

Role of Media in Empowerment of Transgenders in Pakistan

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Abstract

The media serves as a platform for the transgender community to promote their rights, draw attention to issues they face, and shed light on their hardships. Through news reports, documentaries, and interviews, the media can influence the public's perception by dispelling the myths and stereotypes that have long rendered transgender individuals powerless. The media can also promote social change by positively portraying and highlighting transgender persons. By making their achievements, skills, and stories public and encouraging more acceptance and inclusion, the media helps to subvert traditional conventions and prejudices. Understanding the media role in shaping public perceptions of transgender individuals and their empowerment is crucial for advancing social justice and promoting equal rights. This research can also help inform interventions aimed at reducing stigma and discrimination against transgender individuals and improving their access to education, healthcare, and employment.

Keywords: Transgender Community, Systemic Discrimination, Media Role, Transgender Empowerment, and Role of Media.

1. Introduction

Transgender in Pakistan face systemic discernment, viciousness, and banishment in the public. It is the media that plays an essential role in shaping public attitudes and perceptions towards marginalized communities, including Tran's genders. However, the depiction of the transgender individuals in Pakistani media has been primarily negative, fortifying stereotypes and limiting their reflectivity and empowerment. This research study aims to explore the role of media in transgender empowerment in Pakistan and assess the perception of the general public regarding media's impact on transgender issues (Banerji, 2020).

Understanding the role of media in transgender empowerment is vital for encouraging social justice, advancing equal rights and challenging stereotypes for transgender individuals. This research study aims to contribute to the academic literature on media and social change, particularly in the context of gender, sexuality, and social justice in Pakistan. By providing insights into the potential of media to promote transgender empowerment, the study can inform interventions and policies aimed at reducing stigma, discernment, and improving the lives of transgender individuals in Pakistan (Abbas et al, 2014).

Pakistan has a diverse media landscape, consisting of both state-owned and privately-owned outlets. The media in Pakistan works in a challenging environment, with issues such as censorship, harassment, and violence against journalists and media workers being common. The state-owned media outlets in Pakistan include the Pakistan Broadcasting Corporation (PBC), PTV, and APP. These outlets are under the control of the government and often face criticism for biased reporting in favor of the ruling party. The private media sector in Pakistan includes a range of TV channels, newspapers, radio stations, and online news websites. However, the private media sector in Pakistan also faces challenges, including ownership and financial pressures, editorial censorship, and self-censorship due to fear of reprisals from powerful groups (Shahzadi, 2008).

As far as Pakistani culture is concerned, it is a rich blend of diverse traditions, customs, and beliefs that have evolved over centuries. Family

values and respect for elders are deeply ingrained in the culture, and hospitality and generosity are highly valued virtues. Education also holds a significant place in Pakistani culture, with a strong emphasis on literacy and learning. However, access to quality education is still a challenge for many Pakistanis, particularly those living in rural areas and from marginalized communities. The education system in Pakistan comprises both public and private schools, colleges, and universities. Religious schools, known as madrasas, also play an important role in the education system. Despite ongoing efforts to improve the education system, issues such as inadequate funding, poor infrastructure, and outdated curricula remain major challenges (Ali, 2019).

When comes to the transgender population around the globe, according to a report by the World Health Organization (WHO), the estimated global population of transgender individuals is around 0.5% to 1.5% of the total population. This means that there are 25 to 75 million transgender people worldwide. There are limited official statistics on the population of transgender individuals in Pakistan. However, some NGOs and research institutions like the Pakistan Bureau of Statistics (PBS) have estimated that there are almost 500,000 transgender community members in the country, which represents around 0.25% of the total population (WHO, 2017).

South Asian media outlets frequently associate the transgender community with negative stereotypes, which can be extremely dangerous in some cases. Simultaneously, transgender journalists were permitted to become presenters following changes to the country's legal framework. Marvia Malik was the country's first transgender news anchor. When the appearance was announced, the news quickly spread throughout the local and international media. People close to her say she no longer works in the media, despite the significant impact of her appointments' publicity. Malik's job changes highlight transgender people's lack of visibility in Pakistani media and the dearth of transgender journalists who work in print or broadcast media. Before that, transgender and their issues were hidden from the public media (Zakria, 2019).

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According to the World Report on Human Rights, transgender are at risk in Pakistan due to the fierceness they faced. The local Trans Action group reported that 479 attacks took place against transgender in Khyber-Pakhtunkhwa province alone in 2018 according to the (World Report, 2018). In Pakistan, the transgender community is routinely excluded from the general social structure. They have little to no access to healthcare, little knowledge of their fundamental rights as residents of the nation, and little awareness of those rights.

Mostly the families of transgender children disown them early on and force them to leave their homes. Transgender consequently coexists in communities. Due to limited access to education, 42% of the community's members are illiterate. Also, to sustain themselves, the transgender community mostly works three jobs: dancing at celebration events, which accounts for 51% of income, sex work, which accounts for 15% of income, and begging, which accounts for 12% of income (USAID, 2016).

The transgender population in Pakistan has experienced various forms of societal, institutional, and legal discrimination. The Pakistani Constitution guarantees the rights, dignity, and status of every citizen; however, their rights are given state-level regulations and protection mechanisms regarding vulnerable populations, particularly the transgender community. The problem is made worse by the lack of acceptance and respect for these groups, which makes them social outcasts, denies them access to fundamental rights, and exposes them to numerous sorts of discrimination, harassment, and violence based only on their identity and gender. Although the Supreme Court of Pakistan ruled in the year 2009 that transgender people should have equal inheritance and employment rights in addition to other rights, no real steps have been taken to bring about this goal (Abbas et al, 2014).

Transgender people are people born with biologically transit features and personalities who choose to assume either masculine or feminine identities by publicly dressing and acting like that. This community has a great history in the Indian subcontinent, taking care of the Mughal harems and making important literary, musical, and artistic contributions. According to an old legend, God answers the prayers and bad dua of transgender, giving

them the special power to bring prosperity and fertility. Although they originally held a respectable place in society, many have been forced into begging and prostitution as a result of the dramatic decline in their status throughout time. After the Mughal emperor and Harem culture died out, the transgender community in South Asia faced significant marginalization, stigma, and social exclusion. However, there has been a recent revival of the community status in the South Asia, with India and Nepal building on several policy and legal reforms (Shahzadi & Ali, 2018).

Pakistan's Supreme Court adhered to this regulation in 2009. Transgender population in Pakistan has recently experienced some favorable legal changes addressing the status of their rights. The Transgender Persons Act gives transgender individuals legal status and makes discrimination against transgender people in different sectors illegal, was passed by National Assembly of Pakistan in 2018. The Supreme Court's ruling on September 25, 2012, that transgender people are entitled to all of the rights protected by the Constitution and enjoyed by other members of society, prompted the enactment of the Act. However, several religious organizations have since asserted that homosexuality is legally protected by the law. Senator Mushtaq Ahmad Khan of the Jamat-i-Islami (JI) has entered a case in the Federal Shariat Court contesting the law, while Jamiat Ulema-i-Islam (Fazl), a significant supporter of the federal government, has referred to the law as "against Islam."

The Transgender Persons Act was passed by the nation's government, giving the group fundamental rights and enabling individuals to have their gender identification recognized in legal papers. The transgender population in Pakistan experiences several difficulties, including trans phobic remarks and exclusion from society, assault, and harassment, even though the legislation forbids discrimination at school, work, or on public transit. Despite having a safeguarding legal framework, the transgender population nevertheless experiences regular violence and discrimination. The prejudiced attitudes that are prevalent in businesses and schools throughout daily life are a reflection of this. One cannot stress the importance of the media in this situation (Chaudhary, 2022).

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Globally many countries successfully implement laws to provide safety and protection to the transgender community and give them equal rights but still transgender individuals face discrimination and violence across the world, and their rights and visibility have been a subject of international concern in recent years. The media has been identified as a key tool for promoting transgender empowerment and visibility, and several initiatives and studies have been undertaken globally to explore the role of media in promoting transgender rights.

In the United States, media representation of transgender individuals has increased significantly in recent years, with several high-profile transgender individuals becoming media personalities and advocates. However, media representation remains an issue of concern, with transgender individuals often being portrayed in a sensationalized and stereotypical manner, reinforcing negative biases and stigmatization (Haider-Markel & Joslyn, 2018).

In India, the media has played a significant role in raising awareness about transgender rights and visibility, with several transgender individuals becoming media personalities and advocates. However, the media representation of transgender individuals has also been criticized for perpetuating stereotypes and objectifying the transgender community (Banerji, 2020). In Europe, media representation of transgender individuals has also been a subject of debate and concern. A study conducted by the European Parliament highlighted the need for media professionals to be trained in promoting transgender rights and visibility and recommended the adoption of media guidelines to ensure responsible and inclusive coverage of transgender issues (European Parliament, 2017).

As they (re)present a condensed and short form of transgender identity, the transgender' narratives being shared on media in Pakistani are notably twisted and false. In Pakistan, Trans phobic concepts that are framed in Western terminology and frames are not unusual. Transgender people are becoming more visible in the media, but this increased visibility comes at a cost. (Asghar & Shahzad, 2018). The trans community is in dire need of positive identity development models. Marian Edelman once remarked, "It's

hard to be what you can't see" (Edelman, 2015). There aren't many resources for developing a positive identity that take trans people's healthy development into account.

2. Problem Statement

In this fast-pacing world where each day mankind is witnessing new advancements in every field to make life easier and more comfortable, we still lack morals and duty towards mankind. Globally we see a lot of discrimination against transgender and in Pakistan, we see misconduct and abuse against them every single day. Our attitude toward the transgender community is still a matter under debate. People are motivated by some myths about transgender, but few have attempted to debunk them. Because they are a neglected and marginalized group in our society, this study tries to detect the media's portrayal of them and the perception of the general public about them. What is depicted in the media regarding transgender people is known as media reality. Many studies have been undertaken around the world to examine the effects of television on viewers, particularly their behavior. There is also a vast range of research that analyzes media content, notably television content. This study also focuses on the role of media in transgender empowerment and the perception of the public about it.

Transgender individuals in Pakistan face systemic discrimination and violence and have long been marginalized from mainstream society. Despite recent legislative initiatives to safeguard transgender rights, such as the Transgender Persons Act of 2018, there remains a serious lack of public knowledge and the better understanding of their issues, which feeds into damaging stereotypes and biases.

Media plays a crucial role in shaping public attitudes and perceptions towards different social groups, including transgender individuals. However, the portrayal of transgender individuals in Pakistani media has been predominantly negative and sensationalized, reinforcing negative stereotypes and limiting opportunities for the transgender community to have their voices heard. Moreover, there is a lack of research on the role of media in transgender empowerment in Pakistan and few best practices or guidelines for media organizations and journalists on covering transgender issues responsibly and

inclusively. Therefore, there is an urgent need for research to explore the potential of media in promoting transgender empowerment in Pakistan.

Role of media in transgender empowerment and the perception of the public about them is a highly significant research topic due to the increasing visibility of transgender individuals in the media, as well as the ongoing struggles they face in society. Research has shown that media representations of transgender individuals are often negative and stereotypical, leading to increased stigma and discrimination against this population (Hunt, 2016).

Understanding the media role in shaping public perceptions of transgender individuals and their empowerment is crucial for advancing social justice and promoting equal rights. This research can also help inform interventions aimed at reducing stigma and discrimination against transgender individuals and improving their access to education, healthcare, and employment. In recent years, transgender people have been depicted in media specifically on TV in a variety of ways, including as dancers or vocalists (with an obscene gesture), begging in public areas, being used as a laughing stock, or living in a depressing environment. Surprisingly, no research has been conducted on them to determine how media influences their empowerment. The current research is an exploratory examination of the impact of media on transgender empowerment and the perception of the public about it. It contributes to the knowledge gap of an understudied group, by examining transgender lives and spectacular topics seen in the media and the perception of the public about them. The visuals given by the media can influence an individual's perspective of any subject (Shahzadi & Ali, 2018).

Transgender individuals in Pakistan face immense social and economic marginalization, discrimination, and violence. This study can shed light on how media can be used as a tool to challenge these biases and empower transgender people. Empowering transgender individuals has a broader impact on society as a whole. By giving voice to an often-marginalized group, the study can help pave the way for a more inclusive society in Pakistan. This study also contributes to literature on media and social change, particularly in the context of developing countries. It can provide insights into the unique challenges and opportunities for media to

promote social change in a complex social and cultural context. Overall, the study of the role of media in transgender empowerment in Pakistan has significant implications for social justice, media practice, and public policy.

3. Research Questions

RQ1: Is the role of Pakistani media in transgender empowerment positive?

RQ2: What is the perception of the general public regarding the role of Pakistani media in transgender empowerment?

4. Objectives of study

Objectives of the research study are as under:

- i. To assess the impact on public attitudes and perceptions towards the transgender community.
- ii. To identify best practices for media organizations and journalists in covering transgender issues in a responsible, inclusive, and ethical manner.

5. Research Methodology

Quantitative research methodology has been applied to this research work and the survey method has been applied through a questionnaire. A survey questionnaire has been distributed to public and private sector university students of the Lahore region to find out the role of Pakistani media in Transgender empowerment and the perception of the public regarding that empowerment in general. All respondents who agreed to complete the surveys did so within the stipulated time frame. The questionnaires were then examined. The researcher followed quantitative as well as analytical approaches too to analyse the research data. The primary sources were the internet and newspapers as well as other scholarly articles. The secondary sources include a survey of people relevant to the objectives of this research.

5.1 Survey

For this study, the researcher chooses a survey method to gauge the role of Pakistani media in Transgender empowerment and to study the perception of society in general about that.

5.2 Population

The male and female students of college and university and educated people in Pakistan who consume content related to transgender media were the populations of this research. Young, teenagers, and mid-age females and males have been chosen as the literature review, and comes up with the opinion is that the educated population is the prime user group and consumer of media. Therefore, people from the age of 18 to 31 and onwards, were selected as the population for this study.

5.3 Unit of analysis

The educated and student population of the general public who has transgender-related content in Pakistani media was the unit of analysis of this study.

5.4 Sample size

Out of the more than 120 million population of Lahore with educated youth numbering to a large fraction, the major target groups need to be selected for such a big number. Here we choose a target group of 385 educated male and female students for the survey in this study. These students were from different educational institutes and backgrounds throughout Lahore.

5.5 Sampling Method

The convenience sampling method of non-probability sampling picks elements for data collection based on how conveniently they can be reached by the researcher. This could be due to regional proximity, availability at a given time, or participation in the study. The questionnaire for this study was completed by educated and available individuals.

5.6 Tool of data collection

The researcher adopted a quantitative survey method. The questionnaire was used to collect the primary data from the target audience.

5.7 Survey Questionnaire

A close-ended questionnaire was developed to check the perception of people towards the role of Pakistani media in Transgender empowerment. Each

individual was given open time and was asked to mention their age, educational level, and gender only. Names of persons and institutes were not asked to maintain the self-respect and privacy of both stakeholders.

5.8 Data Analysis

The main goal of this study is to find out whether the media is playing a role in transgender empowerment. For this purpose, a survey method was used and questionnaires were distributed among people to obtain the desired results and findings.

The respondents of this survey were 47.5% male, 42% female, and only 10.5% trans genders. This survey was distributed among people who are 18-31 years of age. 40% of the respondents were from 18-22 years, 18% were from 23-27 years and 42% were from 27-31 years with different qualifications i.e., 45.5% were doing their bachelor, 29.5% were doing their Masters, 19% were in MPhil and 6% were the students of Ph.D.

The majority of the respondents i.e., 47% responded that they sometimes watch the content or TV programs that feature transgender individuals, 21.5% often watch such content, 20% responded that they frequently watch that content and only 11.5% were those who watch that content very frequently. Moreover, they were asked how often they watch or read news about transgender issues and only 9% of respondents said that they watch or read such news very frequently, 35% responded with sometimes, 36% said that they often watch or read transgender issues on media and 20% responded that they frequently read or watch news stories about the issues of transgender in media.

Only 8% of respondents strongly agreed that they have seen the positive representation of transgender individuals in media, while 32.5% agreed, 32% were neutral, 21.5% disagreed and 6% of the respondents strongly disagreed with this statement. Moreover, they were asked whether they have seen the negative representation of transgender individuals in media to which only 1% strongly disagreed, 13.5% disagreed, 37% were neutral, 33% agreed that they have seen the negative representation of the transgender individuals and only 15.5 % of the people strongly agreed to this.

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The 11% of respondents strongly agreed with the given statement that they have watched or listened to the Pakistani media content that promotes transgender empowerment, 41.5% agreed, 22% responded neutral, 21.5% disagreed with this statement and only 4% strongly disagreed. 24% responded with TV to the question of which channel promotes transgender empowerment, only 4% responded with radio, 6.5% with Print Media, and the majority i.e., 65.5% responded that social media is promoting transgender empowerment.

Only 5% strongly agreed with the statement that transgender individuals are empowered in Pakistan, 32% agreed, 25% of the respondents responded with neutrality, 31% disagreed and 7% strongly disagreed with this statement. The respondents were asked whether they think that the media can play a role in empowering transgender individuals in Pakistan to which 26.5% responded with strongly agree, 45.5% agreed, 13.5% were neutral, 11% disagreed with this statement and only 3.5% strongly disagreed with this.

A large number of the respondent people i.e., 37% agreed to the statement that Pakistani media has the responsibility to represent transgender individuals positively, 37% strongly agreed, 15.5% were neutral, 5% responded with disagreement and only 2.5% strongly disagreed that media has the responsibility to represent transgender positively. Moreover, they were asked whether they feel comfortable while interacting with transgender individuals to which only 3% strongly disagreed, 10.5% disagreed, 29.5% of the respondents were neutral, 36.5% agreed and 20.5% strongly agreed to statement that they feel comfortable while interacting with transgender.

Only 3.5% of respondents strongly to the statement that transgender should have the same rights as other male and female individuals, 6.5% disagreed, 13% respondents were neutral, 36% agreed and 41% strongly agreed that transgender should have the same rights as other individuals of the society. A major portion of respondents i.e., 51% strongly agreed to the statement that transgender individuals should be protected from discrimination and violence, 24% agreed, 16% were neutral, 6.5% disagreed with this and only 2.5% strongly disagreed that transgender should be protected from discrimination and violence.

The respondents were asked whether Pakistani media has been effective in creating awareness and changing attitudes or not to which 6% strongly disagreed, 17% disagreed, 23.5% of respondents were neutral, 39% agreed and 14.5% strongly agreed with this statement that Pakistani media has been effective in creating awareness and changing attitudes. The question was asked whether the media should do more to promote transgender rights and empowerment to which 35.5% strongly agreed, 43.5% agreed, 11.5% remained neutral, 7.5% disagreed and only 2% strongly disagreed with this statement.

The 37% respondents strongly agreed with the statement that it is important for Pakistani media to promote transgender empowerment, 39.5% agreed, 15% respondents were neutral, 5% disagreed and only 3.5% strongly disagreed with this statement. Respondents were asked have they ever observed any changes in Pakistani media's portrayal of the transgender community and issues over the past few years to which 13.5% strongly agreed, the majority i.e., 39.5% agreed, 35% were neutral, 17.5% disagreed and only 4.5% strongly disagreed and said that they haven't seen any changes in Pakistani media's portrayal of transgender community and issues over the past few years.

The 11.5% agreed strongly to statement that media has become more positive in its portrayal of transgender people and issues, 41.5% agreed, 29.5% were neutral, 12% agreed and only 5.5% strongly disagreed. 10% of respondents strongly agreed with the statement that the media's portrayal of transgender people and issues has not changed much over the years, 42.5% agreed, 29.5% responded neutrally, 17% disagreed and only 1% strongly disagreed with this. 9% of respondents strongly agreed that the media has become more negative in its portrayal of transgender people and issues over the years, 26% agreed, 38% were neutral, 24% disagreed and only 3% strongly disagreed with this statement.

Only 5% strongly disagreed with the statement that Pakistani media has improved its coverage of transgender issues and promoted their empowerment, 9.5% disagreed, 25.5% were neutral, 45.5% agreed and 14.5% strongly agreed with this statement that Pakistani media has improved the

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coverage of transgender issues and promoted their empowerment. Only 4% strongly disagreed that the media can empower transgender through by their more positive representation in media content. 3.5% disagreed, 20% were neutral, 48.5% agreed and 24% strongly agreed that the media can empower trans genders through their more positive representation.

The 28% of respondents strongly agreed that the media can empower transgender by their greater visibility of transgender issues in news and current affairs programs, 50.5% agreed, 15% were neutral, 4% disagreed and only 2% strongly disagreed with this statement. Only 0.5% strongly disagreed that the media can play a role in the empowerment of transgender by the more accurate and nuanced reporting of transgender issues, 6.5% disagreed, 17% were neutral about this statement, 47% agreed and 29% strongly agreed with this. 30% of the total respondents agreed strongly that the media can play a role in transgender empowerment by increasing collaboration with transgender rights organizations, 46.5% agreed, 12.5% responded neutrally, 9% disagreed and only 2% strongly disagreed with this.

The 32.5% of respondents strongly agreed and think that media can play a role in transgender empowerment by training journalists and media professionals, 45% agreed, 15% neither agreed nor disagree, 5.5% disagreed and only 2% strongly disagreed that media can play a role in trans gender's empowerment by training journalists and media professionals. 24% strongly agreed with the statement that Government policies or interventions can support media organizations in promoting transgender empowerment, 47% agreed, 20.5% were neutral, 6.5% disagreed and only 2% strongly disagreed. 13% of respondents strongly agreed that they think the Transgender Persons Act 2018 has been effective in protecting rights of the transgender individuals in Pakistan, 34.5% agreed, 35.5% were neutral that they neither agree nor disagree, 14% disagreed and only 3% strongly disagreed with this statement.

The 11.5% of respondents strongly agreed to the statement that Pakistani society can become more inclusive and accepting of transgender individuals in Pakistan, 38.5% agreed, 29% were neutral, 17% disagreed and only 4% strongly disagreed with this. 15.5% of the respondents strongly agreed that the media plays a crucial role in empowering the transgender

community, 44.5% agreed, 27.5% responded neutrally, 11.5% disagreed and only 1% strongly disagreed with that statement. Only 1% of the respondents strongly disagreed with the statement that the media should actively promote positive representation of transgender individuals, only 1% disagreed, 21.5% were neutral, 47% agreed and 29.5% strongly agreed and in favor that the media should actively promote positive representation of transgender individuals.

The 18% of respondents strongly agreed that the media contribute to the marginalization and discrimination of the transgender community, 45.5% agreed, 27% of respondents were neutral, 7.5% disagreed and only 2% strongly disagreed with this. 19.5% of respondents strongly agreed that the media should feature more stories and perspectives from the transgender community, 57.5% agreed, 18% were neutral, 4% disagreed and only 1% strongly disagreed. Only 5.5% of the respondents strongly agreed that they had seen the news coverage of transgender issues and experiences more often, 33% agreed, 33% were neutral, 25% disagreed and only 3.5% strongly disagreed with that statement. 25.5% strongly agreed that news coverage of transgender issues and experiences can help to increase awareness and understanding of the transgender community, 51.5% agreed with this statement, 20.5% were neutral and only 2.5% disagreed with this.

Only 1% strongly disagreed with the statement that the media should do more to promote the rights and interests of the transgender community, 3% disagreed, 16.5% were neutral, 55% agreed and 24.5% strongly agreed that the media should do more to promote the rights and interests of the transgender community. Only 6.5% strongly agreed that they see advertisements featuring transgender individuals more often, 24.5% agreed, 39.5% responded neutrally that they neither agree nor disagree, 22% disagreed and only 7.5% strongly disagreed with this. 14% of respondents strongly agreed that advertisements can help to promote the visibility and acceptance of the transgender community, 50% agreed, the neutral respondents were 28%, 7% respondents disagreed and only 1% strongly disagreed that advertisements can help promote the visibility and acceptance of a transgender community.

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Table 5.1 *Survey Results*

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Have you ever seen positive representation of transgender individuals in media?	8%	32.5%	32%	21.5%	6%
Have you ever seen negative representation of transgender individuals in media?	15.5%	33%	37%	13.5%	1%
Have you ever watched or listened to any Pakistani media content that promote transgender empowerment?	11%	41.5%	22%	21.5%	4%
Do you think that transgender individuals are empowered in Pakistan?	5%	32%	25%	31%	7%
Do you think media can play a role in empowering transgender individuals in Pakistan?	26.5%	45.5%	13.5%	11%	3.5%
Do you think media has responsibility to represent transgender positively?	37%	40%	15.5%	5%	2.5%
I am comfortable interacting with transgender individuals	25.5%	36.5%	29.5%	10.5%	3%
Transgender individuals should have same right as other male and female	41%	36%	13%	6.5%	3.5%
Transgender individuals should be protected from discrimination and violence	51%	24%	16%	6.5%	2.5%

Pakistani media has been effective in creating awareness and changing attitudes	14.5%	39%	23.5%	17%	6%
Media should do more to promote transgender rights empowerment	35.5%	45.5%	11.5%	7.5%	2%
Is it important for Pakistani media to promote transgender empowerment?	37%	39.5%	15%	5%	3.5%
Have you observed any Pakistani media's portrayal of transgender community and issues over the past few years?	13.5%	39.5%	25%	17.5%	4.5%
Do you think that media has become more positive in its portrayal of transgender people and issues?	11.5%	41.5%	29.5%	12%	5.5%
Do you think that media's portrayal of transgender people and issues has not changed much over the years?	10%	42.5%	29.5%	17%	1%
Do you think that media has become more negative in its portrayal of transgender people and issues?	9 %	26 %	38 %	24%	3%
Do you think Pakistani media improved its coverage of transgender issues and promote their empowerment?	14.5 %	45.5%	25.5 %	9.5%	5%
Media can empower transgender by more representation of transgender individuals in media content.	24 %	48.5 %	20%	3.5%	4%

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Media can empower transgender by great visibility of transgender issues in news and current affairs programming.	28.5 %	50.5 %	15%	4 %	2%
News coverage of transgender issues and experiences can help to create awareness and understanding of the transgender community.	25.5 %	51.5 %	20.5%	2.5%	1%
Advertisements can help to promote visibility and acceptance of the transgender community.	14%	50%	28%	7%	1%

6. Conclusion

The study examines the role of Pakistani media in transgender empowerment, focusing on its impact on visibility, acceptance, and inclusion of Transgenders in our Pakistani society. The study employs a survey as the primary research method, with a sample size of 200 respondents including males, females, and transgender individuals. Drawing on the cultivation theory, the research investigates the hypotheses and research questions formulated. The findings reveal that while the media is perceived to play a crucial role in advocating transgender empowerment, there is a need for improvement in how the trans genders are portrayed.

The objectives of the study include exploring the portrayal of transgender individuals in Pakistani media, identifying best practices for responsible media coverage, suggesting policy recommendations for promoting transgender empowerment, contributing to the academic literature on media and social change, and providing suggestions for training journalists and media professionals on transgender rights and empowerment. The results show that H1 proved that media is playing a positive role in transgender

empowerment in Pakistan. But there were also certain statements on which respondents choose to remain neutral.

Overall, this research study fills a knowledge gap regarding the role of Pakistani media in transgender empowerment and public perception. By examining the influence of media on transgender empowerment, the study aims to challenge stereotypes, promote understanding, and contribute to a more inclusive and equitable society in Pakistan. Future Scholars can explore the relationship between transgender empowerment, media and government policies to highlight the difficulties faced by transgender in male dominant society of Pakistan.

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