

**“Analysis of Unethical and Anti-Social Content in TV
Advertisements and its Effects on Youth”**

MS Thesis



By

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Dedication

I dedicate this to my Parents

who always have faith in me

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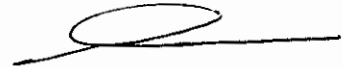
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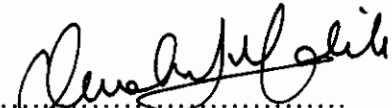
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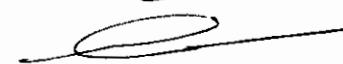
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Declaration

This thesis has been submitted as partial fulfillment of MS in Media and Communication Studies to the Department of Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.



Saher Aslam

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TABLE OF CONTENTS

	Page
Chapter 1: Introduction	1
1.1 Background.....	1
1.2 Statement of Problem.....	3
1.3 Research Objectives.....	4
1.4 Research Questions.....	4
1.5 Hypothesis.....	4
1.6 Significance of Study	6
1.7 Limitations of the Research.....	7
Chapter 2: Literature Review	8
2.1 Theoretical Framework	8
2.1.2 Cultivation Theory	8
2.1.3 Critical Theory of Advertising	9
2.2 Conceptual Framework.....	11
2.2.1 Advertising	11
2.2.2 Advertising in Pakistan.....	16
2.2.3 Content of Advertisements	17
2.2.4 Depiction of Cultures	17
2.2.5 Violation of norms and unethical advertising.....	19
2.2.6 Exploitation of Women	22
2.2.7 Effects on Youth	24
2.2.8 Advertising Regulations in Pakistan.....	28
Chapter 3: Methodology	32
3.1 Research Design.....	32
3.2 Universe.....	32
3.3 Population.....	33
3.4 Sample	33
3.5 Instrumentation/ Questionnaire.....	35
3.6 Data Analysis.....	38

3.7 Variables	39
3.7.1 Television Advertisements.....	39
3.7.2 Unethical and Anti-social Content	39
3.7.3 Effects	40
3.7.3 Youth.....	41
Chapter 4: Data Analysis.....	42
4.1 Results.....	42
4.1.1 Demographics.....	42
4.1.2 TV Viewership and Advertisements.....	43
4.1.3 Perception of Social Norms.....	44
4.1.4 Cultural Influence and TV Advertisements.....	46
4.1.5 Women in TV Advertisements.....	48
4.1.6 Effects of TV Advertisements.....	49
4.2 RQ ₁ : To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content?.....	50
4.3 RQ ₂ : To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images?.....	52
4.4 RQ ₃ : To find out whether women are being exploited in TV advertisements?.....	53
4.5 RQ ₄ : To find out whether Pakistani TV advertisements are portraying an external culture?.....	56
4.6 RQ ₅ : To find out whether the violation of social norms by the television advertisements has a negative effect on the Pakistani youth?.....	58
4.7 RQ ₆ : To find out whether TV advertisements include unethical and anti social content because such ads generate free publicity?.....	59

4.8 RQ7: Is there a significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements?.....	60
4.9 RQ8: Are female youth are of the opinion that Pakistani TV advertisements are violating social norms?.....	60
Chapter 5: Discussion and Conclusion.....	62
References.....	69
Appendix 1: Questionnaire.....	73

List of Tables

Title	Page
Table 4.1 Pakistani TV ads are violating social norms.....	50
Table 4.2 TV ads propagating anti-social behaviors	51
Table 4.3 Existing TV ads are promoting stereotypes	51
Table 4.4 Portrayal of unethical and anti-social content through images.....	52
Table 4.5 Pakistani TV ads are violating Social norms	53
Table 4.6 Women are used as sex object in ads.....	54
Table 4.7 Common roles performed by women in ads.....	55
Table 4.8 Women being exploited in TV ads.....	55
Table 4.9 Ways in which Pakistani TV ads are influencing society.....	56
Table 4.10 Elements in advertisements are contrary to Islamic values & clash with family atmosphere	57
Table 4.11 Violation of social norms by the television advertisements has negative effects on the Pakistani youth.....	58
Table 4.12 Reasons for unethical and anti social content in TV advertisement.....	59

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Abstract

The aim of the research was to analyze the television advertisements Analysis of unethical and anti-Social content in TV advertisements and its effects on youth. Television advertisements have a special role in any society. Sometimes advertisements promotes what actually lacks in the society, but promoted in a way as if it's penetrated deep in their roots. The primary focus of this study is to highlight the changing advertisement affects on youth in Pakistan. Advertisers use such advertising tactics in order to grab the attention of audience so that they purchase the product and service. They use tactics that are against the social values of a society and are unethical. In this regard, advertisements have the potential to play a very important role because it has become a very significant influence on our lives. The study will also explore whether women are being exploited in television commercials.

Furthermore the study the study was quantitative in nature, and involved a survey from the educated urban youth as they are the ones to have more awareness and access to new media. At first, a pilot study was conducted to determine the validity of the instrument. The pilot study was done with a sample of 30 students who were not made a part of the main sample. The final questionnaire comprised of 28 closed ended questions as well as items pertaining to demographics. In this study researcher collected the data with the help of questionnaire. The focus was placed on the effects of the anti-social and unethical content on the younger generation.

Using Non-probability convenient sampling. The sample was drawn from amongst the graduate and post graduate students from each of the four largest universities of

Islamabad including International Islamic University (IIUI), Air University, Bahria University (BU), National University of Modern Languages (NUML), and FAST National University (FAST).

It was founded that most of TV advertisements are portraying unethical and anti-social content. Furthermore, these portrayals are negatively affecting the youth.

CHAPTER I

INTRODUCTION

In today's world where there is involvement of competition, the organization's success mainly depends on the effectiveness of its advertising actions and process. So mostly now the organizations either local or multinational have started investing heavily in advertising campaigns for the promotion of their products (Trehan & Trehan, 2007, pp 196). The advertising organizations are now making use of different tactics like various sorts of appeals for advertising like sexist images, adventures, romantic language etc. to attract the audience and capture highest number of consumers (Shaw, 2007, pp 384). In this cat race many of the advertisers make use of the appeals that are totally against the norms and cultural values of a particular country and in general reinforce mindless consumerism. So the advertisements of this sort are considered contentious as the audience cannot freely and openly discuss them. As a result these advertisements create sense of unpleasantness and it particularly misdirects our society (Shaw, 2007, pp 385).

1.1 Background

With the passage of time there has been a great difference between the earlier Pakistani advertisements and the TV advertisements of today. Advertising is a means of communication and it is an essential mechanism in increasing awareness, acceptance to customers and distribution of goods and services (Trehan & Trehan,

2007, pp 61). Advertising is characterized by the ability of the medium that is very much useful for society leading it to enhance economic growth and increase in standard of living (Trehan & Trehan, 2007, pp 67).

The aim of the present research was to analyze the unethical and anti-social content in TV advertisements and its effects on youth. The research focused on whether or not anti-social and unethical content exists in the TV advertisements and what form it takes. Further, the research also looked at the representation of women and culture as well as finding out the impact of such advertising content on the Pakistani youth

In advertising the messages and meanings encoded in advertising texts will have some effect on audience. Advertising can tell us a great deal about our own society and our own psychology (Cook, 2001, pp 4). This is a natural fact that any exposure leads to the acceptance of 'new ideas' and 'new fashion' and if it comes with some "sensationalism" then it is more likely to be accepted by the public, regardless of their cultural, social and religious norms. The aim of advertisements is also to share the idea by the people hence culture is being 'constructed' and 'maintained'. So this therefore plays a positive role towards the society too. Now days this production has become less ethical and more advertisement. Advertising is a major social event expresses a key change in values, beliefs, behavior and buying patterns of the peoples which influence the lifestyles of people (Fowles, 1996).

Cultural, social norms and ethics are such issues that are at a stake almost in every society, especially in the developing ones, like Pakistan. We have our so called social norms but so much inclined towards the western and Indian culture that we directly or

indirectly copy through advertisements them without realizing it. TV advertisements have a special role in any society. Sometimes advertisements promotes what actually lacks in the society, but promoted in a way as if it's penetrated deep in their roots.

Advertisements leave a passionate impression on the audience mind especially on youngsters. As the youngsters are attracted towards the advertisements, it is causing some adverse effects on the psyche of youth. They take it as a fun but actually it is influencing their attitude. Moreover the researcher also wants to know; to what extent do these advertisements affect the youth (Mueller, 2008). Today, most of the advertisements target youth audience. Generally, the majority of the promotion and publicity of product and services in this area consists of performances through singing and dancing or very in-your-face hard sell communication about pricing (Kirsh, 2009, pp 90). Many of these advertisements that show the Pakistani lifestyle of young male youth and female youth have become the spot. Moreover, many advertisements result in the memorizing the brand logos and characters for the products among the consumers particularly by the youth. They retain more information of the product they don't need than the products they need (Kirsh, 2009, pp 97).

1.2 Statement of Problem

The aim of the research was to find out the perception of the youth about the unethical and anti-social content in the TV advertisements, whether they think it exists and what form it takes. Further, the research also looked at presentation of

women and Pakistani culture as well as finding out the impact of such advertising content on the Pakistani youth.

1.3 Research Objectives

The aim is to find out:

- The opinion of youth about unethical and anti-social content in Pakistani TV advertisements.
- Whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images.
- Whether women are being exploited in these TV advertisements.
- If Pakistani TV advertisements are portraying external culture.
- Whether violation of social norms by the television advertisements has negative effects on the Pakistani youth.
- If TV advertisements that have unethical and anti social content because such ads generate free publicity.
- There is a significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements.
- Female youth are of the opinion that Pakistani TV advertisements are violating social norms.

1.4 Research Questions

The research was aimed at analyzing the following research questions:

RQ₁: To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content?

RQ₂: To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images?

RQ₃: To find out whether women are being exploited in TV advertisements?

RQ₄: To find out whether Pakistani TV advertisements are portraying an external culture?

RQ₅: To find out whether the violation of social norms by the television advertisements has a negative effect on the Pakistani youth?

RQ₆: To find out whether TV advertisements include unethical and anti social content because such ads generate free publicity?

RQ₇: Is there a significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements?

RQ₈: Are female youth are of the opinion that Pakistani TV advertisements are violating social norms?

1.5 Hypothesis

The research has following hypothesis:

H₁: Youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content.

H₂: Youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images.

H₃: Women are being exploited in these TV advertisements.

H₄: Pakistani TV advertisements are portraying external culture.

H₅: Violation of social norms by the television advertisements has negative effects on the Pakistani youth.

H₆: TV advertisements have unethical and anti social content because such ads generate free publicity.

H₇: There is a significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements.

H₈: Female youth are of the opinion that Pakistani TV advertisements are violating social norms.

1.6 Significance of Study

This study will help marketers both; international and domestic to introduce their products according to the social norms of the country and according attitude/behavior of the people by keeping in mind that how people perceive advertisement and react accordingly.

The findings of the research may provide information that how the violation of social norms can bring change in the attitude of youth. The promotion of anti-social norms can create negative impact on the religious and cultural beliefs of our young generation.

1.7 Limitations of the research:

A longitudinal study of the changes that are taking place in the attitudes of the youth would have been more suitable but due to time and financial constraints, the present research was limited to a single survey

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Cultivation Theory

The present research was conducting by keeping in mind the cultivation approach which was developed by Professor George Gerbner. His research project the 'Cultural Indicators' began in the mid-1960s and it refers to television exposure. The research basically aims that how television may affect audience's ideas and beliefs in everyday life. Gerbner stated that exposure to television results in the cultivation of beliefs and attitudes in an individual that match the media-depicted world. The realism that is actually shown by television is not exactly what happens in the real world and is totally against the social reality (Cohen, 2006).

Cultivation theory foresees that individuals who are exposed to television at a greater level will be more influenced by television as in they will have attitudes that are based on media realities while on the other hand the individuals who are less exposed to television will certainly have attitudes that are realistic based on factual world According to this theory it also focuses on that how media exposure might influence the attitudes and behaviors of an individual (Cohen, 2006).

Furthermore as stated by Carlson (1993) that the exposure to television give misperception of the real world, like violence and work-related roles of women; these

are known as first order beliefs. While the second order beliefs are concerned with the unkindness present in the world and sex role stereotypes.

2.1.2 Critical Theory of Advertising

Another relevant theory is the critical theory of advertising which was presented by J. Harms and D. Kellner. They believe that advertising is not just a cost of business carried out by merchandisers in the hopes of selling their products off store shelves, but rather an integral part of modern society and its culture. Thus, due to the high level of presence of advertising in society, a critical theory of advertising operates from a viewpoint that "advertising's current role in society is exploitative, wasteful, and manipulative and represents a form of domination that perpetuates capitalist hegemony and that thwarts participatory democracy and the development of individual autonomy". Therefore any critical theory of advertising must attempt to understand the effects of advertising on culture, politics, the economy, and the everyday lives of individuals in society. Only then can one propose a solution to the harmful effects of advertising (Harms & Kellner, 1991).

There is no denying the significance and power of advertising. "Advertising is not just a business expenditure undertaken in the hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture" (Leiss & Botterill, 2005). Advertising is significant because, in consumer capitalism, individuals depend on it for meanings -- a source of social information embedded in commodities that mediate interpersonal relations and personal identity. Advertising should therefore be

conceived as an important institution in the consumer society because it produces "patterned systems of meaning" which play a key role in individual socialization and social reproduction.

Researchers like Leiss & Botterill, (2005) have suggested that advertising images are extremely important because they provide an insight into the very nature and function of advertising. The cultural forms of social communication create meanings through non-discursive visual imagery which come to shape consciousness and behavior subtly by sanctioning some forms of thought and behavior while delegitimizing others. For instance, advertising conveys through its images positive presentations of assertive "masculine" behavior and images of well-groomed and fashioned men and women who want to be successful in the dating and romance game. Thus, advertising presents proper and improper images of behavior and role models for men and women. The result is a culture where image plays a more important role than linguistic discourse, for while verbal imagery is discursive, visual imagery is non-discursive, emotional, associative, iconic, and fictive (Leiss & Botterill, 2005).

In these ways, advertising plays a key role in the transition to a new image culture, and thus in the transition from a discursive book/print culture to a figurative media culture. In this media culture, domains of social life ranging from religion to politics fall under the sway of the reign of images. As the authors point out, "iconic representation," or persuasive images, have a greater impact in decision-making, "affective opinion," and behavior than verbal discourse, and can be absorbed without full conscious awareness and without being translatable "into explicit verbal

formulations" (Leiss & Botterill, 2005, pp; 231). Consequently, advertising is a form of social communication which promotes non-communication, which result from techniques that are nonrational, nonlogical, imagistic, and that affect individuals subliminally and unconsciously.

2.2 Conceptual Framework

2.2.1 Advertising

In general terms' advertising is considered to be a type of communication. It mainly aims to use to influence viewers in order to take some action that is in favor of the product or service. Usually, advertiser's main purpose is to influence the audience so that they show a positive action for what the advertisement is offering. The large number of viewers can be catered by a single message delivered by advertisements; hence advertising is believed to be a method of mass promotion. Advertisements tend to persuade the audience to purchase the product or service and later on consume it. One of the successful ways of achieving consumer's attention is and getting the consumer to infer to the right message in a limited time and space is to use such elements in an advertisement that dramatize the value of the product. In addition, the name of the product and service is mostly a part of the advertisement and this product and service do well for the consumer. Sponsors are the one who pay for the advertising messages and the audience view these messages by both electronic and print media i.e. magazines, radio, newspapers, websites, television, billboards and mobile messages (Dyer, 1982, pp 71).

Advertising evolved in the late 19th and 20th century and an increase in the mass production. Today advertisements are spread all over the world in different countries. In the 19th century the expertise of the advertisers came to the lime light due to the development in the advertisement (Fox, 1997). The ads had a combination of images and text and the advertisers stated to adopt new techniques of design and languages that perhaps we can also see it in this modern era. In this century we can clearly see that there is an increase in the production and creation of new services and products that are being launched in the market. So it is important that the process of advertising should be considered an important part of the business and advertisers should be expert in this field. The advertising agencies that dictate and almost have a control over the global market were mostly found in the late nineteenth century.

It was during the early twentieth century, when the power of advertising was recognized by the government of the countries that advertising can be used as a way of communication to attract and get their message to the citizens. The importance of advertising was particularly recognized during the First World War, because at that time advertising was used to enroll the soldiers and implement the polices made by the government in addition to this it was also used as an instrument of direct social action The techniques used in those advertisements we now consider them as unreasonable and unsophisticated it merely aims at frightening the audience or intentionally shame them so that they follow the information. Advertising agencies rather than selling the products and services to the consumers it moved to arousing patriotic sentiments among the audience. Taking in account the audience of today we

get to know that they are more refined and have an advanced approach towards the advertising. They are more susceptible and responsive to any stance and considered to be more superior. (Ronald, 2008, pp 34)

When we look in the history in the starting of 1960s, the networks that were present in the market at that time had an urge to control the primarily on the content and style of program, considering the fact that television at that time became more refined and there was an increase in the production cost that resulted in the struggle of the sponsors. NBC executive Sylvester Weaver strike with a thought that its better to sell small blocks of the broadcast time rather than selling the entire shows to the advertisers. As a result of this thought a number of diverse advertisers could obtain time within one program, hence the control of the content of program would have a shift from the single advertiser to several advertisers, it was unlike print media where there is only a single advertiser. Consequently, a variety of advertisers had an access to the single television program, thus a new concept of 'advertisement break' emerged (Fellow, 2009, pp 323).

Advertising is medium that is considered to be a useful and pervasive in nature. Its main aim is to influence and persuade the audience, as in its manipulation is collective, frequently restrained, and mostly down for the count. Advertising has an integral role in the industrial society same as the myth performed in the prehistoric and primeval societies. It is equally an originator and perpetuator of the dominant attitudes, values, and ideology of the culture, the social norms and myths by which more people govern their behavior and the ads that portray culture of a particular

society are more effective than the ones that don't reflect the values of a particular culture (Fam & Grohs, 2007).

If we look deeply into advertisements we get to know that it consists of number of elements in it i.e. the visual images, the use of language and the culture that is depicted in a particular ad. The communication process that is presented in a particular advertisement is the portrayal of culture and the communication becomes meaningful when there is an effective culture framing in it (Chafai, 2008).

Advertising is very much influential for the spiritual development of both an individual and society as a whole. Thus, in today's rapidly globalizing world basically advertising is considered to be the actual dilemma and its significance for formation of individual's values. Consumers not only draw meaning from the product alone in the advertisement, but also from the external world, from experiences, from societal and cultural elements, and from their beliefs and values, because the indicative meaning or strength of the good is taken from the events and adventures of everyday life (Chafai, 2008).

According to O'Barr (2005) advertising is an intricate phenomenon that is closely linked with to history, society, culture and the economy. Some of the aspects in advertising are general, while others are culturally specific.

Whereas according to some researchers it is the form of communication that is paid and non-personal. The identified sponsor gives information about its products or ideas by through the mass media in an attempt to influence or persuade behavior (Hussain et al., 2008).

Moreover, according to some scholars like Andersson and Pattersson (2004) advertisements inform, influence, remind, persuade and alter opinions; they may even change attitudes and feelings of the audience.

Unwin (1974) explained that advertising has its purpose and design that differs it from other types of communication in which it is come into sight so, ultimately it can be considered as a medium on its own. Advertisements mainly can be seen in multiple mediums so they comprise of words and pictures in print media while in electronic media it consists of other aspects as well i.e. sounds and movement, and symbols and slogans.

Chittithaworn (2011) affirmed that advertising has become an integral part of the broadcast media and particularly directly of indirectly in individual's life. An immense growth can be seen in television advertisements. In today's world the aim of advertising on electronic media is to grab the attention of the viewer so the ads now consists of a collection of rich images and hi-tech graphics because the advertising message can be communicated well to the audience. Due to the advancement in technology television advertising has become the most recognizable and reliable medium of communication and it has took a vital part in individual's life by showing both entertainment and information in one medium. Advertisements have contributed greatly in forming the cultural and societal values of the world. It also gives an individual a room of sharing its experiences under the light of historical moments and gives a platform to discuss the issues on the creation of new media.

According to Bushman & Bonacci (2002) advertising's foremost intention is to capture the attention of audience and it is only achievable when the advertising is effective. Effectiveness of advertising occurs when the products and services are presented in such a manner that the individual purchases them. To advertise on electronic media is considered to be the most perfect way to publicize the products and services. It is believed that 98% of American households have a personal television so advertising will cater to 98% of the audience. Advertising agencies are agreeable to give a payment of airing their 30 second television advertisement.

Lovett & Peress (2010) mentioned that earlier television was considered as a medium only to air the advertisements so as to it can cater a large number of audiences at once. But taking in consideration the current situation of the television media there has been an increase in the television channels which resulted in the raise the difficulty to reach most of the audience. In parallel to this the rise in the number of specialized channels has consequently helped in targeting the specific audience or a group.

2.2.2 Advertising in Pakistan.

In the early years of Pakistan's history advertising did not emerge as powerful media however, over the past decade or so and especially after the privatization of media, it has emerged as a very effective force into the marketing arena. The total advertising expenditure was Rs. 7.25 billion in the year 2001-2002 which has increased to 8.1 billion (Logan, 2008, pp 371).

2.2.3 Content of TV Advertisements

Advertisements reflect the cultural values of a particular society. Unwin (1974) further adds that advertisements are the folklore of the twentieth century. This thoughtful and deep feature of marketing and promotion is most obvious in the content of advertisements. Most of the advertisements are made in an idealized manner, in order to attract the viewers so that they can identify the subject of the advertisement. The replica of idealized form is mainly seen in societal values, circumstances and routine life. But there is one way more in which advertisements reveal and portray the cultural values present in the society; it is considered to be the more refined and delicate way to represent culture. This is the manner in which the advertising man communicates; the mode of expression or creative style he employs to put across his advertising concept or idea. This is particularly known as the "language of advertising," though less obvious to the communicator and similarly to the viewer, is decisively attached to the norms and cultural values. It frequently says more about a society's awareness than the more observable and evident stereotypes of content.

2.2.4 Depiction of cultures in Advertisements

Moreover, Morris (2005) explained that culture is a complex and intangible concept. They added that according to Hofstede culture is described as the collective

programming of the mind that distinguishes one group from another. In addition Radcliffe and Brown said that it is a set of rules for behavior.

According to Moon & Chan (2005) culture emerges as a strong media to transfer advertising strategy across the globe because in this case communication plays a very strong role. As communication and culture are closely linked together, therefore the responsibility of the advertiser is considerably lessened because he can use it as a basis to communicate his messages. This view was reiterated by El Hattab (2008) who believes that culture as well its integral norms and values are actually shaped by the effects and processes of marketing. In this regard, advertising emerges as a very significant force which is responsible for shaping the form and structure of society.

Morris (2005) explained that it's important to be aware of that how consumers in a group communicate with each other and formulate the purchase decision; while constructing advertising messages. For an effective communication the advertiser's research must consider the basic fundamentals of culture of the people that include their lifestyles, attitudes, behaviors, habits, perceptions, wants and needs.

Usman (2010) investigated that cultural influences general attitude and beliefs toward advertising associate with the observation of the customer of advertising effectiveness. He further states that the advertisements that reflect some local cultural values play an important role in influencing the consumers as compared to those that overlook them.

It is very important to understand the local culture for international advertising. As according to Fam & Grohs (2007) stated that its very significant to comprehend and

grasp the culture of a society and the advertisements should reflect the culture of a particular society because it is a prerequisite of a booming advertisement. None can deny the importance of comprehending local culture and incorporating it within international advertising. Various studies have however found that some culture lend themselves to persuasion better than other cultures resulting in effective usage of culture for transmission of advertising messages.

2.2.5 Violation of norms and unethical advertising

Various critiques have been leveled against advertising. The most predominant claims state that it insults the intelligence of the consumers; advertisement had also been criticized and condemned by presenting wrong information about products, violation of social norms and abusing consumer intelligence (Usman 2010).

Akhter et al. (2011) explained that most of the advertisers make use of the different types of appeals to make their advertisement eye-catching and attractive. These appeals include various types of chauvinist illustrations, idealistic languages etc to attract and tempt the audience in order to grab the attention of maximum number of audience. Therefore, the advertisers use the various types of appeals intentionally or unintentionally which are against the norms and cultural values of a particular country. The advertisements of this sort become notorious because at times the viewers cannot discuss it frankly and liberally. So the consumer's opinion about particular product becomes indecent and unpleasant.

Run et al. (2010) explains that the general public within its societal framework have the exclusive right of accepting, dividing, or rejecting whichever good or services they want to. The privilege that the public has of rejecting and accepting any of the good or service at times makes it difficult for the advertisers to promote their services. Most of the promotion of goods and services at times is considered to be notorious when it violates the societal, moral and spiritual values of a country. But, it merely depends on the culture of each society that which good should be rejected and isolated. This statement can be clearly explained by an example that one product can be controversial for one society because it violates the social and moral values of a society while on the other hand it can be accepted by the society because the products advertisements is not against their cultural values. Similarly, there is a possibility that the unbiased segment of a society is least affronted by these kinds of advertisement as compare to conservative groups.

Waller & Fam (2000) emphasized that while many products are neither perceived as controversial in nature and neither there are boundaries on how it is advertise and particularly to sell it. In this case there could be a possibility that there are restrictions on the kind of images which can be used in its marketing. In most of the advertisements there are few images that are explicitly used in some cultures, but considered controversial to reduce the degree of wrongdoing in the community. The images mostly include nudity, anti-social behavior, racist and sexist images. Such restrictions in advertising may result in the reduction of the ability to standardize a campaign around the world.

According to Andersson and Pattersson (2004) explains that advertising has been made charged with a number of ethical braches, most of which focus on its obvious lack of shared liability. He further states that consumer when refuse to accept then the advertising is of great importance because it hinders advertising credibility and reduces marketplace efficiencies.

Andersson and Pattersson (2004) also adds that in some countries offensive advertisements, work excellent while the same advertisement in another country might be judged as unethical and offending. Consequently, which techniques that are effective depend on who you are targeting, their personality and characteristics. The use of shocking advertising is effective on the stereotypical youth since this type of advertising targeted to the youth has the potential to be perceived cool and relevant to the audience's specific needs.

Boddewyn (1991) explains that on the issue in advertising that is sex and decency are considered controversial all around the world. The most important factor which determines this criterion of decency is religion which lays down the foundations for what is considered to be acceptable. Thus the level of acceptability basically differs from culture to culture, society to society and ultimately religion to religion. Countries that follow the Muslim faith are the most disapproving of any form of displays of the body that might be considered to be unethical as well discouraging all sexual references. Quite similarly other religions particularly the Christian faith also do not approve of such things. Some countries following the Christian faith like Mexico, Ireland etc. are considered to be quite conservative. However, now a new

mindset has emerged which dictates that this is due to a new set of moral standards rather than the forces of conventional religious practices.

2.2.6 Exploitation of Women

Anand (2007) states that advertising flourish on the objectification of women although she is also the primary consumer of most of the products that re being advertised. She is treated like an inanimate object without emotions or feelings. Advertising often does this by sectioning their outer beings into the so called erotic zones. These so called erotic zones can be the legs, face, hair etc. Anand (2007) firmly believes that rather than being the purchaser, the woman who is thus advertised actually becomes a packaged product. This shows that the main reason that women are shown in revealing outfits or acting in a vulgar manner are to stimulate and exite the viewer to gain their attention.

Ali & Shahwar (2011) states that now mostly advertisers consider women as sex and beauty object. They try to influence the women in the society by giving significance to certain parts of the body and portraying them as idyllic. This as a result enhances the sale of their good or service. In addition to this the women have been exposed in media as men would like to see them. Mostly men want to see women as good-looking personality, compliant mothers and efficient house keepers. Women are not considered as individual but to a certain extent they are considered as objects. They are only viewed as to fulfill male's sexual desire and they are essential ingredient for the sale of the product. The frequency of exploitation of women's body in the

advertisements has increased a lot. Women models are used as the thing for endorsement of selling of certain goods. Therefore the ads display females as sex objects, obsessed with beauty ideas and appearance. The advertisements often contain subtle clues about gender role and may operate as socializing agents on sexual levels.

Szymanski et al. (2011) explains that depictions of women in the media; he emphasized on electronic media it may include advertisements, prime-time television programs, movies, music lyrics, video games, videos and Internet sites etc women are used as an object. On the other hand he also said that in print media like magazines, advertising, sports media, also revealed that women more often than men are depicted in sexualizing and objectified manners (e.g., wearing revealing and provocative clothing, depict in ways to underline their body parts and sexual readiness, serving as decorative objects).

Kerin et. al. (1974) mentioned that mainly the use of women in advertisements concerns the use of sex appeal, sexy illustrations and sexual expressions in advertising. The idea of women as sex objects arises from the use of a woman as an attention grabbing tactic when her occurrence adds little but beautification and admiration to the good/service being advertised. Content analysis of advertisements depicting women as sex objects indicates that the popularity of this tactic in ads has increased in the last decade.

Today women and their body parts sell everything. Anand (2007) explains that food, clothing, cars, computers and men's shaving lotion etc sell everything. Even in advertisements of the products consumed mostly by men- alcohol, tobacco, cigarettes,

briefs; women are used as models exposing their bodies. Glamour dolls in front of cameras and ace photographers do the same behind the lenses, trapping thousands of teenagers believe in the miracle of the product.

2.2.7 Effects on Youth

New research (Simpson, Brown and Widing, 1998; Wang et al., 2002; Khattak & Khan, 2009 b) has emerged which negates the earlier belief that the public has a negative attitude towards advertising. Wang et al. (2002) suggests that it is the most striking advertisements which stick in the memory because there are actually too many advertisements which are simultaneously competing for the consumer's attention. He further suggests that this attitude should be taken as a yardstick to judge the importance of advertising as a means of persuading the intended audiences. He believes that most of the advertising messages go unnoticed because the ultimate consumer might not come in be shopping when those messages reach them thereby diluting the effect of the messages.

Most of the sponsors believe that the youth can be easily influenced by the advertisements as compared to the older audience. Bushman & Bonacci (2002) indicated that advertisers are in search of promoting their goods and services on that shows that easily grab the audience i.e. the shows mostly viewed by the youth aging from 18 to 34 years. Mainly most of the advertisers target the audience of all the ages but specifically their main aim is to grab the attention of the viewers aging from 18 to 34 because they consider them to be more vulnerable and easily influenced. The

youth watch less television as compared to the older audiences. So, advertisers promote the product or services on those shows that are viewed by the youth. Most of the younger viewers are pulled towards the content that contains sex and violence. Taking the example of Warner Brother Networks it caters for the audience aging from 18 to 34 years these programs have more sex and violent content in it. Even though programs contain violence and sex content draw attention of younger viewers, overall they grab attention of less viewers than programs without violent and sexual content, therefore dropping the impact of the advertisement.

Hefzallah (1987) as quoted by Ertike (2011) explains that young people lack the experience to differentiate between television advertisements' world and real life. TV advertisements advocate a style of life in which one's worth is measured in terms of his/her possessions and how one looks or smells, reality is mixed with fantasy, people's happiness is associated with material things, needs are created, sex is exploited to attract viewers, alcohol is presented a way to relax. Television effects on viewers as an arousal. Increases in message pacing, emotional content, message sensation value, screen size, presence of narrative and many other variables form the arousal side of television. Those factors can be adapted to television ads while we are talking about the impacts on viewers.

Another significant finding by Khattak & Khan (2009 a) shows that a vast majority of television audiences are of the opinion that the current advertisements that are on air are not following ethical norms because they are deceptive, exaggerated as well as containing inappropriate sexual innuendo's.

According to Andersson and Pattersson (2004) by using provocative appeals in advertisements and thereby maybe offending the audience can result in a drop of sales or at an extreme, a boycotting of the advertised product and the company. If consumers find a particular advertising practice to be unethical or immoral, a number of outcomes may follow. Quite often provocative advertisements and its norm violation appear in bad taste. The outcomes that follow can vary from consumers' apathy toward the advertised product to more serious actions such as boycotts or demand for government regulations. It is also important to consider the cultural aspects, since they play a significant role in consumers' perceptions of provocative advertisements. Countries are different and cultural differences are present all the time, due to this the advertiser has to be prepared that and advertisement that is successful and appropriate in one country can be perceived as provocative and not at all appropriate in other country. There are some country specific factors that contribute to how people perceive and interpret advertisements. These factors are primarily concerned with the nature of society in the individual country, the values of that society and characteristics of the culture that may involve body language, frames of reference, sense of humors, taboos and religion.

Generally it it's a well known fact that exposure leads to the approval and acceptance of 'new ideas' and 'new fashion'. But if the new ideas comes with some "sensationalism" then the public, regardless of their cultural, social and religious norms accepts more likely. Advertisements also make an effort to share the idea by the people hence in this aspect culture is being 'constructed' and 'maintained'. So this

plays consequently a positive role towards the society too. But taking in consideration current scenario this production has become less ethical and more advertisement.

Other researchers like Jam et al. (2010) believe that TV can have both positive as well as negative effects on society. They further state that it is the children and the adolescents which always come across as the group which is the most influenced. They further state that although not all television content can be bad, yet the negative influence of content which contains sex, violence and inappropriate language cannot be denied

The use of females in many Ads as sexual icons, have lead to the distortion of many beliefs and norms. El Hattab (2008) informed that this distortion can be observed specially in the minds of the young and innocent, at such age the mind of young people is not fully developed to be able to wisely differentiate between what is appropriate and what is not.

According to Jam (2010) advertisements could get marvelous attention of parents and could be the cause of ever high sales volumes when there is promotion of ethical standards as it is widely accepted norms.

El Hattab (2008) stated that the excessive exposure to sexual content has lead young people as well as many adults to treat it as something ordinary, youth now lookup to the models or spokespeople in Ads as idols, they try to imitate them in their looks, outfit selection and style.

The main factor is age in perception and learning from the advertisement. Jam (2010) adds that the behavioral change that results due to television advertisement is more likely to occur in older children as compared to younger one. The media has created a new culture for the youth due to submerging of people in too much of entertainment.

Khattak & Khan (2009 a) believe that television advertising can actually influence the audiences to buy even those products which are completely useless for them because of which a vast number of the people have a very negative opinion about the influence of advertising. They further state that the audiences are particularly repugnant to the acquisitiveness and materialism created by ads as well as the permeation of offensive language and values. They also found that the respondents were in favor of some kind of regulatory measures to control advertising in this regard.

A similar view was proposed by Usman (2010) who stated that due to globalization, local cultures and values are being overpowered by foreign languages, cultures and value systems. He thus suggests that local advertisers and advertising agencies should create content which is in accordance with the norms and values systems of the local populace.

2.2.8 Advertising Regulations in Pakistan

There is not any one detailed regulation curtailing to the advertisement that covers all the characteristics of ad. But there are certain laws given by different organizations

that restrict few of the unethical actions by the advertisers and advertising agencies. These rules specifies by these organizations that pay a pivotal part in better advertising are Pakistan Advertising Associations code of ethics, the codes of ethics of Pakistan Television and Pakistan Broadcasting Corporation (Hasan & Hadi, 2004). These codes of ethics are involved in the regulation of the advertisements. The set of rules by the advertising agencies are quite detailed but they have been failed to be implemented properly.

Code of Ethics of Pakistan Advertising Association (PAA): According to Hasan & Hadi (2004), the PAA makes sure that the services and products promoted in advertisements are permissible and candid. Its code of ethics suggests that the advertising agencies should jointly develop a favorable relationship. It also aims that the agencies should play a vital role in promoting the advertising as medium in seminars and conferences. The Pakistan Advertising Associations code deals, in the main, with the practical actions of agencies, such as expenses, reasonable contest and content.

Code of Ethics for advertisement broadcast of Pakistan Broadcasting Corporation (PBC): According to Hasan & Hadi (2004) the PBC suggests that the advertisements should be very much evidently differing from the other programs broadcasted. The advertisements should follow the typical principles of respectability and civility. Furthermore, advertisements should not contain the content that agitates the peace of the general public. PBC also pointed that the advertisements that contain the content that is completely or partly against or towards any religion is strictly

77-8464

prohibited (Hasan & Hadi, 2004). Furthermore, the aim of the PBC is to treat the consumers as thinking, discriminating open minded persons who value decency, truthfulness and honesty. It is not allowed by PBC to do criticism and condemnation of opposing products or opponent parties in the advertisements.

PTV Code of Advertising Standards & Practice: According to Hasan & Hadi (2004) the PTV Code of Advertising Standards & Practice drawn up by PTV intends that all those who use a medium of mass communication have a responsibility to do so within a framework of reference. PTV, however, reserves the right to impose requirements as to advertisements and the methods of advertising which go beyond the requirements imposed by this Code. This includes authority to give directions as to exclusions not only of classes and descriptions of advertisements, but of individual advertisements - either in general or in particular circumstances.

According to Hasan & Hadi (2004) the general principle which will govern all television advertising is that it should conform to the law of the country and the best traditions of our people. It should also be legal, decent, honest and truthful. This principle is not peculiar to the television medium, but is one which applies to all reputable advertising in other media as well. Nevertheless, television, because of its greater intimacy within the home, gives rise to problems which do not necessarily occur in other media. In the interest of the majority of viewers, it is essential to maintain a consistently high quality of television advertising. In judging advertisements, the main consideration will be the impression; it is likely to create on

an average audience which includes children and young persons of innate judgment and of impressionable age.

PTVs code of ethics covers all aspects of content, from prohibiting subliminal and political advertising to assuming that ads do not lower the moral of the viewers and no advertisement should go against good taste or decency or be offensive to public feelings. Other more specific regulations include that the interaction between male and female in advertisements is totally against the cultural and moral values of the country (Hasan & Hadi, 2004).

Pakistan Electronic Media Regulatory Authority (PEMRA): The regulation by PEMRA that covers the depiction of women in advertisements states that the objectification of women in advertisements for the promotion of products in a sensuous way that makes women appear as an object and ultimately degrades women. Hence, these sorts of advertisements are not allowed to be advertised (Yousaf, 2007, pp 121).

The majority of codes with respect to content are based on widely accepted concepts of social and moral decency. The occasionally vague and non-specific nature of the legislations has frequently lead to the several troubles, where definite community or social groups take it upon themselves to exclude what is moral and what is not. There is still a need for specific legislation covering all aspects of advertising, from content to procedural operations, from competition to accountability, to ensure the industry continues to evolve and thrive.

CHAPTER 3

METHODOLOGY

This chapter describes and explains the methodology used in this research.

3.1 Research design

The study was quantitative in nature and involved a survey from the youth in that are acquiring education from different universities as they are the ones to have an awareness and access to electronic media. The results were than tabulated using SPSS, frequencies, T-test and ANOVA were applied to find out the answers to the research questions. The aim was to find out that whether the respondents think that there is unethical and anti-social content in television advertisements and in particular its effects on youth.

3.2 Universe

The universe of the study was the youth of Pakistan who have access to the medium i.e. Television. According to the Pakistan Demographic Survey (2003) Pakistan's is approximately 138 million out of which approximately 11.3 million are young adults living in urban areas.

3.3 Population

After visiting the web sites of all the major universities in the twin cities, a rough estimate of the population was placed at around 100,000 to 150,000, which were all undergraduate, graduate and post graduate level students studying at both the public and private sector universities. For the sake of the research, the population that was analyzed comprised of students from the various public sector universities in Islamabad as they are representative of a cross section of society.

3.4 Sample

The sample was drawn from amongst the graduate and post graduate students from each of the five major universities of Islamabad including International Islamic University (IIUI), Air University, Bahria University (BU), National University of Modern Languages (NUML), and FAST National University (FAST).

The sampling method that was used is the non-probability convenient sampling method. Graduate level students from each of the five universities approached the students and asked them to fill out the questionnaires. Three hundred and fifty questionnaires were distributed out of which 320 were returned. However, only 307 were included in the final analysis as the remaining thirteen were either incomplete or the responses were unclear.

Students from each of the five universities approached the students and asked them to fill out the questionnaires. Three hundred and fifty questionnaires were distributed out

of which 320 were returned. However, only 307 were included in the final analysis as the remaining thirteen were either incomplete or the responses were unclear.

The first research question related to whether new youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content. Results were quite evident that Pakistani TV advertisements are portraying unethical and anti-social content. The second research question related to whether youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images. Results showed that TV advertisements are violating social norms of the society through dresses. Furthermore, gestures and dresses can only be observed only visually as images thus it is quite obvious that Pakistani TV advertisements are portraying unethical and anti-social content through images.

The third research question related to whether women are being exploited in these TV advertisements. The data revealed that most of respondents agree to the statement that women are used as sex object in ads. Furthermore respondents stated that women are seen as object of romance in television ads. The results also showed that women are exploited through dresses. So, women are being exploited in TV advertisements. The fourth research question related to whether Pakistani TV advertisements are portraying external culture. Results showed that ads are a good medium for promoting any culture and TV advertisements are promoting external culture.

The fourth research question related to whether violation of social norms by the television advertisements has negative effects on the Pakistani youth. Results showed that there is a significant impact on youth and the violations has a negative affect on

youth so, it was proven that violation of social norms by TV advertisements has negative effects on the youth. The sixth research question was whether TV advertisements have unethical and anti social content because such ads generate free publicity. So, the respondents were asked that what are the reasons that why the advertisers employ inappropriate tactics in advertisements so, they stated that TV advertisements have unethical and anti social content because such ads generate free publicity.

The seventh research question asked whether there is a significant difference between the opinions of light and heavy viewers with regard to the representation of women in Television advertisements; it was found that such a difference did exist. The last research question asked whether there was a significant difference between the opinions of male youth and female youth regarding whether it is important to follow social norms of the society, whether TV advertisements are good medium for promoting any culture or the fact that TV advertisements are promoting external culture. It was found that more female youth agreed with all these phenomenon as compared to the male youths.

3.5 Instrumentation/Questionnaire

Initially, a pretest of the questionnaire was administered to a sample of 30 students from IIUI to explore the validity and reliability of the questionnaire, test its ease of administration, and to establish the research procedures. Analysis of the pretest results included a review of the means of important variables as well as the question

wordings such as the options given alongside the questions. Minor changes in wording were made to the questionnaire and the pretest data were not used in the analyses of research questions and hypothesis.

The questionnaire that was finally administered to the sample comprised of 24 questions along with relevant demographic information with the aim of finding out the effect of anti-social and unethical content in television advertisements and its effects on youth. The questions included whether the respondents think that whether is portrayal of unethical and antisocial content in TV advertisements and its effects on youth. To find out this they were asked for how long did they watched television daily and whether they pay attention to TV advertisements. Furthermore, they were asked for that is it important to follow the social norms of the society. Most of the questions in the instrument were made on Likert scale i.e. strongly disagrees, disagree, neutral, agree and strongly agree.

To determine that whether there is unethical and anti-social content in TV advertisements, few questions were developed. The respondents were asked that do they think that some TV advertisements are violating social norms of the Pakistani society. They were also asked that do they agree to the statement that TV advertisements are propagating anti-social behaviors. The respondents were asked do they agree or disagree that whether the existing TV ads are promoting stereotypes. Respondents were then asked that according to their point of view which of the following elements in the advertisements are contrary to Islamic values and are in clash with the average family atmosphere, so the respondents were given the options

of Female glamour related to their bathing, touching cheeks with hands, making objectionable gestures, waiving hair and swaying, females in jeans and provocative dress and vulgar looks.

There were questions about Pakistani TV advertisements are portraying unethical and anti-social content through text, images, gesture. The respondents are asked to select an option based on Likert scale i.e. strongly disagree, disagree, neutral, agree and strongly agree for the statements that TV advertisements are portraying unethical and anti-social content through text, a same statement was developed for images and gestures. The respondents were asked that in which way Pakistani television advertisements are violating social norms of the Pakistani society; so the options were whether through text, images, gestures, music, language, accent or dresses.

The respondents were also asked that whether advertisements are a good medium for promoting any culture similarly another statement was developed that TV advertisements are promoting an external culture.

To determine that to what extent women are being exploited in these TV advertisements. Several questions were developed. A statement that was developed on Likert scale was women are extensively being used as sex object in ad common roles being performed by women in ads; they were given the options that they are upholding family ties, object of romance, beautiful, powerful women, supermom and object of admiration. Another question was made that how women are being exploited in these advertisements in dresses, friendship, dialogues, dances, or in gestures.

To analyze that to what extent these TV advertisements have a negative effect on the Pakistani youth. Two statements based on Likert scale were developed that violation of social norms by the television advertisements has an impact on youth and whether they are affecting our youth negatively. Another question asked from the respondents was that in which way the promotion of culture through TV advertisements are influencing our society. They were given the options that whether it is imposing external culture, washing out our own culture, exploiting our youth, undecided, or exploiting all segments of society.

Finally the instrument also included the questions that what are the reasons of unethical and anti social advertisements in television. A statement was developed that the advertisers are justified in using any tricks to sell their products, so whether the respondents agree to the statement or disagree. Another question asked from the respondents was that which of the argument could be the reason why advertisers employ various inappropriate tactics. So three options were given that such ads have such ads have more impact on audience/consumers, these ads appeal to the sensibilities of a majority of the audiences and such ads generate buzz i.e. people begin to talk about them and thus generate free publicity

3.6 Data Analysis

Out of the three hundred and fifty questionnaires that were distributed, three hundred and seven were found to be valid and complete which were made a part of the final analysis. The data was then fed into the SPSS format in order to find out the answer

to the hypothesis; frequencies were applied to find out the answers to the research questions.

3.7 Variables

3.7.1 Television Advertisements

Television advertisements are a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. This form of communication includes the name of a service or product offered by a company. The main reason for advertising is because that specific product or service could benefit the consumer, it can persuade a target market to purchase or consumers may also use that particular brand. These messages are usually paid for by sponsors and viewed via electronic media. Advertising can also provide them with information and update the audiences with an idea to a large number of people in an attempt to influence them to take a positive action.

3.7.2 Unethical and Anti-social Content

Advertising as a major social event expresses a key change in values, beliefs, behavior and buying patterns of the peoples which influence the lifestyles of people. TV advertisements have been criticized for presenting false information about products, violation of social norms and abusing consumer intelligence. Cultural and social norms are such issues that are at a stake almost in every society, especially in

the developing ones, like Pakistan. Pakistan is considered as an emerging market; due to trends of globalization, establishment of multi-national companies; advertisement has undergone drastic changes in the recent years which has a great impact on the attitudes and beliefs of the consumer. TV advertisements have a special role in any society. They are quick, impressive, tempting and everyone loves to see them, just for the fun of seeing them. They leave a passionate impression on the audience mind. To attain that concentration, anti-social content is used greatly in advertisements like sex and sensationalism. Furthermore ethical issues in advertising are different from country to country, and from culture to culture, this implies the traditions, customs and religion in that country. Pakistan being a Muslim country is also facing some unethical issues that may be the result of globalization or financial concerns of the advertisers.

3.7.3 Effect

The exposure of youth to the unethical and anti-social content in advertisements can have negative effects on youth. It will affect their behavior and attitude. They can become materialistic and can involve in other activities like friendship and late night chat on phone.

3.7.4 Youth

For the purpose of the present research, the term youth was meant to refer to those students who have done their intermediate and are studying in a university. As mentioned earlier, according to a rough estimate, as an official one is not available, there are approximately 100,000-150,000 university students living in the twin cities. Most of these students have access to the electronic media specifically the television advertisements and best analyze the information present in the ads that whether it is anti-social or not.

CHAPTER 4

DATA ANALYSIS

The number of questionnaires that were distributed was 350; however, only 320 were returned which meant that the response rate was 92%. However, only 307 were included in the final analysis as the remaining thirteen were either incomplete or the responses were unclear. The data that was thus compiled revealed that 51 % of the respondents were male while 49 % were female.

4.1 Results

4.1.1 Demographics

The respondents ranged in age from 18 to 28 years old ($M = 22$, $SD = 2.48$). Out of these, 15% were 22 years old, 14% were 21 years old, 13% were 20 years old, 12% were 23 years old, 11% were 24 years old, 7% were 25 & 26 years old while the remaining, 10 % were 19 years old, 8% were 18 years old 2% were 28 years old and 1% were 27 years old.

Respondents' annual family/guardian income ranged from up to Rs. 15,000 to Rs. 45,000 or more ($M=2.9+$, $SD= 1.4$). Almost 39% of the respondents belonged to households with a monthly income of Rupees forty five thousand and above (45,000+), 26% were in the 30,000-45,000 category, 23% were in the 15,000-30,000 category while only 12% belonged to household where the monthly income was rupees fifteen thousand or less. This anomaly can be investigated further to determine

whether the number of students who make it to the universities belong to middle or high income groups while lower groups do not get such opportunities.

4.1.2 TV Viewership and Advertisements

An important question was developed; the respondents were asked how many hours they spent on watching television in a day. For this purpose the criterion developed by George Gerbner was used according to which individuals who watched more than 4 hours of television in a day were classified as heavy viewers, however, amongst this age group only 17% came into this category perhaps because of their hectic educational routines. 35% watched television for the duration of 2-4 hours, while 48% said that they watched television for less than two hour.

To better analyze the unethical and anti-social content in television advertisements and its effects on youth. The respondents were asked that how much they pay attention to the advertisements. The respondents were given the option of selecting options on a Likert scale. The table given above shows that most of the youth does pay a lot of attention to television advertisements. 106 respondents agree that they pay a lot of attention to the advertisements while 103 stated that they were neutral in paying attention to ads while the rest of the respondents i.e. 98 disagree to the fact that they pay attention to TV ads.

The respondents were asked that whether the advertisers are justified in using tricks to sell the product. Most of the respondents out of 307 agree that the advertisers are justified in using the tricks, 73 were neutral in their view while 86 disagree.

The respondents were posed a question that whether the existing TV advertisements are promoting stereotypes. 148 out of 307 respondents agree to the statement, 121 had a neutral opinion while only 38 of the 307 respondents disagree to this statement.

The respondents were also asked that do the song/tone in the advertisements, if they do so then that is good or bad. 197 respondents stated that singing of the songs is not good while the rest of the respondents that is 110 stated that singing of song/tone in TV advertisements is good.

4.1.3 Perception of Social Norms

The respondents were asked that whether it is important to follow social norms of the society. The table given above shows that most of the youth does agree that it is important to follow social norms. 203 respondents agree that it is important to follow norms of the society while 103 stated that it is neutral while the rest of the 41 respondents disagree that it is not important to follow social norms.

The respondents were also asked that whether TV advertisements are violating social norms. 215 respondents out of 307 claimed that TV advertisements are violating social norms, 56 respondents were neutral while 36 respondents claimed that TV advertisements are not violating social norms.

The respondents were also asked that whether they agree that TV advertisements are propagating anti-social behaviors or not. 152 respondents stated that they agree that TV advertisements are propagating anti-social behaviors, 93 respondents had a neutral opinion while the rest of the 62 respondents out of 307 stated that TV advertisements are not propagating anti-social behaviors. So it is evident that Television advertisements are propagating anti-social behaviors.

To determine that TV advertisements are portraying unethical and anti-social content through text or not the respondents were asked that if they agree to this statement or not. In response, 145 out of 307 of the respondents stated they agree to this statement, 119 had a neutral opinion while 43 stated they disagree that there is portrayal of unethical and anti-social content through text in TV advertisements.

The respondents were also asked that whether they agree that portrayal of unethical and anti-social content is done through images 216 respondents agree to the statement, 53 had neutral opinions while 38 disagree to the statement.

The respondents were also asked that whether TV advertisements are portraying unethical and anti-social content through gestures. An overwhelming number of 220 respondents out of 307 agree to this statement, 63 respondents were neutral while 24 respondents claimed that TV advertisements are not portraying unethical and anti-social content through gestures.

To determine that in which way TV advertisements are violating social norms of the Pakistani society. 21% respondents stated that most of the TV advertisements are violating social norms of the society through dresses, 16% of them stated that

violation is done through images while 15% and 14% of the respondents stated that violation of social norms is done through gestures and music respectively. Only 4% stated that violation is done through text and merely 1% of the respondents thought that violation is done through accent. 8% respondents stated that violation in the content of ads is done through both gestures and dresses while 6% stated that the violation is done through images and dresses. 3% of the respondents claimed that violation of social norms is done through images, gestures, music, language and dresses. 1% of the respondents stated that violation is done through both images and music while 1% more respondents were of the opinion that violation is done through images and music. 2% of 307 respondents said that most of the violation of social norms can be seen in images music and dresses. While only 1% of the respondents were of the opinion that violation of norms is done through both gestures and music.

4.1.4 Cultural Influence and Television Advertisements

The respondents were posed a question that whether the TV advertisements are promoting external culture. 217 of the respondents agree to the statement, 66 had a neutral opinion while only 23 of the 307 respondents disagree to this statement.

The respondents were asked whether the songs/dances presented in the advertisements are requirement of the advertisement. A significant number of respondents i.e. 155 stated that the songs/dances presented in the advertisements are not the requirement of the advertisement. 82 respondents out of 307 ads a neutral

opinion while the remaining 70 respondents stated that songs/dances are requirement of the ad.

The respondents were also asked that whether television advertisements are good medium for promoting any culture. An overwhelming 209 out of 307 stated that advertisements are good medium for promoting any culture. Merely 26 respondents stated that ads are not good medium for promoting culture; however, 72 had a neutral opinion.

The respondents were asked that whether they agree to the statement that social values are shared within a specific culture or group of people or not. An extraordinary number of 179 respondents stated that they agree to this statement, 106 had a neutral opinion while 22 disagree to this statement.

On being asked from the respondents that according to them what are the elements in advertisements that are contrary to the Islamic values and clash with family atmosphere, 105 out of 307 said that female glamour related to the bathing contradicts the Islamic values. 51 respondents stated that the female in jeans and provocative dresses has a clash with Islamic values, 49 respondents think the vulgar looks while 23 out of 307 were of the opinion that touching cheeks with hands is contradictory with Islamic family atmosphere. On the other hand, 30 out of 307 said that objectionable gestures in ads are opposite to the Islamic values while 7 respondents claimed that both objectionable gestures and female glamour related to glamour are opposing these values; however only 3 said that female glamour related to bathing and vulgar looks are contradictory. 23 respondents stated that all the elements mentioned

as response categories i.e. Female glamour related to their bathing, touching cheeks with hands, making objectionable gestures, waiving hair and swaying, females in jeans and provocative dress and vulgar looks are contrary to Islamic values & clash with family atmosphere.

4.1.5 Women in Television Advertisements

To better analyze that whether women are being exploited in the advertisements. The respondents were asked that whether they agree to the statement that women are used as sex object in ads or not. An overwhelming 239 respondents out of 307 agree that women are used as sex object in the ads. 35 of the respondents had a neutral opinion while the remaining 33 stated that women are not used as sex object.

The respondents were asked that what are the common roles performed by women in the advertisements. The significant amount of respondents that is 85 said that women are usually used as object of romance in advertisements. 48 of the respondents stated that they are used as a beautiful person, 47 of the respondents claimed that they are used as object of admiration. 42 of the respondents said that they mostly see the women as powerful women, 33 stated that they are usually performing the roles of upholding family ties while only 24 stated that they are depicted as supermom in the ads. 7 of the respondents stated that women are used as both powerful women and object of admiration, 6 claimed that they are usually performing the roles of beautiful women and object of romance. 5 of the respondents stated that women are used as both object of admiration and beautiful women while a same number of respondents

said that they are usually performing roles as an object of romance and object of admiration.

The respondents were asked that how are women being exploited in these advertisements a significant number of respondents that is 109 states that exploitation is done through their dresses. The other two response categories mostly selected by respondents were gestures and friendship; they were claimed by 47 and 43 respondents respectively. 40 of the respondents stated that exploitation is done through dances, 20 said that exploitation is done through both dresses and dances. 16 of the total respondents said that exploitation is done through both dresses and gestures, 6 said that it is done through dresses and friendship, 4 through friendship and dances while only 3 said that exploitation of women is done through gestures and dances.

4.1.6 Effects of Television Advertisements

To determine the effect of the promotion of the culture so the respondents were asked that in which way it is influencing the society. Most of the respondents i.e. 87 and 83 were of the opinion that promotion of culture is influencing the society by washing out our own culture and imposing external culture respectively. 54 stated that it is exploiting our youth while 52 claimed that it is exploiting all segments of the society. 15 of the respondent's opinion were undecided. 9 of the respondents think that promotion of culture is exploiting all segments of society and also it is imposing external culture. Merely 4 respondents think that it is influencing the society both by

imposing external culture and exploitation of youth. The rest 3 of the respondents out of 307 claimed that influence is done by both washing out our culture and exploiting our youth.

The respondents were asked that what is the reason behind that why the advertisers employ various inappropriate tactics. 126 respondents out of 307 stated that these kind of ads appeal to the sensibilities of a majority of the audiences. 94 of them stated that advertisers employ the inappropriate tactics because such ads have more impact on audience/consumers while 87 of the respondents think that such ads generate buzz i.e. people begin to talk about them and thus generate free publicity.

4.2 RQ₁: To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content?

To determine RQ₁, the respondents were also asked that whether TV advertisements are violating social norms. 215 respondents out of 307 claimed that TV advertisements are violating social norms, 56 respondents were neutral while 36 respondents claimed that TV advertisements are not violating social norms (Table 4.1).

Agree	215
Neutral	56
Disagree	36

The respondents were also asked that whether they agree that TV advertisements are propagating anti-social behaviors or not. 152 respondents stated that they agree that TV advertisements are propagating anti-social behaviors, 93 respondents had a neutral opinion while the rest of the 62 respondents out of 307 stated that TV advertisements are not propagating anti-social behaviors. So it is evident that Television advertisements are propagating anti-social behaviors (Table 4.2).

Table 4.2: TV ads propagating anti-social behaviors

Agree	152
Neutral	93
Disagree	62

Moreover, respondents were asked that whether TV ads are promoting stereotypes. 148 respondents agreed to the statement, 121 had neutral views while the rest 38 respondents out of 307 stated that TV advertisements are not promoting stereotypes (Table 4.3).

Table 4.3: Existing TV ads are promoting stereotypes

Agree	148
Neutral	121
Disagree	38

When we compare these with the figures in neutral and disagree, it is evident that Pakistan TV commercials are social norms, propagating anti-social behaviors and promoting stereotypes. Thus, in response to RQ₁ it was found that youth are of the opinion that Pakistani TV commercials are portraying unethical and anti-social content.

4.3 RQ₂: To find out whether the youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content through images?

To find RQ₂, the respondents were asked that whether there is portrayal of unethical and anti-social content through images. An overwhelming number of respondents i.e. 216 agreed to the statement, 53 had neutral opinion while 38 out of 307 disagreed to the statement (Table 4.4).

Agree	216
Neutral	53
Disagree	38

Furthermore the respondents were also asked that which particular aspects they considered to be unethical and anti-social in television ads. It was found that 93 respondents stated that most of the TV advertisements are violating social norms of

the society through dresses, 68 of them stated that violation is done through images while 65 and 52 of the respondents stated that violation of social norms is done through gestures and music respectively. 15 respondents stated that violation in the content of ads is done through language. Only 11 stated that violation is done through text and merely 3 of the respondents thought that violation is done through accent.

(Table 4.5)

Dresses	93
Images	68
Gestures	65
Music	52
Language	15
Text	11
Accent	3

As gestures and dresses can only be observed only visually as images thus it is quite obvious that the youth are of the opinion that the Pakistani TV advertisements are portraying unethical and anti-social content through images.

4.4 RQ₃: To find out whether women are being exploited in TV advertisements?

RQ₃ asked whether women are being exploited in these Pakistani Television advertisements. To better analyze that whether women are being exploited in the

advertisements the respondents were asked that whether they agree to the statement that women are used as sex object in ads or not (Table 4.6).

Agree	239
Neutral	35
Disagree	33

An overwhelming 239 of the respondents agreed that women are used as sex object in the ads. 35 of the respondents had a neutral opinion while the remaining 33 stated that women are not used as sex object.

Furthermore respondents were asked that what are the common roles performed by women in television ads. It was found that 89 respondents believe that women are cast as the object of romance, while 58 think that women are cast as object of admiration. 58 are of the opinion that they are cast for their beauty, while 46 think women are cast as powerful women, while 34 opined that the common roles of women are those of upholding family ties while 22 believed that women are being cast as supermoms. It is quite obvious that a vast majority of the youth believe that women are being cast in superficial roles (Table 4.7).

Table 4.7 Common roles performed by women in ads

Object of Romance	89
Object of Admiration	58
Beautiful	58
Powerful Women	46
Upholding Family Ties	34
Supermom	22

The respondents were asked that how are women being exploited in these advertisements a significant number of respondents i.e, 130 stated that exploitation is done through their dresses. 54 believed that it is done through dances, 56 believe that it done through gestures while 48 believe that it is done through friendship and lastly only 19 believe that it is done through dialogues (Table 4.8).

Table 4.8 Women being exploited in TV ads

Dresses	130
Dances	54
Gestures	56
Friendship	48
Dialogues	19

Thus, in response to RQ₃ it was found that women are actually being exploited in TV advertisements.

4.5 RQ₄: To find out whether Pakistani TV advertisements are portraying an external culture?

RQ₄ asked whether Pakistani television advertisements are portraying external culture. To determine RQ₄ respondents were asked that do they agree to the statements that Ads good medium for promoting any culture and TV advertisements promoting external culture, 209 and 217 respondents out of 307 respectively agree to the statement (Table 4.9).

Imposing External Culture	92
Washing out our own culture	87
Exploiting our youth	58
Exploiting all segments of society	58
Undecided	12

Furthermore respondents were also asked that in which way Promotion of culture through TV ads are influencing our society. Most of the respondents i.e. 87 and 83 stated that it is imposing external culture and washing out our own culture respectively (Table 4.9).

Table 4.10 Elements in advertisements are contrary to Islamic values & clash with family atmosphere

Female glamour related to their bathing	117
Females in jeans and provocative dress	27
Vulgar Looks	38
Making objectionable gestures	9
Touching cheeks with hands	59
Waiving hair and swaying	57

On being asked from the respondents that according to them what are the elements in advertisements that are contrary to the Islamic values and clash with family atmosphere, 117 said that female glamour related to the bathing contradicts the Islamic values. 27 respondents stated that the female in jeans and provocative dresses has a clash with Islamic values, 38 respondents think the vulgar looks was objectionable while 9 thought that making objectionable gestures was contrary to Islamic values. 53 were of the opinion that touching cheeks with hands is contradictory with Islamic family atmosphere. 57 thought that swaying hair was in clash with family values. All this leads to the conclusion that such acts which are totally opposite to our culture and values are being propagated through advertisements (Table 4.10).

Thus, in response to RQ₄ it was found that Pakistani television advertisements are portraying external culture.

4.6 RQ₅: To find out whether the violation of social norms by the television advertisements has a negative effect on the Pakistani youth?

RQ₅ asked whether violation of social norms by the television advertisements has a negative effect on the Pakistani youth. Before answering this question, it was imperative to determine that whether the violation of social norms by the television advertisements has an impact on youth.

Table 4.11 Violation of social norms by the television advertisements has negative effects on the Pakistani youth.

	Agree	Neutral	Disagree
Violation of norms by TV ads has impact on youth	242	52	13
Violation of norms by TV ads is affecting youth negatively	211	79	17

In the Table 4.11 it is clearly evident that respondents were asked that violation of norms by TV ads has impact on youth 242 respondents said that there is a significant impact on youth. Similarly, they were also asked that whether there is a negative affect on youth, the 211 respondents stated that yes these violations has a negative affect on youth. Hence from these figures it is clearly evident that the violation of social norms by TV advertisements has negative effects on the youth.

4.7 RQ₆: To find out whether TV advertisements include unethical and anti social content because such ads generate free publicity?

RQ₆ asked whether TV advertisements have unethical and anti social content because such ads generate free publicity.

These ads appeal to the sensibilities of a majority of the audiences	94
Such ads have more impact on audience/consumers	126
Such ads generate buzz i.e. people begin to talk about them and thus generate free publicity	87

Respondents were also asked that what are the reasons that why the advertisers employ inappropriate tactics in advertisements (Table 4.12). A significant number of 126 respondents say that the main reason why advertisers employ inappropriate tactics is that these ads appeal to the sensibilities of a majority of the audiences. According to the 94 of the respondents, ads have such content because they appeal to the sensibilities of a majority of the audiences, 126 states that such ads have more impact on audience/consumers while only 87 stated that such ads are created because they generate buzz i.e. people begin to talk about them and thus generate free publicity. This clearly indicates that the TV advertisements include unethical and anti social content because such ads generate free publicity.

4.8 RQ₇: Is there a significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements?

RQ₇ asked whether there is a significant difference between the opinions of light and heavy viewers with regard to the representation of women in Television advertisements so a one-way between subjects ANOVA was conducted. There was a significant difference between the opinions of light and heavy viewers at $p < .05$ level for the three conditions [$F(2,304) = 4.289, p = 0.15$]

Post hoc comparisons using the Tukey HSD test indicated that the mean score for the duration of television less than 2 hours ($M = 0.319, SD = 0.132$) was significantly different from the youth who watch television between 2 to 4 hours ($M = -7.16, SD = 0.304$) and the youth who watch television for more than 4 hours ($M = -0.933, SD = 0.384$). Taken together, these results suggest that there is significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements.

4.9 RQ₈: Are female youth are of the opinion that Pakistani TV advertisements are violating social norms?

RQ₈ asked whether female youth are of the opinion that Pakistani TV advertisements are violating social norms in comparison to male youth. Independent sample t-tests were conducted which showed that there was a significant difference between the

opinions of male youth ($M= 0.519$, $SD=1.225$) and female youth ($M=0.827$, $SD=0.950$) regarding that whether it is important to follow social norms of the society $t(291.238) = -2.469$, $p = 0.14$. Results showed that females tend to agree that it is important to follow social norms of the society.

Furthermore independent sample t-tests also revealed that there was a significant difference between the opinions of male youth ($M=0.621$, $SD=0.985$) and female youth ($M=1.006$, $SD=0.941$) regarding the TV advertisements that are violating social norms $t(304.94) = -3.498$, $p = 0.001$, which shows that female youth are of the opinion that TV advertisements are violating social norms.

Moreover independent sample t-tests also revealed that there was a significant difference between the opinions of male youth ($M=0.621$, $SD=0.972$) and female youth ($M=0.933$, $SD=0.805$) regarding that TV advertisements are good medium for promoting any culture $t(297.90) = -3.065$, $p = 0.002$, which shows that female youth are of the opinion that TV advertisements are good medium for promoting any culture.

Similarly, sample t-tests also revealed that there was a significant difference between the opinions of male youth ($M=0.692$, $SD=1.063$) and female youth ($M=1.026$, $SD=1.285$) regarding that TV advertisements are promoting external culture $t(305) = -2.485$, $p = 0.013$, which shows that young female youth are of the opinion that TV advertisements are violating social norms.

CHAPTER 5

DISCUSSION AND CONCLUSION

With the passage of time there has been a great difference between the earlier Pakistani advertisements and the TV advertisements of today. Advertising is means of communication and it is an essential mechanism in increasing awareness, acceptance to customers and distribution of goods and services. The basic objective of all advertisements is to convey the message to the specific target audience during a specified period of time through some communication media. In general advertisements are characterized by their persuasive nature. Television advertising is characterized by the ability of the medium to transmit content to a mass audience simultaneously. The aim of the research was to determine explore unethical and anti-social content in the TV advertisements; if they exist then how it affects the Pakistani youth.

To determine RQ₁, the respondents were also asked that whether TV advertisements are violating social norms. As mentioned by Usman (2010) advertisement had been criticized and condemned by presenting immoral information about goods and services, violation of social norms and abusing consumer intelligence. Similarly, the basic aim of this research is to find out that youth are of the opinion that Pakistani TV advertisements are portraying unethical and anti-social content. So the results of this research clearly indicate that television advertisements are violating social norms of the society. Most of the respondents agree to the statement that TV advertisements are propagating anti-social behaviors and these TV ads are promoting stereotypes.

Furthermore most of the respondents stated that female glamour related to bathing is an element that is contrary to Islamic values and are in clash with the family atmosphere. Similarly, Run et al. (2010) stated that most of the promotion of goods and services at times is considered to be notorious when it violates the societal, moral and spiritual values of a country and hence the particular product doesn't attract viewer's attention. But, it merely depends on the culture of each society that which good should be rejected and isolated.

To find out the answer to the next research question stated RQ₂, the respondents were asked that whether there is portrayal of unethical and anti-social content through images. The respondents were asked which particular aspects they considered to be unethical and anti-social in television ads. It was found that most of the TV advertisements are violating social norms of the society through dresses, images and gestures. As gestures and dresses can only be observed only visually as images thus it is quite obvious that the hypothesis stands proven that the youth are of the opinion that the Pakistani TV advertisements are portraying unethical and anti-social content through images. The research by Waller & Fam (2000) emphasized that while many products are neither perceived as controversial in nature and neither there are boundaries on how it is advertise and particularly to market that product. In this case there could be a possibility that there are restrictions on the kind of images which can be used in its marketing. In most of the advertisements there are few images that are explicitly used in some cultures, but considered controversial to reduce the degree of wrongdoing in the community. The images mostly include nudity, anti-social

behavior, racist and sexist images. Such restrictions in advertising may result in the reduction of the ability to standardize a campaign around the world. The findings of this research are clearly evident that the portrayal of unethical and anti-social norms in television advertisements is done through images and gestures.

RQ₃ stated that whether women are being exploited in these Pakistani Television advertisements. In this regard, it was found that women are used as sex object in the ads as well as being cast in completely superficial roles. Anand (2007) stated that advertising flourish on the objectification of women. The tactic used by advertisers that women are displayed as a thing in the advertisement particularly results in bringing out the uncertain and inconsistent nature of the woman's role as a customer. Ali & Shahwar (2011) states that now generally advertisers believe women as only a thing that is used as a sex and beauty object. They try to persuade the women in the society by giving significance to certain parts of the body and portraying them as idyllic. In this research it was determined that whether the sample population agree to the statement that women are used as sex object in ad and an evident number of respondents agree to this statement. Furthermore respondents stated that women are mostly seen as object of admiration. Moreover respondents also claimed that women are being exploited in TV advertisements through dresses. So the findings show that women are being exploited in TV advertisements.

RQ₄ asked whether Pakistani television advertisements are portraying external culture to which a vast majority agreed. Furthermore, on being asked from the respondents that according to them what are the elements in advertisements that are contrary to the

Islamic values and clash with family atmosphere, it was found that the respondents considered female glamour related to the bathing, females in jeans and provocative dresses and vulgar looks were considered to be contrary to Islamic values. According to Usman (2010) the role of advertising has long been debated, if the variation in advertising contents is independent of a culture values the purpose of an advertiser facing peoples in multivariate culture will be challenging. Role of culture in advertising is particularly important in transferring advertising strategy across the world, because communication patterns are closely linked to culture values and norm in each particular country. In this research it is found that the respondents agree to the statements that ads good medium for promoting any culture and TV advertisements promoting external culture. Furthermore respondents were also asked that in which way promotion of culture through TV ads are influencing our society. Most of the respondents stated that it is imposing external culture and washing out our own culture. In addition according to Moon & Chan (2005) the influence of culture is particularly important in transferring advertising strategy across the borders, because communication patterns are closely linked to cultural norms in each market. And thus, if advertising differences across cultures can be predictable, the task of the advertiser in multiple cultures can be much simplified.

RQ₅ asked whether violation of social norms by the television advertisements has a negative effect on the Pakistani youth which was also found to be true. Bushman & Bonacci (2002) indicated that most of the sponsors believe that the youth can be easily influenced by the advertisements as compared to the older audience. So,

advertisers are in search of promoting their goods and services on that shows that easily grab the audience i.e. the shows mostly viewed by the youth aging from 18 to 34 years. Mainly most of the advertisers target the audience of all the ages but specifically their main aim is to grab the attention of the viewers aging from 18 to 34 because they consider them to be more vulnerable and easily influenced. The youth watch less television as compared to the older audiences. So, advertisers promote the product or services on those shows that are viewed by the youth. This research explains that the sample agree that violation of norms by TV ads has impact on youth. Similarly, the respondents also claimed that these ads have a negative affect on youth. In addition to this Hattab (2008) in his research informed that the use of females in many Ads as sexual icons, have lead to the distortion of many beliefs and norms, specially in the minds of the young and innocent, at such age the mind of young people is not fully developed to be able to wisely differentiate between what is appropriate and what is not.

RQ₆ asked whether TV advertisements have unethical and anti social content because such ads generate free publicity. Respondents were also asked that what are the reasons that why the advertisers employ inappropriate tactics in advertisements. A significant number of respondents stated that the main reason why advertisers employ inappropriate tactics is that these ads is that these ads have more impact on audience/consumers.

RQ₇ asked whether there is a significant difference between the opinions of light and heavy viewers with regard to the representation of women in Television

advertisements. In this regard, it was found that there is significant difference between the opinions of light and heavy viewers with regard to representation of women in Television advertisements. RQ₈ asked whether female youth are of the opinion that Pakistani TV advertisements are violating social norms in comparison to male youth. It was found that there was a significant difference between the opinions of male youth and female youth regarding whether it is important to follow social norms of the society, it was found that females think that it is important to follow social norms of the society, they also believe that female youth are of the opinion that TV advertisements are violating social norms as well as having the opinion that TV advertisements are good medium for promoting any culture. It was also found that female youth are of the opinion that TV advertisements are promoting external cultured. These findings were in complete agreement by the findings by Khattak & Khan (2009 a).

Results of this research showed that the Pakistani television advertisements are portraying unethical and anti-social content through images and gestures. Furthermore the results also show that there is exploitation of women in these TV ads. As advertising is a means of communication and it is an essential mechanism in increasing awareness, acceptance to customers and distribution of goods and services and they leave a passionate impression on the audience mind especially on youngsters. So, these portrayals are negatively affecting the youth.

In conclusion, Pakistan is religious and traditional society. Majority of the people living in this region have very strict attachment to values and usually observe them in

their daily life. Sex and religious taboos are so strong that one cannot dare to violate them in the public. But the corporation culture and the multinational companies are promoting consumerism through promoting products and services. Manufacturing industry is frequently using mass media with glamorous advertisements/advertisements of female models for the promotion of these products and services. The media needs to run these advertisements to earn the money that is must for its survival. In this helm of affairs, the media frequently violates the well established of the society. So, the need is immense to document a scientific inquiry on the issue.

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APPENDIX I

TO WHOM IT MAY CONCERN

Date: _____

I am Saher Aslam, MS student at the Department of Media and Communication IIUI. The MS program here at IIUI requires a thesis as partial fulfillment of the degree, and my research was aimed at an “Analysis of Unethical and Anti-Social Content in TV Advertisements and its Effects on Youth”.

Kindly facilitate me by filling out the attached questionnaire.

Your co-operation is highly appreciated.

Regards,

Saher Aslam

Reg No: 59-SS/MSMC/F09

**Center for Media and Communication
International Islamic University, Islamabad**

**“ANALYSIS OF UNETHICAL AND ANTI-SOCIAL CONTENT IN TV
ADVERTISEMENTS AND ITS EFFECTS ON YOUTH”**

QUESTIONNAIRE

Gender: Male Female Age: _____

Parents/ guardian's monthly income: Upto 15,000 15,000- 29,999
30,000- 44,999 45,000 and above

1. How much time do you spend on watching television daily?

Less than 2 hours 2-4 hours More than 4 hours

Sr. No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.	I pay a lot of attention to TV advertisements					
3.	It is very important to follow the social norms of the society					
4.	Some of Pakistani Television advertisements are violating social norms of the Pakistani society.					
5.	Advertisements are a good medium for promoting any culture.					
6.	TV advertisements are propagating anti- social behaviors.					
7.	The TV advertisements are portraying unethical and antisocial content through text.					
8.	The TV advertisements are portraying unethical and antisocial content through images.					

9.	The TV advertisements are portraying unethical and antisocial content through gestures.					
10.	TV advertisements are promoting an external culture.					
11.	The songs/dances presented in the advertisements are requirement of the advertisement.					
12.	Women are extensively being used as sex object in ads.					
13.	It is ok to run ads which are promoting friendship between young boys and girls.					
14.	Social values are certain qualities and beliefs that are shared within a specific culture or group of people.					
15.	The existing TV ads are promoting stereotypes.					
16.	Violation of social norms by the television advertisements has an impact on youth.					
17.	Violation of social norms through TV advertisements is affecting our youth negatively.					
18.	The advertisers are justified in using any tricks to sell their product.					

19. In which way Pakistani Television advertisements are violating social norms of the Pakistani society?

Through Text Images Gestures Music
 Language Accent Dresses

20. What are your most common roles being performed by women in advertisement?

Upholding family ties Object of romance Beautiful
 Powerful Woman Supermom Object of admiration

21. How are women being exploited in these advertisements?

Dresses Friendship Dialogues Dances Gestures

22. In which way the promotion of culture through TV advertisements are influencing our society?

Imposing external culture Washing out our own culture

Exploiting our youth Undecided

Exploiting all segments of society

23. Which of the following arguments could be the reason why the advertisers employ various inappropriate tactics?

Such ads have more impact on the audiences /consumers

These ads appeal to the sensibilities of a majority of the audiences

Such ads generate a buzz i.e. people begin to talk about them and thus generate free publicity

Any other _____

24. According to your point of view which of the following elements in advertisements are contrary to Islamic values and are in clash with the average family atmosphere?

Female glamour related to their bathing Touching cheeks with hands
Making objectionable gestures Waiving hair and swaying
Females in jeans and provocative dress Vulgar looks

*****THANKYOU*****