

IMPACT OF MASS MEDIA IN PAKISTAN ON SOCIAL, ETHICAL AND ECONOMIC GROUNDS

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Abstract

The role of mass media in Pakistani society is tri-dimensional that is informing the public, educating the unknowledgeable and providing entertainment having both positive and negative impact on society and ethics. At the same time mass media has become an important sector of the economy. To find out the source of mass media entertainment in Pakistan, frequently accessed mass media content by different age groups and the current conditions, and practices in which mass media is used and exerts impact on people in Pakistan, a comprehensive questionnaire designed has been fielded for collection of factual information and Non probability convenience sampling has been adopted for this study. 200 respondents have been selected from different cities of Pakistan. It has been found that there is no association between age groups, source of mass media entertainment, frequently accessed media content and views of people regarding the impact of media on society and ethics.

Introduction

According to oxford dictionary, the action of providing or being provided with amusement or enjoyment is entertainment. Now- a- days in a tough routine life, people need to release pressure off their shoulders. The basic reason behind entertainment is to relax and to gain energy to work more efficiently and effectively. There are seven types of mass media, i.e. Print (books, pamphlets, newspapers, magazines, etc.) from the late 1400s, Recordings (records, tapes, cassettes, cartridges, CD's, DVD's) from the late 1800s, Cinema from about 1900, Radio from about 1910, Television from about 1950, Internet from about 1990, mobile phones from about 2000. Mass media has emerged as a huge source of entertainment and specially informat

ion from last two decades. Some studies conducted by UNDP show that there is a direct relationship between socio economic development of the country and the level of development of its mass media. The media relationship with the society is both reflexive the mass media simultaneously affects and affected by mass society. Media is more powerful than nuclear devices, said **Jawad Jabbar** Ex. employee **PEMRA**. Scope of Electronic media is larger than print or social media, as its audience even includes illiterate people.

The Pakistan Broadcasting Corporation, popularly called **Radio Pakistan** came into being as Pakistan Broadcasting Service on 14 August 1947 when Pakistan emerged on the world map

as a new country. At independence Pakistan possessed three radio stations at Dhaka (established in 1939), Lahore (1937) and Peshawar (1936) and it is the result of tremendous growth of mass media that, there are at least 106 licensed FM radio station and a countless illegal FM stations mostly operated by various madrassas. On November 26, 1964 the first official television station commenced transmission broadcasts from Lahore, followed by Dhaka in 1965 (then the capital of East Pakistan). A third center was established in Rawalpindi-Islamabad in 1965 and the fourth in Karachi in 1966. Later centers in Peshawar and Quetta were established by 1974. We now have 90 TV channels besides 28 foreign channels vying for Pakistani audience.

The **Internet in Pakistan** has been available since the early 1990s and according to statistics of ITU 10.4% of the population (as of June 2009) is using internet in Pakistan. Reportedly, there are over **20 million internet users** and **three million bloggers** in Pakistan. With over **four million** Pakistani users on Facebook, Pakistan is ranked **26th** in the world. The internet and mobile penetration rates in the country are 23.42% and 60.4% respectively. Considering these statistics, technology and ultimately, social media can shape the future of the country.

Psychologically, mass media is the need of every individual. Impact of mass media may be positive or negative on social, economic and ethical grounds, because it depends on the mentality of the content creator that what message he is delivering to the audience, and also on the mentality of the audience, that what type of mindset does each individual have. Media information should be true and should not be moral less. Everything should be according to Islam and should not cross those limits which ALLAH has set in Quran and Hadith.

Mass Media has become a major sector of economy over the last 15 years. The media in fact is providing support to all sectors of economy and development in terms of connectivity. It is a major vehicle for sharing information on diverse areas of intervention.

Objectives Of The Study

1. What is the source of mass media entertainment of Pakistani population according to age group?
2. Which media content is frequently accessed by different age groups?
3. What is the impact of mass media in Pakistan on social and economic and ethical grounds?
4. What are the views and opinions of different age groups regarding the impact of mass media in Pakistan?

Literature Review

Akbar, M.W. (2009). Media and transmission of culture are interrelated factors. Media is a strong carrier of cultural values and norms. American media has upper hand on rest of the world therefore Muslim countries should protect culture from foreign invasion. There must be an advisory committee of scholars, media experts, ulemas, and professors of media studies who will make laws to defend the negative effects of media. Islamic values must be advertised and developed through media. Vulgar songs, the usury, interest, music must be forbidden on media.

Khan, A.N., Khalid, S., Khan, H.I. and Jabeen, M. (2011). It is impossible to escape pervading influence of mass media. A large proportion of individuals had high amounts of media exposure more in men than in women. In developing country like Pakistan high media exposure has a statistically significant negative effect on body image dissatisfaction of young university students.

Akbar, M.W., Raza, R.R., Numan, W.D., Zai, N.A. (2013). Media organizations are razors sharpened at both ends having

baneful effect on the audience. It is necessary to formulate a code of ethics for mass media. Media should refrain from causing damage to reputation of a person or institution. Media professionals should abide by the principles of ethics in performing their duties. Mass media is a double edged sword of any society having both positive as well as negative effects depending on the contents.

Sabir, M. (2011). The impact of Pakistani media is wholesome on governance, politics, socioeconomic operations, education and even religion. The media is powerful enough to manipulate the public opinion and behavior and after the induction of private T.V channels free of total government control, a phenomenal transformation is insight resulting in powerful media impact on the public opinion. The ongoing scenario has been far away from the norms and the principles of a responsible journalism and necessitates the need for appropriate capacity building of the editors and the anchor-persons.

Akhtar, W., Abbasi, A.S., Umer, S. (2011). This article is about the lack of ethics involved in advertisement campaigns in Pakistan, which conflict with the Islamic Shariah, and the discomfort of customers or consumers who view or read or hear about advertisement campaigns that show nudity and sexist images to the public and portray negative messages. Cultural norms and values of society play an important role in shaping the attitudes of its people. Organizations that are making use of indecent language, nudity in advertisements for marketing their products in Pakistan are creating offensiveness in the minds of consumers for their products.

Sabir, M. (2012). History shows that Pakistani media has been controlled by state. Media is a strong agent of change but its change depends on the broadcast content. Media has been able to influence the cultural, social and political perception

of Pakistani people. The major constraint and limitation of media are personal interest, corruption, political affiliations and monetary benefits and due to these constraints Pakistani media is more like agenda following than agenda setting.

Method and Procedure of the Study

Nature of the Study

The nature of the study is descriptive. It involves collection of data, testing hypothesis, answering of key questions relating to social, cultural, ethical and economic issues. This type of research is concerned with conditions that exist, practices that prevail, point of views or attitudes that are held, effects that are felt and trends that are emerging.

Sampling Technique and Characteristics of Sample

Non probability convenience sampling has been adopted for this study. 200 respondents have been selected from different cities of Pakistan to provide requisite information on questionnaire, designed for this purpose.

Tools of Collection of Data (Questionnaire)

A comprehensive questionnaire designed has been fielded for collection of factual information about the current conditions, and practices in which mass media is used and exerts impact on people in Pakistan.

Hypothesis:

H₁: There is no association between age group and source of mass media content.

H₂: There is no association between age group and frequently accessed mass media content.

H₃: There is no association between views regarding impact of mass media on society and ethics in Pakistan and age groups.

Results

9.3 % people get most entertainment from print media, **3.7%** from recordings, **1.9%**

from cinema, **20.4%** from television, **50%** phone. (Table- 1)
from internet, and **14.8%** from mobile

Table-1 Distribution Of Mass Media Source Of Entertainment In Pakistan Of Age Group (10-19)

Print		recordings		cinema		television		internet		Mobile phone		Total	
f	%	f	%	f	%	f	%	f	%	f	%	f	%
5	9.3	2	3.7	1	1.9	11	20.4	27	50	8	14.8	54	100

6.8 % people get most entertainment from print media, **4.1%** from recordings, **12.2%** from cinema, **5.4%** from radio, **14.9%** from television, **47.3%** from internet, and **7%** from mobile phone. (Table- 2)

Table-2 Distribution Of Mass Media Source Of Entertainment In Pakistan Of Age Group (20-29)

Print		recordings		cinema		radio		television		internet		Mobile phone		total	
f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
5	6.8	3	4.1	9	12.2	4	5.4	11	14.9	35	47.3	7	9.5	74	100

20 % people get most entertainment from print media, **2.9%** from recordings, **5.7%** from radio, **34.3%** from television, **31.4%** from internet, and **5.7%** from mobile phone. (Table- 3)

Table-3 Distribution Of Mass Media Source Of Entertainment In Pakistan Of Age Group (30-39)

Print		recordings		radio		television		internet		Mobile phone		Total	
f	%	f	%	f	%	f	%	f	%	f	%	f	%
7	20	1	2.9	2	5.7	12	34.3	11	31.4	2	5.7	35	100

10.8 % people get most entertainment from print media, **2.7%** from recordings, **8.1%** from cinema, **2.7%** from radio, **27%** from television, **37.8%** from internet, and **4%** from mobile phone. (Table-4)

Table- 4 Distribution Of Mass Media Source Of Entertainment In Pakistan Of Age Group (40 And Above)

Print		recordings		cinema		radio		television		internet		Mobile phone		total	
f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
4	10.8	1	2.7	3	8.1	1	2.7	10	27	14	37.8	4	10.8	37	100

18.5% Pakistanis like to access Islamic content, 35.2% like to access informative content, 44.4% like to access entertaining content and 1.9% like to access other content. (Table-5)

Table-5 Distribution Of Frequently Accessed Mass Media Content By Age Group (10-19)

Islamic		Informative		Entertaining		Other		total	
f	%	f	%	f	%	f	%	f	%
10	18.5	19	35.2	24	44.4	1	1.9	54	100

24.3% Pakistanis like to access Islamic content, 36.5% like to access informative and entertaining content and 2.7% like to access other content. (Table-6)

Table-6 Distribution Of Frequently Accessed Mass Media Content By Age Group (20-29)

Islamic		Informative		Entertaining		Other		total	
f	%	f	%	f	%	f	%	f	%
18	24.3	27	36.5	27	36.5	2	2.7	74	100

22.9% Pakistanis like to access Islamic content, 37.1% like to access informative and entertaining content and 2.9% like to access other content. (Table-7)

Table-7 Distribution Of Frequently Accessed Mass Media Content Among Age Group (30-39)

Islamic		Informative		Entertaining		Other		total	
f	%	f	%	f	%	f	%	f	%
8	22.9	13	37.1	13	37.1	1	2.9	35	100

24.3% Pakistanis like to access Islamic content, 27% like to access informative content and 48.6% like to access entertaining content. (Table-8)

Table-8 Distribution of frequently accessed mass media content by Age group (40 and above)

Islamic		Informative		Entertaining		Other		total	
f	%	f	%	f	%	f	%	f	%
9	24.3	10	27	8	48.6	-	-	37	100

Social and Ethical Impact

The role of mass media in Pakistani society is tri-dimensional that is informing the public, educating the unknowledgeable and providing entertainment. A survey conducted by Gilani Research Foundation, which carried out by Gallup Pakistan revealed that more than half (52%) of all Pakistanis consider media to be a source of awareness, while 29% believed otherwise. Mass media has given each of us a platform to voice our opinions on different social and political issues and share information with one another. Social Media has enabled the PYA (**Pakistan Youth Alliance**) and other like-minded groups to share their experiences, gain credibility and appreciation from other and has removed our dependence on state controlled flow of information. Youth have the opportunity to comment on even those topics which have long been considered taboo. Pakistani media is very vibrant and has become the most powerful in changing opinions and views of Pakistanis. Discussion programs are being arranged on television and radio on subjects such as death, violence, drugs, morality, human relationships, the women liberation movement, politics, religion and culture. As watch dogs the media keeps a close watch on the misdeeds and wrong doings of government and report to the masses. Movies, dramas, documentaries and programs which promote Islamic and eastern culture and convey message of

peace, harmony, unity, love, care have a very positive impact on society and ethics. Media supports democracy by bringing out the democratic norms and inculcating the same in the general public / polity. Providing live coverage of parliament proceedings, activities of politicians, programs on democracies are few of the examples. On the other hand media has also negative impact on Pakistani society and ethics. The media with their rootless culture have been diffusing a culture of nuclear families and neo-local families. Pakistani society is experiencing the erosion of practical religion and the tendency is towards greater ritualism. Sometimes the information reported by media is not authentic from every angle and misrepresents the situation. Misleading messages divert young Pakistani minds towards wrong path. Wrong interpretation of messages and news create further unrest and violence in case of extreme situations. The media plays an integral role in adolescent development. Some 76% of aggressive and violent behavior was demonstrated after excessive television viewing according to a study. Students of Pakistan highly involved in the social media as the research was being published by **BBC news** unveiled this fact that 67% of the total respondents of face book comprised of youth and students, so this compliment the fact that students have more focus and relation to this social media. The very common social media include Face book

and Twitter. The impact of social media on students is very much severe and if it is not taken positively it will threaten the future of millions of the students in Pakistan. According to an **online IT portal** of Pakistan it was indicated that **“3.4 million users from Pakistan on Facebook are male, while rest of 1.6 population is female. 76 percent of these users from Pakistan are aged between 18-34”**. It is said that **“Twitter and Facebook initiatives and comments have the power to change people’s minds”**. An untamed beast if not regulated properly, it can unleash great havoc and pain in Pakistani society, as the violent videos on the web has done permanent damage to many. Media is trying to make this century only for those women with perfect bodies and it is one of the big factors why our wives, daughters, sisters and a lot more women in our society are at health risks. Women take the issue of perfect body so serious that they risk their lives to achieve of what they believe is the media’s perception of a perfect body. Some negative outcome includes disorders and a lot of stress to our women in the society. Pakistani channels are promoting western culture more than Pakistani culture. Youth is more influenced by it and is adopting their ways and few of which are actually unethical and against our religious values and morals. Other than this, Pakistani movies and stage dramas are depicting a negative image of Pakistani culture. The stage dramas in the name of comedy are exploiting women’s image in a worse way and humiliating their existence. Our media has hijacked the real issues of our society and reported on fabricated issues. Another aspect of our electronic media is to criticize too much against the country. In the Mumbai attack our media played a negative role. The media highlighted human rights violations in the country but failed in playing its due role in opinion building and educating the masses. It is a proven universal opinion that communities always have won all their battles through

the weapons of their social and cultural values. But Pakistani electronic media is trying to live under the death of social and cultural values as the majority of Pakistani TV Channels have a focused policy to copy the Indian TV theories in order to grab more viewer ship for their financial interests. Mass media in Pakistan are operating in the society where norms and traditions are based on the Islamic culture. In the developing society like ours, norms and values are not merely bearing the Islamic impact but have the rational boundaries. In Pakistan the ethical boundaries are partly similar to those of other countries having different demographic, religious and social backgrounds. In Pakistan, **CPNE**, **APNS** and **PFUJ** have developed the code of ethics to follow. Mass media here is involved in the race of popularity, politics and intension to break the news and could not manage to deliver the quality information to the audience. Although mass media in Pakistan have intentionally followed the ethical lines to disseminate the credible information, which caused to the gradual rise in the maturity in the attitude towards politics and the social responsibility. Media ethics kept the journalism and cultural industries with the responsibility to perform for the betterment of society. But in the haste to be first in delivering the news and information to the audience and for the sake of being popular among the viewers, readers and listeners, they compromised the media ethical values.

Economic Impact

In **(2007-2008)** the cable television sector employed **30,000** people, PTV employed **6000** people, and Radio Pakistan had manpower of over **3000**. The fast expanding private electronic media in total has generated direct employment for more than **50,000** people. The electronic media generated revenue of Rs 8 billion per year which was expected to grow to Rs 20 billion by the close of the year 2007-08.

The advertising industry of Pakistan has annual billings of more than Rs **3 billion** per annum. Also the investment in print media is more than Rs **10 billion**. Medium Term Development Framework (MTDF) **2005-10** envisaged an investment of Rs **5 billion** over five years in the Mass Media sector. The media in fact is providing support to all sectors of economy and development in terms of connectivity. The private sector investment so far is about Rs 126 billion generating jobs for about **1,50,000 people**. Revenue of Rs **235,613 million** was generated by telecom sector in 2007. This contribution has major impact on economy of Pakistan. The sector is currently contributing 2% GDP out of 7% to the Government of Pakistan. In the last 2-3 years the telecom sector has attracted record inflows of FDI. During **2008-2009** total revenue collected by the Government from telecommunication sector was more than Rs. **100 billion**. Telecom sector revenue grew by 20 percent in 2009 and generated Rs **327.8 billion** in the economy. During 2009 Foreign Direct Investment (FDI) stood at 815 million dollar. Total investments in the sector stood at **1.7 billion dollar** and Telecom imports grew by 20 percent and reached 1.6 billion dollar. By April 2010, there were 97.6 million mobile phone consumers in Pakistan. Currently there are about 3.5 million internet subscribers all across in Pakistan whereas total users crossed 17 million marks. Currently around 3,002 cities are connected to internet. It is the most documented sector of the economy and a heavily taxed sector as compared to others. Pakistan is on the verge of a telecom revolution and is by far the most attractive sector in Pakistan in terms of Foreign Direct Investment coming into the country. Since liberalization, over the past four years, the Pakistani telecom sector has attracted more than \$9 billion in foreign investments. It is expected that the trend of investment may continue in the next 5 years because large potential market still exists in Pakistan and

all operators intend to grab their share. Revenues of the telecom sector during the **2011-12**, standing at Rs **363 billion** compared to the last year 344.2 billion show an increase of 5.4 percent. Regarding the impact of investment in telecommunication sector, it proves beneficial for most of the countries especially the countries which want to develop their economy. The inflow of capital in the form of FDI in telecom sector is a major benefit for them, then the increase in tax revenues and job opportunities in this sector also give them an edge for growth, especially in developing countries. Telecommunication development has a very strong impact on the growth of an economy, but here sound planning is required to fulfill the requirement of an economy, so that telecom sector can play a role in industrial, agricultural, financial and manufacturing sector of economy. On the other hand use of internet makes the fastest source of communication and generating more business activities.

The responses of Pakistanis in the age group (10-19) are as follows: (Table-9) **35.2%** people were "neutral" that they have high trust level on information provided by Pakistani media and **31.5%** people "agree" that they have low trust level on information provided by Pakistani media. **31.5%** people "agree" that they ignore a controversial program they have watched on Television, **42.6%** were "neutral" about criticizing a controversial program they have watched on Television and **37%** people "agree" that they verify the controversial program they have watched on television. **29.6%** people were "neutral" about the satisfaction with the performance of Pakistani media. **46.3%** people "agree" that international entertainment channels have a harmful effect on the ethics of Pakistani children. **40.7%** people "agree" that Indian and western thoughts are dominating Pakistani media. **46.3%** people "disagree" that Pakistani media promotes Islamic culture

and values. 37% people” agree” that Media without necessary restrictions is responsible for spreading vulgarity. 57.4%

people” agree” that government must ban unethical and vulgar content accessible to Pakistanis.

Table- 9 Distribution of impact of mass media in Pakistan on social and ethical grounds among age group (10-19)

Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Your trust level on information provided by Pakistani media is high	8	14.8	12	22.2	19	35.2	11	20.4	4	7.4	54	100
Your trust level on information provided by Pakistani media is low	8	14.8	17	31.5	12	22.2	12	22.2	5	9.3	54	100
When you watch a controversial program on TV, you ignore it.	7	13	17	31.5	12	22.5	15	27.8	3	5.6	54	100
When you watch a controversial program on TV, you criticize it.	4	7.4	13	24.1	23	42.6	12	22.2	2	3.7	54	100
When you watch a controversial program on TV, you verify it.	3	5.6	20	37	14	25.9	11	20.4	6	11.1	54	100
You are satisfied with the performance of our media.	7	13	15	27.8	16	29.6	8	14.8	8	14.8	54	100
International entertainment channels have a harmful effect on the ethics of Pakistani children.	25	46.3	15	27.8	6	11.1	4	7.4	4	7.4	54	100
Indian and western thoughts are dominating Pakistani media.	22	40.7	15	27.8	7	13	10	18.5	-	-	54	100

Pakistani mass media promote Islamic culture and values.	3	5.6	5	9.3	13	24.1	25	46.3	8	14.8	54	100
Media without necessary restrictions is responsible for spreading vulgarity.	15	27.8	20	37	10	18.5	6	11.1	3	5.6	54	100
Government must ban unethical and vulgar content accessible to Pakistanis.	31	57.4	12	22.2	8	14.8	2	3.7	1	1.9	54	100

The responses of Pakistanis in the age group (20-29) are as follows: (Table-10) 32.4% people were "neutral" that they have high trust level on information provided by Pakistani media and 31.1% people were "neutral" that they have low trust level on information provided by Pakistani media. 40.5% people "agree" that they ignore a controversial program they have watched on Television, 43.2% people "agree" about criticizing a controversial program they have watched on Television and 36.5% people were "neutral" that they verify the controversial program they have watched on television. 32.4% people "agree" about the satisfaction with the performance of Pakistani media. 41.9% people "strongly agree" that international entertainment channels have a harmful effect on the

ethics of Pakistani children. 44.6% people "strongly agree" that Indian and western thoughts are dominating Pakistani media. 29.7% people were "neutral" that Pakistani media promotes Islamic culture and values. 43.2% people "agree" that Media without necessary restrictions is responsible for spreading vulgarity. 50% people "agree" that government must ban unethical and vulgar content accessible to Pakistanis.

Table-10 Distribution of impact of mass media in Pakistan on social and ethical grounds among age group (20-29)

Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Your trust level on information provided by Pakistani media is high	7	9.5	20	27	24	32.4	15	20.3	8	10.8	74	100

Your trust level on information provided by Pakistani media is low	16	21.6	19	25.7	23	31.1	12	16.2	4	5.4	74	100
When you watch a controversial program on TV, you ignore it.	9	12.2	30	40.5	25	33.8	7	9.5	3	4.1	74	100
When you watch a controversial program on TV, you criticize it.	7	9.5	32	43.2	22	29.7	12	16.2	1	1.4	74	100
When you watch a controversial program on TV, you verify it.	5	6.8	16	21.6	27	36.5	19	25.7	7	9.5	74	100
You are satisfied with the performance of our media.	3	4.1	24	32.4	18	24.3	14	18.9	15	20.3	74	100
International entertainment channels have a harmful effect on the ethics of Pakistan children.	31	41.9	20	27	11	14.9	8	10.8	4	5.4	74	100
Indian and western thoughts are dominating Pakistani media.	33	44.6	21	28.4	9	12.2	7	9.5	4	5.4	74	100
Pakistani mass media promote Islamic culture and values.	7	9.5	13	17.6	22	29.7	20	27	12	16	74	100
Media without necessary restrictions is responsible for spreading vulgarity.	22	29.7	32	43.2	14	18.9	3	4.1	3	4.1	74	100
Government must ban unethical and vulgar content accessible to Pakistanis.	37	50	23	31.1	8	10.8	4	5.4	2	2.7	74	100

The responses of Pakistanis in the age group (30-39) are as follows: (Table-11)37.1% people ” agree” that they have

high trust level on information provided by Pakistani media and 31.4% people “disagree” that they have low trust level

on information provided by Pakistani media. **31.4%** people “**disagree**” that they ignore a controversial program they have watched on Television, **45.7%** people “**agree**” about criticizing a controversial program they have watched on Television and **28.6%** people “**agree**” that they verify the controversial program they have watched on television. **28.6%** people were “**neutral**” about the satisfaction with the performance of Pakistani media. **65.7%** people “**strongly agree**” that international entertainment channels have a harmful effect on the ethics of Pakistani children.

60% people “**strongly agree**” that Indian and western thoughts are dominating Pakistani media. **31.4%** people “**disagree**” that Pakistani media promotes Islamic culture and values. **51.4%** people “**strongly agree**” that Media without necessary restrictions is responsible for spreading vulgarity. **77.1%** people “**strongly agree**” that government must ban unethical and vulgar content accessible to Pakistanis.

Table- 11 Distribution of impact of mass media in Pakistan on social and ethical grounds among age group (30-39)

Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Your trust level on information provided by Pakistani media is high.	3	8.6	13	37.1	10	28.6	4	11.4	5	14.3	35	100
Your trust level on information provided by Pakistani media is low.	6	17.1	9	25.7	8	22.9	11	31.4	1	2.9	35	100
When you watch a controversial program on TV, you ignore it.	5	14.3	7	20	9	25.7	11	31.4	3	8.6	35	100
When you watch a controversial program on TV, you criticize it.	6	17.1	16	45.7	8	22.9	5	14.3	-	-	35	100

When you watch a controversial program on TV, you verify it.	3	8.6	10	28.6	7	20	9	25.7	6	17.1	35	100
You are satisfied with the performance of our media.	3	8.6	8	22.9	10	28.6	7	20	7	20	35	100
International entertainment channels have a harmful effect on the ethics of Pakistan children.	23	65.7	9	25.7	1	2.9	-	-	2	5.7	35	100
Indian and western thoughts are dominating Pakistani media.	21	60	9	25.7	4	11.4	-	-	1	2.9	35	100
Pakistani mass media promote Islamic culture and values.	4	11.4	2	5.7	10	28.6	11	31.4	8	22.9	35	100
Media without necessary restrictions is responsible for spreading vulgarity.	18	51.4	11	31.4	4	11.4	1	2.9	1	2.9	35	100
Government must ban unethical and vulgar content accessible to Pakistanis.	27	77.1	5	14.3	3	8.6	-	-	-	-	35	100

The responses of Pakistanis in the age group **(40 and above)** are as follows: (Table- 12) **45.9%** people were **“neutral”** that they have high trust level on information provided by Pakistani media

and **43.2%** people **“agree”** that they have low trust level on information provided by Pakistani media. **35.1%** people were **“neutral”** about ignoring a controversial program they have watched on Television,

45.9% were “neutral” about criticizing a controversial program they have watched on Television and 43.2% people were “neutral” that they verify the controversial program they have watched on television. 35.1% people were “neutral” about the satisfaction with the performance of Pakistani media. 40.5% people “strongly agree” that international entertainment channels have a harmful effect on the ethics of Pakistani children. 48.6% people

“strongly agree” that Indian and western thoughts are dominating Pakistani media. 31.6% people “strongly disagree” that Pakistani media promotes Islamic culture and values. 35.1% people “strongly agree” that Media without necessary restrictions is responsible for spreading vulgarity. 51.4% people “strongly agree” that government must ban unethical and vulgar content accessible to Pakistanis

Table-12 Distribution of impact of mass media in Pakistan on social and ethical grounds among age group (40 and above)

Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Your trust level on information provided by Pakistani media is high.	3	8.1	6	16.2	17	45.9	4	10.8	7	18.9	37	100
Your trust level on information provided by Pakistani media is low.	4	10.8	16	43.2	11	29.7	4	10.8	2	5.4	37	100
When you watch a controversial program on TV, you ignore it.	6	16.2	9	24.3	13	35.1	8	21.6	1	2.7	37	100
When you watch a controversial program on TV, you criticize it.	3	8.1	12	32.4	17	45.9	5	13.5	-	-	37	100
When you watch a controversial program on TV, you verify it.	6	16.2	9	24.3	16	43.2	3	8.1	3	8.1	37	100
You are satisfied with the performance of our media.	2	5.4	7	18.9	13	35.1	11	29.7	4	10.8	37	100

International entertainment channels have a harmful effect on the ethics of Pakistan children.	15	40.5	11	29.7	7	18.9	2	5.4	2	5.4	37	100
Indian and western thoughts are dominating Pakistani media.	18	48.6	10	27	5	13.5	3	8.1	1	2.7	37	100
Pakistani mass media promote Islamic culture and values.	6	16.2	5	13.5	9	24.3	9	24.3	8	31.6	37	100
Media without necessary restrictions is responsible for spreading vulgarity.	13	35.1	12	32.4	5	13.5	3	8.1	4	10.8	37	100
Government must ban unethical and vulgar content accessible to Pakistanis.	19	51.4	5	13.5	5	13.5	5	13.5	3	8.1	37	100

Analytical Results

In the case regarding source of mass media entertainment in Pakistan, in results there is no association. This shows that Pakistanis of different age groups [(10-19), (20-29), (30-39) and (40 and above)] are on the same side regarding the source of mass media entertainment. The following

table shows the statistical figures of case/question related to source of mass media entertainment in Pakistan, in which it is clear that the results show no association because p-value of this case is greater than 0.05 (Table-13)

Table -13 There is no association between mass media source of entertainment and age groups

Case/question	Chi-square value	P-value	Remarks
Which mass media entertains you the most?	23.960	0.156	Insignificant

In the case regarding frequently accessed mass media content in Pakistan, in results there is no association. This shows that Pakistanis of different age groups [(10-19), (20-29), (30-39) and (40 and above)] are on the same side regarding the frequently

accessed mass media content. The following table shows the statistical figures of case/question related to frequently accessed mass media content in Pakistan, in which it is clear that the results show no association because p-

value of this case is greater than 0.05 (Table-14)

Table- 14 There is no association between frequently accessed mass media content and age groups

Cases/questions	Chi-square value	P-value	Remarks
Which type of mass media content do you like to access?	3.544	0.939	Insignificant

In the cases regarding the impact of mass media in Pakistan on social and ethical grounds, in results there is no association. This shows that Pakistanis of different age groups [(10-19), (20-29), (30-39) and (40 and above)] are on the same side regarding the impact of mass media on our society and ethics. The following table shows the

statistical figures of cases/questions related to the impact of mass media in Pakistan on social and ethical grounds, in which it is clear that the results show no association because p-value of all cases is greater than 0.05 (Table-15)

Table-15 There is no association between Impact of mass media in Pakistan on social and ethical grounds and age group

Cases	Chi-square value	p-value	Remarks
Your trust level on information provided by Pakistani media is high.	11.549	0.483	Insignificant
Your trust level on information provided by Pakistani media is low	12.166	0.432	Insignificant
When you watch a controversial program on TV, you ignore it.	15.627	0.209	Insignificant
When you watch a controversial program on TV, you criticize it.	14.857	0.249	Insignificant
When you watch a controversial program on TV, you verify it.	16.12	0.186	Insignificant
You are satisfied with the	10.734	0.552	Insignificant

performance of our media.

International entertainment channels have a harmful effect on the ethics of Pakistani children.	12.086	0.439	Insignificant
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Indian and western thoughts are dominating Pakistani media.	12.599	0.399	Insignificant
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Pakistani mass media promote Islamic culture and values.	12.17	0.432	Insignificant
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Media without necessary restrictions is responsible for spreading vulgarity.	12.478	0.408	Insignificant
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Government must ban unethical and vulgar content accessible to Pakistanis.	20.058	0.065	Insignificant
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Conclusion

“Media is a double edged sword it has benefits, it has vices”. Mass media has both positive as well as negative impacts on society and ethics. Media has become a major sector of the economy over the last 15 years generating revenue for the economy, attracting investment, providing direct as well as indirect employment for the people and contributing to gross domestic product of the country. The most common source of mass media entertainment for all age groups in Pakistan is internet and television. Whereas trend of Pakistanis (all age groups) is more towards entertaining and informative content. Media has power to change the views and

opinions of Pakistanis. Sometimes media misrepresents the situation, creates controversy contributing to worse conditions. The impact of social media is too much severe and if not handled properly, it will harm the future of millions of students in Pakistan. Pakistanis have trust on media that is neither too much high nor too much low. Most of the Pakistanis disagree that Pakistani media is promoting Islamic culture and values. People see and absorb what media is showing so it is the responsibility of media to realize its role and to promote morally and ethically favorable content. International entertainment channels have harmful effect on the

ethics of Pakistani children and our own media is also dominated by Indian and Western thoughts. Our media is not paying desired attention towards promoting eastern culture and Islamic cultural and norms. Majority of Pakistanis agree that media without necessary regulations is responsible for spreading vulgarity and that Pakistani government must ban all unethical content accessible to Pakistanis whatever the source of mass media is.

Recommendations

Following are some ways to reduce the negative impact of mass media:

- i. According to results of above research the most common source of mass media entertainment among all age groups in Pakistan are internet and television, so the respective regulatory authorities must ensure that unethical content is neither communicated nor accessible on internet sites, television as well as on other media sources.
- ii. According to results of above research the trend of Pakistanis is towards entertaining and informative content which is a favorable trend but on the other hand few people like to access Islamic content so movies, dramas, documentaries containing messages of Islam must be promoted and broadcasted.
- iii. Media should avoid personal benefits and bias while broadcasting information and news. Only truth should be

communicated to the masses in order to increase the trust level of people on media.

- iv. Pakistani media must not broadcast controversial content as it lead to unnecessary argument, negativity and disregards honesty and truth.
- v. International entertainment content that is against our cultural, ethical, moral and Islamic values must be banned. Only informative and education based international media content should be accessible to Pakistanis.
- vi. Our media must impose a self-censorship which is basically to say nothing against Pakistan and its national security institutions.
- vii. Media should portray things in a positive way which are according to our culture and religion.
- viii. Sensationalism of news to gain popularity must not be practiced by media.
- ix. Media should portray simplicity instead of materialism.
- x. Showbiz and fashion pages of print media must follow the limits of our culture.
- xi. Unethical content available on different sources of media must be totally banned by the government.
- xii. Social networking sites like face book and twitter should be accessible between 7pm to 9pm so that the students who are the most frequent users of social networking sites and asset of Pakistan will be able to devote more time to studies and constructive activities.

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