

Practices of Electronic Media and It's Alignment with Code of Ethics

Muhammad Wasil Solangi, Khuwarzam iftikhar

Abstract— Media ethics includes truth, equality, justice, right, and responsibility. Ethical practice is as important in media as it is in any other walk of life with high level of public impact. All professionals have specific ethical codes based on long tradition. Probably the best known is the Hippocratic Oath in which a physician vows to “do no harm”. Similarly, the society of professional journalists says that the media should “minimize harm” and have “compassion for those who may be affected adversely by news coverage”. Reporters, editors, broadcasters, advertising executives and others in the mass media need to understand and rely on ethical codes to guide them. Journalists are ethically bound to seek the truth in order to act independently and to serve the public interest. Advertising and public relations professionals are ethically bound to tell the truth. Although unethical behavior may seem to help people rise more quickly in their fields, people with a strong sense of ethics find their careers enhanced in the long run. Professionals who do not follow professional ethics even if they break no law, may be fired from their jobs. Sometimes editors will ask subordinates to do things that are unethical either to test them or to find an office scapegoat. In either case, the ‘practical approach is usually sufficient. In rare cases, the old newspaper saying “edit with your hat on” might apply. The saying means you should be prepared to quit a job if unethical behaviors required so. While it is true that a sense of ethics may vary in strength from person to person, a complete lack of ethics or compassion is considered to be a symptom of mental illness. The sense of ethics is very much like the desire for freedom. We do try to understand the legal systems that protect personal freedom while balancing the interests of others.

Keywords— Advertising, ethical codes, freedom, legal systems, mass media, media ethics, media law, moral principles, professional ethics, journalists, truth.

1 INTRODUCTION

Media refers to those means of communication that are formed to reach a wide range of audience.

“Media is the mean of catharsis and is must for normal living.” (Aristotle)

Media is the most powerful tool of communication. It helps promoting the right things on right time. Moreover, it gives a real exposure to the mass audience about what is right and wrong. Even though media is linked with spreading fake news like a fire, but at the same time it benefits to inform us about the realities as well”^[1] (Thearon Q Ramacharaka). Media is a pervasive and ever-present entity^[2]. It is strong influence for constructing meaning in everyday lives.

1.1 History

The contemporary media age can trace its origins back to the electrical, telegraph, patented in the United States by

Samuel Morse^[3] in 1837. Until 15th –century, Johannes Gutenberg’s invention of the movable types printing press, books were written by hand, and two copies were not exactly the same. The printing press made the mass production of print media possible. It was not only a cheaper way to produce written material, but it was easily reachable to a wide audience. In 1810, Friedrich Koenig, another German printer pushed media production forward by hooking the steam engine up to a printing press, enabling the industrialization of printed media. Resultantly assisted in the rise of the daily newspaper. In 1830s, the daily newspapers faced a problem with the rise of the penny press^[4] (newspapers that were low- priced broadsheets); these papers were more cheaper and a source of sensational daily news of murder and politics. The penny press can be seen as today’s gossip-hungry tabloids.

1.2 Types of Media

There are different types of media that are inherently are a part of routine life. Media includes electronic media, interactive media and print media. Electronic media consists of TV and radio; interactive media includes people and internet while print media consists of newspapers, billboards, magazines and books.

1.2 Electronic Media Channels in Pakistan

- Muhammad Wasil Solangi is currently pursuing PhD degree program in Communication and Media studies in University of Gujrat, Paksitan Ph+243890025257. E-mail: xaviodesire@gmail.com
- Khuwarzam iftikhar is currently pursuing PhD degree program in Communication and Media studies in University of Gujrat, Paksitan Ph +923338446179. E-mail: Khuwarzam@yahoo.com

Pakistan Television Corporation (PTV) broadcasts began in 1964. Today, PTV is broadcasting six channels; PTV Global, in Europe, Asia and the US. PTV News is a dedicated news channel; and PTV National sends programs in various languages of Pakistan. PTV's state monopoly was ended in 2003 when the market for electronic media was liberalized. This led to the boom in new private TV channels that today transmit diversity to millions of viewers. The private channels have been issued licenses for cable or satellite only, which means that PTV is the only channel that provides terrestrial services to the population. This favors PTV, as most of the rural populations do not have access to the alternative channels that are broadcasted via cable or satellite. In total Pakistan has 49 TV channels of which 15 are news channels, 32 channels are primarily entertainment and two are recognized religious channels. The three media conglomerates are also having their own TV channels, but newcomers such as **ARY TV** and **Aaj TV** have challenged their dominating status.; **Dawn News** that is popular among the urban elite. **Geo TV**, owned by the Independent Media Corporation, is permanently affiliated with the Jang Group of Newspapers. **Geo News** is being broadcasted under Geo TV's flagship. The **Urdu 1** channel is one of the most popular channels in Pakistan and has a large audience. **Samama Tv**, **Dunia news**, **Colors** and **filmazia** are among other famous channels.^[5]

1.3 Ethics

Coming underneath the caption of Ethics, media ethics covers big range of broadcasting and medium, together with tv shows, film, drama, magazines journals, arts and theater. Considering the rights of media in their relevancy society it's so imperative to possess bound restraints in hand. Being moral in media business means that to be correct and unbiased; truthful and dealing emotional cases with high alertness and humane. The disputes arise once the moral codes are compromised, for example worrying pictures being shown which will contradict with culture or not telling the entire story and breaching the confidentiality agreements, additional examples embody plagiarism; once a fellow reporter's work is employed without being acknowledged or as one's own work, victimization the bits and items from previous options; the second time or repetition of data from alternative publications. Global media ethics aims at developing a comprehensive set of principles with associated degree of standards for observing journalism in an age of worldwide fourth estate. Today, fourth estate uses communication technology to assemble text, video and pictures around the world with unprecedented speed and ranging degrees of editorial management. Constant technology permits fourth estate to air this data to audiences scattered round the globe.^[6]

2 REVIEWS OF LITERATURE

Media Ethics in West Pakistan, a probe report of Gilani analysis Foundation (GRF) was designated to review its results and findings also as its result on developing code of conduct for Pakistani media. The report was developed when a survey back in 2002 in West Pakistan. In its introduction, report examine the scope of the media that has been stepped-up but, before 2001 country had solely PTV, a state-run television station, that had provided news, amusement etc., folks failed to have the other selection of TV channels. However, with the beginning of freelance personal TV channels era^[7], they attracted the Pakistani folks with world power; several news channels started video streaming, live shows and 'breaking news'; that immediately spread info among the people, however it conjointly places a very important responsibility on media; that whereas enjoying the liberty and power to reshape the opinion, media should consider and take into account society norms throughout broadcasting. Unfortunately, Pakistan's young media has crippled in big number of mistakes. Each TV channel desires to be 'The first' in breaking the news and most viewership of their live shows; ultimately placing ethics under the shadow. The report may lay a hand on the parameters of media ethics that what ought to be codes for media, that has got to cowl political, industrial and social problems. However, mentioned very little about the code of conduct; ought to be connected with world norms. Media ought to respect the sovereignty and culture of the state that area unit declared within the constitution. The report communicates concerning Pakistani authorities those were operating to ascertain a restrictive body and official code of conduct for media.

Research work of Kai Hafez, Journalism Ethics Revisited: A Comparison of Ethics Codes in Europe, geographical region, the center East, and Muslim Asia^[8] mentioned concerning the ethics of media in Muslim and European states that what moral codes those states have. Muslim rulers failed to permit media to be free. They obligatory strict policies on freedom of expression and freedom to info. The study unconcealed that political frame for a free media was established in a very country and free expression is that the inevitable consequence. Media, in Muslim states, cannot criticize and negatively depict their rulers. The study conjointly argued relating to the ethics of media as western media demands for a standard world ethics, that ought to be noticed as western media programs that area unit accessible in Muslim states like Saudi Arabia, Iran, West Pakistan etc., making moral issues relating to the social norms because it promotes erotica taken as 'cultural invasion' into jap societies that aren't a lot of open like West, the role of media because the 'Fourth Estate of the

Government'. a shot has been created to bring totally different views of ethics that contains views of Aristotle, solon, Immanuel Kant, J S Mill, Rawls and spiritual leader. The paper focuses on Press Ethics. Press ethics' reflects the society and also the laws that form the press system. the moral standards and also the code of conduct media practitioners ought to really abide by is AN in progress discussion. The responsibility of the press has modified in conjunction with the dynamical role of the govt. and its relationship with the individuals. The role media got to play has been stressed, wherever within the views of Markandey Katju, Chairman ,Press Council of Republic of India (PCI) has been incorporated and also the role of PCI in control media has been mentioned in that. At the top of the paper, scant mention of the media council has conjointly been created.

Sadiq and Qureshi^[9] examines the objectivity-level in news of nuclear proliferation case in main English and Urdu newspapers. They analyzed news things, editorials, articles and photos, and discovered that a lot of inferences and judgments were utilized in editorials and articles. Their findings counsel that inclination towards judgment sentences contributed to a coffee level of sound judgment and declined the reliance of the coverage. They counsel that though Pakistani media is taken into account a lot of outspoken and objective in South Asia, however it lacks the attention within the use of judgments and inferences in news content, the factors that contribute to the extent of sound judgment.

Similarly, for media news regarding NGOs, Hassan and Sabir ^[10] found that media diagrammatic NGOs negatively. They found that investigatory news wasn't done to border the image of NGOs, nor did the press create an endeavor to follow the principles of objective and unbiased news.

Same is that the case with non-secular minority's news on print and tv media. Findings of the Papers, that have examined non-secular minority's portrayal on print (Ali 2010; Ambreen 2014) and television media (Ahmed et al. 2014)^[11] counsel that media covers minority's problems absolutely in step with the agenda of the govt. and frequently lack the investigatory behavior needed to tell individuals regarding all problems associated with minorities like their social issues.

For private newscast channels, Raza et al.^[12] found the observe of stories content news as not truthful. They surveyed viewers and located that respondents believe that the personal newscast channels area unit sensitizing the problems of relating to politics, crime, terrorism, and celebrity etc. Their results showed that these channels gift routine news events as breaking news to form hoopla. In another study, Paracha et al [12] found that news channels

report the news associated with terrorist act hyperbolically, and generally while not confirmation, to form it exclusive and breaking news. They cited the instance as 'if a cylinder blasts in an exceedingly market or in an exceedingly house, breaking news comes at that point with none confirmation says that a bomb went off somewhere within the space however we've no any info and after we get new info we are going to update you. once a while breaking news is broadcast that it absolutely was not blast however really a cylinder blast in an exceedingly house.' Similarly, variety of persons died or hors de combat according by media usually don't match with actual numbers. These findings counsel that newspapers' writers lack the talents to use judgments and inferences, and TV news channels haven't used competent news techniques. Given long history of medium within the country, irresponsible behavior of a number of the newspapers in language victimization is stunning.

Morse^[13] suggests possible two ways in which quantitative and qualitative methods can be triangulated. First, qualitative method used as preliminary inquiries in a quantitative study; whereby, qualitative methods are regarded as supplementary methods. Secondly, quantitative methods proceed as preliminary inquiry in a qualitative study in the sense that quantitative methods are regarded as auxiliary methods. Principally, wherever qualitative and quantitative methods are used in the same research project

Nagy & Biber ^[14]stated that "the term 'multi methods' refers to the mixing of methods by combining two or more qualitative methods in a single research study (such as in depth interviewing and participant observation) or by using two or more quantitative methods (such as a survey and experiment) in a single research study. In particular, studies of media organizations have been a proving ground for this data collection method.

3 THEORETICAL FRAMEWORKS

A theory is an abstract system of concepts with indications of the relationships among these concepts that help us to understand a phenomenon. Stephen Littlejohn suggests this abstract system is derived through systematic observation. In 1986, Jonathan H. Turner defined theory as "a process of developing ideas that can allow us to explain how and why events occur." The goals of theory can include explanation, understanding, prediction and social change; we are able to explain something because of the concepts and their relationships specified in a theory. We are able to understand something because of theoretical thinking. Additionally, we are able to predict something based on the patterns suggested by a theory. Finally, we are able to effect social change or empowerment through theoretical inquiry.^[15]

In this research paper several approaches and theories will be examined to know the influences of media on public perception with reference to the contents provided by media to public. The approaches unfold that "how media should work". According to the nature of study, theoretical guideline is acquired from social responsibility theory.

3.1 Social responsibility theory

The theory of social responsibility is built on a system of ethics, in which decisions and actions must be ethically validated before proceeding. If the action or decision causes harm to society or the environment then it would be considered to be socially irresponsible.

Moral values that are inherent in society create a distinction between right and wrong. In this way, social fairness is believed (by most) to be in the "right", but more frequently than not this "fairness" is absent. Every individual has a responsibility to act in manner that is beneficial to society and not solely to the individual.

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that "No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations".

The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information. The commission of press council also included some tasks based on social responsibility of media. Public, somehow, sees inconsistencies and unethical behavior only in media practices. But that's not where the problem lies. Rather it lies in the failure to recognize that media is both a function and a mirror of the society itself. And when the public sees this reflection they are not only aghast by it, but as a consequence they blame the media for mirroring their true picture. The critique that the Pakistani media is obsessed with negative news, also falls within this context. One of the fundamental problems with Pakistani media is to treat news more as a commodity than as a social good. This crude concept leads journalists to use fancy words, metaphors, proverbs, and emotionally-charged arguments

etc which exaggerate or misrepresent the meaning. For example, "When we say 'the man is a lion', we use the image of a lion to draw attention to the lion-like aspects of the man. The metaphor frames our understanding of the man in a distinctive 'yet partial way'. One of its interesting aspects is that it always produces this kind of one-sided insight. Another interesting feature rests in the fact that metaphor always creates distortions. The man is a lion. He is brave, strong, and ferocious. But he is not covered in fur and does not have four legs, sharp teeth, and a tail!" states Morgan in 'Images of Organization'

3.2 Core assumptions and statements

The core study of my research paper is to look up the different practices of electronic media and its alignment with code of ethics. Theory of social responsibility is best suited with my study as it focusses on the how media should perform. It should work parallel, where it has the right of freedom of expression every story should be highlighted and the masses should be aware of every particular incident and the stories behind, there it also regards the National dignity, the secrets of the country and should also oblige the ruling government.

4 RESEARCH METHODOLOGY

In present research triangulation research is used in which three methodologies; content analysis survey and interviews applied to support the researcher studies and the further detail of triangulation research are apprehended below.

4.1 Triangulation research

Triangulation refers to use the investigation of a research question in more than one approach in order to strengthen confidence in the ensuing findings. Since many of the social research are founded with the help of a single research method and it may suffer from limitations link with that method or any specific application of it, triangulation gives the prospect of enhanced confidence. Triangulation can be defined as

"By combining multiple observers, theories, methods, and empirical materials, researchers can hope to overcome the weakness or intrinsic biases and the problems that come from single-method, single-observer and single-theory studies. Often the purpose of triangulation in specific contexts is to obtain confirmation of findings through convergence of different perspectives. The point at which the perspectives converge is seen to represent reality." [16],[17]

In this study the three methodologies used one is content and other is survey and then interviews. The purpose of content analysis is to check out the material that is displayed in different tv dramas, shows and programs,

their quality and ethical presence. Universe of this study is the top rated Tv channels and their top-rated programs by Media logic including dramas, current affair programs and different Tv show in Pakistani electronic media.

It is rarely either possible or desirable to analyze^{[19],[20]} absolutely all media coverage of a subject, area or issue for conceptual and, more specifically, for practical reasons therefore content analysis must start with the selection and narrowing down of the type of coverage to be analyzed Hansen. The present content analysis is done on the monthly report of Media logic. The sample of top 10 most rated tv channels overall by Media logic monthly report. The time frame to analysis programs was last Six month from the month of July 2015 to December 2015. Morning shows and programs in Prime time 7pm pm to 10pm are included.

4.2 Research Questions

The research questions of present study are:

- Q1. Are practices of electronic media following some ethics^[21]?
- Q2. "The content shown by electron media used for wellbeing of society or just for rating business?"

4.3 Coding categories

After formulating research question and keenly observing the program that is relevance to study and research question as mention above, the purpose of content analysis were categorized to conceptualize following;- (a) sensation in News, Breaking news; (b) foreign content in dramas; (c) disgrace of country and leaders in current affair programs (d) vulgarity in dramas and morning shows; (e) advertisement material way of persuasion; (f) crime scene explore in live coverage and dramas; (g)Women dignity considered.

4.4 Universe, population, sampling and data collection

In this study the universe is the students of university of Gujrat. The first step in the research process is to specify the group of persons or unit of analysis to be studied. Units of analysis in present study are both male/female graduate students in university of Gujrat. Target sample of one hundred and twenty was stratified to different strata on the basis of education, age and gender. Fourty respondents were from Gujrat main city and its located rural areas, fourty were from University of Gujrat students and fourty were from university of Gujrat faculty. The sample was further divided on the basis of gender. Sixty respondents were male and sixty were female. According to the demand of this study, stratified method for measurement of the demographic characteristics was adopted while purposive

method was used for collection of data from the target population. Due to many issues like financial constraints and time limitation it was not possible for the researcher to collect data from the large population. Therefore, total one hundred respondents equally consisting males and females belonging to university were selected. The details are given below.

Table 4.1
University of Gujrat

Area	Males	Females	Total
Faculty	20	20	40
Students	20	20	40
General public (District gujrat)	20	20	40
Total Sample			120

After collecting data, interviews were conducted from different persons in which questions were asked on the basis of survey result and content shown on tv programs. Different channels heads owners, reports, media officials and government body regarding media were interviewed to get more authentic reasons and answers.

5 RESULTS AND DISCUSSION

The top most rated TV channels and their content is analyzed. After making coding categories the maximum percentage was of adulteration and vulgarity shown in different programs and morning shows. Vulgar dialogues vulgar scenes are often shown in different peak hour dramas. Morning shows are rich in dance and foreign culture. Double meaning word dialogues, disgrace of women and moral values is the major content of these morning shows. Promotion of foreign culture and Films are also promoted in morning shows. Morning with Farah ATV, Good Morning Pakistan with Nida Yasir, Jagoo Pakistan Jagoo with Sanam Jugan and Subah Savery with sama hosted by Sahir lodhi are the examples. Talking about advertisement; foreign products are promoted in TV adds. Vulgar scenes in advertisement have become common. Only PTV home and ATV show pro government ads and content. Ratio of crime exposure is much bigger in live crime scenes and news. Current affair programs are rich in disgrace of the departments and country, inhumanity of leaders is common in these current affair programs. Current affair and infotainment programs are promoting the inhumanity and disgrace of the country and leaders and National departments. Clear political and channels biasness is shown in current affair programs. Khabardar, Khabarnak , Mazakrat are the top rated infotainment shows . News beat Sama TV Jirga Geo news and Aaj Shazaib Khanzada K

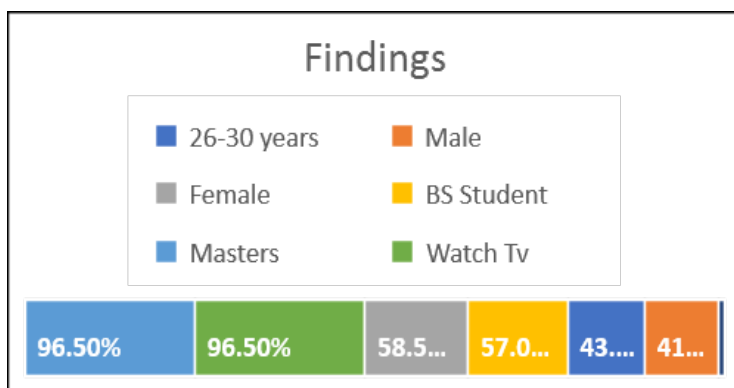
Sath Geo news are top current affair programs. Talking about news there is shown a lot of sensation in term of breaking news, every single news is now a breaking news just to gain attention of viewers. Every channel shows now as its first to break this news just to show 1st rank, news is same time of delivery and even the content of the news is almost same. Pakistan where media is immature and where media doesn't accept social obligation for society. Pakistani news media always have biasness in news reports, and here media always show one sided story through which media can sensationalize any issue. Audience are controlled by media as puppet. In Pakistani media; organization majority of journalists are unfamiliar with codes of conduct and ethics. In our talk shows only those guests are invited who supports the view point of host. Moreover; Pakistani media diverse views are not welcomed. In Pakistan, majority of journalists have no patience for criticism.

5.1 Research Questions

26 questions were asked in total from 200 respondents regarding the topic *"Practices of electronic media and its alignment with code of ethics"*. The query was to gather different views of the sample population to get closer to the exact analysis of the given hypothesis. In this regard following is the interpretation of graphical data of the answers.

Two categories were formulated for the age. The findings show that almost 53.4 (%) of the respondents were of 20-25 years and rest of 43.5 (%) were from 26-30 years of age. 41.5(%) of respondent are male and rest 58.5 (%) respondent are female. Out of 200 respondents 43 (%) are BS students and 57 (%) are Master's students. 96.5 (%) says the watch TV regularly and 3.5 (%) respondent say they don't watch TV. The graph shows the dominant view of TV watchers.

Table 5.1



According to the monthly report of Media logic the top most rated TV channels of last six months are given as a

choice to respondent and to choose the channel they watch regularly; finding shows that **PTV home with 14 (%)**, is the most viewed channel followed by hum TV , Samma TV and Filmazia with 13 (%), 11 (%) ,11 (%). Again the respondent were given 10 choices to choose the TV channel they like the most. Findings show a blend of choices in response, **ATV , Ary digital , hum TV , Colors and Urdu 1** are the top choices by the respondents regarding likeness of TV channels. With 13 (%) , 13 (%) ,12 (%) ,11 (%) and 10 (%) among respondents respectfully . Four choices are given to the respondents as their favorite content of their favorite TV channels. Findings show that 27.5 (%) respondent favor the **News bulletin with 26 (%)** said they watch Drama and current affair programs, and 17 (%) made their choice in favor of infotainment programs.

Why do you like your preferred content? This is the question where respondent have to answer descriptively in detail. Examining their answers four major categories are made i.e most of the respondent answers they watch TV to kill time and for entertainment, other said they watch TV for information. There also few other reasons are given for watching TV. For this above mentioned four categories are made, information, entertainment, to kill time and any other. Findings show 32.5 (%) respondent said they watch TV to kill time and 30.5 (%) said they watch TV for entertainment, 21 (%) replied for information and rest 12.5 (%) gave some other reason to watch TV.

Do you find these TV channels according to Pakistani norms and values? Findings show 96.5 (%) respondent say that they do not find these Tv channels according to Pakistani norms and values.

One of the major question is asked to the respondent that what they thing the content which is shown on electronic media channels is according to ethics; and respondent replied in negative.

Do you find these TV channels according to society's values? Findings show that 96.5 of respondents said they do not find channel's content according to society's values. There is seen a clear negativity in respondent's mind when it is asked that channels are following society's values or not.

If these are not according to above mentioned values why do you watch such content? To go deep into this query question is asked if the content is not according to above mentioned values why you watch such content. Findings show that 44 (%) respondents said because there is no other available options. 29 (%) said it's entertaining and informative in spite of being unethical. 14 (%) say all the channels show similar content rest 9.5 (%) respondent choose any other option.

Do you watch Drama of your favorite channel? For finding the query about different content shown on TV that

what exactly most of the respondent usually watch on TV and what exactly is the content of their favorite drama, news bulletin, current affair program and morning shows etc. Findings show that 76.0 (%) respondent say they watch drama on their favorite channel. 20.5 (%) replied in negative. 23.5 (%) consider these programs are promoting western agenda.

Do you watch morning shows of your preferred TV channel? Morning show from last couple of years has gathered enough popularity that is the reason according to Findings show that 76 (%) respondent say they watch morning show on their favorite TV channel and 20.5 (%) said they do not watch .

Do you know about ethics? The core of the study is to know about ethics and Findings show that 96.5 (%) of the respondent who watch TV regularly say they know about ethics.

Do you know there are ethics for TV channels? Findings shows that 96.5 percent of respondents said they know that their ethics for Tv channels.

Who is responsible for not following the ethics set for these TV channels? That is one of the most important question of the survey where respondents are asked who they think is responsible for not following the ethics. Findings of figure 5.25 shows that 42 (%) respondents say Government is responsible 34.5 (%) said the channel owners are responsible and viewers are responsible themselves for 20 (%) of respondents.

What suggestions do you give to TV channels regarding their content?

Finally, suggestion was taken from the respondent to improve quality of content for TV channels. Respondents replied in detail and from their answers few categories are made i.e. improve your industry by promoting your own ethics. Findings show that most of the respondent 22.5 (%) respondent said there should be improved content in term of script direction and production from our side.

Findings of the interviews

As the study was dependent on three methods, the analysis of the personal interviews'; data is given below. These interviews were taken from different media persons, channel owners and governing personals. Following were the main questions that were being asked:

- Being pillar of state is electronic media performing its duties parallel?
- As we know there are well defined ethics both by the channels as well as from the governing bodies, what do you think media practices are according to those ethics?
- How do you justify so much explicit, western and vulgar content that is being show on electronic media?

- Electronic media content is meant at making public opinion but it seems struggling for its rating, do you agree?
- If it is not for rating then how you justify the sensation in news, crime stories loaded with suspense and the western and Indian culture in dramas?

Pakistani media prefers following western culture whereas the most important thing for media is, "to promote country's culture not the western culture. Electronic media is somehow performing its duty in disseminating the news and awareness among people; without electronic media we are totally unaware of current happenings. We do have black sheep in our community but yes media is performing its duties having few exceptions where we lack maturity level. It is tacit that Pakistani media is too young for that maturity level. Media try to keep national interest first; but who decides the national interest is a big conflict.

So far, we have been unable to define any ethical definition for media. We have dummy bodies which are only working for their personal benefits. No one dictates you what you do and how you do. Unfortunately, our industry has no long history. Moreover, we are running a race which has no end. We look up to CNN, BBC, SKY news because it is a business to be run.

Everything seems to be aired for a dire of rating; no matter what is being aired. Media is in the race of rating and airing commercials; therefore, most of the media owners achieve to make money

In fact, audience basically is now in habit of this vulgar and cheap content. 'Rating does matter'; but meanwhile it's the media that makes up the mind of our public and for sure rating race takes the lead. Pakistani media should solve problem of the society and educate them but it has not proved to do so. Media is the only platform for making public opinion in the global village. Persons from the governing bodies argue that they have a clear eye on the content of TV channels. There is given a well-defined ratio what to show and defiantly there are channels, which do not follow code of conduct and code of ethics. They are heavily fined on this context.

CONCLUSIONS

The research focused on the content of electronic media which involves core concept of 'Ethics in media'. The content of electronic media is analyzed to know what exactly the top-rated content is; and either it is used for the wellbeing of the society or either its purpose is to get maximum business in terms of rating with its inbuilt code of ethics. Content was analyzed deeply to know the percentage of ethics followed, set by both the governing bodies as well as by channels themselves. Governing

bodies, government and viewers are responsible for such content. Governing bodies do not restrict the content in the presence of set ethics for channels? Political biasness can be clearly seen in the media. Last but not the least viewers watch such content which usually do not follow the ethics.

This study also supports the social responsibility theory which states that electronic media is free to deliver but duly with some restrictions. Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations.

It became a fodder day for unethical functionaries of Tv channels. 'Soft power for money' is lauding the media dignitaries and functionaries charm. Here arrives the fatal fault of government's policies to foresee the facility and to admire that such power would have corrupting influence. Media has entered 'mad devil race'. One cluster became the leader of sensationalism and wielding its power for money benefits, others volitionally or unwillingly followed to strive and obtain their share of the pillage.

Gradually, sensitive viewers began to notice the lean. They recognized the trends of various anchors/comperes and gave them a license for having a 'point of view' or taking part in 'devil's advocates'. However, before long the viewers began to suspect these intentions and grew to grasp that a precise agenda was consciously and persistently being pursued by some leading media homes.

RECOMMENDATIONS

Electronic is the most advance form of communication. People follow media and it is considered as powerful instrument in creating people's choices. The pure source of information and entertainment. Following is recommended to use 'media as soft power': -

- ✓ Government should form department of information strategy and policy with a sound policy on media strategies.
- ✓ Government should monitor organizations and persons responsible for violating code of conduct and media ethics.
- ✓ Media houses and organizations must promote national culture.
- ✓ Positivism should be mannered in advertisement.
- ✓ Live talk shows and analysts' must interview people on merit.
- ✓ Freedom of speech must be followed but within the norms of the society.
- ✓ Rating means development of money but it can be generated by displaying positive scenarios, programs and broadcast. Ingenuity is positivity.

- ✓ Audience have the equal share of responsibility in following conduct and ethics.
- ✓ Breakdown of channels and censorship at media houses should be governed as a self honoured code.
- ✓ Truth should be forecasted by journalist and media organizations.
- ✓ Finally, media shapes the public opinion and work for the uplift of society. Precise focus should be society and its ingredients. Irrespective of the gains, media should use its inbuilt ability of soft power'.

REFERENCES

- [1] Griffin Emory A "A First Look at Communication Theory". . 5th ed. Boston, MA: McGraw-Hill,,P 90 G725, 20003
- [2] Botta, R. A. (1999). Television images and adolescent girls' body image disturbance. *Journal of Communication*, 49(2), 22 – 41,1999
- [3] Sameul internet source reference, <http://www.samuelmorse.net/>
- [4] Barbara Friedman. "The Penny Press: The Origins of the Modern News Media, 1833–1861." Rev. of: title_of_work_reviewed_in_italics, clarifying_information. *Journalism History* 31.1 (2005): 56-56. Research Library Core, ProQuest. Web. 27 Oct. 2009
- [5] Pakistan electronic media regulatory authority PEMRA e-reference, <http://www.pemra.gov.pk/>
- [6] Sridhar Madabushi Nalsar, "Media law open source review", Nalsar university of Hyderabad, India, 2010; open sourcedocument,https://www.nalsar.ac.in/pdf/Journals/Media%20Law%20Review_2010.pdf
- [7] Haleem, Syed Amir in dawn newspaper article, " dawn of advertising in Pakistan ; 21st century age in the millennial", 2017.
- [8] Hafez Kai, "Journalism Ethics Revisited: A Comparison of Ethics Codes in Europe, North Africa, the Middle East, and Muslim Asia", 2010
- [9] Sadiq, Najma & Qureshi, Salman, "Content Analysis versus Level of Objectivity. The International Journal of Interdisciplinary Social Sciences": Annual Review. 5. 241-254. 10.18848/1833-1882/CGP/v05i05/51720, 2010
- [10] Hassan, Taimur. "Portrayal of NGOs in Press", 2011 open source document address https://www.researchgate.net/publication/305024387_Portrayal_of_NG_Os_in_Press
- [11] Ashraf, S. A. B. N.in research article "Journalism ethics: Evidence from media industry of Pakistan", 2014
- [12] Riaz Raza in research article " Sensationalism in Pakistani Private Urdu News Channels: Audience Perception", IJPSS ISSN: 2249-5894, Volume 2, Issue 9, 2012 and open source https://www.ijmra.us/project%20doc/IJPSS_SEPTEMBER2012/IJMRA-PSS1741.pdf
- [13] Dewey, "Interpreting Qualitative Data: Methods for Analysing Talk, Text, and Interaction. David Silverman. London; Thousand Oaks, CA: Sage Publications, 2001
- [14] Biber, "Mixed Methods Research: Merging Theory with Practice, p46,2010
- [15] Jonathan H. Turner, "Contemporary Sociological Theory", p8, SAGE, Sep 20, 2012
- [16],[17] David M. Boje "Narrative Methods for Organizational and Communication Research. . London; Thousand Oaks, CA: Sage, 2001 &

Keefe *Persuasion: Theory & Research*. Daniel J. O'. Thousand Oaks, CA: Sage Publications, 2002.

^{[19],[20]} Malden, "*Discourse Analysis*". Barbara Johnstone., MA:

Blackwell Publishers, p302 2002 & Davis, "*Stories of Change:*

Narrative and Social Movements". Joseph E.. Albany: State University of New York Press, 2002.

^[21] Ablex. "*Ethics in Technical Communication: A Critique and Synthesis*". Mike Markel. Westport, CT: Pub, 2001

IJSER