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Impact of Television Public Service Messages on Viewers of Lahore: A Case of COVID-19

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Abstract

The current study has investigated the impact of television public service messages (PSM) on viewers of Lahore during covid-19. The present research was focused on viewers' behavior, their comprehensive knowledge about covid-19, and how well they have adopted precautionary measures to prevent themselves from covid-19. This study was aimed to examine how TV Covid-19 PSM affected the viewers of Lahore, how well they have educated the viewers about the contagious virus covid-19 and created awareness among them to protect from covid-19. By using survey method and questionnaire as tool of data collection, the data was collected from 450 respondents from 9 towns of Lahore (50 from each town) to find out how effectively TV PSM has impacted the viewers in changing their behavior, creating awareness, educating people as well as adopting the precautionary measures to prevent the spread of Covid-19. The study concluded that TV public service messages positively contributed in raising awareness and educating people about the precautionary measure of Covid-19 in Pakistan.

Keywords: PSM, Television, Covid-19, Impact, Pakistan.

1.   Introduction

Coronavirus disease (COVID-19) is defined as an infectious disease that cause mild to severe respiratory illness that could leads to death. Its official name is (SARS-CoV-2). The outbreak was start from Wuhan City, China. It was firstly reported December 31st (2019) to the world health organization (WHO). On January 30th (2020), the WHO declared COVID-19 outbreak as a global health emergency and after that on March 11th 2020 the WHO declared COVID-19 as a global pandemic. Coronavirus has spread rapidly and effected masses around the world as it easily transmits from one person to another. The coronavirus spreads through droplets of person's saliva and discharge from nose when an infected person coughs or sneezes in front of other. The virus wreaked havoc across the world because it has no treatment and still incurable expect the work underway on a vaccine and its trial. COVID-19 has not only cause serious issues for health but also leave huge impact on the psychological, social and economics aspect of the life. (Khan et al., 2020).

As the coronavirus spreads crosswise the world, all journalists are scrambling to keep the public informed about this outbreak and response. Many of them endangering their health to report of outbreak from the front line. With the increasing spread of COVID-19 world has observed an increase in misinformation about the virus around the globe and the Director General WHO called it as we are not only fighting with an epidemic but also with info-demic (Baba et al. 2022).

Public media are considered the most trusted source of news across the world. In this context some of the developments and new initiatives being applied by public media organizations to report the COVID-19 outbreak in best way and effectively inform the public. Public service messages are referred to an ordered set of communication activities directed at a large number of audiences to generate specific outcomes within a specified time period. The purpose of Public service messages (PSM) is to affect and change the behaviours of every individual, PSM dispersed in the form of advertisement communication and easy to persuasive to promote attitude, public behavioural changes towards any social health issue PSM can influence and increase knowledge about particular issue related to the public, because it can play an important role as a carrier or informant for the viewers to change their behaviours regarding a specific issue. PSM regarding "Coronavirus"

outbreak (covid-19) refer to preventive measures to stop the spread of virus among people, awareness and educating that how to keep safe yourself from this deadly virus. PSM has been delivering by various media sources to improve awareness about Covid-19, to change behaviours, and to educate and promote prevention management regarding existing coronavirus.

Public service messages an effective way to reduce the risks of spreading Coronavirus among people. Here is important to know that how helpful media's public service messages to aware and educate people in this crucial situation. What factors that predict the efficacy of COVID-19 related persuasive messages? Messages that is about personal risk and recklessness, emphasize narrative scenarios or protection of community have proved more effective at increasing perceived risk and motivating health behaviour e.g., mask wearing, social distancing, and vaccination (Bokemper et al., 2022; Sinclair et al., 2021; Cakanlar et al., 2022).

In Pakistan, various news channels such as Geo News, Express News, Ary News, Dunya News, etc., have devoted special prime time slots to broadcast public service messages for the people of Pakistan to provide them with details to help them in this global pandemic situation. Somehow public service messages have never been evaluated in this way because the world has never faced this pandemic situation before. The purpose of this study is to evaluate the effectiveness of the PSM on coronavirus disease through surveying to understand some factors, (specified in objectives).

2.   Literature Review

This study will find out how Pakistani television public service massage regarding Covid-19 affected the viewers of Lahore. The existing knowledge about televised PSA on epilepsy is having a positive, knowledgeable, and great impact on the viewer's other than a school-based educational program on epilepsy (Martiniuk et al., 2010).

This study is based on a media campaign against the dengue virus by the Government of Punjab to know the level of knowledge about the Anti-dengue media campaign. Research conducted a questionnaire survey to know the level of awareness. In the Gujranwala distract 300 participants and find out the result that the media campaign is successful due to the usage of television as a core source of information. The finding of this study is television is an

effective source of information for a successful media campaign. This study also supports the social learning theory and emphasizes more education the people through the television media campaign (Waseem, 2017).

This study examines the dread over a conceivable repeat of Ebola remain unavoidable among college understudies in Nigeria. Avoidance instruction proceeds to be delivered through PSAs (public service announcement) on radio, tv, and social media. Be that as it may, small is known around college students' information, demeanours, and devotion to PSAs on Ebola infection. The reason for this consideration was to explore college students' information and state of mind almost Ebola and variables that foresee adherence to Ebola instruction data intervened through PSAs. An add up to 211 duplicates of the organized survey were managed to a multi-stage test drawn from medium-sized Nigerian universities. The larger part of the members reacted accurately to the questions that related to Ebola infection transmission. About 86% of understudies agreed that Ebola can be contracted through body discharges of a debilitated individual, 83% of understudies recognized the fundamental indications of Ebola as vomiting and weakness whereas 82% concurred that customary washing of hands and utilize of hand sanitizers can anticipate Ebola transmission. Information and demeanours developed as critical indicators of students' adherence to PSA exhortation on Ebola illness (p < .05). In show disdain toward their deficiencies, PSAs remain a critical vehicle for passing on Ebola anticipation instruction to educational institutes (Ajilore et al., 2017).

The aim of this study was to define public service advertisement flyer design of "wash hands with running water". It was three flyers public service announcement "wash your hands with soap and running water" campaign that designed by ministry of health Indonesia. This campaign used various media including posters, flyers, social media and animated video. The study used qualitative research to collect data from flyers. Result says the third flyer of PSA "wash hands with soap and running water" had highest scores to disseminate the PSA among people(Patria & Kristiana, 2020).

The purpose of this study was to evaluate the effects of broadcasted public service advertising produced by the Korea Centers for Disease Control and Prevention on cardiovascular disease. The study was based on a quantitative survey and quota sampling was used on 1000 participants with

age 19 over 15 provinces of Korea. Public communication Companies theory of public relations theory used in his study. In the light of conducted review after watching public service massage, 75% of participants were understood and 70 % had willingly to change their behaviours. Public service massage having positive effects and increasing the level of understanding (Jung et al., 2016).

This study based on content analysis and examine the reports of article a substance examination of 56 English language Public Service Announcements for HIV/AIDS avoidance created by the government of U.S in 1987 for TV broadcast. These PSAs don't lead target groups of viewers through a coherent grouping from mindfulness to inspiration, skill building, and upkeep. The PSAs underutilize a methodology of ''strategic ambiguity'' to create person PSAs that address the requirements of an offer to numerous target gatherings of people, subsequently coordinating data not as it were to heteros, the essential target of these PSAs but to gay people and bisexuals. The PSA generally disregard issues related to infusion sedate utilize and sharing of needle. What drug related depictions there is centre on African American road addicts, which sustains racial generalizations and falls flat to address intermittent infusion sedate utilize. The PSAs misuse fears of AIDS/HIV to debilitate medicate utilize but don't offer sedate treatment or counselling data. PSA created by the Clinton organization to promote condom utilization doesn't completely address key reasons why individuals come up short to utilize condoms: concern approximately sexual joy, humiliation approximately getting condoms, and need of abilities to arrange condom utilize with sexual partners. These suggestions of conclusions for the end of the U.S. AIDS/HIV avoidance are discussed (Dejong et al., 2001).

3.   Objectives

- To examine the impact of TV Public Service Messages regarding the coronavirus on the behavior of viewers.
- To examine how successful were the public service messages in creating awareness about the coronavirus outbreak.
- To measure how well people understood the public service messages regarding coronavirus preventive measures to stopping the spread of the virus.

4.   Theoretical Framework

This study was based on theory of persuasion is called Elaboration Likelihood Model. Theory says that persuasion happens through one of the two routes; one is the peripheral route or central route. The central route uses logical processing that produce more persuasion, where the other peripheral route makes use of contextual signs result change in behaviour temporarily. This theory supports this research work to persuade the people or the viewers' public service message (Petty et al., 1986).

The persuasion theory demonstrates that how people change and acquire their behaviour in response to persuasive message. Persuasion can be defined as a method that used to raise awareness, influence attitudes or educate behaviours. This is how and what you think about the persuasive information. A reasoning response is a though made in response to persuasive communication and therefore triggers an attitude change (Petty et al., 1981).

5.   Research Question

RQ1: How for TV PSM on COVID-19 remain successful in changing behaviour of viewers?

RQ2: Did TV PSM on COVID-19 help in stopping the spread of virus by educating masses regarding Covid-19 outbreak?

RQ3: Are TV PSM on COVID-19 successful in creating awareness about precautionary measure against COVID-19?

6.   Hypotheses

H1: More the exposure of TV PSM onCOVID-19 greater the change in behaviour of the viewers.

H2: More the exposure to TV PSM on COVID-19 greater the help in stopping the spread of virus.

H3: TV PSM of COVID-19 is successful in creating awareness about precautionary measure against COVID-19.

7. Method

The present study was based on quantitative approach. Survey method was employed as method of the study and questionnaire as a tool of data collection. Respondents from nine towns of Lahore were the sample of this study. A size of 450 respondents (50 from each town) from Gulbarg, Samanabad, Iqbal Town, Nishtar, Ravi, Shalamar, Wagha, AzizBhatti, Data Gunj Buksh was taken for the study by using convenience sampling. SPSS was used to carry out the analysis of the study and correlation was used to find out the relationship between variables.

7.1 Data analysis

The data analysed through the Statistical Package for Social Sciences (SPSS) software to test hypothesis correlation used. Whereas to check the reliability of the scale colon Bach alpha was employed.

8. Findings

8.1 Demographic Information

Demographic information contains gender and educational level.

Table 8.1: *Gender wise distribution of respondents (N=450)*

		Frequency	Valid Percent
Valid	Male	244	54.2
	Female	205	45.6
	Total	405	100.0

As shown in table 8.1, total respondents were 450 out of two forty-four (54.2%) were male and two hundred and five (45.6%) were female.

Table 8.2: *Education wise distribution (N=450)*

		Frequency	Valid Percent
Valid	Under Graduate	56	12.4
	Graduate	322	71.6
	Post-Graduation	72	16.0
	Total	450	100.0

As shown in table 2, total respondents were 450 out of 322 (71.6%) were Graduate, two 72 (16.0) were Post graduate and 56 (12.4) were under Graduate.

8.2   Correlation Tables

H1: More the exposure of TV PSM on COVID-19 greater the change in behavior of the viewers

Behavior		
	Pearson Correlation	.231**
Exposure of TV PSM	Sig. (2-tailed)	.000
	N	450

**. Correlation is significant at the 0.01 level (2-tailed).

The relationship between exposure of PSM and changing in viewer's Behavior was investigated using Person product-moment correlation coefficient. Preliminary analysis was performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There is a significant weak positive correlation between the variables, r = .231, n = 450, p = 0.000. Thus, the hypothesis was supported by data.

H2: More the exposure to TV PSM on COVID-19 greater the help to stopping the spread of virus.

Precautionary Measures		
	Pearson Correlation	-.081
Exposure of TV PSM	Sig. (2-tailed)	0.85
	N	450

The relationship between exposure of PSM and greater the help to stopping the spread of virus changing in viewer's attitude was investigated using Person product-moment correlation coefficient. Preliminary analysis was performed to confirm no violation of the assumptions of normality, linearity and homoscedasticity. There is a no significant association between variables, $r = -.081$, $n = 450$, $p = 0.085$. Thus, the hypothesis was not supported by data.

H3: TV PSM of COVID-19 is successful in creating awareness about precautionary measure against COVID-19

Awareness		
	Pearson Correlation	.197**
Exposure of TV PSM	Sig. (2-tailed)	.000
	N	450

**. Correlation is significant at the 0.01 level (2-tailed).

The relationship between exposure of PSM and successful awareness about precautionary measures against Covid-19 was investigated using Person product-moment correlation coefficient. Initial analysis was completed to ensure no violation of the assumptions of normality, homoscedasticity and linearity. There is a significant but weak positive correlation between variable, $r = .197$, $n = 450$, $p = 0.000$. Thus, the hypothesis was supported by data.

9. Discussion

Purpose of this study was to examine or investigate the impact of Television Public Service Messages regarding Covid-19 on viewers of Lahore. 450 respondents were selected including male, female from 9 towns of Lahore via cluster/random sampling. Data analysis has done by using correlation to test hypothesis. This research initially started with the aim to find out the impact of TV Covid-19 PSM on viewers of Lahore.

H1: More the exposure of TV PSM onCOVID-19 greater the change in behavior of the viewers

Perhaps the most important finding is the effectiveness of TV PSM in changing viewer's behavior towards covid-19 by perusing them. Most of the people considered PSAs as a source of information and made them change their behavior toward covid-19, not only just behaviors but also has changed their work environment, family and social gatherings. The previous studies also help to define PSM's exposure and its positive behavior changing effects on viewers. related to this goal the previous recent study that conducted by Reidenberg and Berman, study was aimed to determine PSM results regarding suicide prevention whether exposure of public awareness campaigns is effective to pursue the viewers and getting them involve in help seeking behavior. For this purpose, 1-month campaign of suicide prevention PSA was started.5000 flyers was distributed. Result of the study was proven that majority of PSAs regarding suicide prevention has effect viewers in help-seeking behavior as well as effective at getting viewers to engage in a help-seeking behavior. Another study was conducted by District Health Office of North Lombok Regency to critically examine the sanitation behavior through PSA using Sani FOAM framework. For this purpose, department has developed 3 minutes' duration PSA to endorse stunting reduction among viewers by adapting hygienic and healthy behavior. Results say that PSA looks successfully conveys the main messages and effects viewers' behavior regarding their hygienic behavior. This indicates that exposure of TV PSM directly affected viewers' behavior (See table 8.1).

H2: More the exposure to TV PSM on COVID-19 greater the help to stopping the spread of virus.

Through a careful consideration of the content of those PSAs that were judged to be effective in prevention of the spread of virus among masses, and majority was agree that PSM has help to minimize the spread of virus by getting them inform about the main symptoms of covid-19 are fever, fatigue and dry cough and the droplets of infected person can cause infection to another person. Previous literature related to this study was about Ebola virus prevention education through public service announcements (PSAs) among in Nigeria's college students on traditional and social media. Data were collected by using survey on a multi-stage sample in a private university of Nigeria.

Results of the study was in the favour of PSM's effectiveness that positively conveyed messages about Ebola virus prevention.in this context majority was agreed that they have exposed to precautionary measure's PSM and that was helpful and minimize the spread of virus but along with not much practice of adopting precautionary were seen (See table 8.2).

H3: TV PSM of COVID-19 is successful in creating awareness about precautionary measure against COVID-19

Another important finding of the study was the positive effectiveness of TV PSM in creating awareness and educating people about covid-19 majority of viewers were agree that TV PSM has made them aware about this deadly, incurable covid-19 as well as educate them that how to stay safe from getting infected from this virus. With this reference of this previous study in which media campaign against the dengue virus by the Government of Punjab has been taken to know the level of information about the Anti-dengue media campaign. Researcher Waseem in 2017 conducted a survey to know the level of awareness among people. For these 300 participants were selected form Gujranwala distract. Finding of this study was that television is an effective source of awareness and information for a successful media campaign.in this current study TV PSM has created awareness from wearing mask to sanitizing, washing hands and maintaining social distance (See table H1).

Thus, by keeping in view the above-mentioned results and findings can be concluded that TV PSM regarding Covid-19 are playing a vital role by pursuing people in positive manner. PSM has help peoples to know about this deadly unburn-able virus that can be easily transmit by one person to another's has changed viewers' attitude, behaviour their life style, working environment as well as their family and social gatherings.TV PSM has created awareness about precautionary measures to prevent the spread of virus. And also educating people how to practice preventive measures by washing hands for 20 second, using hand sanitizers, wearing masks and maintaining 6 feet distance.

10. Conclusion

After analysing the data of survey, it is concluded that TV PSM regarding Covid-19 playing effective role in changing people's behaviour, attitude. According to the respondents these TV PSM of Covid-19 are contributing positively by educating people about the virus to save their lives. These PSM are for people's health and safety and are best source of getting information about Covid-19.

PSM can peruse the people's attitude, behaviour while disseminating messages regarding Covid-19. As mainstream media is mandated to provide essential and lifesaving information during emergencies and crises. The purpose of public service messages is to affect and change the behaviours of every individual the public towards any social health issue. When PSM broadcasts necessary information or announcement, viewers perceive as PSM describes and it also affects viewers' behaviour towards that specific social health message.

Attitude and behaviour of viewers is found positively changed. The exposure to PSM and the information they have been provided leaves impact on viewers. Sensitivity of the information that shows in PSM leads audience to change their behaviour, as PSM makes them carious about their health. After it comes to creating awareness about Covid-19. PSM aware people about this virus that how fatal this virus could be, how to prevent to get infected by using washing hands for 20 seconds, sanitizing your hands, wearing mask before going outside and maintaining distance of 6 feet. This is making people more careful about their daily hygiene routine to be safe from Covid-19.

So, it was concluded that PSM are helping to understand Covid-19's symptoms including fatigue, fever, dry cough and that droplets of infected person transmit virus to healthy person also about the self-isolation.as PSM disseminated complete information about Covid-19 as well as helping in minimize the spread of the virus. Study has concluded that TV PSM of Covid-19 are playing a vital role to creating and educating people and giving them information that consist of precautionary measures, symptoms, self-isolation, all necessary things they need to know about this virus.

11.   Limitations of the Study

Non-availability of the material in library related to the topic Impact of TV Public Service Messages on viewers of Lahore as first time this pandemic has occurred. That is why most of the sources of data is internet. Where there is lack of related searches and material found as there are many studies of PSM were about AIDS, breast cancer, suicide prevention and other non-communicable diseases except data on Ebola, influenza and Dengue virus. In this study non probability sampling has been used, which is not representative of whole study.

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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.

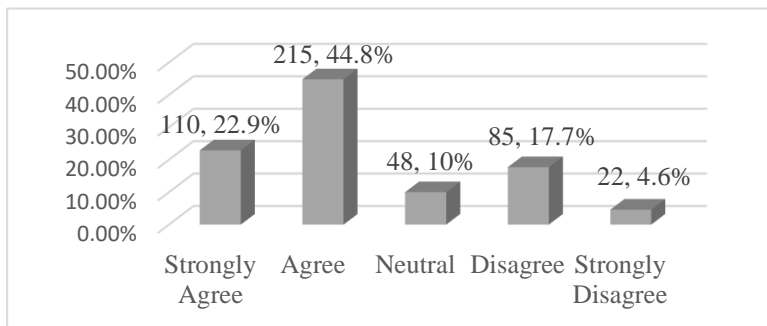### Section 1: Role of Frequency in Attitude Change

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

certain attitudes among viewers, while4.8% (215), 10% (48), and 17.7% (8 5) 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

No.		LV	HV	CI	Z.	P.	Rem.
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

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".

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.

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.

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".

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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Exploring the Challenges of Journalism as Profession: A Perspective of Female Journalists in Punjab

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Abstract

This research paper explored the challenges and difficulties that female journalists in Punjab experience during their news-casting profession. Previously, research has been conducted on the difficulties that female journalists face in the profession, as well as their positions in newsrooms, media students' perceptions, and the nature of the job. Since the first female journalist entered the media, the current status of women has been a topic of discussion in a number of countries. However, the picture of women's conditions looks the same in both earlier and later studies. In order to reveal the true picture, the goal of this study is to gain access to the perceptions and attitudes of female journalist. Through in-depth interviews of female journalists, it is found that, despite the challenges of journalism, they are enthusiastic about making it their career. Female journalists were viewed as less responsive, non-serious, unnecessarily lamenting feminism, non-competitive, reluctant, etc., by both male and female editors.

Keywords: Journalism, Female Journalists, Profession, Challenges, Punjab.

1.   Introduction

A significant number of people work in the media, which has evolved into a cultural industry, serving many different types of audiences. The future position of media within societies and nations is amply demonstrated by the growing and developing media and their powerful influences. After some

time, it started to become a lucrative industry, offering many job opportunities to those looking to enter it as a professional career (Ali & Nawaz, 2017).

According to Khursheed (1964), the English word "journalism" comes from "journal," which means a daily record of events. When journalism first began, newspapers and magazines were referred to as journals. Journalists were the people who organized the journals, and their profession was known as journalism. Now that it includes television journalism and satellite, it is called mass communication. Journalism is distinct from mass communication strictly speaking. Journal is a book or magazine in its literal sense, whereas mass communication refers to communication that can quickly reach a larger number of people. However, journalism and mass communication share the same objectives, with the exception of the means by which the content is conveyed.

The publication of newspapers, journals, and magazines as well as the content supplemented therein is the typical definition of journalism. Columns, editorials, features, picture journalism, letters, interviews, and other types of writing fall under this category. Journalists are those who carry out all of this. They might gather news, edit it, or write articles about a variety of subjects. This art is known as the profession of journalism.

The craft of news-casting incorporate complex work, for example, news gathering from various sources (by and large journalists gather the news), and altering the gathered news by changing over in consumable habits handily processed by the audience and viewers, (who plays out this obligation is called as duplicate proof-reader or sub supervisor). For the benefit of the general public, the news content may focus on current events or public affairs. This kind of content can be published or broadcast in any format.

1.1 Career Prospects in Journalism and the Challenges Faced by Female Journalists

The term "prospect", as defined by the British Dictionary (1979), refers to a possibility of future success, particularly grounded on present work or trends and an impression of the future i.e. what is assessment and supposition.

The media is now the fourth pillar of the state. Its regular job is a guard dog job in the public eye. There is a data upset and public has a journey for data about happenings all over the planet. Newspapers, magazines, journals, radio, television, and the internet - all forms of mass communication - have significantly increased employment opportunities worldwide. Media have evolved into cultural industries and businesses with a large workforce serving a diverse audience. In the end, mainstream journalism opened up a lot of opportunities for people with media training or who can become journalists with a lot of training.

The press, also known as journalism, is now an institution. Both an organization and an economic inventiveness are involved. Present day news-casting is an objective business type venture (Puri, & Fraser, 2000). Newspaper circulation has increased thanks to the printing press, which has led to an increase in employment at the journalism school. This is one reason why, despite the fact that mainstream media provide more prospects to those who want to pursue journalism as their profession and have a large number of women reporters worldwide, a large number of journalists, including women journalists, work in print media.

Workers in newspapers organizations have access to significant opportunities in a number of newspaper segments, including special features, comic strips, and writing for special editions. In the 19th century, there was an increased demand for advertising revenue, which compelled newspaper owners to write for women and made them active news consumers. They started hiring women journalists to cover women's pages for this reason.

According to book by Chamber et al. (2004) "Females and Reporting," financial pressures for newspapers overtook female newscasters in the nineteenth century for handling light subjects like fashion, craftsmanship, domestic issues, and society tidbits.

1.2   Women working in Corporate Organizations - Media

Females in the media ventures are credited for feminizing the media endeavours and making a circle for females in social enterprises. However, women journalists worldwide are prevented from holding positions of

decision-making power due to gender inequalities in the media. According to statistics, only a small percentage of women journalists hold senior media industry positions. Byerly and Ross (2006) included a number of studies from the 1990s that attempted to map women's employment in journalism worldwide.

For instance, a study that Lunenburg conducted in 1996 on nine European nations found that while women journalists made up more than one-third of all newspersons, sub-editors, and their respective editors, they only held 12% of the decision making power through editorial authority. Carolyn M. Byerly dissected six media companies during 2004 and found that main 7 females at panel level and similar numbers were found as CEOs.

1.3   Obstacles for Women Journalists and the Career of Journalism

Reporters' performance may be hindered by editors' pressure to produce colourful stories or to conceal true news. Press owners with corporate interests may sometimes exert pressure on journalists. Women journalists are confronted in greater depth. First and foremost, women journalists are not given the political beat, which puts a lot of pressure on the majority of newspapers. They work under the pressure of editors—most of whom are men - as well as management and ownership if they are given the beats. Former Aljareeda editor Tamseela Chishti shared her experience: She turned down an offer from PMLQ leader Parvaiz Elahi to super-lead a particular political story for publicity. In a similar vein, Aljareeda's new ownership during the 2008 elections forced her to make headlines claiming that PML-N had won, but she refused and did not conceal the fact.

1.4   The media's Political Economy and Gender Issues

The retention of possession in press has brought about shady proprietorship. Additionally, only men can own this property. Discrimination based on gender is the foundation of media's political economy. The majority of newspapers are owned by the six major media companies that have merged into six huge multinational corporations since the middle of the 1980s: AOL Time Warner, Disney, Viacom, News Corporations, Bertelsmann, and Vivendi. Production houses are typically owned by men in the media industry.

As a result, their impact can be realized in all forms of mass media, from movies to bulletin reporting (Byerly & Ross, 2006).

1.5   In the Media, Women Journalists are still Viewed as "Others"

Working female journalists are optimistic about a career in journalism. Both have out investigation and decided on 37 Districts in Punjab (Pakistan). Information regarding female journalists in the workforce, including editors and reporters, was gathered from the Council of Pakistan Press Club (CPPC). While there are no working female journalists in the other 27 districts, there are 753 working female journalists in the other 10 districts. All these women struggle with issues including workplace discrimination based on gender, a male-dominated profession, and social pressure that makes it difficult for women to work as journalists. However, female journalists have persuaded others to pursue journalism as a career (Shabana, et al., 2021).

Candid (2009) communicated the quandary that notwithstanding the best media instruction and preparing, females writers were as yet a small piece of media labour force. Women journalists are treated like "others" despite the fact that their skills demand a better position in newsrooms and more lucrative pursuits. For instance, in Pakistan, male and female media understudies are practically equivalent in their enlistment or even female understudies are more than male ones out of couple of cases yet a couple of taught females join media occupations. The majority switch careers, such as teaching or competing in exams. or simply wed and vanish from the scene. Women make up 40% of media educators at Punjab's public sector universities, according to the conducted study, but only 5.6% of journalists in the Punjab are women. APPCs)

The routinization of media as an acknowledgment of show of news-casting proliferates the male's authenticity of predominance in newsrooms. It is common knowledge that male journalists are better suited to the journalistic field due to their greater proximity to events. They travel extensively, are able to locate intricate news reports, work night shifts, and adapt to every setting. Females writers' presence in newsrooms makes the climate formal while work in reporting is casual and requests well-disposed climate.

Even female journalists recognize that the presence of a male is a sign of standard journalism. During this study, it is demonstrated. When women journalists were separately surveyed or interviewed in newsrooms, they reported being completely content with male editors' editorship. Two subeditors in the Jang newsroom in Faisalabad believed that the male collaborator made them feel at ease and that the potential of the editor and compatibility were unquestionable.

Women journalists are both victims of gender blindness and content with the presence of male journalists. They even believe that male cooperation is the reason for their success. Even those who are dissatisfied with the discriminatory assignment of news stories are aware of the "male-centricity" of what they consider to be typical journalistic practice, news worthiness, and public interest (Gillwald, 2005).

A man-as-norm structure as justification and a woman-as-interloper structure are essentially reinforced by the newsroom's ethos, which calls for impartial, competent journalism. A day will come when female writers start to oversee manly newsroom values with masculine styles, values, and uncovering approaches to acting, for instance, "Objectivity" (Byerly & Ross, 2004).

1.6   Glass Ceiling Effect

In a column that appeared in the Wall Street Journal in 1996, the term "glass ceiling" was used to describe the unnoticed obstacles that prevent women from achieving leadership positions in business and industry. Women are stigmatized sexually and prevented from rising to the top of any organization. According to Chamber et al. (2004), the U.S. Department of Labor defines the "Glass Ceiling" as "mock barriers based on attitudinal or structural biases" that prevent qualified women from advancing into upper management positions and from receiving assignments that can lead to developing skill and authority and, in return, promotion.

The International Federation of Journalists (IFJ) meeting in Seoul revealed that, while women make up 30 to 40 percent of the workforce in media organizations in developed countries, less than 1 percent of those

women hold managerial positions. This demonstrates that the "Glass Ceiling" in journalism is now a global problem. According to Chamber et al. (2004), the IFJ presented a seven-point plan to address this issue, which included improved working conditions for women and promotion within the media industry.

Even though there are now a lot of women working as journalists in the media, the glass ceiling still exists. Women and Journalism, written by Linda and Fleming, suggests that women journalists' decision to leave the media earlier after joining may be the reason why they have failed to break through the glass of invisible forces that impede their professional activities. It's possible that women will leave in order to spend more time with their families.

1.7   Females in Dynamic Positions

Females columnists as a rule don't have great situations in that frame of mind of publication or what ought to be printed and on broadcasted or not ought to be printed.

- 41% female writers regulated news or publication workers (43% men).
- 18% female writers (contrasted with 22% male) were proprietors, distributers, or upper-level chiefs (city editors or news chiefs).
- 32% of female writers (contrasted with 30% of men) were work area editors, task editors or right hand editors (Weaver & Willhoit, 1996).

The Weaver and Wilhoit families (1996) found that women editors had the same level of influence over the content of news as men did. They got interesting answers to some of their questions. These were the questions:

They inquired about how they affected hiring decisions: 40% of men and 35% of women in their target demographic indicated that they had an impact on hiring decisions in print media. Regarding mainstream media, 40.5 percent of men and 21% of women stated that they had a significant impact on decision-making. Could they choose which stories they worked on - In print, 47% of men and 46% of women answered yes, and in broadcasting, 54% of men and 47% of women answered yes. How many edits were done -

In print, 39% of men and 43% of women work, and in broadcasting, 21% of men and 40% of women work. They carry out a lot.

At the coming of the 21st hundred years, female writers in America envelop just 24% as news chiefs and 20% of information chiefs at TV and radio separately (Cool, et al., 2002). Position-based gender differences vary greatly. For instance, women made up 21% of general managers and executive vice presidents and 14% of publishers and chief executive officers. In 2000 and 2002, 137 papers had 100% female assistant or associate publishers; in addition to roughly 39% of managing editors in both 2000 and 2002 (Enwefah, 2016).

In the 1980s, when newspapers' advertising appeal compelled them to attract women readers, there was a crisis in newspaper sales that led to the presence of women in managerial positions in Britain. It gave once in a lifetime kinds of chances to female columnists to appreciate top places of direction. This is affirmed by the way that those papers confronted monetarily emergency and began to employ females at editorship posts while the papers with aside dissemination were not rushed in recruiting female editors and depended on guys' true capacity for serious or political news.

Gender discrimination was more evident in television media. But the BBC has taken some steps to include women and minorities in mainstream media, which has made it easier for women to get hired and promoted in media organizations. Only six women held the BBC's top 165 executive and editorial positions in 1985. By 1992, 10% of its senior positions were held by women. Later on, Linda et al. (2004) report that women now hold 40% of middle management and senior professional positions at BBC and more than a third of senior executive and senior management positions.

Concerning British regional newspapers, only five of the 94 regional newspapers have female journalists at the helm (Christmas, 1997). A fascinating fact about women journalists in British media history is that, in contrast to newspapers and television, local radio stations had more female journalists in decision-making positions. According to a study that Fleming conducted in the East Midland City of Nottingham in 2000, four of the five

local radio stations were directly controlled by women. However, the primary obstacles to the extraordinary performance of female news editors were the inability to manage their homes alongside their jobs and the long hours they worked at radio.

1.8   The Problems Faced by Married Journalists

Women journalists frequently complain that when they get older or have children, media management forces them to quit because they can't balance their work and family life. As a result of media owners' inability to pay for their employees' working hours and the costs associated with setting up daycare centers, etc., many experienced women journalists in print and mainstream media are forced to resign from senior positions (Chamber et al. 2004).

Rebekah Swim studied from an example of female writers who stopped the newsrooms and found that out of 75 who had taken maternity leave, 22 couldn't get back to their positions as they were reprimanded by media directors who couldn't bear to give a month and a half of maternity leave. One of the women in the sample described her experience as: Because she was an executive, she was turned down for a part-time position. She fought for a year, but management ignored her and put her on the side-lines. She was eventually forced to accept a reduction, and even then, when her baby was involved in an accident, she had to leave work early.

1.9   Harassment of Women in the Newsroom

According to Steiner, Chamber, and Fleming's book "Women and Journalism," women journalists in British newsrooms were subjected to severe sexual harassment. They mentioned Eve Pollard who was from original of female columnists. She began her career in the tabloid "Sunday Express" from 1991 to 1994 and the Sunday Mirror in 1988. When she started working as an editor, male co-workers referred to her as "Killer Bimbo."

It was horrendous and shocking, how she (Janet Road Watchman) was welcomed. At the time, she and other female tabloid editors were referred to as "Killer Bimbo." If an individual act like an editor, it indicates that he or she is a difficult, multifaceted individual who must deal with explosive situations.

When a male editor appears on the front page, he calls it a disaster, is critical, and stands firm. When a woman editor does this, she is referred to as a bully and a demanding, enraged bitch. As cited in McCann (2000, p. 19), taken from Chamber et al. (2004)'s "Women and Journalism," sexual objectification of female journalists is also documented. It has been documented that even high-ranking women alter themselves, offer sex, and flirt in order to obtain a story. Senior BBC journalist Kate Adie noted, for example, how male associates physically misuse female columnists by taking advantage of their womanliness. When she returned to American newsrooms, she told her story and was asked about how Colonial Gaddafi was treated in an interview. 2004: The article Women and Journalism 100 was mentioned.

In American and British society, sexism persists. According to the findings of Weaver (1992), between 40% and 60% of the US women journalists surveyed had experienced harassment. An investigation of Indiana newsrooms shows that practically 70% of female writers said they had been irritated while working (Flatow, 1994). McAdams and Beasley (1994) observed that as 60% of females studied who worked in the State House Press Display had encountered lewd behaviour and 80% said that they thought inappropriate behaviour was an issue for females for the most part.

1.10   Pakistan's Media and Women

Women journalists in Pakistan had a difficult time avoiding being marginalized in the media. Their work is a development, a development what began from 1947 to work now for the privileges of females in Pakistan. This women's movement for rights includes women in the media (Khan, 2008).

Khan (2008) classified the history of women's struggle into three phases: The first occurred between 1947 and Bhutto's departure, and consisted primarily of battles over citizenship. The efforts made during Bhutto's tenure marked the second phase. Women's participation in all services that were open to them except the army underwent a significant shift. The so-called Islamization of Zia-ul-Haq was the third phase. Chaadar, Chardewari, and Qanoon-e-Shahdat were introduced. Media women were required to cover their heads.

Ladies' representation in mainstream media does not exactly reflect the inside of newsrooms. According to Rahman (2009), more women on television and in front of the camera do not necessarily mean more editorial autonomy for them.

In her 2009 address to the conference of South Asian Women in Media (SAWM), Shehar Bano Khan, the General Secretary, referred to a report on Pakistani media by Article 19 (2009), which stated that numbers did not necessarily indicate strength:

Over 50 television channels, 22 of which are privately owned, and 100 privately owned FM radio stations operate in Pakistan's major cities. However, only 5% of journalists in an industry with 1,000 daily, 1,650 weekly, and 2,700 monthly publications are women. There are very few women employed in both languages i.e. Urdu, and local language press, which represent 80% of the print media market. Since its inception in 1964, the Pakistan Television Broadcasting Corporation, which is controlled by the state, has only had one female managing director. According to SAWM (2007), numerous critiques view the inclusion of more women in the news media as nothing more than façade dressing.

2. Objectives of the Study

- To learn about the obstacles that women journalists face and how these obstacles affect their work.

- To resolve the most pressing issues that female journalists face.

3. Methodology

This research study has utilized qualitative research approach when semi-structured interviews of the journalists were conducted. The questions in semi-structured interviews were partially pre-planned. According to Krosnick (1999), this qualitative research method combines both predetermined sets of open-ended questions without adhering to formal gradient principles. A semi-structured interview was used in this study to find out how male and female editors view working female journalists. The editors in question are chosen based on gender and medium. The study includes 5 interviews in total i.e. two female editors from PTV and a newspaper, a female journalist with much

experience, the president of PFUJ, and a male editor from a local newspaper. Convenience sampling was used to conduct the select the sample of journalists. However, interviews of the respondents are analysed and written in a storytelling manner.

4. Analysis & Discussion

i. Respondent 1: Farida Hafiz

On May 3, 2014, Pakistan's most senior journalist, Farida Hafiz, arrived at the first-ever "Women Journalists Convention" in Pakistan. During her research, the investigator was also there at the same convention and took advantage of the chance to have a fruitful conversation with Farida Hafiz. She was kind enough to give her some time at the convention. She is an extremely courteous and capable lady.

She began the interview by introducing herself and sharing her struggle through the lengthy journalism process. Her mother was a housewife, and her father was a professor. In 1968, she tied the knot. She also had a reporter husband. Her professional life was satisfactory to her. During the Convention, she was warmly praised by PFUJ management for the sacrifices she made for press freedom. She earned a master's degree in English literature. She didn't get formal schooling and preparing in the news coverage calling. Be that as it may, her partners were her educators, as Irfan Qazi and Hassan Abidi, who assisted her in the reporting with careering.

When asked when and where she started her career, she said that she started at the daily "Mashriq" in 1965 and worked in the press for over 40 years. She started her vocation as a columnist prior to continuing on toward cover basically every sort of news-casting. She altered various ladies' pages and composed various elements while working for a magazine. Additionally, she writes short stories.

She recalled her memories and talked about the atmosphere in newsrooms at the time. She used to have the option to loosen up in that climate. Coworkers, both male and female, worked together like family. There was no gender bias, and they all respected one another. She proceeds, "Yet today the climate of newsrooms has totally changed because of specific

reasons." She was regretted at the changed potential gains of society and ensuing change in ethos of newsrooms. In view of social assumptions, the ongoing age gets more training. She also complained about the childish behavior of female columnists, which she had seen on that show.

In newsrooms, the behaviour of male co-workers was very important. She elaborated on the behaviour of her male co-workers by stating that there were no female reporters in the newsrooms when she joined the Mashriq, but male journalists used to be very kind, polite, and friendly. Later, when she worked for Mussarat Jabeen and Akhbar-e-Khawateen, she also worked in radio. She also admired the male co-workers' cooperation when reporting news and meeting deadlines. She did the late-night shifts because of that. Keeping in mind her feminism, they never dealt with her.

She continues and shares her experience, pointing out that newspaper top management plays a significant role in the successful careers of journalists. In newsrooms, there was a conspiracy-making element, and top management frequently did not appreciate her exclusive stories. However, she prevailed in every circumstance with the assistance of male co-workers.

She expressed her opinion regarding women journalists: "Women journalists must be more serious and compatible for their recognition not as lady reporters but as high profile journalists." While male and female columnists have particular guts, dependable, and reasonable for newsroom values, female writers should be more serious and viable.

She said that reporting gave her more adventures and prepared her to face challenges in real life, so she turned down numerous editorship offers and was happy with her choices. Her family upheld her a great deal all through her expert profession particularly her better half, who was likewise a columnist assisted her with conquering every one of the difficulties in her vocation.

She provided a list of journalistic values that female journalists lacked, and without them, Pakistani women journalists would be unable to attain the prestigious position in newsrooms. She claimed that women journalists were less serious about their work, did not respect their dignity, and made newsrooms into laughing stock. They act like young schoolgirls. The majority

of female journalists' lack of sobriety is to blame for sexual harassment in newsrooms.

The male journalists were astonished when she described her courageous experience. During the year, 1978, during the Marshall Regulation time of Zia ul Haq (the dictator regime), when columnists sent off a meeting against the assents on writers in Lahore; and the police then also captured numerous writers, she was one of them. She was secured in prison for a single night deprived of illuminating her loved ones. She described this as a turning point in her career as a journalist. She advised female journalists to be courageous in order to prevent men from exploiting them in newsrooms.

ii.   Respondent 2: Tamseela Chishti (Sub-editor of the 'Awaz')

She was also editor of the "Aljareeda" and "Musawat" daily newspapers. Her family had a career in journalism. Her father reported on crimes. She has an English master's degree. She was employed by "Musawat" from 1989 to 1998. She was an editor and served as news editor and editorial writer for "Aljareeda." She tied the knot in 1994, and her husband was chief of the daily "Abtak" newsroom. She had total support from her family.

She credited the low pace of enlistment of females to the sensation of weakness. Her assertion was that women had fewer opportunities in the workplace. Women often put boundaries on themselves. There were also pressures from family and friends. She also voiced her displeasure at Female's lack of seriousness, particularly in print media.

On being gotten some information about her involvement with reporting chipping away at various assignments, she said that when she used to work the climate was positive for her in the newsroom of the everyday Musawat. She collaborated with senior citizens such as Zaheer ud Din Babar, Abdul Hameed, Minhaj Barna, and Nisar Usmani, among others. They gave her regard. The environment during that scenario and right now are very similar. There found no gender based discrimination in the Musawat. However, the fact that women were working in newsrooms at the time surprised many men.

She talked about her career struggles. She was in charge of nearly 250 employees, seven to eight of whom were women. The men's behavior toward her was excellent. They also followed her orders without considering that she was a "female." However, she continued, when she joined the "Jang," the male employees were initially uncooperative. She was rejected by the male-dominated newsroom. However, they eventually accepted her as a colleague.

She acknowledged that the management of Awaz harassed her and gave her a difficult time by criticizing and detecting her activities and routines for many months when she joined "Aljazeera" and left "Awaz." This was in response to the question of whether she ever experienced harassment in newsrooms. She went on to say that the owners of media companies always made sure they got their own benefits, believed rumors about their employees, and pressured them to get news out by deadlines.

Yet, she told about approaches made by her as accountable for newsrooms and said that she generally gave free hand to female writers. She never discriminated against talent based on gender. Compensation should be expanded and movement recompenses ought to be expanded as it would bring an ever increasing number of skilled female columnists to news-casting, she trusted.

She acknowledged that she was frequently put under pressure by unseen forces. She turned down Parvaiz Elahi's request to super-lead some political news for publicity. In a similar vein, Aljareeda's new ownership during the 2008 elections forced her to make headlines claiming that PML-N had won, but she refused and did not conceal the fact.

iii.   Respondent 3: PTV's Fauzia Shahid

She joined news-casting a long time back and worked on paper media for a very long time as boss journalist and in mainstream media for a very long time and for a considerable length of time in the APV and for a considerable length of time in the PTV. She is currently in charge of the editorial board at the PTV. She earned a master's degree in Urdu literature and worked with Bashir ul-Usmani to gain experience.

She said that the situation had changed. After the advent of mainstream media, women began to pursue journalism as a profession, in contrast to the past. The game of journalism is one of potential. She described her career as a reporter and stated that the Editor assigned each assignment based on her exposure and preferences.

She bravely adjusted herself in male-dominated newsrooms. She never exploited her femininity. She left behind her femininity and worked as a reporter for the "Shahab." Because of the news's veracity, she was subjected to numerous serious threats. Invisible forces posed a threat to her when she encountered news articles that exposed widespread corruption during the Musharraf era. She was a part of the progressive media movement during Zia ul Haq's tenure and faced a number of obstacles. She once faced a serious threat while she was the Secretary General of PFUJ and defended herself on her own. She concluded that her news never fluctuated.

She was dissatisfied with the accomplishments that female journalists achieved during the conflict. She was disappointed that Pakistan did not recognize women as journalists. She worked during Zia's time. However, in the present day, women journalists lacked that spirit. Organizations additionally restricted them to specific tasks.

She reflected on her experience and stated that one must acquire journalistic values when entering the profession. Women were exploited by those seeking special favours. Despite the fact that the mainstream media provided women with more opportunities, women were partially to blame for the increased harassment and other challenges they faced as a result of their lack of interest, lack of professionalism, and reduced work on ATV and PTV.

She went on to say that men journalists had more potential and spirit than women journalists. While the women made inane excuses, they were ready to go anywhere. Male journalists responded quickly. Women editors were more impolite, and impolite behaviour was not considered journalism.

iv.   Respondent 4: Afzal Butt, PFUJ President

In 1991, Afzal Butt, president of the Pakistan Federal Union of Journalists, began his professional career as a subeditor for the newspaper Pakistan. Later

on the administration of 'Pakistan' moved him to Muzaffarabad where he began announcing. He received media education and appropriate training to meet the requirements of his profession.

He examined the circumstance of recruiting female writers in both mainstream media and print media. As indicated by him, media associations, particularly bigger undertakings like to select those writers who can work for entire year and 24 hours. Therefore, women are discouraged by media administrations due to special circumstances involving women, such as pregnancy, special days, and maternity leave.

Because women journalists don't take their jobs seriously, organizations' managements can take the risk of hiring them instead of men. Females need exceptional blessing for their feminity, he further added. Afzal Butt stated that the administration of PFUJ is attempting to force media organizations to provide women journalists with a comfortable environment and fulfil all of their needs, including separate washrooms, baby care rooms, three-month maternity leave, security, and insurance. He also stated that women face certain challenges, such as male journalists being paid more than women journalists, masculine newsroom values, women being paid less than their actual work, and women being underpaid.

He went on to discuss the issues of femininity that hinder the work of female journalists. For instance, in our society, women journalists are forbidden from going to male news sources at night for fear of scandal.

He responded, "The management of PFUJ is trying seriously to give more and more membership to female." This was in response to the question, "Is PFUJ taking steps to give more membership to women journalists?" He went on to say that out of a total membership of 2700 national press clubs, only 150 include women journalists.

v.   Respondent 5: Farooq Faisal Khan ("Nai Baat" Group Editor)

He was an expert in mass communication. He held positions with "Nawaye Waqat, Pakistan," "Din," "Express," "AJJ TV," and "Nai Baat." He began his career in newsrooms in 1981, progressing to become the resident editor of "Nai Baat," editor of "Express," and executive editor of AJJ after 1996. He

shared his career story, mentioning how challenging it was to enter this field. He was of the opinion that although media education was not required, it could prove to be an additional benefit because the theoretical ideas can improve professional guts. He enjoyed his interactions with female journalists. He stated that female journalists are more accountable.

He cited two factors for the rise of women in journalism: 1) the rise of mainstream media and the enticement of a salary; 2) the financial requirements of families. The state of "A class, B class, and C class" media organizations affects the situation of female journalists in those organizations. Women have always had it hard in a society that is dominated by men. Female journalists everywhere face difficulties, with the exception of a few in established organizations.

In addition, he stated that male journalists, who were accustomed to speaking freely and abusively, would find it difficult to deal with female employees in newsrooms. Female journalists were also restricted in their media roles by social taboos. In response to the question about the harassment, he stated that nearly every organization; At any cost, harassment is not tolerated. Women journalists are shy, so they hesitate to report cases of harassment. Concerning the possibility that female journalists would make the best decisions, He agreed that, given the chance, female journalists could be the best decision-makers. However, women on their own are reluctant and do not wish to work through the night.

5.   Conclusion

This study has reached a conclusion after examining and analysing the various aspects of journalism that are relevant to female journalists. Starting with an assessment of the different ups and downs of female writers' battles throughout the span of their professions, the point is presented. The analyst arrives at the resolution that in spite of the ascent of present day reporting and new media, which changed the possibilities of reporting, the image is as yet miserable in regards to the troubles that female writers face because of orientation legislative issues in media foundations. A literature review provides a more comprehensive picture of women's struggle, and numerous studies are thoroughly investigated to discover newsrooms that are dominated

by men and women. The statistical method was used to analyse the data, and by looking at the attitude of female journalists and media students, the findings of this study reveal a few different facets of the issue.

Women journalists in Punjab have a positive outlook on the field, according to the data analysis discussion. They face few obstacles despite remaining content, and they are generally pleased with the atmosphere of newsrooms. Female writers in the media make up just 5.5% of the absolute populace of columnists signed up for different press clubs in Punjab.

The gatherings from different male and female media specialists present entire novel picture. The majority of interviewees expressed dissatisfaction with the manner in which female journalists behaved, including their lack of seriousness, sobriety, refusal to work the night shift, leaving after marriage, rudeness, unnecessary shyness, seeking special favour, taking advantage of their femininity, and the fact that male responses were delivered more quickly. Additionally, they cited a number of factors that hinder the performance of female journalists. It could be that there isn't enough transportation, that there isn't enough pay, that larger organizations don't want to hire more women as journalists, that there is more harassment in Urdu journalism, and that men control policy, political beats, and investigative reporting.

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Electronic Media Advertisements and Brand Consciousness among Youth: A Case Study of NUML Students

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Abstract

This research study is aimed at exploring the way advertisements that are being broadcasted on electronic media and their impacts on creating brand consciousness among the youth. Advertisements and promotion have been the sole for brand awareness and consciousness among the youth. 400 Students were included as a sample from the National University of Modern Languages (NUML), Lahore Campus (age ranging between 18 to 24 years) enrolled in different programs of NUML. The findings of the study showed that there is a significant influence of electronic media advertisements on the level of brand consciousness among youth and also Youth belonging to high family income is more brand conscious as compared to youth belonging to low family income. While brand consciousness levels among students of different genders do not significantly differ from each other. This study concludes that there has been an increase in social mobility people are becoming highly brand conscious.

Keywords: Electronic media, Advertisement, Brand Consciousness, Youth, Students, Television.

1. Introduction

The significance of electronic media cannot be overstated as it has become an integral component in numerous domains including education, commerce, and advertising. It serves as a fundamental support system for users in various sectors, aiding in their operations and growth (Hennig-Thurau, 2010).

However, according to Kotwal et al. (2008), TV advertisements are becoming more weaponry in targeting their customers and television advertisements are the turning point in purchasing decision of a particular brand. Similarly, Sonkusare (2013) study emphasized that media advertisement is persuasive in nature as it helps in shaping public lifestyle and also in making or selecting a brand. To term branded or brand consciousness is not a new concept or idea in the market but now it is flourishing in the fashion industry and the youth of now-nowadays more towards fashion (Keller & Lehman, 2006). From a business perspective, business organizations and consumers engage with each other through electronic media such as the Internet to figure out the type of services and products desired by the consumer (Parson, 2013).

1.1 Impact of Electronic Media on Youth

The impact of electronic media on its audience is significant (Nelson & McLeod, 2005). It mainly targets students to increase brand recognition through a variety of television programs, ranging from sports to reality shows. Research indicates that consumers, particularly brand-aware students, tend to rely on the Internet, TV, and media personalities for information regarding modern trends and brands (Nelson & McLeod, 2005).

Electronic media serves as more than just a source of entertainment. It possesses the ability to influence the cultural practices, moral values, legal systems, and beliefs of a society. This is particularly evident in Asian societies where the internet, including platforms like Facebook, Instagram, and Twitter, have played a significant role in facilitating social connections among individuals, as well as with others outside their immediate social circles (Ellison et al., 2007).

1.2   **Advertisement and Brand Consciousness**

Qadoos et al. (2020) found that electronic media have a positive association with vogue trends that transform student preferences in their dressing sense through the process of advertisement. Kotwal et al. (2008) explored that a significant number of individuals expressed interest in purchasing a newly introduced brand after viewing its advertisement. However, they were dissatisfied when they were unable to acquire their preferred products. Additionally, respondents believed that television advertisements aided them in making informed purchasing decisions.

The Pakistani fashion industry is undergoing rapid changes, with a significant shift in consumer behaviour toward brand consciousness after being exposed to electronic media advertisements. Consumers are increasingly seeking fashion products through electronic media advertisements that are culturally relevant, particularly among women as per various studies (khan et al., 2013). According to Sprotles and Kendall (1986), brand consciousness refers to the psychological bias of customers to choose products from a brand that has a solid reputation and is advertised extensively. Consumers that are highly concerned with brands believe that a strong brand name and brand image define outstanding quality. As a result of their brand consciousness, they are ready to spend higher amount of money for products linked with this specific brand (Shim & Kotsiopulos, 1992).

Different consumers have varying degrees of brand consciousness. Moreover, the interaction of customer processes in purchasing behaviour and various cultural factors are linked to brand consciousness. Highly brand conscious customers are more likely to purchase products from famous and expensive companies, showing their loyalty with the brand (Lachance et al., 2003).

Hofstede (2016) stated that those consumers who value social status and connects and associate them with well-known brands will have higher levels of brand consciousness. To put it simply, brand consciousness is more than merely preferring one brand over another or having brand knowledge and awareness. Instead, brand consciousness is the conviction that a specific

brand has an exceptional image and worth in customers' perspective (Ismail, 2017).

1.3   Objectives

1. To explore the role of electronic media advertisements in creating brand consciousness among youth.
2. To find out the extent of brand consciousness among youth.

3. To compare the level of brand consciousness among students of different departments of National University of Modern Languages (NUML).

1.4   Hypotheses

H1: There is likely to be a significant influence of electronic media advertisements on level of brand consciousness among youth.

H2: Youth belonging to high family income is more brand conscious as compared to youth belonging to low family income.

H3: There is likely to be gender-wise differences in student's level of brand consciousnesss.

2.   Methodology

A cross-sectional survey research design was conducted using a purposive sampling technique and the data was collected from 400 students enrolled in different departments of the National University of Modern Languages (NUML).

2.1   Measures

To obtain information regarding the demographic characteristics of participants, a demographic sheet was created, which included variables such as gender, age, academic discipline, and family income.

2.1.1   Scale for Electronic Media Advertisements

In order to investigate the respondents' usage of electronic media advertisement for brand consciousness, a scale of electronic media

advertisement usage is devised. With the help of the Likert scale, 9 items are included in it.

2.1.2   Scale for Brand Consciousness

To measure the respondent's brand consciousness towards products and brands shown in electronic media advertisements scale is devised. The items on the scale included respondents' responses about their favourite brands and products. With the help of the Likert scale, 11 items are included in it.

2.1.3   Scale for Brand Preference

To measure the respondent's brand preference a scale was developed to gauge their preferences towards the particular brand. With the help of Likert scale, 7 items are included in it.

2.2   Statistical Analysis

The data were analysed by using SPSS version 22. Pearson product-moment correlation was used to examine the relationship between electronic media advertisement usage and brand consciousness among university students. An independent Sample T-test was used to examine the gender and income-wise differences in terms of brand consciousness.

3.   Findings & Discussion

Demographic characteristics of the sample were (173, 43.25%) males and (227, 56.75%) females total of 400 students aged ranging between 18 to 24 years enrolled in different programs of NUML. 43.25% of the student belong to low family income while 56.75% belong to high family income. The Respondents were 80 (20%) students from Media and Communication studies department, 80 (20%) students from the English linguistics department, 80 (20%) students from the Management Sciences Department, 80 (20%) students from the Psychology department.

Table 3.1: *Pearson product-moment correlation coefficient of exposure of electronic media advertisement, brand consciousness*

		EMA	Brand consciousness
Exposure to Electronic Media Advertisement (EMA)	Pearson Correlation	1	.240**
	Sig. (2-tailed)		.001
	N	400	400

**Correlation: p < 0.001

Pearson product moment correlation coefficient was employed to find relationship between electronic media advertisement and brand consciousness to test H1, Table 3.1 indicates that there is likely to be a significant influence of electronic media advertisements on the level of brand consciousness among the youth. The findings of the study support the hypothesis as the statistical analysis showed that the p-value was less than the alpha level of 0.05 ($p < 0.001$), indicating that there is a significant relationship between electronic media advertisements and the level of brand consciousness among youth.

This suggests that exposure to electronic media advertisements increases the level of brand consciousness among youth, which in turn may influence their purchasing behavior. These findings have significant implications for brand and advertisers who seek to target the youth demographic. Electronic media platforms such as social media, online video streaming, and mobile applications can be effective tools for building brand awareness and increasing brand consciousness among young consumers through electronic media advertisement. The result is also aligned with the findings of Kotwal et al. (2008) who found that electronic media advertisements have an influence on the level of brand consciousness among youth.

However, it is important to note that the influence of electronic media advertisements on brand consciousness among youth may be subject to various factors such as the type of product or service being advertised, the messaging and creative content of the advertisement, and individual differences in consumer behavior and preferences. Future research in this area may further explore these factors to better understand the mechanisms

underlying the association between electronic media advertisements and brand consciousness among the youth.

Table 3.2: *Difference in Brand Consciousness b/w Low & High-income*

Variable	Low family income (n = 173)		High family income (n = 227)				95% CI		Cohen's
	M	SD	*M*	SD	*t (400)*	*p*	*LL*	*UL*	
Brand Consciousness	87.56	15.55	93.52	14.96	-3.882	.000	-8.984	-2.943	0.390

Note. CI = Confidence Interval, *LL*= Lower Limit, *UL* = Upper Limit

Table 3.2 revealed that there is a significant difference in the level of brand consciousness between youth belonging to high family income and those belonging to low family income. The hypothesis has been approved based on statistical analysis, which indicates that the probability of obtaining such a difference by chance is less than 0.05 (p<0.05). This result lines up with the findings of Singh and Singh (2014) who found that advertisements and brands of products found very valuable to high-income rural consumers than lower-income consumers. youth from low-income families may have less exposure to luxury brands and products and may be more focused on price and value when making purchasing decisions.

Table 3.2 further indicates that youth belonging to high family income are more brand conscious than those belonging to low family income. This finding can be explained by several factors. First, youth from high-income families may have more exposure to luxury brands and products, which can influence their brand consciousness. They may also have a greater tendency to associate brand names with status and prestige.

Additionally, they may not place as much importance on brand names as they do on other factors such as quality, durability, and functionality. The findings of this table have important implications for marketers targeting different income segments. Marketers targeting youth from high-income families should focus on creating brand image and prestige, whereas those targeting youth from low-income families should emphasize value and affordability.

Table 3.3: *Gender Wise Difference in Brand Consciousness Between Male & Female Students*

Variable	Males (n = 173)		Females (n = 227)		t (400)	p	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Brand Consciousness	44.04	14.72	47.39	14.65	2.261	.024	.437	6.269	0.227

Note. CI = Confidence Interval, *LL*= Lower Limit, *UL* = Upper Limit

Table 3.3 explored that there was no significant distinction in the level of brand consciousness between female and male students. The p-value of 0.024 was greater than the standard alpha level of 0.05, indicating that the difference was not statistically significant. These findings suggest that gender may not play a significant role in determining students' level of brand consciousness. Other factors such as age, socioeconomic status, and cultural background may be more influential in shaping individuals' attitudes towards brands. This finding contradicts the research findings of Vincent (2006) who found that boys and girls have different motivating factors for buying branded items after being exposed to electronic media advertisements and gender might not be a significant factor in determining brand consciousness among young people.

4.   Conclusion

The research findings suggest that brand Consciousness among youth is positively influenced by advertisements in electronic media. This implies that companies targeting the youth market should consider advertising through electronic media to increase their brand visibility and awareness. The results of the study also indicate a significant difference between youth from high- and low-income families in terms of their brand consciousness, suggesting that income level is a key factor in determining brand awareness among young people.

It is important to note, however, that the study did not find any significant difference in brand consciousness between male and female students. This suggests that gender might not be a significant factor in

determining brand awareness among young people, at least in the context of the study.

Overall, these findings provide important insights for marketers and advertisers who are targeting the youth market. Advertisements in electronic media are likely to be an effective way to increase brand awareness among young people, regardless of their gender.

5.   Recommendations

The research conducted on this topic used a small sample size of 400 respondents, which limits its representativeness of the wider population. Future research should be conducted with a larger sample size to improve generalizability. Additionally, it is recommended that future studies examine the impact of brand consciousness on older age groups and different regions of Pakistan.

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Media Representation of Female Serial Killers (FSK): A Conceptual review

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Abstract

Like male serial killers, Female serial killers (FSK) are the killers who have committed three murders in the last 30 days. Usually, the concept of FSK seems a bit vague as it does not suit the gender role of females in society. Yet, some evidence supports this claim that women serial killers exist but are not given equal amounts of attention as their opposite gender. This conceptual paper discusses Female Serial killers (FSK), their media coverage, and how they differ from Male serial killers (MSK).

Keywords: Serial Killer, Gender Role, Attention, Committed, FSK, Evidence.

1. Introduction

In various parts of the world, women have been oppressed by the patriarchal system for centuries. At the same time, this oppression can also be found in the media, where males have marginalized women. For a long time, our culture and popular media have constantly denied that women can express any aggressive attitude as it does not contradict society's "too fragile" image. Opposed to them, their male counterparts have been stealing all the media's attention regarding crimes like serial killings.

The World Health Organization estimates that over their lifetime, 1 in every 3 women, or approximately 736 million, experience physical or sexual abuse at the hands of an intimate partner. Additionally, studies have shown that the media consistently portrays violent crimes with a gender bias. Even while previous research has looked into the connection between violent media exposure and violent crime, much hasn't been done to objectively analyze the

link between particular violent media exposure and the commission of intimate partner violence.

Although the depiction of gender across a variety of media platforms remains a central focus of content analytic inquiry, the last comprehensive, peer-reviewed analysis of gender on primetime television stems from a sample of programming that is more than 15 years old (Signorielli & Bacue, 1999). Certainly, the television landscape will likely change dramatically since Seinfeld and Dawson's Creek. Yet the contemporary status of gender characterizations on primetime TV is, regrettably, undocumented. The current investigation addresses this gap by examining depictions of gender in modern primetime television.

To this end, the present study was guided by existing content analyses of gender differences in the media and by insights from prominent media effects theories (Sink & Mastro, 2016). Overall, it is clear that the patriarchal system continues to significantly impact how women are perceived and treated in society, and media coverage of violent crimes is just one example of this. More work must challenge these harmful attitudes and promote gender equality.

To address the issue of gender-based violence and discrimination, there is a need for a comprehensive approach that involves addressing the root causes of oppression, promoting gender equality, and providing support and resources for women who have experienced violence or discrimination. This includes changes in policies and laws, such as ensuring equal pay, increasing representation in leadership positions, and providing access to mental health services and support for survivors of violence. It also involves challenging harmful gender norms and biases through education and media representation.

1.1   Media Coverage

Even when FSKs receive media attention, they are portrayed as victims of their circumstances or passive subordinates to a possibly still sizeable male companion. Overall, newspapers from 1900 to 2013 frame female serial murders to reflect American patriarchal values and norms. According to this, it is not socially acceptable for females, particularly mothers (Pozzan, 2014).

Vronsky's statistics have nullified this concept. The statistics state that since 1820 nearly one in every six (16%) serial killers were females. Moreover, stats also show that 53 per cent of female serial killers murdered at least one adult female and 32 per cent at least one female child. These female killers are accompanied by a male or female offender or act alone.

There was a popular idea in the past that the victims of female serial killers are either their family members or male intimates. In contrast, recent data shows female serial killers have shifted to strangers as their victims (Vronsky, 2007).

1.2   Stephen Griffiths and Joanna Dennehy

As discussed earlier, male and female serial killers have been portrayed differently in the media. A study has compared their coverage in broadsheet and tabloid newspapers. Two case studies, one male and one female, were chosen to understand the issue better. Thematic analysis has been used to compare Joanna Dennehy and Stephan Griffiths in selecting articles from national newspapers. During this analysis, a few repeating themes came forward, such as themes of 'labelling' and 'blaming others.' 'Labelling' is subdivided into mental illness' and sexualization and dehumanization subthemes.

A deep analysis of these themes revealed that the gender of the Killer strongly impacts how they are being represented in tabloid newspapers. This statement is true to some extent for broadsheet newspapers too. Joanna Dennehy is described as mentally ill despite committing similar acts, whereas Stephen Griffiths is not. This biased representation has been seen more in tabloid newspapers. The specific theme of "sexualization and dehumanization" portrays how tabloid newspapers sexualize Joanna Dennehy instead of Griffiths. Tabloid newspapers have been more biased and discussed due to their years of female sexualization in men's magazines. These findings are in common with the study of previous literature that examines how females have been portrayed sexually and dehumanized in a patriarchal society, even as killers too (O'Donnell, 2016).

1.3 Monikers (Nicknames) Used

Harrison et al. (2015) made another startling discovery that the monikers used by the police and media for FSKs frequently highlighted that the Killer was female. Rather than the brutality of the crime, it has been done primarily to reduce the effect of danger surrounding them. The monikers used for FSKs are 'Lady Bluebeard,' 'Death Row Granny,' and 'The Giggling Grandma.' That shows how unevidenced those crimes would be if a granny or fragile woman were committed.

As opposed to it, monikers used for Male Serial killers portray the act's brutality. These monikers are 'The Forces of Evil,' 'The Brooklyn Strangler,' 'The Classified Ad Rapist,' and 'The Warwick Slasher.' To summarise this discussion, FSKs are not immune to being reduced to fit the patriarchal expectations of serial murder. Yet they are still forced to fit into the definition of 'female criminals' carefully constructed gender expectations to be recognized (Harrison et al., 2015).

1.4 Female Serial Killers (FSK) in Movies

The increased popularity of crime-based movies and crime programs also portrays the audience's interest. Moreover, studies have proved how these fictional programs shape public views and opinions. This statement is especially true for the fictionally based perception of women in crime and criminal justice processes. Thus, it won't be wrong to say that these fictional programs have real-life consequences.

Scholars and the public are usually aware that these fictional portrayals of women in criminal justice programs are not always true but somewhat stereotypical and exaggerated. Nevertheless, these portrayals showcase the general cultural perception of women as either offenders or victims or primarily professionals. The female's desires for the crime usually inspire the portrayal of Female offenders. At the same time, female victims are presented with victimhood experiences that provoke the viewers to criticize them. Lastly, female criminal justice professionals are viewed as less qualified for the jobs than males. While usually, they still represent the traditionally feminine traits of nurturing and their sexualized behaviour (Rodenhizer & MacPherson, 2019).

Despite its rarity, serial murder has captured the public's attention. This fascination is reflected in the popularity of various forms of entertainment media, particularly films about serial murder. The current study examines the content of 38 films that depict acts of female-perpetrated serial murder to determine what information the public can glean from films about female serial murder. Male serial killers have received much academic and media attention, but their female counterparts have been largely ignored or treated less seriously, despite committing equally heinous crimes.

Therefore, a study has been done to determine how accurately female serial murder is represented in film. The data has been collected from the Radford University/Florida Gulf Coast University Serial Killer Database. In addition, the characteristics of female serial killers (n=38) and their victims (n=209) in the films are compared to real-world female serial murder data. This study shows that films misrepresent female serial murderers in various ways, including their motivations and methods of murder; however, the movie does portray certain aspects of female serial murder correctly, such as victim characteristics (Call, 2021).

1.5   Fictional Vs. Crime Programs

The representation of female killers in both made-up and real-life crime shows was examined in Lima's 2014 study. The goal of the study was to ascertain whether or not women were portrayed favourably or unfavourably, and whether these representations were accurate. The study also attempted to assess the authenticity of fictitious versus real crime shows. The findings demonstrated that, despite not being totally realistic, real-life crime programs more accurately depicted female killers than fictional ones. Understanding society's perspective of women criminals and the steps required to modify how the media portrays this crime are both dependent on an examination of these portrayals.

2.   Eric Hickey's 1985 Study

While discussing the existence of female serial killers, the work of Eric Hickey holds an important place in this regard. Eric Hickey, a criminologist in 1985, published his first academic paper on female serial killers. Even though there has been past research on female serial murderers, Hickey

invalidates this assumption by encountering many female serial killers while examining serial murders in the past 50 years.

In 1991, Hickey investigated 34 female serial killers. He found that since 1900, in 82% of cases, the female murderer has been accompanied by a male counterpart. It has also been noted that 1970 was when more than one-third of the women began their killing careers, even though Hickey offered several explanations for this apparent occurrence: Improved police investigation, population increase, and increased media attention. Yet it should also be put in focus. That usually marked the era of the second wave of feminism. When women focused on gaining equality and other demands, their concept of equality traditionally revolved around the view that women could do all those men could do. Like women can do heavy jobs, they can earn and live like men.

As a result of that movement, many women entered the workforce. Thus, among many other men-like attributes, women also joined in killing careers. Hickey further discussed the time of female serial killers, which revolved around 9.2 years before they stopped killing. One in five killers was found to have no occupational title and had an average age of 33 when they began their killing careers. Discussing their ethnicity, ninety-seven per cent were white.

2.1 Historical Evidence (Elizabeth Bathory)

Hickey's subsequent work has examined cases that show the existence of Female serial killers have always existed, but no one ever acknowledged them. The proof of their existence has been found since 1800 and even long before that. One of the prominent examples of their historical existence can be Elizabeth Bathory in the 16th century. A Hungarian countess indicates killing and torturing and killing hundreds of young girls. The number of her killings may vary, but the proof is enough to support the claim that Female Serial Killers have always been there.

Their existence and methods of killing may differ, but they are still responsible for such mass killings without any important reason. Such examples also divert our attention toward the status quo of such killers. Elizabeth Bathory could only commit such mass killings because she was a

Hungarian countess. A noble who has the power to stay behind the curtains after committing such hideous crimes. This kind of discussion must also be put under the light of research. The case of Elizabeth Bathory shows no specific reason for this mass killing and no severer punishment on her account, even after the accusation.

3.   Why Do Serial Killers Kill?

 According to this study, serial killer kills due to physical abuse, drug abuse, and early exposure to alcohol addiction. Brain injury and mental illness play an important role as well. Serial killer comes from all walks of life and is usually abused nearby their parents and someone from their childhood. These signs are frequently seen, but they lack knowledge and resources from their family. Hence, such symptoms go unnoticed. They are usually discovered only after committing a crime or murder, which is too late. Serial killers aren't concerned with how society perceives them. Sexually abusing and killing victims would provide them the same fun and excitement as striking a home run or rejoicing on a wedding anniversary (Gillette, 2019).

3.1   Sociopathic and Psychopathic Tendencies

A history of abuse and violence is one of the most common causes of sociopathic and psychopathic tendencies. Surprisingly, this theory was thought to apply only to MSKs. Keeney and Heide (1994) conducted a study researching fourteen FSKs using mass media reports. A preliminary profile of female serial murderers was then compared to what was known about male serial murderers at the time. The evidence shows that most such suspects have been diagnosed with psychological disorders. The similarities have been found in child abuse, broken families, ethnicity (race), occupation, and education level.

According to a similar study conducted by those mentioned earlier, five of the eight FSKs reported sexual and/or physical abuse. Furthermore, Frei et al. (2006) reported no abuse history but childhood neglect and maltreatment in a case study. Due to the small sample sizes, it would be difficult to generalize these findings, but they do lend credence to the fact that most FSKs experience some form of dysfunction, prompting the study.

Even though abuse and baggage of past violence play a major role in psychopathic tendencies, research still needs to represent the systematic analysis of why women murder serially. First, the existing literature points out their abusive partners. Then, fearing for their lives, they would murder the culprits. Literature showed little to no attention to this aspect of female homicide behaviour. Yet one and not neglect the other factor or their motives, usually to gain financial gain.

3.2   Types of FSKs

At this point, it has been cleared those Female serial killers exist. Now it is also important to find out their types too. There are "visionary," "comfort," "hedonistic," and "power seekers" serial killers. Visionary serial killers kill in response to their psychological gain as they lose touch with reality. While comfort, a serial killer's motive is wholly worldly, and that is financial gain. Other than visionary and comfort serial killers. There are the ones known as hedonistic killers. These types of female serial killers are the least to be found. These killers share a special relationship between their sexual satisfaction and deadly violence as killing becomes fun. Lastly, the power-seekers killers enhance their self-esteem by dominating other lives. They exercise their power by playing the game of life and death against others. Even discussing the four types of killers, some investigation is still required of female killers.

- Who kill under the influence of charismatic leaders.

- Women who were killed for financial reasons

- Most importantly, the one dealing with antisocial personality and psychopathology (Holmes et al., 1991).

3.3   Women as Quite Killers

While investigating, it has also been seen that female serial killers often avoid arrest for their unusual killing pattern. They have been able to avoid arrest and have also successfully covered the number of murders they have committed. Such female serial killers are frequently referred to as "quiet" killers. Their way of killing is either poison or suffocation, unlike the traditional knives and guns. Comparing female and male serial killers shows clear differences in their killing patterns. Some of the characteristics of female

serial killers are as follows. First, FSK does not torture their victim or butcher them like male serial killers (Keeney & Heide, 1994).

According to the study, the popular choice of weapons for women is usually poisonous compared to guns for men (Harrison et al., 2015; Keeney & Heide, 1994). Third, the location of their killing is mostly homes or at work, which drives less attention. Unlike women, male serial killers' methods and locations are random and far-flung sprees. While lastly, one of the interesting characteristics of female serial killers has been penned down by Sociologist Amanda Farrell in a 2013 paper. She analysed that the time female serial killers kill their victims is longer than that of male serial killers.

4.   Motives and Methods

In previous paragraphs, we discussed how male and female serial killers vary in their killing methods. One of the distinguishing characteristics of this opposite gender is their motive to kill. It has been seen that 75 per cent of male serial killers kill for sexual pleasure. Whereas it is not the case with female serial killers, 52 per cent of FSKs' motive to kill is financed. According to Marissa Harrison, an evolutionary psychologist at Penn State Harrisburg, their motivation is "definitely money" (Harrison, 2016). Examples of male serial killers are the infamous John Wayne Gacy, Ted Bundy (the handsome Serial Killer), and Jeffery Dahmer. These serial killers' motive was not only to gain sexual pleasure but can also be referred to as power seekers as they would also practice their control over their victims.

As Marissa Harrison mentioned, the motive of female serial killers. She also mentioned the case of Amy Archer-Gilligan. The investigation done in her case found that she used to run a Connecticut nursing home in the early twentieth century. She killed many elderly clients using arsenic poison while marrying some. The motive was to become the benefactor of their wills. Another example of such a female serial killer is the one who is named *Angel of Death* (used to kill those under her care) or *Black Widow* (who kills spouses, relatives, and friends) (Davison, 2004) - examples as mentioned earlier directly resonated with Hickey's research that 32 per cent of these female serial killers were housewives.

In comparison, 18 per cent were nurses or others involved in other types of criminal careers (15%). This stat also highlights that even having

nurturing careers, they could still attempt inhumane acts. Maybe there is no direct relationship, but this still needs further investigation. Harrison and her colleague further investigation confirmed that women are more prone to kill people they are associated with. Even Farrell Aliman that 80 per cent of female serial killers know their victims by using the same stereotypical method of poisoning and asphyxiation. This data was taken from 55 offenders of both genders in 2019, showing a clear distinction between the motive and method of both sexes.

5.   Evolutionary Psychology Explanation

Harrison's investigation moved further to understand the distinction of methods for both sexes in the context of evolutionary psychology. She believes its origins can be traced back to our prehistoric hunter-gatherer ancestors. That is how humans adapted to their environment by dividing the evolutionary roles in that era. And how these roles helped them survive and pass these genes on to their descendants.

5.1.   Method: Hunter and Gather

Since the stone age, it has been seen that men would hunt down the food while women would gather. These divisions of labour can be found in modern modes of killing and are by-products of this legacy. As discussed earlier, women chose to kill either at home or the workplace as this behaviour reciprocates the gathering behaviour of our ancestral forefathers. At the same time, men would stalk their victims and hunt them down after learning about their behaviour and social network. This also reciprocates the historical hunting of animals. While this may explain why males are more likely to commit violence, it falls short on an individual level and places too much emphasis on economic motivations.

Furthermore, it assumes that our forefathers had a clear sex-based division of labour. This may or may not be the case; despite popular belief that men were the primary hunters and women were the primary gatherers, an examination of modern hunter-gatherer societies reveals that this distinction isn't always explicit and may not have been historical. Men can be caregivers, and women can be hunters, and historically, the assumption that they cannot be both may not be correct. Extending this criticism to Harrison's explanation,

we know that motives vary greatly and that only a small percentage of these murders are economically motivated. Hence, both sexes are guilty of economically motivated murder. Is it possible that we unintentionally socialize males to be more aggressive? (Kozlowska, 2019).

5.2. Motive: Reproductive Self-Interest Or Social Norms

Harrison took aid from evolutionary psychology and helped us understand the methods of male and female serial killing. Robert Trivedi also relies on evolutionary psychology to understand their motivation for killing serially. He emphasized that motivation directly relates to the opposite gender's mating behaviour. Males who are abundant in the supply of sperm enjoy multiple mating opportunities. In contrast, females rely on one stable partner due to the limited ova. This theory can be directly linked to males' and females' killing motivations: financial stability and sexual pleasure (Trivers, 1972).

The explanation of the motive and methods of serial killers through evolutionary psychology is limited to why a man would kill his wife who bears his children. Or why would a mother kill her children? Other than evolutionary psychology, Harrison tends to rely more on the gender norms of men and women. That is, men are aggressive, and women are passive. These gender norms that have existed for centuries can be a robust basis for explaining these behaviors.

6. Equally Lethal

When asked about serial killers. A normal mind would jump to a white male. An ugly guy with past traumas makes him a killer to achieve sexual gratification. This idea and view of serial killers have been limited to only male societal entities. At the same time, researchers Leyton and Skrapec want a more in-depth study on this topic without any hypothesis or preconceived assumptions. Even serial killers' motivations to kill vary due to past experiences and background, so one cannot generalize a specific experience. Thus, this observation is difficult to quantify (Sharma, 2018). However, they have already built idea not only challenges the rare existence of female serial killers. But it also talks about the nature of killers. Such that only males are lethal killers as opposed to females.

While examining the case of Aileen Wuornos, researchers, and the criminal justice system, for the first time, faced the lethality o female serial killers. As she cold-bloodedly shot seven men at point-blank range. She was a serial offender who was a calculated murderer. Researchers linked the attachment theory to her predatory aggression to investigate her case. The case of Aileen Wuornos was intriguing enough to conduct further research on women's predatory serial killing and psychopathy (Arrigo & Gryphon, 2004).

7.   Conclusion

The debate of female serial killers brought out some of their distinctive traits and motivations. It is important to remember that the victim was killed regardless of the killer's gender. Even while there are strong examples of female serial killers, such as "Jolly" Jane Toppan and "The Giggling Granny," they frequently go by comical or uninspiring nicknames in contrast to male serial killers like Jack the Ripper or the BTK Killer. This claim could come across as sexist or misogynistic, but it is based on truth and deserves deeper investigation.

Due to stereotypes that women are less violent and less likely to commit such crimes, society frequently downplays the possibility of female serial killers. Women are just as capable of perpetrating such horrible crimes as men; thus, it is fatally mistaken to be reluctant to embrace the thought of female serial killers. According to the statement, "women have a unique ability to get away with murder because they're not seen as violent." Female serial killers have a distinct edge over their male counterparts in that they can avoid detection and remain undetected for prolonged periods of time.

To better comprehend the phenomena, it is essential to carry out more in-depth research and analysis on female serial killers. With the aid of this research, we will be able to better understand the underlying causes of women's risk-taking behaviour and develop effective preventative and intervention techniques. In order to address the problem, society must acknowledge that women are just as capable of killing as males. No matter if they are men or women, serial killers are an endless source of ghoulish intrigue and dismal speculation, according to Harold Schechter. However, they are also an awful reality.

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Freedom and Growth of Media in Pakistan: An Analysis (2008-2013)

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Abstract

This research study depicts the development and opportunity of growth for media during the majority rule system of Pakistan People Party. The length of the examination was from 2008 to 2013. The study's goals were to investigate how journalists were treated by police and other law enforcement agencies, the state of media freedom, and the growth of the media over the specified time frame. Research questions in view of these goals were to investigate the degree to which media thrived, circumstance of the media opportunity, treatment of the columnists by state and other policing during the chose time span (2008-2013). collecting, analysing, and interpreting the data required by the study using the secondary analysis (descriptive analysis) as the research method. The study found that President General Musharraf's authoritarian government granted media access. However, when General Musharaf declared an emergency in November 2007, media freedom was restricted. Licenses were revoked and many channels were suspended. Then PPP government eliminated the boycott and gave most extreme opportunity to media even to those channels which condemned the public authority.

***Keywords*:** Freedom, Growth, Media, Democratic Regime, Journalists, Media Channels, Media-Government Relations.

1.   Introduction

A strong connection between the ruled and the rulers is necessary for democracy. The media acts as a mediator in the process of making this connection (Jamil, 2015). Media must act as the agent of democracy, according to the Habermas-Dewy-Lippmann perspective on democracy. Media should grant the goals of a majority rule government and furnish unbiased perspective to the residents with a point of giving a stage to sharing data (Siraj, 2009).

1.1   Media in Pakistan

The press had to deal with a lot of problems after the partition of the subcontinent. The expansion of the press was stymied by a number of obstacles in the early days of the newly independent state (Mezzera & Sial, 2010). Main considerations impeded the development of press including low education rate, low pace of expansion, poor financial circumstances and very low per capita pay. Urbanization, according to Daniel Learners' development paradigm, increases media exposure. Political participation, economic growth, and literacy rates are additional co-factors of urbanization that contribute to increased media exposure (House, 2017).

1.2   The History of Law

Press regulations in Pakistan continued to change with the difference in states. The ten distinct phases of the history of press laws, according to Javed Jabbar, are as follows:

The first phase of laws shows the legacy of colonialism. Ten regulations were proclaimed which stifled the opportunity of Press straightforwardly or in a roundabout way before freedom. The laws are as follows: Sea Customs Act, The Press Act (1931), The Post Office Act (1934), The Act of State Protection against Disaffection given in 1922, the Act of States Protection given in 1934, the act of Foreign Relations given in 1932, Books and Newspapers Registration Act given in 1867, and Criminal Law – Amendment (1932).

2.   Rationale of the Study

The PPP's government was Pakistan's first democratic regime to last for five years. Through elections, the PPP successfully transitioned to the next government after its rule ended. After nine long years of dictatorial rule under General Musharaf, the People's Party became the first government in power. This study is critical like many examinations have been directed beforehand in regards to media opportunity in particular systems and nations yet this study is led to see the contrast between equitable system and oppressive systems with regards to opportunity of press. This concentrate additionally meant to investigation the idea of connection among government and press.

3.   Objectives

   i.   To investigate the expansion of media freedom over the specified time frame.

   ii.   To investigate how journalists are treated by the police and other law enforcement agencies.

   iii.   To analyse the significant occasions and episodes in regards to media job in this time span.

   iv.   To enrol the assaults on writers' lives and media foundations..

4.   Literature Review

According to Sussman (2001), who conducted research on press freedom from an American perspective, Americans enjoy extremely high levels of freedom of speech, protest, and criticism of the government. The reason for the review was to comprehend the way that these fundamental common liberties were accomplished against provincial states. He went through the intellectual and political history of the fight for press and speech freedom. He also talked about how the government has tried to censor free speech and the press in parallel. The international forces fighting for freedom of expression, including China, Russia, Iran, Iraq, Cuba, and Venezuela, benefited from this study.

A cross-country study was carried out by Chowdhury (2004) to determine whether or not press freedom and democracy reduce corruption. This study featured the job of a majority rule government and press opportunity to battle against debasement. The motivation behind the review was to inspect the connection between a majority rule government press opportunity and debasement. They broke down the manners by which press featured the defilement cases to the overall population in a vote based country. The scientist utilized significant informational collection of 97 nations from 1995-2002 and used cross segment examination and time series investigation. The empirical results demonstrated a positive and nonlinear relationship between the country's economic expansion and democracy.

Kumar (2006) looked into how independent media work in societies that are changing. The creator researched the meaning of free and autonomous media for the headway of a majority rules system and monetary development. The country's development in the past was influenced by the level of education, health care, and other facilities. Now, we also looked at how free media affected the level of development. From 2002 to 2004, the author looked at US AID-funded media assistance programs The author discussed international media assistance in the book's first chapter. The subsequent part managed the advancement of media autonomy and media help with public majority rules system. The growing foreign interest in media assistance is discussed in additional chapters. The producer at long last broke down the gamble of unlawful threatening besides impacts the technique of free and autonomous media after the episode of 9/11.

Schmidt (2007) offered suggestions for defending press freedom, expanding expression, and putting principled commitments into action. He thought that press freedom was a way to put the principle of individual freedom of speech into practice. He underscored on the significance of press opportunity as vital to fabricated solid vote based system, to support human turn of events, to further develop law and order and to advance dynamic resident investment. He suggested that new media significantly contributed to the realization of these commitments. In the end he proposed total application

and execution of these regulations through substantial activity was expected to guarantee press opportunity.

Leeson (2008) investigated the connection between citizen political participation and voter turnout, media freedom, and government control. The study's objective was to investigate how citizens' political knowledge is affected by media freedom. Using Freedom House data, the researcher investigated media freedom in 10 central and European nations out of 60. Using information from the International Institute for Democracy and Electoral Assistance, he also looked at media freedom in these countries. The discoveries of the review implemented the aftereffects of past investigates that private media possession was related with worked on friendly results.

A review on whether freedom of the press is a myth or a fact was written by Munir (2009). The author explained that democratic nations uphold press freedom. Consistently World Press opportunity day is praised to remind the approach creators that each resident priority admittance to open data which must guarantees straightforwardness, responsibility and development of a majority rule government. The author said, referring to Pakistan, that democracy and freedom of practice exist, but neither is practiced in its true spirit. The media in Pakistan is governed by the government and the business community. In the end, the author suggested that every citizen should have access to government information and that the freedom of expression law needs to be changed with only minor improvements.

5.   Research Questions

RQ1: How much did media prosper and free during 2008-2013?

RQ2: How the columnists were treated by state and policing?

RQ3: During the time that the Pakistan People's Party was in charge, what were the most important things that got the media's attention?

RQ4: How many journalists were abducted and murdered during the specified time frame?

6.   Method

The PPP regime has been evaluated in this study using both quantitative and qualitative methods from 2008 to 2013. According to Leech et al. (2011); Parahoo (1997), the best way to thoroughly investigate a topic is to employ an incorporated research technique, which combines both of these tools. The secondary analysis method is chosen as the research methodology in light of the study's prerequisites. According to Cheng and Phillips (2014); Zikmund (1994), secondary analysis is the most effective strategy for simplifying the already existing data so that it can be easily understood. The proper structure of the themes that need to be explored on specific topics is present in interviews, but respondents are only asked to respond to questions (Fowler, 2014).

7.   Findings

i.   Growth of Media During PPP Regime

There were 286 newspapers, 155 new FM stations, 85 existing TV stations, and 68 weekly and monthly newspapers in Pakistan. 27 new media outlets were launched during the Pakistan People's Party's administration. Six new daily newspapers were started between 2008 and 2013 in addition to these television channels. Complete list of different FM radio channels by year of 2013 contained 206. Here is the record:

Table 7.1: *News and Entertainment Channels 2008-2013*

No.	Television Channels	Year
1	Express News	2008
2	Filmax	2008
3	AXN Pakistan	2008
4	Dunya News	2008
5	Hidayat TV.	2008

6	Hadi TV.	2008
7	Oxygene	2009
8	Awaz TV.	2009
9	G Kaboom	2010
10	Dhoom TV	2010
11	Such TV	2010
12	Health TV	2010
13	ARY Zauq	2011
14	8XM	2011
15	Reach TV	2011
16	Sindh TV	2011
17	Paigham TV	2011
18	WB Pakistan	2012
19	Urdu1	2012
20	PTV Sports	2012
21	Express Entertainment	2012
22	Geo Tez	2013
23	Jaag TV	2013
24	Express Entertainment	2013
25	Geo Kahani	2013
26	Rung TV	2013
27	PTV World	2013

Table 7.2: *Newspapers Initiated Printing from 2008-2013*

No.	Newspapers	Year
1	Roznama Shan e Gujrat	2009
2	Pakistan Today	2010
3	Express Tribune	2010
4	The Lahore Times	2011
5	Roznama Nai Baat	2011
6	Roznama Dunya	2012

ii. Sequential description of events regarding media freedom and growth within 2008-13

a. Freedom of Press in Pakistan (2008)

22nd February, 2008: For about two and a half hours, the private television channel "aaj tv" was not broadcasting. After the well-known journalist Talat Hussain hosted a political talk show, the move was made.

29th February 2008: The suicide bombing in Mingora resulted in the death of Siraj Uddin, a correspondent for the English newspaper "The Nation."

3rd March, 2008: In Karachi, the speech of SC Bar Association President Aitazaz Ahsan was stopped. Under the direction of an SHC official, the police stopped the journalists to remove their equipment and provide live coverage of the speech.

10th March, 2008: Pakistan Federal union of Journalists (PFUJ) noticed dark day in contradiction of the counter media regulations in Pakistan and the obstruction of live broadcast of pinnacle discourse done by court.

12th March, 2008: During a demonstration in support of restoring the judiciary in Karachi, journalists and cameramen were attacked. As per the news MQM was engaged with this assault.

13th March, 2008: News merchants had been confined by the Taliban for quitting the buying of both dailies due to their vulgar as well as unethical photos of ladies. They had disseminated the duplicates regarding "AAJ KAL" as well as "Waqt"

17th March, 2008: International Federation of Journalists asked public authority in addition with police for making a brief move in the span of 24-hours to safeguard the columnists in Karachi city who are casualty of rough partisan mission by political activists.

17th March, 2008: The IFJ was given assurances by Pakistan's new coalition government that it would remove obstacles to media freedom within one hundred days.

9th April, 2008: Unknown masked men attacked five journalists, including one female camera operator. Karachi, the largest city in Pakistan, was the scene of the incident. Lala rukh who was Geo News camera individual; a correspondent for KTN which is a Sindhi language television, Ashraf Mahmood; M. Junaid, Express television chanel journalist; Sabir Mazhar, a Urdu daily newspaper and Makhdoom Adil from an online news agency were all those journalists who had been attacked. The vehicles of the journalists got to be destroyed in addition with their equipments.

14th April, 2008: Sheikh Khadim Hussain, columnist of Sindh television had been murdered by obscure shooters at Karachi city. He had worked as the Bureau Chief of Urdu Daily Khabrein.

15th April, 2008: A bill to remove media restrictions was presented by the new coalition government. Many exclusive television and radio broadcasts were suspended on November 3 by President Musharraf. The ban on these channels and the harsh penalties for journalists who "defame" the president, government, or army were both proposed as part of the bill.

17th April, 2008: Reporters Without Borders wrote a letter to Prime Minister Yousaf Raza Gillani urging him to take 10 steps to increase press freedom.

13th May, 2008: International Federation of Journalists in addition with PFUJ communicated different interests to SC's structure on 12-05-2008, for confining the media from spreading whatever might be thought regarding "overly critical" of different judges. The Urdu daily Jang and the Geo News TV channel were tasked with producing copies of each and every news story published for broadcast since November 3, 2007.

22nd May, 2008: After interviewing a Taliban spokesman, Express Television reporter Mohammad Ibrahim was killed close to Afghanistan-Pakistan border. Additionally, his video was taken.

24th May, 2008: After serving nine years in prison, Mr. Rehmat Afridi, the editor of "The Frontier Post" as well as "Maidan," was granted with parole. As they had been imprisoned for drug charges.

12th June, 2008: According to Mir Shakeel Ur Rehman, two well-known talk shows on GEO TV have been taken off the air at the request of the UAE government because of Pakistani political concerns. Sherry Rehman, minister of information, stated once more that the government had not requested UAE to take action against GEO.

17th June, 2008: Nearly 60 individuals broke into the offices of KOOK TV, a local station in Multan, got to assault one journalists, along with destroying equipment worth 1000000 rupees.

21st June, 2008: In the NWFP district of Charsadda, seven journalists were detained by the police for reporting on Talibal activities.

24th June, 2008: IFJ gave a media discharge goes against Bid to Cancelation Pakistan Regulation on Columnists' functioning circumstances. IFUJ and IFJ encouraged that conditions that upholds opportunity of Press ought not be revoked regardless of paper proprietor's requests.

3rd July, 2008: In the South Waziristan Tribal Area, the Taliban distributed leaflets threatening journalists. Reporter for the daily newspaper "Islam" as well as the Agence France Press news agency, Anwar Shakeel; Mr. Zafar Wazir, columnist from "Everyday Aaj" as well as AVT Khyber Television slot; The photojournalists Din Mohammad and Gul Khan had been accused for reporting false news about the local Tribesmen and Taliban.

3rd July, 2008: In the Mohmand region, Tribal Areas, the Taliban kidnapped photographer Akhtar Soomoro and freelance journalist Pir Zubair Shah. Both were looking for information about the government's plans to increase marble production.

5th July, 2008: Independent Correspondent Pir Zubair Shah and Photographic artist Akhtar Soomoro were delivered by Taliban.

4th September 2008: In Mingora, a town in the Swat valley, security personnel assaulted Musa Khankhel, a reporter for GEO TV and the daily "The News."

14th September, 2008: A group of approximately fifty armed individuals attacked the Shahpur Jehanian Press Club in Nawabshah. Manthar Dahiri, president of the press club and a correspondent for the daily newspaper "Sobh" Abdul Aziz Channa, Press Club general secretary and correspondent for the daily "Koshish," The daily Sindh's correspondent, Zahid Bughio; furthermore, Mr. M. Haroon, journalist from day to day "Mehran" had been attacked. Different aggressors assumed actual command over 'press club'.

25th September 2008: Mr. Abid Hassan, journalist from Primary Light News as well as the camera person belong to a comparable channel had been beaten by past MPA partners Mr. 'Ghulam Qadir Palijo' when they had to gather data regarding a story shorewards violation. Camera on the other hand got to be snatched, in any case, viewed as later without film.

12th October 2008: Farhan Somroo, a cameraman with AAJ television was truly harmed while he was providing details regarding a battle between understudies at Swedish Specialized School, Karachi.

3rd November 2008: Royal TV reporter Abdul Razzak Johra was murdered after reporting on drug-related crime in Punjab's Mianwali district.

8th August, 2008: Qari Mohammad Shoaib, journalist of day to day paper "Aazadi" and "khabarkar" had been murdered through security powers within Mingora, Smack.

11th November, 2008: Ms. Khadija Qahar, a Canadian online magazine publisher, and her two Pakistani coworkers were kidnapped in the tribal areas. Qahar was gathering narrative film.

12th November, 2008: Protest demonstrations were held all over the nation by IFJ groups affiliated with PFUJ and the APNE Confederation. Columnists challenged the murders of kindred men besides encouraging specialists for capturing the people which were dependable.

17th November 2008: broadcasting regarding couple of driving secret channels i.e. ARY one world as well as GEO were deterred within Karachi as well as Sindh area.

18th November, 2008: Mr. Sohail Kasi who was a reporter for aaj television, had been attacked via police in Quetta. A man who had been beaten by police for riding his motorcycle through a barricade was being shot by Kassi. The police took the camera and obliterated the recording.

21st November 2008: Senior reporter Shehzad Hussain Butt was fired from the Lahore-based Urdu daily "Aaj Kal" for refusing to retract a statement that was critical of local authorities.

15th December 2008: At the yearly Press Opportunity Prize service, supervisor in-boss Najam Sethi, Friday Times, and Day to day Times got the World's Relationship of Papers (WAN) Brilliant Pen of Opportunity.

29th December 2008: The journalists who had been working within Bajur's northwestern tribal areas, where both Taliban and army were still fighting with each other, were the subject of threats, and Reporters Without Borders expressed their concern about this. Taliban gave different fatwas for the writers and blamed them as agents of West" hence "they should be killed".

b. Freedom of Press in Pakistan (2009)

5th January, 2009: At least thirty SNF members stormed the daily "Awami Awaz" offices. The intruders' leader, Anwar Gujjar, took the staff hostage for about 30 minutes and questioned Jabbar Khattak, the editor in chief of the daily newspaper Awami Awaz, and he was not in office at that time. The chairman of SNF Mr. Mumtaz Bhutto warned the newspaper that they and their team can't be allowed to distribute their publication within Sindh unless they happen to change their ways.

18th February 2009: Mr. Musa khan Khel, a journalist of geo television and the news day to day occurred to be murdered within Smack valley.

18th February, 2009: Mr. Imtiaz Alam, SAFMA secretary general had been traced by unknown men. The attack caused injuries to Alam. He was attacked for speaking out against terrorism.

23rd February 2009: In Quetta, unidentified gunmen opened fire on Jan Mohammad Dashti's vehicle, seriously injuring him and his driver. Dashti is the editor of the Urdu daily Asaap.

18th March, 2009: The ruffians of a canadian columnist Ms. Khadija Abdul Qahaar requested 2 million dollars in ransom. In case, the demands were not fulfilled by 30th March, they threatened to kill Qahaar.

27th March, 2009: At Raja Assad Hameed's Rawalpindi home, unknown assailants shot him four times. He was an experienced reporter for Waqt TV and the daily "Nation." Hameed kicked the bucket in medical clinic.

3rd April, 2009: The Taliban attacked Radio Pakistan Wana, a state-owned radio station in South Waziristan. Explosives caused complete damage to the station.

19th June, 2009: Famous "New York Times" reporter David Rohde as well as his Afghani partner Tahir ludin were able for escaping taliban kidnappers within North Waziristan. The Taliban attempted to keep both of them for a long time.

9th July, 2009: The house of Rehman Buneri, the Karachi bureau chief of AVT Khyber Television and a correspondent for pushto language service for Deewa Radio of Voice of America, was destroyed by Taliban within NWFP. Around 60 anonymous covered males had been meddled within the house, took from belongings of the family and mentioned family to void the household.

14th August 2009: Mr. Siddique bacha khan, Aaj television news journalist was fired dead via some anonymous shooters in city of Mardan.

29th October 2009: PEMRA gave a number of radio stations the order for stopping playing news bulletins of BBS. FM hum, FM 103, FM 107, FM 91 Kasur to Okara, FM highway, and FM Gujrat broke different terms and conditions regarding their licenses.

5th November 2009: When Mr. Umar Aslam, a columnist for the private channel City-42, set out to cover a Lahore understudy fight, he was surrounded by police and subjected to real torture.

22nd December 2009: Peshawar Press Club (PPC) was targeted by a suicide bomber. In the attack, five people were killed and 23 were injured. Both Mian Iqbal Shah, an accountant for the Press Club, and Riazuddin, a police officer, were killed. The daily "The News" photographer Khurram Pervez sustained serious chest injuries. Among the injured were PPC computer operator Yasir Jameel, canteen manager Mohammad Fayyaz, security guards Ayub Khan and Kamran, and Yasir Jameel.

c. Freedom of Press in Pakistan (2010)

5th January 2010: SANA editor-in-chief Shakil Turabi's 18-year-old son was taken from him.

6th January, 2010: The government and Pakistan's Peoples Party leaders' persistent constraints on the Jang media group raised serious concerns from the APNS and PFUJ.

12th January 2010: In the town of Mirpurkhas in the province of Sindh, the cameraman for Sindh TV was assaulted by police and taken into custody.

14th January 2010: From North Waziristan, a freelance reporter named Mohammad Rasheed was taken into custody. After being taken hostage by the Taliban, sources claimed that Armed Forces are suspected of keeping Rasheed.

19th January 2010: Place of Mr. azaz syed, an analytical columnist for the English language private television slot "Day break News" was gone after with blocks within Islamabad through some anonymous assailants.

25th January, 2010: Journalist Mr. fareedullah khan along with cameraman Mr. salman faisal for Dunya television had been beaten through cops outer the spot of supervisor minister within Quetta. A dissident show was being covered by the two columnists. Khan's left eye was damaged, and Faisal's hand was injured.

26th January 2010: Journalists were prevented from reporting on the proceedings of the court by members of the Lahore Bar Association (LBA). The leader of LBA was associated in the homicide with 12-year old house keeper.

16th April, 2010: Samaa TV's senior cameraman Malik Arif was killed in a Quetta hospital suicide bombing. Samaa TV, whereas Mr. noor elahi bugti; Mr. salman ashraf from Geo television; Mr. ahmad fareed from Dunya television; Both Express television's Mr. khaleel ahmed and AAJ television's Mr. malik sohail sustained serious injuries in a blast.

17th April, 2010: azmat ali bangash, 34, journalist served for pakistan television, samaa television region of Khyber Pakhtunkhaw.

16th June, 2010: On June 16, 2006, the cuffed body of Hayatullah Khan, a columnist, was discovered close to Mir Ali in North Waziristan. His family members got to express their outrage or dissatisfaction for government's carelessness in the most recent video. Mr. khan had been working for both dailies the nation and the ausaf.

19th June, 2010: Mr. raja munir, correspondent of the Abbottabad-based daily nawa-i-waqt, was hit by a bullet. Three unidentified armed men attacked him. His kindred writers guarantee that it was reprisal for his providing details for medications' offer in city of Abbottabad.

26th June, 2010: Mr. farrukh asif, the Express News cameraman, had been unlawfully detained at the gulberg liberty marketplace police station in lahore after being subjected to physical torture. Asif was following a demonstration.

26th June, 2010: Two low-intensity bombings in Lahore resulted in damage to two music stores. The explosions also injured five people.

27th June, 2010: In the Khudzar district of Balochistan, a gunshot killed mr. faiz mohammad sasoli, correspondent of the daily aaj kal as well as independent news of pakistan agency.

04th July, 2010: In Lahore, police abused senior reporter Mohammad Akram of the English-language newspaper Daily Times. He was covering a dissent.

24th August 2010: The PPF and the world association of community radio broadcasters pleaded with the government of PPP to establish emergency public radio stations within flood-oriented localities.

29th August 2010: Unknown individuals attacked mr. muhammad imran, a correspondent of duniya television in Sialkot, outer the home. This attack was due to retaliation of him regarding the news that an angry mob had beaten two brothers to death.

2nd October 2010: Geo News reporter Ahmad Faraz Geo News's cameraman, Hanan Younis; At the courthouse, lawyers from the Lahore Bar Association (LBA) attacked City-42 channel cameraman Maqsood Ahmed.

4th October, 2010: Paramilitary FC personnel attacked the bureau office of a private Baloch-language television station called VSH News TV in the city of Hub. The paramilitary FC personnel damaged equipment and assaulted staff members.

5th December 2010: Writer mr. altaf chandio got to be killed via some anonymous shooter outside his home in a city of Sindh.

6th December 2010: Mr. abdul wahab, a journalist of express news television as well as mr. pervez khan, correspondent of daily nawa-i-waqt had been kicked the bucket within a self-destruction bomb impact in region of ghalani. The blast caused injuries to another NNI news agency journalist, Mohib Ali.

14th December 2010: Reporter mohammad khan sasoli had been shot and killed within khuzdar, balochistan. The international federation of journalists compelled the concerned authorities for conducting conduct an immediate investigation into the murder.

d. Freedom of Press in Pakistan (2011)

1st January, 2011: News group of private channel "Samaa television" was gone after by unidentified shooters. In Faisalabad, the armed individuals held the news crew for two hours.

5th January 2011: In Pidarak, the body of Ilyas Nazar, a journalist for the magazine "Darwanth," which is written in Baloch, was discovered.

20th April, 2011: A private FM 93 radio station was destroyed by militants in Charsadda, KPK.

3rd April, 2011: On World Press Freedom Day, the head of the state, Asif Ali Zardari, met with a CJP delegation to discuss the increasing number of targeted attacks on media personnel. Together with the delegation, President Asif Ali Zardari pledged to pursue justice for the journalists who were murdered while carrying out their professional responsibilities.

6th May, 2011: Pakistan electronic media regulatory authority gave a warning letters to 9 overseas channels to have unauthorized uplinking regarding Abbottabad oriented news broadcasts.

10th May, 2011: In Peshawar, an explosive device struck the motorbike of Mr. nasrullah khan afridi, ptv reported, the daily statesman, and the daily mashriq and afridi died as a result.

23rd May, 2011: The international federation of journalists urged with interior minister mr. rehman malik to request investigative reports on the attacks on media personnel from the provincial governments.

19th September 2011: The explosion of a bomb in Peshawar targeted the compact disc market for video and music.

21st September 2011: On his way back home in Landi Kotal, a hand grenade was thrown at senior journalist and former TUJ president Khalid Khan Afridi.

7th October, 2011: Mr. faisal Qureshi, London post's supervisor had been shot dead at 2 am. However, his sibling let the express tribune know that his dead body was badly tortured.

e. Freedom of Press in Pakistan (2012)

2nd January 2012: Mr. najam sethi, weekly newspaper editor of Friday times and a talk show host on Geo News called apas ki baat. Additionally, Jugnu Mohsin, an additional editor of "Friday Times," received threats via phone. The military's role in their programs was discussed by both editors.

17th January, 2012: In Charsadda, militants shot and killed mr. mukarram khan atif, a reporter of the pushto language deewa radio. He had been likewise a columnist for dunya television. He was murdered right when he expressed supplication within mosque.

7th March, 2012: In Takhtbhai, KPK, a bomb went off, destroying four music and CD stores. The explosion caused partial damage to 21 shops.

20th March, 2012: Armed motorcyclists attacked the offices of Jang Media Group in Karachi. Assailants likewise harmed DSNG van of Geo television. As a result, no causes were found.

2nd April, 2012: Worldwide alliance of NGOs gave a letter to the public authority wherein they constrained the public authority to pull out its choice of obstructing undesirable URL's and IPs.

9th May, 2012: Mr. mehmood-ul-hassan khan, journalist of dunya news and waheed-ur-rehman, reporter of khyber news were harmed by bomb blast. Pashto-language poet Ajmal Khattak's shrine was hit by the bomb. The occurrence took place in Nowshehra, KPK.

11th May, 2012: Unidentified armed individuals attacked the Kawaish Television Network (KTN) local office in the Qambar district.

11th May, 2012: In Karachi's Pak colony, the bodies of Tariq Kamal, a reporter for the Sindhi newspaper, and his friend Fawad Sheikh were discovered. Kamal' body was seriously tormented with shots. On May 6, 2012, the journalist was kidnapped.

15th May, 2012: Sher Ali Khan, a News One television station correspondent; Geo News's cameraman, Siraj Ali; In Charsadda, police abused Shabir Ahmad, the Pakhtunkhuwa News Daily's correspondent. A protest demonstration against a lack of electricity was being covered by journalists.

18th May, 2012: Mr. razzaq gull, a reporter for express news had been seized in balochistan.

19th May, 2012: Gone group of snatched writer razzaq gull, a reporter of express news revealed depleted in turbat, balochistan. His body carried intense bullet symbols from torture.

22nd May, 2012: Aslam Khan, a correspondent for the same television channel, and Muhammad Khalil Adil, a cameraman for Dunya News, were shot while covering a political rally in Karachi.

12th September, 2012: The Wari press club was set on fire by protesters against the movie "Innocence of Muslims." Mr. jamil roghani of day to day mashriq, Idrees from Khyber news television" and mr. bahadur khan of everyday wahdat had been attacked through different protestors. There were serious injuries to three journalists.

19th September 2012: The office of the newspaper "Daily Times" was attacked by a violent group of people protesting the anti-Islamic film.

21st September 2012: ARY News television driver Muhammad Amir Liaqat was killed in a fight with police and protesters against the anti-Islamic video "Innocence of Muslims." Liaqat was killed when police opened fire on the protesters.

29th September 2012: In Khuzdar, Balochistan, the unidentified assailants gunned down ARY News reporter Abdul Haq Baloch. Additionally, Baloch was the Khuzdar Press Club's secretary.

7th October 2012: An attack on a gathering of political parties resulted in the death of Mushtaque Khand, a cameraman for the news channel "Dharti TV." The attack left mukhtiyar phulpoto, a reporter of the awami awaaz, faheem mangi, a correspondent of naun saj and allahdad rind, a freelance journalist, with serious injuries.

9th October, 2012: Malala Yusafzai, a teen blogger, was on her way home from school when she was shot in the head and neck. The Paksitani Taliban carried out the attack.

17th October, 2012: The tehreek-e-taliban pakistan leader, hakeemullah mehsood, happened to threaten the media to give assassination attempt regarding mala yusafzai, who had defied Taliban orders against female education, maximum coverage.

18th November 2012: haider ali, a witness on death of wali khan babar, got to be murdered alongside cops, a witness, and an individual from an examiner.

18th November 2012: At a Shia site in Karachi, a bomb exploded, injuring several journalists. Kiran Khan, a reporter for Dunya TV and an engineer for the same channel, were among the wounded journalists.

26th November 2012: In the Islamabad bombing, senior journalist and "Capital Talk" anchor Hamid Mir narrowly escaped.

f. Freedom of Press in Pakistan (May 2013)

10 January 2013: Samaa TV's cameraman, Imran Sheikh; A bomb in Quetta killed Mr. saif ur rehman, reporter of similar television channel, and

mohammad iqbal, photographer of the news network international news agency. Just a couple of minutes ago, a blast went off, and journalists were covering it. Iqbal's sibling, correspondent for the INP news organization; Acne Roger, a Geo TV cameraman, and Ather, a Samaa TV DSNG engineer, were among the injured. The explosion also damaged TV channel DSNG vans. The terrorist group Lashkar-e-Jhangvi claimed responsibility for the attacks, which were intended to harm the hazara shia community.

February 26, 2013: Voa reporter from aaj tv, fayyaz zafar; shahzad alam from ary news and murad ali, ary news cameraman had been designated by different assailants at time they remained external press club within Smack. In car, anonymous men occurred to open fires on them.

February 28, 2013: Near his home in Miranshah, FATA, malik mumtaz, regional press club president and a journalist had been working for geo television and a number of many other popular media outlets, attempted to be shot and killed.

March 01, 2013: Unidentified motorcyclists shot and killed daily "Intikhab" correspondent Mehmood Ahmad Afridi. The murder had been claimed by the Baloch Liberation Army (BLA).

March 24, 2013: Baloch writer Haji Abdul Razzaq Baloch disappeared in Karachi, the place where resided.

Table 7.3: *Press Freedom Violations in the Year 2008*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	-
Physical Assaults on correspondents	08
Raids/assaults on media offices	06
No. of correspondents murdered	07
No. of correspondents detained	15
No. of correspondents injured	03
No. of correspondents penalized	03
No. of correspondents abducted	13
No. of correspondents harassed/threatened	06
No. of correspondents misplaced	01
No. of media channels banned or cancelled declaration	04
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	-

The table shows development and opportunity of media in the year 2008, during the system of Pakistan Individuals' party. Quantitative research has provided an explanation for the violation of media freedom. In 2008, there were 66 total scores for violations of press freedom. Eight attacks on journalists occurred during PPP's first year in office. Paper and media workplaces were gone after multiple times. In various Pakistani provinces, seven journalists, including Japanese and Afghan ones, were killed. Fifteen columnists were captured by Taliban and other security powers. Various

attacks on journalists resulted in the injuries of three journalists. Diverse events were not covered by journalists.

Table 7.4: *Freedom of the Press Violations in 2009*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	01
Physical Assaults on correspondents	10
Raids/assaults on media offices	09
No. of correspondents murdered	06
No. of correspondents detained	-
No. of correspondents injured	29
No. of correspondents penalized	
No. of correspondents abducted	13
No. of correspondents harassed/threatened	03
No. of correspondents misplaced	-
No. of media channels banned or cancelled declaration	07
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	03

This table shows the infringement of opportunity of press and wrongdoing against the columnists in the year 2009, during the second year of PPP system since they were in government. Quantitative research has provided an explanation for the violation of press freedom. The complete scores of the infringement of opportunity of press in the year 2009 is 81. A blast near Swat valley destroyed the correspondent's residence. Ten

journalists were attacked in Pakistan's various provinces. Nine attacks targeted newspapers and news channels' offices.

Table 7.5: *Press Freedom Violations in the Year 2010*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	02
Physical Assaults on correspondents	28
Raids/assaults on media offices	04
No. of correspondents murdered	09
No. of correspondents detained	-
No. of correspondents injured	31
No. of correspondents penalized	-
No. of correspondents abducted	16
No. of correspondents harassed/threatened	01
No. of correspondents misplaced	01
No. of media channels banned or cancelled declaration	2, 1001 websites
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	03

This table shows the infringement of opportunity of press and wrongdoing against the writers in the year 2010, during the third year of PPP system since they were in government. Quantitative research has provided an explanation for the violation of press freedom. The absolute scores of the infringement of opportunity of press in the year 2010 are 106. There were two distinct blasts that were reported: one caused damage to 10 CD shops and

injured 12 journalists. While carrying out their duties, nine journalists were killed. 31 journalists were injured in a variety of incidents. For a brief period of time, the Taliban and security forces kidnapped sixteen journalists. One independent writer disappeared and one was compromised. The government outlawed one thousand websites and social media platforms under the name "Facebook." In 2010, there were three miscellaneous incidents where various newspapers and media outlets were prohibited from reporting events. RSF (Reporters Without Borders) ranked Pakistan and Mexico as the two most dangerous countries for journalists due to this alarming situation.

Table 7.6: *Press Freedom Violations in the Year 2011*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	03
Physical Assaults on correspondents	10
Raids/assaults on media offices	-
No. of correspondents murdered	12
No. of correspondents detained	01
No. of correspondents injured	21
No. of correspondents penalized	-
No. of correspondents abducted	02
No. of correspondents harassed/threatened	05
No. of correspondents misplaced	01
No. of media channels banned or cancelled declaration	02
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	-

This table demonstrates the infringement of opportunity of press and wrongdoing against the columnists in the year 2011, during the fourth year of PPP system since they were in government. Quantitative research has provided an explanation for the violation of press freedom. The absolute scores of the infringement of opportunity of press in the year 2009 are 58. The militants reported three bombings in 2011. The police and other law enforcement agencies attacked ten journalists. Thugs attacked the news crew of "Samaa" Television in Karachi, Sindh's capital. While performing their duties, twelve journalists from various media outlets died. In Quetta, the police made threats and arrested a journalist. 21 writers were harmed in different assaults on media personals. A brief kidnapping of two journalists occurred. Five columnists were pestered by security powers and political pioneers. PEMRA outlawed the transmission of Geo Super and AAG T.V. The journalist's body was found with marks from torture.

Table 7.7: *Press Freedom Violations in the Year 2012*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	03
Physical Assaults on correspondents	03
Raids/assaults on media offices	2
No. of correspondents murdered	10
No. of correspondents detained	-
No. of correspondents injured	10
No. of correspondents penalized	01
No. of correspondents abducted	-
No. of correspondents harassed/threatened	07
No. of correspondents misplaced	-

No. of media channels banned or cancelled declaration	4
	(Including 1 newspaper and 3 channels)
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	-

The crimes committed against journalists and violations of press freedom in 2012, during the PPP regime's fifth year in power, are depicted in this table. Quantitative research has provided an explanation for the violation of press freedom. The all out scores of the infringement of opportunity of press in the year 2012 are 40. This year, there were three blasts caused by bombs. Three times, journalists were attacked. Workplaces of "Aaj News" and "Geo T.V" were gone after. Various attacks in the course of their duties claimed the lives of ten journalists. In various incidents, ten journalists were beaten and injured. Law enforcement agencies made threats against seven journalists. As punishment, Ansar Abbasi was banned as editor of the Jang newspaper. Three channels and one paper got the orders of cancelation of permit from PEMRA. Attacks on the opportunity of press in the year 2013, till MAY.

Table 7.8: *Press Freedom Persecutions in 2013*

Assaults on the opportunity of press	No. of Incidents
Reported Bomb explosions	02
Physical Assaults on correspondents	03
Raids/assaults on media offices	01
No. of correspondents murdered	06

No. of correspondents detained	01
No. of correspondents injured	05
No. of correspondents penalized	-
No. of correspondents abducted	-
No. of correspondents harassed/threatened	-
No. of correspondents misplaced	01
No. of media channels banned or cancelled declaration	05 (4 dailies and 1 channel)
No. of channels & newspapers lost government advertisements	-
Other Assorted cases	-

The crimes committed against journalists and violations of press freedom from May 2013, just before the elections, are shown in this table. Quantitative research has provided an explanation for the violation of press freedom. The absolute scores of the infringement of opportunity of press till May 2013 were 24. In the first few months of 2013, there were two bombings, one of which was a suicide attack.

8.   Conclusion

This study shows that President Musharraf's dictatorial regime gave the media more power. Licenses were given to number of Private channels. The development of channels, papers and FM radio channels was wild. However, the dictatorial regime suspended numerous channels when it imposed the emergency in November 2007 in response to the lawyer's movement and nationwide protests. Ejaz (2010) looked into how the media covered issues related to blasphemy. The study found that Urdu newspapers did not provide

a comprehensive analysis of the topic. The reports distributed were with clashing and questionable assessment.

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