in the country. They are found everywhere in all big cities, on book stalls, although they reach rural areas in fewer numbers due to transport difficulties and fewer reading capabilities.

Print Media Profile (2013-14)

- Dailies 350
- Weeklies (Accredited, ABC certified) 363
- Monthlies (Accredited, ABC certified) 200
- News agencies 30
- Regional papers 30

While details of the media sources are according to the 2013-2014 report that was taken by Pakistan Electronic Media Regulatory Authority (PEMRA).

PTV Stations	7
TV transmitters	110
Radio stations	27
Commercial FM radio stations	138 (123 operational)
Non-commercial FM radio stations	45 (30 operational)
Number of TV homes	13 million
Cable operators (licensed)	2700
Cable subscribers (official figures)	10 million
Satellite channels (local)	91 (84 Operational)
Landing rights permission	26
Multipoint Multi-channel Distribution System (MMDS)	6 (All Operational)

The trend is still on the rise with the advent of modern technologies in the past three years. More channels were established, and this provides a better insight into the effectiveness of the medium. Radio channels, televisions, FMs, cable televisions, private channels, and satellite channels, can all play their part to promote the archaeological assets of the country.

Figure 1

Online Report: <https://www.slideshare.net/DataReportal/digital-2017-pakistan-january-2017>

Moreover, according to the recent statistical results acquired from Pakistan Telecommunication Authority, in 2017, the total number of mobile phone subscribers is 139,758,116 and among them, the 3G/4G user population reached 42,084,032 in 2016-2017. Another report published online in January 2017 shows the following result (see Figure 1).



While the report of *The Nation* reveals that there are **44 million** social media users in Pakistan as per February 2017 statistics. And total television homes and cable subscribers in Pakistan as per the above report are:

- 13 million television homes
- 10 million cable subscribers

Therefore, the vast number of users of media can effectively help to promote and preserve the archaeological heritage of the country. This can be further validated by checking the growth rate of mobile, internet, social media and other related mediums, as has been shared by Pakistan Telecommunication Authority (see Table 1).

Table 1

Data Pakistan Telecommunication Authority

Year	Total number of Annual cellular Subscribers
2015-16	133,241,465
2016-17	139,758,116
Year	3G/4G users
2015-16	29,530,254
2016-17	42,084,032
Year	Broadband Subscribers
2015-16	32,295,286
2016-17	44,608,065

If we compare the above-given statistic results with the turnout of tourists in Pakistan, it is evident that the trend of visiting historical places in the country is on the lower side. However, the role of tourists and visitors is crucial for promotions.

The number of people, who visit museums, monuments, ancient buildings, and ruins in Pakistan is not at all encouraging when compared to the total population which is almost reaching a number of 210 to 220

million, as per the Pakistan Bureau of Statistics' initial results for the year 2017. Hence, it is evident that there is a wide breach between the population and the number of visitors that visit archaeological heritage sites.

Moreover, when we compare the total number of domestic tourists with foreign visitors, it is evident from the visiting trend to these archaeological heritage sites that it has not been given enough attention or proper media coverage in the country (see Table 2).

Table 2

Initial results for the year 2017 Pakistan Bureau of Statistics

Museum Balochistan Quetta	25	370	10	211	**	**	**	**	2	35
	2012 Mo. of Visitors		2013 No. of Visitors		2014 No. of Visitors		2016 No. of Visitors		2016 No. of Visitors	
Museums	Foreigner	National	Foreigner	National	Foreigner	National	Foreigner	National	Foreigner	National
PAKISTAN	8425	938329	13643	1782734	11658	1762640	15469	1957675	16650	2222479
Islamabad	-	-	3259	761727	3316	782419	5338	853843	5424	957050
Pakistan										
Museum of	-	-	209	127051	192	78198	221	107667	277	121659
Natural										
History										
Lok Virsa										
Heritage	-	-	1757	181357	1570	190081	2232	253079	2607	316863
Museum										
Pakistan										
Monument	-	-	1293	453319	1454	514140	1851	459615	1890	513054
Museum										
Pakistan										
Railway	-	-	-	-	-	-	1034	3482	650	5474
Heritage										
Museum										
PUNJAB	7141	692545	9033	845482	6564	786015	7304	939335	7407	1056809
Lahore	2039	245139	2577	263187	2677	266770	2337	266225	2956	233580
Museum										
Allama Iqbal										
Library &	35	13474	39	13940	50	15860	38	7604	39	27026
Museum.										
Sialkot										
Museum										
Taxila	3134	107309	3815	144108	1825	100812	2594	192211	2101	272774
Rawalpindi										
Museum										
Harappa	119	72476	195	79258	268	95642	291	92421	204	93226
Distt.Sahhiral										
Allama Iqbal										
Museum										
Jawaid	23	21720	54	15743	96	23305	78	30939	3	1748
Manzil,										
Lahore										

The trend of tourism in Pakistan remains unappealingly monotonous. It was low in the beginning but is now growing at a snail's pace. To enhance this trend, there is a dire need to use media effectively to show, both international and national tourists that the heritage of this country is worth a visit. Considering the statistics given, it is proposed

that the media can play an active role to draw the attention of the masses towards visiting the beautiful history and heritage of Pakistan. The increase in visitation numbers can generate revenue, which could later be used for the preservation of these sites. Moreover, to further validate our stance, the statistical results from the Pakistan Bureau of Statistics

are attached for reference. According to these statistics, the total number of visitors who visited Pakistani archaeological sites and heritage places in 2016 was higher than what was in 2015. However, we can attract more tourists if the sites are properly advertised.

Although, the overall statistics results are encouraging for some archaeological sites. For instance, in 2015, the total number of foreign tourists was **15469**, however, it increased to **16650** with an addition of **1181** tourists in 2016. The number of national tourists also increased, when compared to 2015 results. However, the number of tourists, who visited the Pakistan

Railway Heritage Museum in 2016 was lower in number, when compared to 2015. They decreased from **1034** to **650**, which is worth taking note of.

Another graph highlights the statistics of total visits to archaeological sites in other provinces of Pakistan from 2012 to 2016. There is a rise in tourist numbers in all the provinces of the country except Baluchistan, of which the results are not encouraging. There were **5** foreign tourist visits in the year 2015 and the number only increased from **5** to **7** in 2016. Hence, this indicates a low trend (see Table 3).

Table 3

Statistics of total visits to archaeological sites in other provinces of Pakistan From 2012 to 2016 Pakistan Bureau of Statistics

PUNJAB	7141	092545	9033	545462	5554	766015	73D4	939335	7407	1055609
Lahore Museum	2039	245139	2577	253167	2577	266770	2337	255225	2956	233530
Ajlama Iqbal Library & Museum Sialkot	35	13474	39	13940	50	15650	36	7604	39	27026
Museum Taxila Rawalpindi	3134	107309	3315	144106	1625	100612	2594	192211	2101	272774
Museum Harappa Distt. Sahiwal	119	72475	195	79256	263	95542	291	92421	204	93226
Ajlama Iqbal Museum Jawaid Manzil Lahore	23	21720	54	15743	95	23305	76	30939	3	1746
PMDC Khawra Mines Museum Chakwal	1791	232427	2353	329245	1546	263626	1955	349935	2104	428457
SINDH	1127	231474	1447	154030	1552	175242	2559	136669	3454	173059
National Museum of Pakistan Karachi	353	21205	253	24524	219	40915	276	25592	550	26559
Sindh Provincial Museum Hyderabad	**	35553	114	32350	230	30133	109	19112	157	24516
Museum Bhambore Distt. thatta	31	15514	10	6325	9	6265	13	6916	69	23499
Museum Monejodaro Distt. Larkana	115	106366	127	41104	74	53597	449	55537	610	41026
Museum Umarkot Distt. Tharparkar	17	45406	19	41364	25	24522	20	17349	15	21399
Quaid-e-Azam Birth Place. Karachi	*	*	*	*	*	*	30	1939	17	5712
Ouaid-e-Azam Birth House. Karachi	511	5325	924	5352	1045	7590	1755	9724	1706	23136
KHYBER	147	13527	93	20351	121	16015	163	26709	356	34270
PAKHTUNKHWA	147	11301	93	17639	120	14969	147	16353	243	19530
Peshawar Museum Peshawar	Nil	Nil	Nil	Nil	Nil	Nil	16	5362	11D	9932
Museum Saidu Sharif Swat	*	2326		2512	1	3026		4474	5	4603
Dir Museum Chakdara	10	563	5	1144	5	949	5	1119	7	1291
BALUCHISTAN										

Museum Ealochlstan Quetta	10	563	5	1144	5	949	5	1119	7	1291
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Note:* Quaid-e-Azam birth place la closed for the purpose of renovation works, therefore no person visited the monument. The museum remained closed due to earthquake damages
Nil. Due to the law and order situation

These numbers can easily be doubled if we apply the strategy proposed in the following paragraphs. With a rise in the population of users of various sources of media including television, the internet, and mobile phones, chances of an increase in the promotion of cultural heritage are also bright.

Conclusion

The quantitative research methodology adopted for this paper shows results that indicate a growing trend in the use of the internet, cellular and social media in recent years. This trend is still on the rise and pieces of evidence indicate that the technological industry of the country is striving for more reforms and new advancements of media tools. Moreover, the Pakistan Telecommunication Authority's data sources suggest that the trend is still growing with more individuals taking an interest in the internet, social media, online news searches, 3G/4G subscriptions and mobile usage.

While, on the other hand, the trend of visiting the archaeological heritage of Pakistan is growing at a very slow pace in the three provinces namely, Punjab, Sindh and KPK, while this pace becomes extremely slow when it comes to Baluchistan.

Therefore, an evident difference can be seen between these two statistics because primarily, the public lack awareness about these sites in the first place, while others repel visiting these places due to the lack of maintenance and preservation of these sites by the authorities. This problem of proper maintenance makes it difficult to attract tourists from both within and outside the country. Financial, economic, and socio-political conditions aside, there are hardly any awareness campaigns or programs on media that can help to change the formed trends related to tourism in Pakistan.

When we analyze the various programs broadcasted on television, we witness that most of the programs are about current affairs, fashion or entertainment, while programs related to tourism, archaeology or education are minimal.

Social media, cell phone internet usage and online marketing can make it possible, to run successful campaigns to help preserve and promote these historical sites. Various strategies could be applied to make this possible if persistent work is done on them. Moreover, these strategies can also help us to compel the authorities to make sure that the archaeological heritage of the country is preserved, restored and modified by the attraction of tourists, archaeologists, historians and last but not least our public.

The following strategies were developed after researching and analyzing the subject. The details are:

Use of Social Media

Social media use is no doubt probably the most effective medium to share thoughts, feelings, information, guides, comments, trip reviews, suggestions, recommendations, photography, art, pieces of advice and so on (Gil Appel, 2020). It includes Facebook, Twitter, Instagram, Snapchat and many other mediums of communication widely popular in today's world. These apps are famous worldwide. All tourists, whether local or international like to research various places before making a travel plan. In most cases, they make up their mind to travel, when they are attracted by photographs, features, reports, reviews or ratings of a place.

Moreover, nowadays it is the most direct and cheapest media tool available, as social media users not only include the young population but also adults, children and even many old citizens from across the world. This

makes it an extremely effective way of promotion.

Today many social media promoting groups can be found, that are responsible to market a product, service or place to attract consumers or visitors. To use this method, as a tool for preserving and promoting the archaeological heritage of Pakistan, it is suggested to run various campaigns on social media with the help of professional teams and groups. Pages about the historical asset of the countries should be made. More traffic should be generated by involving content and articles about the rich archaeological heritage of the country. More followers, friends and traffic should be generated by uploading various informative and catchy photographs or posts on these places. Short videos are also widely popular among the masses. The average internet user using any social media likes to check videos and photographs online. Offering those catching videos and photographs can make the places more appealing and attractive for both national and international tourists.

This can also be an effective tool to compel the authorities to take immediate action for the protection and preservation of the archaeological treasures of the country. Many tourists find difficulty in accessing these places, as they do not know the means of transport by which they can travel. This can also be made easy with the help of social media posts, guiding them about each detail of possible transport options. While different activities on the relevant pages can help to keep the interest of the users.

Moreover, social media campaigners should ensure that their pages, video rooms or channels online, blogs and photographic materials are active, updated and vigilant to interact with all the users. Questions, queries, and problems pertaining to the archaeological culture, places, sites, and artefacts should be more accessible and users should be provided with a complete awareness package about the sites.

Use of Internet and Satellite Channels

The Internet is the most effective medium of communication in the modern world. It encompasses sources such as websites, audio channels, video, photo galleries and many more. Wise and careful use of the internet that includes help from Search Engine Optimization (SEO) services professionals helps grow traffic and information within days (K.Dwivedi, [2021](#)). The medium can help change public opinion, shape opinion, get better ratings and increase tourist activities in the country. It can also help to compel the authorities to make policies for preserving and restoring the archaeological heritage of Pakistan.

Similar is the role of satellite channels that can show videos, skits, and small documentaries about the archaeological heritage and involve the public and tourists with them.

Use of Television and Film Industry

The television and film industry can also be an efficient medium. Television documentaries, programs, the latest news, views, reviews, tour guides, and fun facts about the heritage can catch the attention of tourists, masses and authorities alike. Films can also be made on such subjects to draw more attention and raise awareness levels (Chakkambath, [2020](#)).

Use of Newspapers, Magazines, Journals & Books

Newspaper is an important medium that can be used for spreading education and information about heritage. As, this medium has access to almost every house, office or organization, where all can read, and understand the facts, information and updates about the said subjects. As a result, more tourists and visitors will visit these places after reading about them. Books, journals, and magazines can also play the same role. Moreover, newspaper advertisements can also play a vital role.

Billboards

Billboard messages and poster campaigns can also be run around the country to raise awareness levels (Sama, [2019](#)).

Use of Radio

Today, radio is usually used by travellers. In this way, it can reach out to the actual travel lovers. Radio messages are also important as they can also help to spread awareness, education and can be a guide to the listeners.

Use of Tourist Guides, Hotel Flyers & Brochures

Tourist guides, hotel magazines, flyers, and brochures are also popular among long-distance travellers. They are presented to them to familiarize them with the new surrounding areas and places of attraction. The messages included in such magazines, articles, and brochures directly influence tourists. In this way, it helps to raise awareness among the masses.

In short, media sources whether it is a newspaper article, column, e-magazine or website, help to create awareness among the masses. Therefore, these mediums can be used extensively for raising awareness campaigns for the promotion and preservation of the cultural heritage of Pakistan.

Mobile & 3G/4G Culture

With the advent of mobile and 3G/4G culture, this media source can also be effective. Apps regarding archaeological sites and cellular-

based campaigns can also be run. For instance, WhatsApp groups can be formulated, while Instagram accounts can be run by teams and individuals. These people (users of these applications) can spread messages, photographs, and Snapchat stories (Siliang Tong, [2019](#)) using mobile phones.

All this discussion was done to raise the issue that the cultural heritage of our country, poses a great threat of being lost in several years. We are the inheritors of a legacy that is as old as the Mesopotamian and Egyptian civilization but unfortunately, we as a nation have failed to uphold this legacy. We are afraid that if proper measures are not taken quickly, we might not have anything for our coming generations.

The Badshahi Mosque, The Taxila Museum, The Fort Rohtas and Harappa are some of the endangered examples of this rich cultural legacy. With these buildings and important places neglected, tourist activities and visitors visiting these places are also low. Therefore, as a solution, it is important to use strong mediums for raising the awareness level of tourists, the public and authorities alike for the preservation and promotion of these precious ancient treasures of the country.

Hence, media can be an effective medium to resolve this problem. Sources such as smartphone apps, websites, books, newspaper ads, posters, billboards, journal articles, and television programs can help to raise awareness, give information and run successful campaigns for the preservation and promotion of the archaeological heritage of the country.

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