

Pakistani TV News Channels and Crime Raid Shows: An Ethical Perspective of Media Critics

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Abstract

While broadcasting crime content, media ought to play an objective role acknowledging its responsibility towards society but there arises a critical question of ethical inferences for intensive media presentation's style of crime. Henceforth, this study was focused on examining the crime raid shows being broadcasted on various TV news channels of Pakistan in the reflection of ethical perspective of media critics. Main objective of this research study was to investigate how common masses thought of these projects and its variation content whether helped to spread awareness about crime or just to deliver sensations of fear among them. Population for the study was comprised of Multan residents and a sample of 480 respondents had been selected using purposive sampling. However, sampling frame of the study included age, education level, gender and the area they belonged to in Multan. An example of 50 media analysts for example media academicians just as experts (25-each), was also selected using convenience sampling for conducting intensive interviews. Findings of the study evidently showed that extensive usages of sensationalized media formats while reporting crime events for example. sexual or malicious delivered sensations of dread in watchers rather advising them.

Keywords: Aggression, Crime, Violence, Fear, Media Laws, Crime Raid Shows, Sensationalism, and Ethical Values.

1. Introduction

The broad accessibility and openness of TV brings forth many broad communications discussions and conversations (Gunter, 2000). In any case, the genuine matchless quality of TV lies between appearances of exchanges and encasing of the substance use to edit unpretentious yet inevitable impact (Gauntlett, 2008). Moreover, it functions as most sound narrator which relentlessly revises various belief systems and fantasies other than numerous realities and designs of the connections which serve characterizing and legitimizing the common social appeal (Paracha et al., 2013).

According to Sarhandi (2010), wrongdoing stories make up the fourth largest group of stories, following business, sports, and general interest. This clearly shows that the actual wrongdoing total has been distorted. Because they become so newsworthy and have the guts to affect a large number of people, accounts that emerge as outrageous, novel, or shocking are bound to be highlighted by the media. According to Weidman et al. (1992), the effects of review misconduct on television include terrible behaviours, negative mentalities, and viewers' desensitization.

1.1 Crime Raid Shows in Pakistan

The media first introduced illegal activity through re-establishment, and then sensation followed. An excellent illustration of this phenomenon can be found in the highly anticipated crime raid shows broadcast by Pakistani television news channels, which have received the most acclaim on the media scene (Shamsi, 2005). Therefore, the primary conceivable justification for its excess in Pakistani media is an increased public interest in these shows (Raza & Akbar, 2013).

1.1.1 Presentation Style

Media is an amazing source while sending data to various gatherings of individuals yet this data particularly about crime cases, may get hazardous when it is introduced in a few sensationalized media designs on the grounds that these assume huge part in leaving impacts over viewers (Fedler et al., 2005). Numerous oral and visual procedures are additionally utilized in

criminal attack shows while introducing crimes so greatest horde of the crowd could be grasped before TV to watch it (Raza & Akbar, 2013).

1.1.2 Exploiting Public Interest for Getting Personal Advantages

Broadcasting frequently legitimizes its different demonstrations imagining that it is to defend public's inclinations. Public protection is constantly given incredible account of socialize life can never be trusted (Khatak, 2010). However, it is perceived that media normally invade in public interest. Each journalist has right knowing the things which fall in open arena yet not to all (Agha, 2013).

Imperative to know is no moral rationales for acquiring data. This is only every media person longing searching for zesty and more private news in regards to big names or other public characters. In any case, uncovering somebody's private life to get public interests is incredibly unethical (Agha, 2013).

1.2 Rationale of the Study

Crime Pakistani Society has gotten standard matter so individuals here, eagerly need to think about. Therefore, Pakistani media has been giving crime information since years. However, crime presentation in type of assault shows is the most recent pattern on TV in Pakistan like the whole world so it attracts the audience largely (Paracha et al., 2013).

1.3 Requisites and Scope of Media Ethics

Broadcasting is a witness, coach, lobbyist or innovator turns out to be exceptionally responsible while introducing reports. Thus, it should follow code of morals strictly. Code of morals' key intention is characterizing moral beliefs and setting up standards for reasonable practices (Khan, 2012). Besides, it coordinates media assuming a viable part for the advancement of society. Further extent of media morals is as followed:

- It fills critical need by building up different principles to measure or consider lead in contrast to it.
- It helps establishing that guidelines have been set inside, to stay away from outside bodies stepping in.

- It helps experts in creating feelings of what it targets working morally.
- It endeavours to shield broad communications and its specialists from optimistic assumptions and judgments.
- It tries setting media responsible before normal publics (Set of principles, 2002).

1.4 Objectives

- To analyse how recurrence of watching media's crime shows contributes in promoting certain perspectives among audience.
- To examine the perspectives of media critics and academicians about crime raid shows and its effects on audience.
- To explore appropriate ethical frames for media to follow while broadcasting crime raid shows.

2. Literature Review

It is often claimed that media distorts public perception through fabricated and manipulated crime depiction and violence, which results in creating fear amongst them (Smolej & Kivivuori, 2008). In addition, well known thought about broad communications that fictitious TV portrayal of violent content appears to be the contributing factor creating not only aggression but making society members to indulge in criminal activities (Messner, 1986).

Kunkel, Cope and Biely (1999) also claim that parents are more concerned about increased and glamorized television presentation of sexual content significantly influences the sexual socialization of their children. Furthermore, not only different contents but also the programs and their presentation styles affect viewers' perception of crime and violence (Custers & Van den Bulck, 2011). This is further endorsed by Kort-Butler and Hartshorn (2011) that program types and the dramatization of content contribute to public's crime fear and develop their attitudes towards criminal justice. According to a few researchers, this exaggerated and sensationalized version of crime content in TV programming is to get commercial benefits. Altogether, Machin and Mayor (2013) state that by changing arrangement of the projects, media attempted to legitimize an unlawful equity structure which aimed safeguarding the interests of incredible class of society. However,

consequences of this commercialization are studied by Kohler and Morrison (2007) while exploring college women's acceptability towards assault myths after exposure to comparable substance on TV. They conclude that who consume explicit substance are more convinced to embrace that situation uncovered inside setting.

Subsequently, notion of commercial interest behind the glamorization of crime and violence leads towards media accountability. As Groenhart (2012) explores the significance of media liability from the point of view of user's perspectives and states that viewers' participation in media accountability signifies the quality of journalism. This raises the question of following media ethics while depicting crime through different TV programs. Hulnick (1984) follows this notion to identify the relationship between ethical standards and crime dramatization. He suggests that journalists should decide where the line should be drawn between people's right to know the truth and the law protecting their privacy, while critically examining two concepts: public journalism and developmental journalism, Gunaratne and Hasim (1996) suggest that while social responsibility theory (SRT) varies from libertarian theory (LT). It appears to be comparable to the developmental theory of mass media in terms of freedom of expression.

It is either argued that exploring perception of journalists and media academicians regarding this portrayal is highly neglected field of research. Therefore, Hulnick (1984) conducts interviews of both journalists and academicians and concludes that number of contributing factors in media ethics' violation include Individual morality, managerial governance, and peer pressure which have an impact on ethical substances in the newsroom and elsewhere in the media. Hadley is the same way (1989) conducts surveys of TV news directors and his results intricate that Sensationalizing topics, violating privacy laws, and reporting that is prejudiced are all severe risks to media ethics. However, Cooper (1990) contributing to body of knowledge arguing that at both national and international level, all countries across the world lack universal code of ethics for the media. Simultaneously, global similar measurement mechanism appears also absent assessing media performance.

2.1 Research Hypothesis and Questions

H1: It is more likely that higher exposure to crime develops negative attitudes among viewers.

RQ1: Does watching media crime on a regular basis help viewers adopt particular attitudes?

RQ2: When it comes to social issues, is the media doing its job correctly?

RQ3: What are the media's and academics' perspectives on these shows?

RQ4: What guidelines should the media follow when creating crime content in order to achieve significant goals?

3. Method

This study executes both approaches i.e. quantitative and qualitative methods of data collection regarding crime raid shows. This utilization of both research techniques together is identified as triangulation which not only improves findings but also proliferates the study's reliability (Welman et al., 2005).

Kerlinger (1973) characterizes survey research as a quantitative analytic technique, describing it as a scientific investigation aimed at analysing diverse people's views, attitudes, and behaviours. Structured questionnaires covering various aspects of criminal raid shows and their impacts are constructed in this study participants are expected to reply by selecting different options from a list of predetermined answers, such as a Likert scale, but the data is structured to be analysed quantitatively.

3.1 Population

All Multan residents are considered the study's population because they all have important traits that represent the various stated factors, such as gender, age, and education. As Wimmer and Dominick (2013) identify limitation of intensive interviews that its results can't be generalized, therefore, the interviewed media critics serve here as both population and sample.

3.2 Sampling Frame

Total of 480 respondents are selected from population i.e. residents of Multan which represents 6-different areas including Mumtazabad, Bosan road,

Cantonment area, Shah rukn-e-alam, Bosan town and Androon city. However, for ensuring an appropriate representation in the sample some demographic characteristics of the respondents also play role of sampling frame. For example, age, and gender groups and education level of the respondents which are further categorized by the researcher. In terms of the interviewee sample, it has been separated into the two groups below. Each group has 25 media critics, or professionals who work in the media. (who work in field) and Media Academicians (who teach media subjects).

3.2.1 Sampling Technique

Respondents from the population as sample are selected utilizing purposive sampling procedure. However, the critics who are to interview have been selected using convenience sampling technique to hear their expert perspective on crime- fighting shows and how they affect viewers.

4. Findings

Results of the collected data from the respondents are presented through tables after applying Z-score test as statistical analysis. However, intensive interviews conducted from media critics are illustrated and synthesized in discussion form.

Section 1: Role of Frequency in Attitude Change

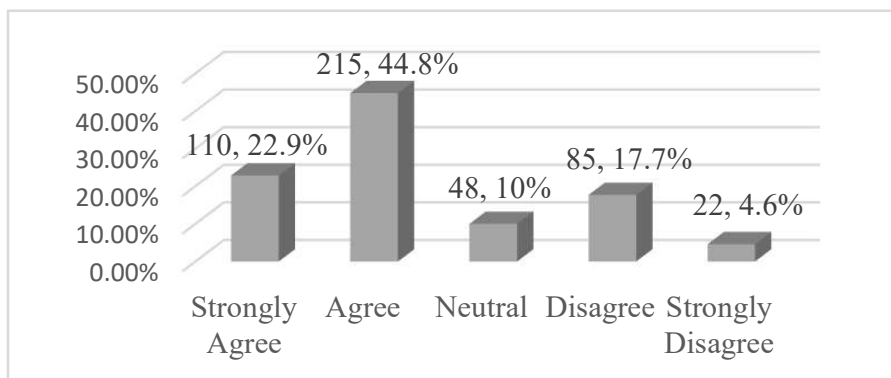


Figure No. 4.1: Viewers response to the role of frequency in establishing various attitudes among them when watching criminal content

When asked to estimate the occurrence of viewing media crime, 22.9 % (11) strongly agreed that it played a significant role in the development of

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certain attitudes among viewers, while 4.8% (215), 10% (48), and 17.7% (85) respondents disagreed.

Table 4.1: Z-Score analysis for Light Viewers and Heavy Viewers

No.	Questions	LV.	HV.	CI	Z. Sc.	P.	Rem.
1.	Reality based content (Agree)	107	58	95%	-1.08	0.282	Insignificant
2.	Reality based content (Neutral)	28	17	95%	-0.79	0.431	Insignificant
3.	Reality based content (Disagree)	66	22	95%	1.88	0.060	Insignificant
4.	Crime content exaggerated (Agree)	142	63	95%	0.98	0.327	Insignificant
5.	Crime content exaggerated (Neutral)	25	12	95%	0.02	0.987	Insignificant
6.	Crime content exaggerated (Disagree)	34	22	95%	-1.15	0.250	Insignificant
7.	Personal experiences of Crime (Agree)	101	51	95%	-0.38	0.706	Insignificant
8.	Personal experiences of Crime (Neutral)	28	23	95%	-1.97	0.049	Significant
9.	Personal experiences of Crime (Disagree)	72	23	95%	2.21	0.027	Significant
10.	Actual crime ratio (Agree)	129	46	95%	2.75	0.006	Significant
11.	Actual crime ratio (Neutral)	23	18	95%	-1.57	0.117	Insignificant
12.	Actual crime ratio (Disagree)	49	33	95%	-1.70	0.090	Insignificant
13.	Media responsibility (Agree)	96	43	95%	0.56	0.577	Insignificant
14.	Media responsibility (Neutral)	24	28	95%	-3.29	0.001	Significant
15.	Media responsibility (Disagree)	81	26	95%	2.38	0.017	Significant

16.	Act Violently (Agree)	151	74	95%	-0.22	0.826	Insignificant
17.	Act Violently (Neutral)	21	5	95%	1.70	0.089	Insignificant
18.	Act Violently (Disagree)	29	18	95%	-0.89	0.376	Insignificant
19.	Feelings of Fear (Agree)	143	43	95%	4.49	0.000	Significant
20.	Feelings of Fear (Neutral)	17	27	95%	-3.91	0.000	Significant
21.	Feelings of Fear (Disagree)	41	27	95%	-1.39	0.166	Insignificant
22.	Law of Privacy (Agree)	162	54	95%	4.32	0.000	Significant
23.	Law of Privacy (Neutral)	22	20	95%	-2.08	0.038	Significant
24.	Law of Privacy (Disagree)	17	23	95%	-3.22	0.001	Significant
25.	Desensitization (Agree)	153	75	95%	-0.23	0.818	Insignificant
26.	Desensitization (Neutral)	20	12	95%	-0.61	0.540	Insignificant
27.	Desensitization (Disagree)	28	10	95%	0.92	0.358	Insignificant
28.	Social Acceptance (Agree)	148	69	95%	0.45	0.653	Insignificant
29.	Social Acceptance (Neutral)	30	15	95%	-0.12	0.904	Insignificant
30.	Social Acceptance (Disagree)	23	13	95%	-0.48	0.635	Insignificant
31.	Commercial Interests (Agree)	157	58	95%	3.17	0.002	Significant
32.	Commercial Interests (Neutral)	19	14	95%	-1.21	0.227	Insignificant
33.	Commercial Interests (Disagree)	25	25	95%	-2.66	0.008	Significant

Note: LV = Light Viewers; HV = Heavy Viewers; CI = Confidence Interval; Z. = Z-Test Value; P. = P-Value; Dec. Decision; Rem. = Remarks

The purpose of this table is to determine whether viewers' attitudes and perceptions of specific crime-related issues are influenced by their regular exposure to crime-related content. Respondents were divided into two groups for the purpose of investigating this phenomenon: light viewers and heavy

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viewers, and the Z-score test with a significance level of 0.05 was used to quantify the variations in viewers' perspectives.

The proportions of light and heavy viewers who "agree" on the questions posed to investigate differences in opinions, as well as the recorded p-values that indicate whether the occurrence of watching crime is either significant, or insignificant variable, are as follows: actual crime ratio (0.006), "feelings of fear" (0.006), "feelings of fear" (0.006), "feel" (0.000), and "commercial interests" (0.002), indicating that the p-values for the connections are less than 0.05, indicating that the relationships are significant and that both types of respondents have substantial associations. The p-values for the connections are less than 0.05, indicating that the relationships are significant. The negligible relationships between the remaining questions are indicated by p-values greater than 0.05.

While remaining "neutral" in response to the questions posed to ascertain differences in opinions regarding and documented p-values indicating whether the frequency of viewing crime is a significant or insignificant variable, the proportions of light and heavy viewers are as follows: p-values for the connections are less than 0.05, indicating that the relationships are significant and that both types of respondents have substantial associations. The p-values for the connections are less than 0.05, indicating that there is a significant dissimilarity in beliefs on and measured p-values showing occurrence of watching. However, the results for the remaining questions are not significant.

In a similar vein, the proportions of light and heavy viewers who "disagree" with the questions posed to discover differences in opinions, as well as the p-values recorded indicating whether the occurrence of watching crime is a significant or insignificant variable, are as follows: the p-values that indicate whether people view crime as significant or insignificant are "experienced crimes" (0.027), "media responsibility" (0.017), "law of privacy" (0.001), and "commercial interests" (0.008).

Section 2: Intensive Interviews

i. Media Academicians

Dr. Mughees uddin Sheikh, Dr. Ashraf Khan, Dr. Ahsan Akhtar Naz, and Dr. Mujahid Mansoori, were among the well-known media scholars interviewed from Pakistani government and private universities. They attempted to respond to the structured questions in the following order:

The majority of academics agreed that they only watch these crime-fighting shows occasionally when asked how often they watch them. However, a few of them confessed to intentionally watching crime raid episodes in order to familiarize themselves with the brand-new procedures that television had to follow when reporting on crimes.

According to Dr. Mughees uddin Sheikh, "I rarely watch such crime oriented shows, but whenever I watch, I try to find media priorities and its preferred patterns of displaying crime content out of it." In response to a question about the most effective format for framing events in these shows, numerous academics stated that media outlets preferred to use catchy formats when disseminating information about crimes. These crime raid shows presented events using a variety of oral and visual methods, which not only increased the value of the events but also attracted the most viewers possible.

Dr. Abida Ijaz stated, "The audience here can easily be fascinated if different sensationalized and catchy formats are used to present crime news to them because we have poor literacy rates."

The majority of interviewees responded that if the objective was to reduce crime rates in order to improve society, then exposing verbally or video recorded conversations of perpetrators or victims to prove this method of reporting was ethically justified.

According to Dr. Waqar Malik, "It might hurtful for the crowd particularly youths who frequently learn various ways of behaving by sitting in front of the TV in light of the fact that in this age, they can't separate among great and awful".

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A very thought-provoking decision was made when the respondents were asked about blurring contentious images like sexual and violent scenes. The media's strategy was slammed by the vast majority of interviewees, who expressed serious doubts about it.

Dr. Ashraf Khan stated, for instance, that the majority of interviewees agreed that the media plays a significant role in making crime socially acceptable. "It is undoubtedly true that they frequently come to behave violently in results of watching so much violence on television. It is also undoubtedly true that they often come to behave violently in results of watching so much violence on television. They were all in agreement that viewers had become desensitized as a result of the constant bombardment of crime news via various crime raid shows. This meant that a large portion of the audience had become so obedient that it only rarely objected when the media attempted to show something unusually wrong".

"Media is slightly responsible when covering crime issues in the sense that it exaggerates descriptions of crime acts which may desensitize the audience", as Shafique Ahmad Kamboh argued.

However, a few of them maintained a neutral posture because they approached the subject from a different perspective. According to them, one's personal characteristics, education, family history, and socioeconomic standing, among other things, influence one's future life and decisions to accept or reject ideas presented to him via mass media.

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Dr. Ahsan Akhtar Naz explained his views as, "A person who has strong socio-economic status can go against this hierarchal system, not a deprived one. Unemployment has become a key factor of Pakistani society, so everyone here is forced to accept dominant ideology at working place.

Same is with the newly born media professionals who don't want to disobey their masters at the risk of their jobs".

The majority of the defendants answered "no" to the question "Is media fulfilling its responsibility accurately by following code of ethics while televising social issues?" Almost all of them agreed with the media's claim that all electronic channels in Pakistan had been involved in a "ratings game." Furthermore, the owners of electronic media were unconcerned about ethical standards.

Dr. Mughees Uddin Sheikh very expertly unveiled this conspiracy of mass media and said, "It is true that media is not fulfilling its responsibility and working on certain agenda. And to set crime content in accordance with its agenda, there are two popular segments media concentrate on to gain maximum response from the audience; sensationalism as well as dramatization".

In answer to "Which format should be practiced to show crime on screen in order to achieve meaningful purposes", the interviewees presented a variety of solutions by pointing out many flaws in the social structure as a whole.

As Dr. Ahsan Akhtar Naz expressed his views as "Improvement is possible through creating awareness among viewers and perusing them to play their role effectively. Moreover, code of ethics must be followed but this is again self-imposed bustle. No one can impose until one tries oneself for the betterment of the society".

When media scholars were asked to comment on the media's work and make recommendations for how it can play a more effective role in society, they provided the following responses:

Dr. Waqar Malik specified, "Media owners must be professional while designing the crime content to present. Moreover, crime reporter should also take the account of the stories he is going to report. Besides, government and courts should also play its role otherwise crime will remain.

ii. Media Professionals

In order to highlight media stance regarding crime raid shows of Pakistani TV news channels and its effects on the audience, a number of influential personalities from the pool of powerful media giants including Geo, Duniya, Express, Waqt and Din were drawn under the umbrella of same platform. Oriya Maqbool Jaan, Hassan Nisaar, Sohail Warraich, Sajjad Mir, Dr. Ajmal Khan Niazi and many others who served Pakistani print media for a long span of time and then also recognized themselves in Electronic media as analysts, anchors, writers and producers were interviewed minutely. Well, the responses they endeavored to encapsulate are as followed:

In a question that how often you happened to watch crime raid shows presented on different Pakistani television news channels”, The vast majority of interviewees stated that they have been watching crime-solving shows on a regular basis.

As Najam Khan Wali said, “Crime has become a popular content on Pakistani television so I regularly watch all crime oriented programs including crime raid shows. Besides, as journalist it is my prior responsibility either to have knowledge about all forms of content shown through media”.

In response to a question about the most eye-catching format for framing crime events in these shows, almost all of the interviewees stated that the media intended to capture a large audience and to meet this standard; it familiarised such striking formats that secured the largest number of people as regular viewers of this content.

As Oriya Maqbool Jaan stated, “These crime shows not only inject curiosity among the audiences about crime but through its prompting styles of reporting also induce the audience to watch it habitually”.

When asked about disclosing vocally or visually recorded talks of perpetrators or victims to demonstrate that this kind of reporting is ethically appropriate, a few of them flatly denied that doing so would yield beneficial consequences.

As Ayaaz Khan said, “Showing conversation as a proof is ethically unjustifiable because these conversations make the innocent minds learn how

to commit crime. Moreover, the sub-titles of the conversations are also displayed which accelerate the amount of sensationalism in viewers”.

When the respondents were asked about the depiction of controversial images, such as sexual or violent acts, after blurring them, different judgements and verdicts were professed, with special reference to media social responsibility. The majority of respondents thought that the media should have observed a code of ethics while broadcasting such events.

Irshad Ahmad Arif told, “Media has no right to interfere individuals’ privacy. It is working in an Islamic society and Islam condemns unveiling others secrets. Moreover, media needs to understand that there is a difference between informing the common masses and dictating them towards their right and wrong deeds”.

When asked whether media violence made people more likely to act violently, the respondents had mixed reactions (both positive and negative) and feelings.

As Irshad Ahmad Arif said, “It is true that media is creating restlessness and aggression among viewers through its crime coverage”. In contrast Najam Khan Wali told, “People have got mature enough while deciding what is good for them to adopt from the content shown on television”.

When the respondents were asked if they believed that people get feelings of terror instead of being informed, the majority of them agreed. Khawar Naeem Hashmi put it this way: Insecurities among people have grown to an alarming stage and media is largely responsible for that”.

Regarding the media's prominent role in making crime socially acceptable, the majority of experts said that the media, by its 24/7 crime reporting, aimed to portray crime as a mainly accepted social phenomena.

As Dr. Ajmal Khan Niazi said, “No, employees are not allowed to go beyond the policies of the organizations in which they work”.

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Waqas Khan added, “In the situation when media owners execute the news section, the reporters are pressurized so they violate media ethics terrifically”.

In response to a question about media exploitation of crime occurrences for commercial advantage, the majority of interviewees claimed the media had become a commercial institution that predominantly took its business from private ownership.

As Oriya Maqbool Jaan said, “Due to foreign interference and the negligent role of government media has turned out to be more commercial. But it doesn’t mean that government is weak before media, however, it wakes to build up pressure on media only when it sees its personal interests in hazards”.

On a question “Is media fulfilling its responsibility accurately by following code of ethics while televising social issues”, while the majority of respondents claimed that the media failed to fulfil its duties when reporting crime tales, a few said that the media played both good and bad roles.

Raza Kharl said, “The element of neutrality has been buried in the race of TRP. To me these shows are bull shit, promoting crimes and making the criminals heroes”.

Opposing Raza Mr. Sohail Warraich opined, “I think media is fulfilling its responsibilities in a positive way. Although there are multiple flaws yet it would get better soon”.

In response, to “What type of format should be practiced to show crime on screen in order to achieve meaningful purposes”, the following suggestions were made by the interviewers.

Najam Khan Wali suggested, “Such formats should be encouraged which could ensure the privacies of the citizens along informing them about the crimes take place usually”.

Academics in the field of media were invited to comment on how the media works and make recommendations for how it may play a more effective role in society. The responses were as follows:

P. J. Mir told, "Owners should realize the interests of the common public. There shouldn't be any fabrication. Content must be strong. PEMRA should be a strong body if improvement is required because only Government writ can resolve the issues".

5. Results & Conclusion

The essential objectives of this study were to look at watchers' impression of wrongdoing battling shows and its moral ramifications, i.e., the overall population's thought process of these projects and whether they effectively taught individuals or basically to imparts dread in them. Additionally, the goal was to find out how media critics viewed the situation and offer suggestions.

At the point when found out if seeing media wrongdoing consistently prompted the improvement of specific perspectives among watchers, most of respondents said they had seen a particular change in their mentalities and convictions subsequent to watching an extreme measure of criminal substance on TV. Following the stressed examination question, an exploration speculation was likewise developed.

It is more likely that viewers develop particular attitudes as a result of regularly being exposed to media crime. To test this speculation, respondents were separated into two gatherings: light watchers and weighty watchers, and their reactions were dissected against a few inquiries, including 'media shown content depends on the real world,' 'media presents an overstated perspective on the criminal world,' and 'media presents a misrepresented perspective on the criminal world.' Factors like "media is fulfilling its responsibility accurately," "media is fulfilling its obligation accurately," and "media is fulfilling its responsibility accurately" were to blame for the differences in viewers' attitudes. The hypothesis was not supported by the results of Z-test table 1.1, so it was rejected. The findings and data led the researchers to the conclusion that viewers' attitudes were unaffected by their exposure to media crime.

In nutshell, it can be concluded under the umbrella of viewers' responses and expert suggestions of media professionals that the media's role has become increasingly delicate. within Pakistani society because crime rates here are considerably higher. Therefore, while presenting crime content in

any of its formats, including crime raid shows, Pakistani electronic media has some unique societal responsibility. However, it appears that the media in Pakistan is not working for the improvement of Pakistan and its residents, as it frequently goes beyond the rules, values, and established patterns of society when reporting on criminal disasters. Furthermore, it glamorizes criminal acts by various oral and visual approaches, which not only have a negative impact on viewers' daily lives, but also make their young minds conscious enough to imitate or perform the crimes depicted on television.

Similarly, broadcasting criminals, victims, weapons, and bloodshed in violation of a code of ethics can never be justified as a responsible role of the media. Anderson and Meyer (1975) state society is a system itself in which different components are dependent on each other to ensure proper functioning. As per this statement, media of Pakistan should play an important role to set the whole society on the way of betterment as an effective component. It should maintain balance between its commercial interests and an element of social responsibility. Moreover, it should also fulfil its responsibility identifying the fine line between people's right to know and their private domains. Last but not least, government's role can never be minimized as crime from society can more profoundly be over if media and governmental institutions work together.

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