

Role of educational institutions in promoting medical research and publications in Pakistan

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There are several types of journalism like political journalism, crime journalism, business journalism, arts journalism, celebrity journalism, sports journalism, education journalism and so-forth. There is a dire need to nurture medical journalism in Pakistan.¹ A science journalist reports news and other information about science to the general public. This involves consisting new searches, new discoveries and relevant findings, interviews with expert scientists and researchers. It conveys the information and ways that a non-specialist audience can understand.²

The major role of a medical institution or a university is dealing with biological, biomedical and health sciences and providing quality healthcare for the mankind.³ The medical universities are meant for creation of knowledge, preservation of knowledge, dissemination of knowledge and application of knowledge. In the current era, these medical institutions may establish the department of Medical Journalism and Editing. The following is a list of "a-z" of the role of such institutions in promoting journalism and medial publications;

- a) to create research temper
- b) to frame research agenda (themes for research)
- c) to increase funding for research
- d) to hunt researchers
- e) to arrange training of researchers
- f) to manage short courses, workshops and sabbatical for researchers
- g) to link and team up with research centers
- h) to instruct creative thinking / critical appraisal

- i) to adopt openness & flexible working hours
- j) to create endowments for research
- k) to publish journals of university and to strive to acquire national/global rankings
- l) to arrange the research conferences/symposia/workshops at the institutions
- m) to allow investigators to present their work periodically at internationally forum
- n) to develop institution-industry linkages for commercialization of research for copyrights
- o) to build infrastructure for publication center duly installed with equipment and customized workforce
- p) to develop a sophisticated animal care center for experimental research
- q) to arrange good computational and linguistic courses
- r) to have device against plagiarism
- s) to formulate institutional ethics and review board
- t) to have a state of the art computational and digital library
- u) to establish a smart meeting room with audio visual provision
- v) to establish a good IT resource center
- w) to have publication / printing press
- x) to arrange intellectual meetings of think tanks
- y) to nurture synthesis, analysis and evaluative judgment of the editors

- z) to inculcate multidisciplinary and inter-professional methods in research
- aa) to initiate certificate / diploma / master / doctoral programs in medical journalism

Today, medial journalism and medial publications is a career. It stands not only as a prestigious profession but also as a challenging career option⁴. The pivotal objective of medical journalism is to enlighten masses about health care challenges and the remedial or therapeutic measures. The institutions must endeavor to trigger research, quality publications and medical journalism to promote knowledge and research-based economy leading to betterment of the healthcare for the community.

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