

189-SS/MSMC/F13

# Live Reporting of Crisis: Exploring the Ethical Issues

MS Thesis 2015



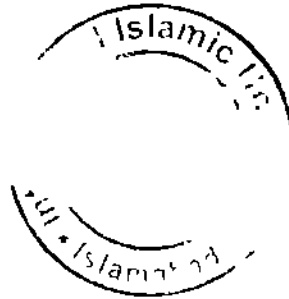
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**Certificate of Approval**

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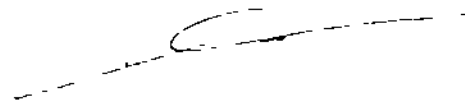
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## ***Dedication***

***I dedicate my thesis to my loving parents, respected teachers and those Pakistanis, who rendered unprecedented sacrifices for restoration of peace in the motherland.***

## **Acknowledgment**

First of all, I pay my all praise to Almighty Allah, who gave me understanding, courage and patience to complete this research. Then, none other than my dear parents and respectable teachers deserve much of the credit for their prayers, tireless enthusiastic support and encouragement.

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**Faisal Shahzad**

**August, 2015**

## **Declaration**

This thesis has been submitted as partial fulfillment of MS in Media and Communication Studies to the Department of Media and Communication Studies, International Islamic University Islamabad. I solemnly declare that this is my original work and I have not plagiarized any material and whatever I quoted from a secondary source proper citation references have been made.

**Faisal Shahzad**

**Reg No: 189-SS/MSMC/F13**

## **Abstract**

*This study is qualitative content analysis of three private televisions news "GEO, EXPRESS and DUNYA NEWS" to explore ethical issues such as irresponsible reporting, unauthentic information and sensationalism in live reporting of crisis. The study is conducted to know whether or not television news channels violate ethics in live reporting of crisis. All national and international bodies of journalism said that media must follow media ethics for the general interest of society as no society afford free and irresponsible media. Data in form of different news reports of GEO, EXPRESS and DUNYA televisions has been collected carefully and analyzed. For the purpose of this study three incidents i.e Bhoja airplane crash, Jinnah Avenue incident and Wagah border Lahore blast have been selected to explore ethical issues in live coverage of crisis. It has been observed that private television channels violate media ethics in live coverage of crisis due to many factors like competitive nature of the market, less control of editorial policy, lack of training and awareness. The study suggested that all stakeholders including media houses, authorities and civil society should form a comprehensive code of conduct to ensure implementation of media ethics for the general interest of society.*

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## **Chapter 1**

### **Introduction**

Media is the eyes and ears of a society and it is considered the fourth pillar of the state because it does not only provide information but also play a role of watch dog to serve the public interest in the society. No society democratic or undemocratic can deny media role in time of peace, war, and crisis because information can save life during crisis and alert the people to protect themselves from a potential threat. According to a report published by Internews in 2005, correct information is necessary especially in crisis because it enables the victims to assess the intensity of the situation to take decision to secure their lives and property.

However, most of the time media is concentrated on the damages, destruction and trying to frame a fear like situation to attract more and more viewers to sell the story. Media and ethics have been discussing since the inception of the society and media. Violation of media ethics is a worldwide issue and every society is trying to develop a mechanism to overcome this dilemma because no society can afford media without responsibility.

#### **1.1 Media History in Pakistan**

Pakistan inherited newspapers and radio after independence but, at that time the country had a few newspapers like Pakistan Times, Dawn, Zamindar, Nawa-e-Waqat, Shahbaz, Jang, Inqalab and Unjam, while having three radio stations including Lahore, Peshawar and Dhaka. These newspapers played significant role in freedom movement and mold the public opinion for creation of an independent motherland. Dawn, Jang, The News and Nawa-e-Waqat have been publishing since independence and are being considered top newspapers of the country.

Similarly, Express Tribune and daily Express have also a good prestige among the readers while, these two newspapers launched after many years of independence. State run radio was exploited by the respective regimes of the country as a tool of propaganda and having no freedom to cover opposition stance, but, newspapers were comparatively enjoyed freedom and also paid price for their freedom.

According to official website of Pakistan Television (PTV), the medium of television was brought in 1964 and first news on state run television was broadcast on 26<sup>th</sup> November, 1964. However, the monopoly of Pakistan Television in news was come to an end by 2002 following arrival of private television channels in the country. Pakistan Television also followed Radio Pakistan in term of news policy and served the interest of respective governments. Private news channels were introduced in 2002 because of former President Pervez Musharraf's reforms in media.

According to Internews, over 90 private television channels and 300 newspapers are operating in Pakistan. Radio particularly, FM channels have also huge listenership in Pakistan as it has capacity to reach far flung areas and presently more than 115 commercial FM radio stations are working across the country.

## **1.2 Media Ethics**

The word ethic was derived from Greek term ethos, means way of acting mostly deals with right and wrong actions of human being in certain conditions. The basic objective of the ethics is to serve humanity in a better way in any part of the world to maintain harmony in the society for the uplift of mankind.

Ethics change with the passage of time because it is also like a living organ and different theories like Virtue, Stoicism, Hedonism, Utilitarianism and Deontology had emerged about ethics. These approaches define ethic in their own context as Socrates attaches great importance to knowledge for good conduct in the society but modern philosopher like Immanuel Kant believes on rights and obligations. Aristotle thought that practical reasons or wisdom must be exercised in individual daily life (Raza, Akbar, Numan, & Zai, 2013). Aristotle introduced the concept of Golden Mean and explained this as a midway between two excessive extreme points like professional and society demands while Immanuel Kant called for system or principles that benefit both individual and society (N, 2014).

Media ethics has a lengthy history but modern debate started after the invention of Gutenberg press in Europe. In initial stage, the press was under control of state, in second stage it gained power to work as fourth pillar of the state, in third stage served as a protector of public liberty and finally assumed the status to perform social responsible role in the society (Ward, 2008). Ethics are essential for all fields and professions including media to ensure peace and harmony in the society. However, ethics are basically not like strict laws and regulations but a part of the morality, which follow because of social pressure instead of state pressure.

However, in many professions including media, ethics violate because of lack of awareness, professionalism, new challenges and commercial interest. The violation of media ethic is a world-wide issue and it is still debatable to how media organizations and professionals persuade to follow ethics for the prosperity of the society because media is not a business but a social institution. To attract more and more audiences' media especially electronic news channels rely on live coverage and breaking news to prove itself number one in race of breaking news. In

many cases media violate ethics and act irresponsibly which create confusion and disinformation among the public

Pakistan Electronic Media Regulatory Authority (PEMRA) code of conduct says that no program shall be on aired which contains content to provoke violence, or against maintenance of law and order, or promotes anti-national behavior or which glorify crime or criminals

In the current study, the researcher will focus on irresponsible reporting, unauthentic information and sensationalism in television live coverage of crisis Media ethics across the world stress that journalists must report accurate, authentic, fair information in a responsible and sober manner

### **1.3 Crisis**

Any manmade and natural situation that disturbs the usual life is called crisis Fritz believes that disaster or crisis is a situation focus over time and space, in which a community or its part confronts with physical harm or social disturbance due to which the society or its part is damaged (Lindell, 2011) The term disaster or crisis means any unexpected event that brought destruction and human displacement at large level There are basically two types of disaster, one is called natural disaster like earthquake and floods while other is manmade disaster like war, blaze, attack and political conflict No one can define disaster in term of  $A+B=AB$  because it is the phenomena of social science Disaster has a few characteristics like it will be sudden, destructive and abnormal for a region Bomb blast, terrorist attacks, floods, conflict of interest between political parties, political crisis and shooting between the police and miscreants can be called a form of crisis

#### **1.4 Problem Statement**

It has been debating that electronic media often violate ethics in live reporting of crisis  
Therefore, the aim of the study is to find out ethical issues in television live reporting of crisis  
Therefore, a content study of television channels will be conducted to explore ethical issues

#### **1.5 Objectives**

The objectives of the study are

- To know do private televisions act in an irresponsible manner in live reporting of crisis
- To know do private televisions report unauthentic information in live reporting of crisis
- To know do private televisions sensationalize news in live reporting of crisis

#### **1.6 Significance of the Study**

No one can down play the role of media especially electronic media in present modern era of technology because all of us rely on media for many reasons Media is the key source of information for modern citizen and everyone consults media before any planning or journey  
Therefore, certain responsibilities lie on media for the interest of society and public The study has much significance because it will provide a framework for the researchers and all media stake holders to work for the improvement of television journalism as the study will explore all factors being considered essential for progress of this sector The study will also make an effort to expose shortcomings in television news live reporting of crisis to improve the standard of

television journalism. The study provides an opportunity to academia, media men, media outlets, journalist bodies and authorities to know whether private television channels are going out of track or not because free media without responsibility is being considered as a tool of disinformation. The study will try to know when, where and why private television channels violate ethics. The aim of this research is to provide remedies to reduce ethical risk in live reporting of crisis. The study will also make an attempt to provide guidelines for media persons and researchers for the future course of action.

## Chapter 2

### Literature review

Academia and media practitioners have been discussing violations of media ethics especially in television live coverage of crisis. Several studies have been conducted over the issue to explore the problem in order to suggest a mechanism to minimize the risk of ethical violations. The history of live coverage of television could be traced in the United States, New York at World's Fair in 1939, which added a new charm and attraction to television news, this new trend provided a key tool to television news to attract more and more audience while National Broadcasting Company (NBC) covered the speech of the then US President Roosevelt live at New York World's Fair ceremony, which was the first flight of television in the air of the United States (Herbert, 2004)

However, today the excessive and non-stop coverage of crisis like war, conflict, terrorist attacks and political confrontation is creating many ethical issues, besides hindering job of security personnel because it may give advantage to the attackers and create hurdles for law enforcing agencies. Oregon Council of Police Association in the United States backed a decision of the State Legislature to empower police commander to stop media from live reporting in hostage incidents (Tuggle & Huffman, 2001)

Live coverage is not an easy job for reporter as it is difficult for reporter to gather and report information simultaneously in a proper way (Huxford, 2004).

Therefore, there is possibility of irresponsible reporting in live coverage of crisis because television channels' may broadcast some sensitive information about the crisis. However, it is



not the only reason or excuse for violation of ethics in live reporting of crisis that a reporter or correspondent cannot gather and report news at a time because media houses should equip their reporters in such a way to handle such tough situation. It is a worldwide tradition that media particularly television news channels focus to dramatize events and incidents to create sensationalism to sell the news and treat the news as a commodity. This practice also forces media especially televisions to report unconfirmed, unauthentic information and news about the ongoing situation. Economic theory of news argues that news is a commodity because news must qualify five Ws of market besides five traditional Ws of news values, commercial five Ws means who cares about a specific information, for what are they want to pay, where media ensure its access, when and why news prove profitable (Hamilton, 2003)

The theory indicates that television news channels know their capacity how to exploit the crisis and in most cases media ignore ethics in the race of number one. Media should fulfill its ethical responsibilities in reporting to establish credibility among the viewers and pave ways for cooperation among all stake holders including media men (Yao & Eigenmann, 2013)

The study raised very important points that responsible and ethical reporting of crisis is must for a credible media because speed can earn rating but not credibility. No one will trust upon the media in the absence of lack of credibility because viewers believe only on credible news and broadcasting organizations

The researcher studied related literature to explore ethical issues like irresponsible, inaccurate and sensational reporting in television news live reporting of crisis. Violation of media ethics especially irresponsible reporting in television live coverage of crisis does not only endanger human lives but also affect rescue operation and complicate the entire situation particularly in

emergency where most of times people and authorities have no idea what to do and same is the situation with the electronic media that what should be broadcast and what should not be on-air Television live coverage of 1972 Olympic Games attack could prove lethal for security personnel and a police officer, who took part in that operation, acknowledged that live coverage had the potential to fail their action because attackers were watching the operation preparation and their movements on television screens that were installed in the sportsmen room (Cohen-Almagor, 2005)

In this case the study explored television channels' irresponsible reporting because all German media outlets reported even minute details of the ongoing incident like security personnel movements and arrangements for the possible operation Live coverage of television has the potential to provide key information about the operation and security personnel location for the sake of rating that may jeopardize the entire situation, lives of the general public and the security forces Live coverage of television is a big questioned-mark on many aspects especially on ethical grounds Irresponsible live reporting cannot only complicate the situation but also provide cheap publicity to the attackers, their ideology and promote terrorism, crime and others anti-socials thinking in the society The above study supported by another academic work done in 2002 and presented a few examples in this regard and concluded that television news channels often violate media ethics and broadcast whatever it consider newsworthy Television channels in Los Angeles showed a man live on-air, who committed suicide and also torched his vehicle, Professor Derwin Johnson at the School of Journalism in Columbia University, who also served as a television producer admitted that going to cover that incident live was a wrong decision (Allen, 2002)

This study pointed that electronic media may cross limit for rating and viewership and try to generate hype. Academia and journalists bodies express more and more concerns over ethical risk in television live reporting of crisis. Most of times television news channels act like a rumor and speculation factories because in crisis like situation, no one can absolutely eradicate speculations and rumors while disinformation can spread easily especially in case of irresponsible television live coverage of crisis. However, television news channels should act in such way to prevent rumors and misinformation in crisis. No doubt the live coverage of television had revolutionized the news media due to its speed but many viewers think that most of the time false and unauthentic information are reported in live coverage (Tuggle & Huffman, 1999). The study also pointed that most of times non-stop coverage of the incident contain nothing fruitful but reporter remained on the screen due to economic pressure to capture the attention of more and more audience. This study noted that chance of violations of media ethics especially inaccurate facts and figure are greater in television live coverage because televisions are giving more and more focus to speed and immediacy instead of accuracy and authenticity.

Television live coverage of crisis has many ethical concerns like unconfirmed news, rumors and speculations and another study supported this claim as mostly media channels misquoted Chernobyl explosion as a nuclear blast instead of steam blast and reported that 31 casualties took place in the incident in spite casualties were more than thirty one (Vasterman, Yzermans & Dirkzwager, 2005).

The study explored that on one side media misrepresented the facts and on the other side hidden the actual information because casualties were more than that reported in the media. In this case media exploited the situation and reported unconfirmed facts and figure without enough research.

and background information about actual happenings on the scene. The above studies have unveiled ethical issues of irresponsible and unauthentic reporting in television live coverage of crisis in west, where media is too much matured and developed as compared to less developed countries of the world. However, media in the United States is also facing same ethical issues particularly in context of television live news coverage of incidents.

Another study conducted about issues in live television news reporting observed that journalists working for electronic media particularly for television news admitted that there is possibility of incomplete facts, misreporting and speculations in live coverage of news and media ethics especially fair and accurate reporting are ignored (Tuggle, Casella, & Huffman, 2010).

This study explored that most of times the negative impact of live coverage is more than positive outcome because live reporting concentrate on latest update and some time television news reported unconfirmed and inaccurate information which is not only created confusion and fear among the viewers but also broadcast rumors and speculations.

According to Ethics Newslines major television channels in the United States violated media ethics while reporting Boston marathon bombing and televisions broadcast incorrect information about the capture of suspect as on one side CNN reported that suspect has been arrested but at the same time CNN claimed through another source that news regarding the arrest was incorrect. This trend indicated that ethical violation often occur in live television coverage of crisis like disaster, flood, bombing, terrorist attacks, traffic accidents and in exchange of firing between the police and miscreants because reporters on the spot have no enough time to investigate the story in details and correspondent mostly relies on unconfirmed information, exaggeration and hype to fill the time and space on television to attract more and more viewers to enhance ratings. Matt

Williams (2013) also observed same issues and problems in live coverage of emergency situation and stated that BBC, CNN and Fox News were among those media outlets which reported unconfirmed and inaccurate news about the arrest of a suspect after the Boston explosion in the United States. This article highlighted that major world media houses are also confronting with the issue of violation of ethics in live reporting of crisis although they have much resources and latest technology. Television news channels response to crisis is immediate and sudden and every media outlet tries its best to prove itself number one in race of breaking news to gain high rating and attract more and more viewers. Media should focus to extract speculations in emergency situation but most of the time inaccurate and distorted facts are going on in spite of genuine facts in live reporting of crisis because gatekeepers have least power over news and information when destruction occurs (Lasorsa, 2003).

It has also been observed that most of the time television news channels broadcast misinformation and speculations on big screens in form of breaking news or live news that does not only create hurdles for the concerned authorities how to respond but some time their response on such baseless information further escalate confusion. Another research work done in 2001 observed that media outlets broadcast uncertain, unconfirmed news, rumors and disinformation in coverage of crisis (Perse, 2001).

This study exposed all those areas where television channels violate media ethics especially when reporters from the field having no idea where he or she is crossing the red lines or not because all anchorpersons sitting at the studios are in hurry to broadcast more and more details about the latest development on the ground to attract viewers. Most of the time anchorperson confusing and irrelevant questions and correspondent vague response also broadcast as breaking

news while at the same time overloaded information from different sources confuse the whole story and a non-stop and non-sense information race is going on and television channels are trying their best to defeat one another

A study conducted regarding world media approach towards Japan quake observed that some false information disseminated while quoted ABC News as saying that two reactors blew up but actually the blast took place inside in the reactor building, however, the study concluded that foreign media especially television news channels broadcast disinformation and exaggerated the situation at some degree (Yoko, et al, 2012)

The study noted issues like misinformation and unconfirmed news reported at some level in the Japan earthquake that was a major disaster in that country in the recent history Another study supported the Yoko, et al (2012) observations and pointed out that field reporters and editors are facing several ethical issues including false, incomplete and unconfirmed information and footage makes no sense at all particularly in live reporting of crisis and most of the time live coverage is full of vague content (Gilboa, 2005)

Such misreporting, false information and confuse content create another crisis within crisis because no one including high ups, rescue workers, aid organizations and public on the ground have clear idea about the real situation that leads to further confusion because everyone relies on media information Therefore, ethical standards are too much necessary to rein in electronic media channels for public good The study also pointed out that most of the time authorities respond over such misinformation and disinformation that further complicate the situation In many cases media outlets broadcast false facts and figures because media channels are monitoring each other and broadcast same story if they consider it newsworthy without thinking

about its authenticity as Swedish media reported on November, 1973 that radioactive release in Barseback nuclear station created widespread panic and fear among the residents that reported by the rest of media as well but in fact there was no panic among the local people (Scanlon, 2009)

The study concluded that media irresponsible coverage can promote confusion instead of doing good particularly in crisis like situation. Media outlets failed to broadcast actual information regarding the reason and consequences of disaster and its main focus is on destruction to generate hype and breaking news to sell the story (Ali, 2013)

The study observed that media have been taking keen interest to cover disaster and in most cases television channels try to broadcast exclusive information about the destruction due to competition in the news market and this trend forces media to broadcast insufficient information without proper research, which creates disinformation and confusion in the society. This is a worldwide tradition to exploit disaster or crisis as an opportunity to enhance rating although media claim that its main objective is to serve the humanity and save the life in crisis.

According to Westin (2000) 24 hours television news channels are in hurry to broadcast news as it is happening to prove itself number one in current race of competition and also termed the live news coverage as a new tool for competition among the televisions. Westin (2000) raised a very valid point because every television channel is running to broadcast emergency situation with tag "Live" and "Breaking News" and with tickers like this is a developing story and trying to keep the people busy with more and more suspense and create hype for rating. Some studies blamed the media for promoting stereotyping and neglecting local rescue efforts after the crisis or disaster to create hype. Media excessively highlighted only a few persons having knives

allegedly fled from a jail, who were busy in looting in Haiti earthquake, which promoted stereotyping among international public about the native people (Fernando, 2010)

Mostly, media rely on media myths and try to give an impression of looting and insecure situation following disasters. This study questioned developed countries media approach towards underdeveloped countries in case of emergency and crisis, in most cases developed countries media pick or focus on such issues that promote stereotyping about the locals while promoting stereotyping about a particular nation or region is also an irresponsible act of television news channels particularly in crisis. Media especially television in live reporting of crisis should act in a very responsible and ethical manner because in opposite case it can become bone of contention for all stakeholders in the society. Media role in time of peace and crisis has been discussing since long while some believe that media is a source of peace and can promote peace through responsible coverage of crisis and conflict while some oppose this stance and say media can further complicate the crisis like situation because media is in search of story to show more and more damage and destruction to increase ratings. Laiho (2009) stated that media complicated tension between Serbian and Croatian that proved fatal for peace efforts. The study supports the stance of those who think that media exposure to disaster or crisis situation should be minimized and more and more restrictions should be imposed upon the live coverage of television in crisis. However, more and more restrictions are not the solution of the problem because it can also raise questions over the credit of media. Therefore, academia urged for implementation of ethics that are self-imposed and everyone should follow it for the interest of the society. According to Patrick and Samson (2013) conflict has the ability to attract more and more viewers and believed that destruction can be easily sold. Television channels are focusing to report such footage that viewers especially female cannot bear to watch because most of



television coverage content is full of common people suffering particularly in war because it is the media strategy to dramatize the situation to sell people sufferings and miseries (Hojier, 2004)

The main objective of television channels is to attract public attention through sensational news in crisis while practice of live news coverage is also being considered a very important tool to enhance rating. Viewers can only watch sensational content instead of newsworthiness in live television coverage of crisis and television channels heavily depend upon the live reporting (Casella, 2013)

This article also quoted television live reporting of bombardment in Iraqi capital that explored the issue of sensationalism in the media live coverage of crisis. Same trends and issues are being observed in live coverage of war, crisis and disaster because media rush on the spot and start dissemination of news and trying to prove that the media is the first that arrived in the area and giving an impression that no rescue work has yet initiated neither authorities are available on the site. Television news channels consider sensationalism as an integral part in news making and most of times give an excessive coverage to a story that cannot qualify basic merits of news and it has been observed that sensationalism also affect the quality of journalism.

According to another study that conducted about media outlets in Nigeria, stressed that ethical consideration should be kept in mind while reporting terrorist attacks because most of the time television channels reporting involve many ethical risks like sensational content (Asogwa, Iyere, & Attah, 2012)

The study raised very valid point and stated that media outfits are hunting for such news items to create sensationalism to attract many viewers due to competitive nature of media market and terrorists through their sabotage activities with the help of media excessive coverage fulfill their objectives to terrorize the public. It has also been observed that media start non-stop coverage of terrorist attacks that continue until another story does not discover by the media. However, many times media ignore the actual story and focus on irrelevant things that have no impact on the lives of common citizens and society. However, some studies opposed the above concept and argued that television live coverage can serve better for the society and citizens especially in case of crisis because it can use to kill speculations, rumors and play a role to earn support and donation not only within country but also worldwide.

Television coverage and crisis are directly related to one another and the intensity of terrorist attacks may be reduced if media avoid excessive coverage of terrorist attacks as television live coverage of 9/11 attacks pave ways for worldwide support (Katz & Liebes, 2007). This research study backed the arguments that live coverage of television can be used to gain public support in crisis situation because media have power to influence mind and curb support and sympathizers of anti-social elements in the society especially if a society or country is fighting war against anti-state elements like terrorists or insurgents.

However, there are many studies that observed that live reporting of television during crisis is responsible and ethical. American television channels could have showed much violent content following 9/11 attacks but it tried to limit it because televisions avoided to broadcast footage of people, who were burning to death and images of people bodies parts (Mogensen, 2008).

The study was conducted about the incident that happened in an advance and developed country and the media particularly television channels made efforts to avoid broadcast of those footage that have potential to violate ethics and endanger the public order because they were facing a national crisis like situation. Similarly, some studies observed that television coverage especially excessive reporting of crisis can force the donors to assist the trouble hit people and coverage of 1992 starvation in Somalia compelled the United States of America to begin rescue efforts in that country known as Operation Restore Hope (Rotberg & Weiss, 1996)

Another study supported the above research and termed live coverage of crisis as useful and fruitful because live television coverage having extra information than recorded and people believe that news on television is highly credible as they can watch what is actually taking place on the ground (Snoeijer, de Vreese, & Semetko, 2002)

The above academic work also tried to establish a narrative that live coverage is an essential tool to provide actual details to the viewers. The study also rejected the concepts of the above studies that are trying to convince the media especially television news channels to avoid excessive live coverage of crisis including war, conflict, fire incidents and disasters. Many studies concluded that live coverage has the potential to enable the nation to act in a unifying manner especially when they are confronting a tough national crisis or emergency situation.

The above academic work also opposed those studies that explored that electronic media in live coverage of crisis act in an irresponsible way and violate ethical issues. Television live coverage of crisis has many successful episodes like acting as donor, fast source of information and as a pressure group to force the concerned authorities to act timely to resolve issues. Many studies have been conducted over the positive outcome of the television news in crisis and tragedies and

studies observed that live coverage can help nations to overcome crisis or develop consensus among all stake holders in the society. Television live coverage of funerals of US President John F Kennedy and Britain Princess Diana converted the individual grief and sorrow of the Americans and English people into their national grief and sorrow (Seib, 2002)

This study also observed that live coverage can be utilized for the purpose of promoting unity and nationalism particularly in case of national crisis like carnage, war and emergency. Live coverage can enhance and boost confidence among the citizens following national tragedies and the Seib (2002) discussed this important and positive aspect of live coverage because television live reporting can also act as a sympathizer in time of shock and grief.

On the grounds of the above studies, it has been observed that television live coverage has many ethical risks but it has also many positive outcome but journalists in television news industry should focus to minimize ethical issues when they go to live in crisis. The above studies explored the ethical issues in live coverage of crisis in the west but media especially television in live reporting are troubling with same problems in other parts of the world as well.

Media critics believed that Tunisian electronic media clearly violated media ethics as it showed security personnel of Tunisia marked with bloods, nude and in an indecent manner following Chaambi incident while television channels also conducted interview of a nephew of assassinated Mohamed Brahmı, who was weeping live on television (Dreisbach, 2013)

This explored that violation of media ethics in television live reporting of crisis is not limited to a particular region or country and it is a worldwide issue for media practitioners which they are facing on daily basis. All television channels in India overlooked media ethics especially

responsibility in live coverage of terrorist attacks and broadcast live footage of killings that have strong effects on viewers mind (Ravi, 2012)

The above studies highlighted issues like irresponsible unconfirmed and sensationalize news reporting in live coverage of television news channels in time of crisis worldwide. The studies and literatures showed that such ethical concerns are worldwide and media critics have been raising voice since the inception of trend of live coverage in television news. The trend of live coverage has also been observing in Pakistani media like other parts of the world and it becomes a significant practice in Pakistani electronic media. However, Pakistani electronic media has not yet matured as it should have due to which many times it violate media ethics especially when it go live while reporting incidents like bomb blasts, and terrorist attacks. The researcher also tried to search out literature regarding ethical violations in Pakistani media especially in live television news channels because national media is also confronting with same issue.

Pakistani television news channels crossed their ethical limits during deadly earthquake that hit major part of the country in October, 2005 and broadcast intense pain of a female who were near to dying while televisions rely on sensationalize information and most of the reporters on the spot have no idea how to deal victims of such devastation (Mustafa, 2005)

The article questioned the electronic media approach towards the disaster coverage because after passing many days the television channels were reporting that people have no access to aid while media also failed to discuss the earthquake on scientific grounds and its impact on the people. The above article tried to highlight that Pakistani television channels have no preparation and understanding about coverage of crisis like earthquake because such situation demands expert reporters, who have complete command and skills to cover such situation. Similarly, television

channels commit ethical violations like irresponsible reporting particularly in live reporting of bomb blasts and terrorist attacks

No media ethics permit media outlets to broadcast disfigured, injured human faces and dead bodies but the television channels in Pakistan broadcast such footage without any hesitation following suicide bombings and in most cases television channels broadcast unconfirmed news to create hype to serve own interest because of competitive nature of the market and even many times reported cylinder explosion as bomb attack (Paracha, Shahzad, Ali, & Nazir, 2013)

The study raised a valid point because broadcasting of victims' dead bodies and misquoting of cylinder blast as a bomb explosion is not only irresponsible reporting but also create panic and horror in a country which is confronting a war against terrorists for last one decade. However, media do not have any ethical frame work about live coverage of crisis and the study observed that television channels broadcast whatever it consider necessary for rating

Another study examined Pakistani television channels also concluded that television channels trying to focus on promoting horror and panic because in major cases electronic media presented breaking news in such a tone to create chaos among the audiences and generate drama, hype in live reporting of any mishap and broadcast false and unauthentic information (Hussain Ali, & Razi, 2014)

From the above studies it seems that Pakistani electronic media is trying to gain commercial interest and trying to attract more and more audiences. Television gate keepers in Pakistani televisions must not ignore the live coverage sensitivities in current worst law and order situation

because it has potential to risk human lives as live coverage of Manawa Police School attack jeopardized human lives (Babakhel, 2014)

Another study found sensationalism in Pakistani television news channels on several issues including bombings and drone air strikes while television channels most of time broadcast usual news stories as flash news to create sensationalism (Riaz, Khalid, & Mirza, 2012)

It has been observed that private television channels main focus is to dramatize the news to gain high and high rating in the current competitive nature of the market. However, some studies rejected the concept that live coverage of television in Pakistan is problematic and termed live reporting vital for promoting awareness among masses and society and concluded that vast coverage of important issues enabled the public in Pakistan to express their consent against dictatorship and in favor of democracy in the country (Mahsud, Chaudhry, & Madni, 2013)

There are many episodes in Pakistan, where media especially electronic media played very positive and key role in crisis like situation. It is believed that democracy could not flourish in the country because there were no vocal electronic media in the past and print media scope were also limited. Television live coverage of lawyers' movement for the restoration of judiciary proved very useful and shaped the public opinion in favor of the independent judiciary (Ahmed, 2012). The study explored that forty five percent activists of judicial movement believed that mass media role in the restoration of the judiciary was crucial, while thirty percent gave credit to lawyers, fifteen percent to political parties and ten percent to the students. The study further stated that it was television live coverage that increased the popularity of the deposed chief justice countrywide

Earlier, many movements had been lunched for the restoration of democracy but could not achieve their goals due to non-availability of free electronic media. Therefore, no one can overlook the importance of live coverage of judicial movement in the country. There are two different views about television live coverage of crisis or emergency situation. Some media scholars suggest that television should broadcast whatever going on the ground because viewers have right to reject and accept the content of media. However, some oppose this concept and stated that television should broadcast authentic and confirmed details of the incidents to avoid confusion. Same trend and different approaches have been observed in a study conducted in 2009 by Lewis and Cushion. Commenting on the coverage of London bomb attack, Sky News chief Nick Pollard has the opinion that his channel paradigm is to apprise the audience about the real situation on the spot but ex-chief of BBC Roger Mosey stated that they broadcast only confirmed information and news (Lewis & Cushion, 2009)

The above several studies explored that television live coverage of crisis have many ethical risks like irresponsible, false and sensationalize reporting while some academic work observed that live reporting can be used to unite the people during national crisis or carnage. One school of thought strongly supports live coverage of crisis and terms it most useful to present the actual and ground realities to the public and even does not care about violations of ethics and argued that media serve as a watch dog to serve the interest of society. However, second school of thought states that live coverage has positive aspects but it should be ethical and responsible. Several studies also discussed such different concepts about the television live coverage of crisis and both sides have strong arguments in support of their concepts and academic work have also been done in this regard. Supporters of the television live coverage believe that media main job is to provide actual information to the citizens and having no say and role over the consequences



while critics state` that media is a social institution and it should follow certain ethics to save society from negative impact of the media

## **2.1 Theoretical Framework**

It is every individual basic right to express his opinion and seeks information without any hurdles to protect general public interest in the society. Media and individual right to know are closely interrelated to each other because media claim that it watch public interest in the society. Right to freedom of speech, press and access to information have been recognized by United Nations and mostly all constitutions of the world. Article 19 of the International Covenant on Civil and Political Rights has empowered public to express and seek information without any interference. However, every right demands duty in the interest of the public interest. Therefore, media have right to freedom of expression but to fulfill certain duties for the interest of society. There are certain theories about the media role in the society but for the purpose of this study Social Responsibility Theories has been selected and rationalized.

## **2.2 Social Responsibility Theory of Press**

Social responsibility theory of Press replaced the libertarian theory of press and the Hutchins Commission in the United States formulated the theory in 1940s. Supporters of the social responsibility theory made an effort to maintain a balance between freedom of speech and society. According to the Social Responsibility theory, media should act as a platform of different views, should be answerable to society and ignore those information that incite violence or create law and order situation while news should be accurate and balanced (Fourie, 2001)

The Social Responsibility Theory also stated that being an entity media should serve in such a way to protect public right (Da Silva & Paulino 2007)

This theory enabled the media academia and public to voice concern over the media role in the society if media go out of track. In case of absence of social responsibility of media, news entity may exploit the situation and create fear and terror in the society as media have power to ensure its access to public. The researcher quoted an example here that highlighted the importance of responsible media in the society. Shuchman and Wilkes (1997) stated that media in the United States acted in an irresponsible manner in 1995 and claimed that heart attack chance might be 60 percents for those patients, who taking calcium for hypertension, this news not only created fear but also forced many among them to avoid such treatment (Middleton, 2009). Therefore, this theory is most relevant to the current study because Social Responsible Theory of Press stressed on journalists and media to play its role as per ethics in the society. This study has also same point of view that media especially in coverage of crisis should follow ethics in the interest of society. Media is a social institution and no one can deny its role and importance in the society. However, debate has been continuing since inception of press and society about its role. The current study will not only explore ethical issues in the live coverage of media but also make an effort to provide a mechanism for all stake holders to reduce violations of ethics. Media has huge impact on the society and it has the capacity to build and distort the image of a society or nation. Therefore, media should follow certain ethics and must be answerable to the public instead of authorities.

### **2.3 Hypothesis**

The current study will focus on three aspects

H 1 GEO, EXPRESS and DUNYA televisions act in an irresponsible manner in live coverage of crisis

**H 2 GEO, EXPRESS and DUNYA televisions report unauthentic information in live coverage of crisis**

**H 3 GEO, EXPRESS and DUNYA televisions sensationalize the news in live coverage of crisis**

## **Chapter 3**

### **Methodological Design**

The basic aims of the study is to explore ethical issues in television channels live reporting of crisis to provide a framework to all stake holders to eradicate or at least reduce such issues in the interest of society. The study will adopt qualitative research design to find out the potential results of the study. Qualitative method is considered very important and scientific method in social sciences because this approach focuses on how, why, where, and when and also provides in-depth idea and concept about the problem (Tewksbury, 2009). The researcher will apply qualitative content analysis of television news channels to probe ethical issues in live reporting of crisis. The qualitative content analysis is considered very important method to study media texts including TV programs, films and printed materials, Harold Lasswell introduced media content analysis as a systematic process to study media particularly propaganda but it was used as a research methodology in media studies in 1950s following arrival of television, the qualitative content analysis studies is the connection between the message and understanding of audience (Macnamara, 2005).

The qualitative content analysis is utilized to study any form of communication like script or text and videos, the categories and sub-categories will be formed with much care to analysis the materials or content (Mayring, 2000).

Qualitative content analysis is a method that is used to draw an idea from the material and this approach uses several steps like organizing the data, dividing data into categories and units to know the potential results (Westbrook, 1994). Williams (2007) stated that qualitative content

analysis is a systematic means to examine different content of human communication like books, newspapers and movies to know themes and patterns of the materials

Qualitative content analysis is a method to develop coding of important part of the text to know the meaning and message of the content (Yan, McCracken, & Crowston, 2014)

### **3.1 Identification of Population and Sampling Method**

Population means a specific group that selected for the study to generalize the result (McMillan, 2004) Population is considered the first and most important step in research The current study is about to explore ethical issues in television live reporting of crisis and for the purpose of the study 30 private television news channels of Pakistan have been taken as population

### **3.2 Unit of analysis**

News reports of GEO, DUNYA and EXPRESS televisions will be unit of analysis for the purpose of this study The researcher has collected news reports from the spot on Bhjoa airplane crash, Jinnah Avenue incident and Wagah border Lahore blast to explore ethical issues in live reporting of crisis

### **3.3 Sample**

The researcher utilized convenient sampling for the collection of data and three private television channels GEO, DUNYA and EXPRESS news were selected to explore ethical issues in live reporting of crisis

### 3.4 Sampling Frame

The events of Bhoja airplane crash, Jinnah Avenue incident and Wagah border Lahore blasts have been collected and these incidents will be taken as a sampling frame for the purpose of this study to explore ethical issues in live reporting of crisis

### 3.5 Conceptualization of Key Variables

**Irresponsible reporting:** Journalists should not report such materials that glorify brutality in the society while they must be very sensitive about reporting on death, injury and violence related events and sympathetic toward victims and their relatives (Tahmina, 2010). Cohen-Almagor (2005) study termed German media coverage as irresponsible because it broadcast security personnel movements before operation Pakistan Electronic Media Regulatory Authority (PEMRA) code of conduct says that no program shall be aired which contains content to provoke violence, or against maintenance of law and order, or promotes anti-national behavior or which glorify crime or criminals. The current study developed categories and sub categories of the variable of irresponsible reporting on the basis of above academic work. For the purpose of this study irresponsible reporting means portrayal of violent content like dead bodies, injured, sound of firing, showing of weapons, fight and scuffle, exploiting grief of victims' families, law enforcing agencies movement and spreading chaos among the public

**Unauthentic Information:** Dalkilic et al (2006) stated that unauthentic means a combination of words that cannot convey any meanings. Any news having no accuracy and relevance can be called unauthentic information and a reporter should verify facts, avoid exaggeration, personal comments and report as per context of the development in the news story (Chiyamwaka, 2008)

Rumor/speculation is systematically designed information that having no accuracy but relevant and most of times occurs during uncertain situation and crisis (Bermsky, 2012) On the grounds of above studies the variable of unauthentic information has been categorized in form of unconfirmed , incomplete, inaccurate news and rumors/speculations

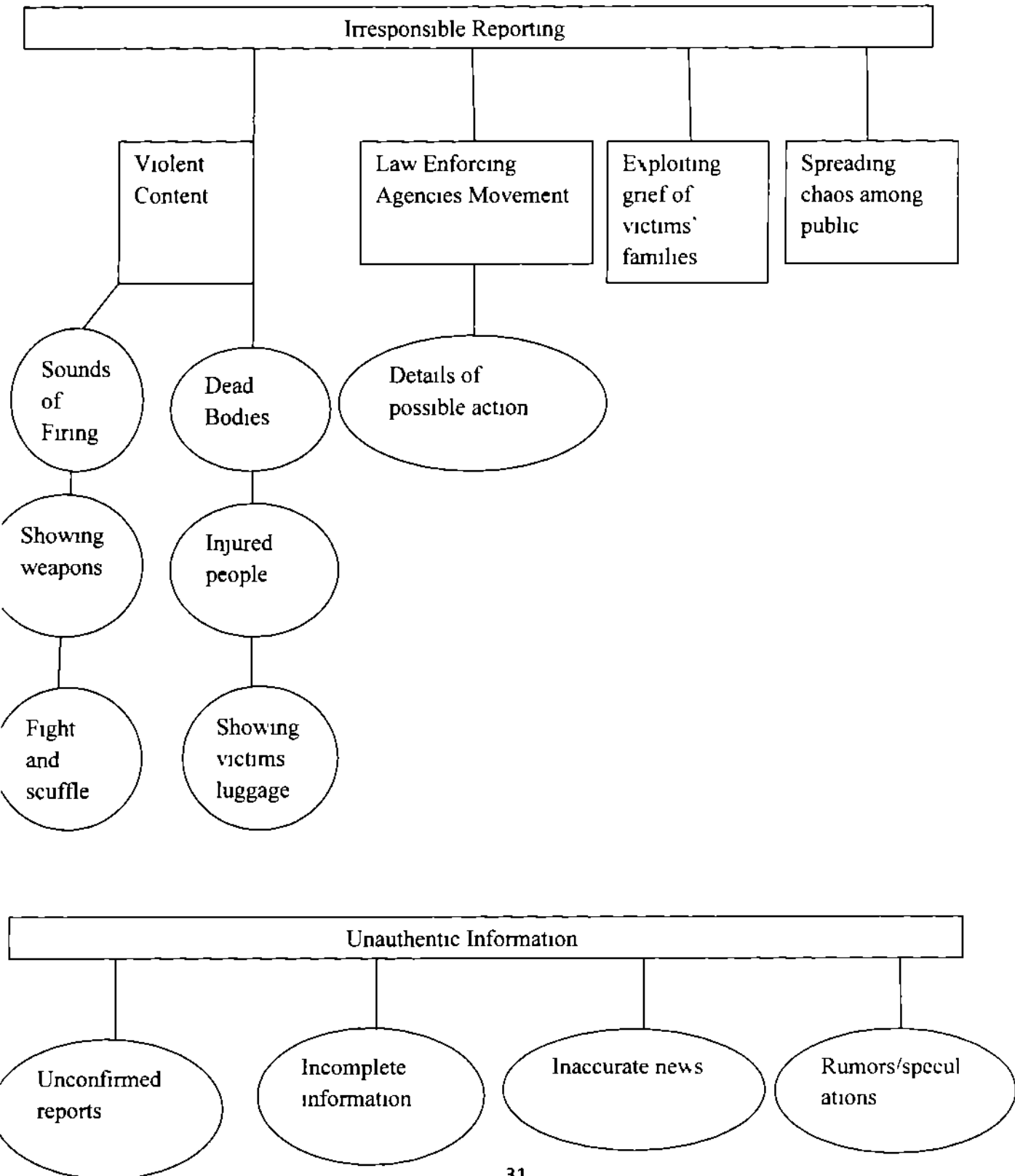
**Sensationalism:** American Heritage Dictionary says evoking feelings and emotions with help of exaggeration and unnatural effect is called sensationalism (Elizabeth, Shuhua, & Brooke, 2001)

The key feature of the sensational content is to create viewers interest and grab their attention with different tactics and the producers main focus is on content having crime, violence and accidents (Stanca, Gui, & Gallucci, 2012) It means to report in such way to create hype and give extra ordinary coverage to a news story or event to boost viewership

**Crisis:** According to Humanitarian Coalition, crisis is a situation that can endanger public life at large level and its examples are drought, earthquake, floods, terrorist attack, political crisis, plane crash and blaze incident Any manmade and natural situation that disturbs the usual life is called crisis It has potential to create disturbance socially, politically and constitutionally

**Live coverage:** Television news channels broadcast news as it is reporting under the tag of live

## Variables, Categories and Sub-Categories





Sensationalism

Giving excessive coverage to an event in such a way to increase rating

Slides in the form of big breaking news and red headlines

Aggressive tone of anchors/ repeating words/footage/slide

Live news coverage

Television news channels broadcast news and events as it is reporting

Crisis

Any natural or manmade act to disturb usual life

Disaster

War

Political confrontation

Blaze incident

Earthquake

Floods

Terrorist attacks

### **3.6 Instrument and Data Collection**

The current study is based on the qualitative content analysis that needs an instrument to fulfill the requirements of the research. Therefore, an instrument was formed to collect data accordingly. Videos of different duration and timing about three different incidents have been collected and content of the videos will provide indicators.

### **3.7 Techniques for Data Analysis and Interpretation**

For the purpose of the present study, first of all ethical issues have been divided into sub-categories and indicators to form a technique for data analysis and interpretation. The videos of different duration and timing were carefully analyzed and observed. The presentation and content of different news reports were taken as unit of analysis while different videos of the television channels collected but main focus was on inclusion of relative data.

### **3.8 Reliability and Validity**

The researchers must ensure the validity and reliability while conducting and designing research to establish credibility of the study, but more and more focus should be given to trustworthy assessment (Golafshani, 2003). The aim of this study is to explore ethical issues in televisions live reporting of crisis and for the purpose of this research a valid and reliable instrument has been developed to ensure the credibility of research.

The instrument has been constituted following several meetings and discussions with the Supervisor of the present study and other scholars at the department of this University. The researcher has collected the data independently but has been discussed with the Supervisor and

other scholars. For the purpose of this study, the researcher has collected different news reports of the Bhoja airplane crash, Jinnah avenue incident and Wagah border Lahore blast to find out the potential results of this study. Variables have been defined, divided into categories and sub-categories to explore the present research. It has been commented that the instrument of the current study was comprehensive that included several aspects of required data and is useful for the current study.

### **3.9 Limitation**

This is a limited study because the study covered only specific incidents and analyzed different timing and duration footages to explore the ethical issues in live reporting of crisis.

## **Chapter 4**

### **Data Analysis**

The study is concentrated on finding out ethical issues i.e. irresponsible reporting, unauthentic information and sensationalism in GEO, EXPRESS and DUNYA News live coverage of crisis

The researcher analyzed the content of the television channels to explore ethical issues in live reporting of crisis. Coverage of Bhoja airplane crash in Rawalpindi, Jinnah Avenue Incident Islamabad and Wagah border Lahore blast have been analyzed for the purpose of the present study

These incidents were excessively covered by Pakistani private television channels due to which many questions have been raised over media especially role of television in time of crisis

H1 GEO, EXPRESS and DUNYA NEWS channels act in an irresponsible manner in live coverage of crisis

#### **Bhoja Airplane Crash**

Bhoja aircraft accident was second worst air crash in the country's history. The plane crashed on April 20, 2012 in Rawalpindi and all 127 people including crew members of the airline on board were killed in the accident

**GEO News:** Several news reports of GEO news on Bhoja airplane crash have been collected and analyzed to explore irresponsible reporting in coverage of the sad incident. The researcher observed that the television broadcast footage of the victims' mobile phones, clothes, note books, ID cards, tickets and their other luggage. In the same footage, GEO news also showed smoke in

clothes of a passenger and reporter commented that it might be the clothes of an unfortunate passenger. Media ethics said that victims should be respected but in this case it has been observed that entire stuff of the killed passengers was broadcast by GEO news. Scuffle between office bearers of the airline and relatives' of the victims was also on-aired by the Geo news. The main focus of the camera was to show destruction on the ground because minor parts of the destroyed airplane and baggage of the killed people were broadcast by the channel. The channel also exploited grief of the relatives of the victims and broadcast the footage of weeping family members of the killed passengers. The entire situation created a lot of panic among the families of the killed passengers and a large number of people rushed to Karachi airport to know actual situation. In this case out of eleven operationalized indicators i.e. three indicators showing victims luggage, exploiting grief of victims' families and spreading chaos among public have been found in the content of Geo news. It has been observed that the channel mostly acted irresponsibly in live coverage of Bhoja airplane crash.

#### **EXPRESS News:**

Express television channel also followed GEO news and the study observed that stuff of the victims like glasses, ID cards, shoes and clothes were showed without any hesitation. The anchorperson of Express news commenting on the basis of new developments and it seems that the television is covering a sport event instead of a human carnage. The researcher observed that the Express news footage makes no sense about the situation on the ground. It has been observed that the television coverage created chaos among the public and the relatives of the victims as the presentation of the incident was horrible as minor debris of the plane, luggage of the victims were broadcast to show the intensity of the crash. The channel fully exploited the grief of the

victims' relatives and showed weeping relatives of the victims of the Bhoja airplane crash. The researcher observed three indicators showing victims luggage, exploiting grief of victims' families and spreading chaos among public in out of eleven operationalized indicators in the content of Express News. It has been found that irresponsible reporting took place in Express news coverage of Bhoja airplane crash.

**DUNYA News:** Different news reports of Dunya News about Bhoja airplane crash have been collected to explore irresponsible reporting in live coverage. The researcher observed that Dunya News also broadcast luggage of the victims including clothes, jewelry, glasses and tickets while fully exploited the carnage. The channel showed many horrific scenes like weeping relatives of victims and minor parts of the destroyed plane that created an environment of fear and chaos among the viewers in general and among the relatives of the victims in particular. A large number of victims' relatives reached to Karachi airport to know the real situation. The focus of the camera was destruction, luggage of the victims and relatives of the victims, who were weeping and out of control. It has been established after the crash that there would be no survivor in the crash but the channel given more and more focus to show footage of the destroyed plane and luggage of the killed passengers instead of describing the situation. The anchor of Dunya news was also covering the carnage like a sport event and commenting on the grounds of new developments that make no sense that what is going on in the ground. The study observed out of eleven operationalized indicators i.e. three indicators showing victims luggage, exploiting grief of victims' families and spreading chaos among public in the content of Dunya News. The researcher found that irresponsible reporting occurred in live coverage of Bhoja airplane crash.

## **Jinnah Avenue Incident Islamabad**

Jinnah Avenue incident occurred on August 15, 2013 in Islamabad when a gun man held blue area hostage

**GEO News:** The researcher inquired content of Geo News to explore irresponsible reporting in live coverage of Jinnah Avenue incident. The researcher observed that the overall trend of the coverage was irresponsible because the footage of Geo news has violent content like sound of firing, showing weapons, scuffle between the local leader and armed man. Similarly, dialogue between the police and armed man, and police action were on-air on the television screen. End footage of the channel started with the sound of firing and concluded with the sound of bullets. The footage showed that an armed man is firing indiscriminately in the presence of his kids. It has been observed that the TV showed action against the armed man as well. Such reporting created chaos and fear among the general public as media reported that shops and markets in the adjacent areas were closed. Similarly, television channels broadcast the end footage with tag "PG" that also indicated the intensity of the content. The researcher found six indicators violent content, sound of firing, showing weapons, scuffle, showing law enforcing agencies action and spreading chaos out of eleven operationalized indicators in content of GEO news. The researcher observed that irresponsible reporting took place in the coverage.

**EXPRESS News:** Several news reports of Express television over coverage of Jinnah avenue incident have been collected and analyzed to explore irresponsible reporting in live coverage of crisis. The researcher observed irresponsible reporting in this case because television reported sound of firing, showing weapons, fight between armed man and a local leader. Similarly, the study found that armed man was opening indiscriminate firing in the presence of his family and

all such scenes were reported on the television. The researcher observed that many people rushed to catch armed man when he injured and this scene was also broadcast on television. Express news also showed negotiations between a police officer and armed man. The television channel also broadcast end footage with "PG" that also indicated the irony of the situation because no sensible man especially children can bear to watch such content on television. Express news covered the incident in such way that created fear and chaos among the public and media reported that many traders closed their business centers in Islamabad. The study found out of eleven operationalized indicators, six indicators violent content, sound of firing, showing weapons, scuffle, showing law enforcing agencies action and spreading chaos in the content of Express news. It has been observed that the channel reporting was irresponsible.

**DUNYA News:** For the purpose of the study to explore irresponsible reporting in live coverage of crisis, different news reports of Dunya news have been collected and analyzed. The researcher observed that Dunya News channel fully exploited Jinnah Avenue incident and broadcast violent content like sound of firing, footage of bullets, fight between armed man and a local elder. The television also broadcast indiscriminate firing of armed man in presence of his children. Dunya News channel also showed that security personnel rushed to catch the armed man when he injured and fell down on the ground and the entire scene created a horrible environment. Such reporting created chaos and fear among the general public and viewers, markets in the city were closed after television started live coverage of the incident. Similarly, Dunya television broadcast the end footage with tag "PG" that also indicated the intensity of the situation because normal viewers could not watch such violent content. It has been observed that Dunya News also broadcast talks between a police officer and armed man. The researcher observed that out of eleven operationalized indicators, six indicators violent content, sound of firing, showing



weapons, scuffle, law enforcing agencies movement and spreading chaos have been found in the content of Dunya news channel. The researcher observed irresponsible reporting in this case.

### **Wagah border Lahore blast**

Wagah border explosion took place on November 2, 2014 and according to local media 55 people were killed and over 120 injured in the attack.

**GEO News:** Several news reports of Geo news on the sad incident have been collected to explore irresponsible reporting in the coverage. The researcher observed that the channel showed injured people and panic like situation inside the hospital. GEO news also showed grief of the victims' relatives because footage of the weeping relatives of the victims was on aired. The researcher observed that the channel showed weeping people at the hospital and many others people in a sad and uncertain situation. The researcher observed that coverage of the incident created panic and chaos among the viewers and general public especially among those whose relatives came from outside of Lahore for picnic. In this case out of eleven operationalized indicators i.e. three indicators showing injured people, exploiting grief of victims' families and spreading chaos among public have been found in the content of Geo news. It has been found that irresponsible reporting took place in coverage of Wagah border Lahore blast.

**EXPRESS News:** The researcher has collected different news reports of the Express television to explore irresponsible reporting in live coverage of the incident. The researcher observed that Express news showed injured people, who were shifted to hospital for medical treatment. It has been observed that no one could realize that the television broadcast the footage of dead bodies or injured that created more and more confusion and chaos among the people. The researcher

observed that television focus was on showing injured people and grief of the victims. It has also been observed that Express news was reporting on the grounds of new developments that most of the time created confusion and chaos among the public because no one could understand that what is actually going on. In this case out of eleven operationalized indicators i.e. three indicators showing injured people, exploiting grief of victims' families and spreading chaos among public have been found in content of Express news. The researcher observed that the channel reported in an irresponsible manner in this case.

**DUNYA News:** Several news reports of Dunya News have been collected and analyzed to know whether or not irresponsible reporting took place in live coverage of Wagah border Lahore blast. The researcher observed that Dunya news reported visuals of injured people in the hospital. It has been found that the channel also on-aired footage of some injured with blood faces inside the hospital. The researcher observed that Dunya news also presented a panic situation in the hospital that created a lot of fear and chaos in the society because no one has idea that what is actual situation. The researcher observed that the channel also exploited grief of the victims' families because weeping women, men and children were showed by Dunya News. The researcher found three indicators showing injured people, exploiting grief of victims' families and spreading chaos among public out of eleven operationalized indicators in content of Dunya News channel. It has been observed that irresponsible reporting took place in coverage of Wagah border Lahore blast.

H 2 GEO, EXPRESS and DUNYA NEWS report unauthentic information in live coverage of crisis

### **Bhoja airplane crash**

**GEO News:** For the purpose of the study to explore unauthentic information in live coverage of crisis, the researcher has collected different news reports of GEO news about Bhoja airplane crash and analyzed it. Initially GEO news reported that a plane crashed near Rawalpindi and repeated the news again and again in the form of breaking news without giving enough information that how and where the accident happened. GEO news also reported that there is contradictory information about an air-crash in Rawalpindi. The channel quoted officials sources as saying that airplane crashed but at the same time stated that the accident could not be confirmed officially so far. The researcher observed that initial reporting of the GEO news was incomplete and unconfirmed because the channel stressed on that the news has not yet been confirmed and stated that according to initial information the accident happened in Rawalpindi. Breaking news of the channel did not mention the actual location of the mishap and also reported that there is contradictory news about an air crash in Rawalpindi. It has been observed that later development proved that airplane crashed but initial news of GEO was incomplete and unconfirmed. In this case out of four operationalized indicators i.e. two indicators unconfirmed and incomplete information have been found in the content of GEO news. It has been observed that the channel reports unauthentic information in live reporting of Bhoja airplane crash.

**EXPRESS News:** The researcher has collected data in the form of different news reports of Express news to know whether or not unauthentic information reports in live coverage of crisis. It has been observed that a breaking news of airplane crash appeared on the screen of Express

news without giving complete information. The correspondent of Express News reported that a passenger plane crashed in Rawalpindi but at the same time said that he has no official confirmation in this regard. The channel did not give details about the spot of accident and its main focus was that a plane crashed in Rawalpindi. The reporter of Express news said that it would be premature to comment over the nature of the crash as there is no official version in this regard. Express news also reported that earlier there was news about a helicopter crash in the area. The researcher observed that initially Express news reported incomplete and unconfirmed news about the Bhoja airplane crash because the news was broadcast without any official version while did not specify the spot of the crash and also reported contradictory facts like crash of helicopter. It has been observed that out of four operationalized indicators i.e. two indicators unconfirmed and incomplete information have been found in content of Express news. The study observed that the Express news reported unauthentic information in live coverage of airplane crash.

**DUNYA News:** Data has been collected in the form of different news reports of Dunya television to explore unauthentic information in live coverage of crisis. The researcher observed that Dunya news channels reported that a plane crashed near Rawalpindi and expressed fear of casualties in the crash. The channel reported the crash while quoting private sources but at the same time stated that the accident could not be confirmed officially. The channel expressed fear that over hundred people might have died in the crash but also reported that casualties could not be confirmed immediately. The researcher observed it indicated that the reporter has also no idea that what happened on the ground because later developments showed that all passengers died in the crash. It has been observed that initial reporting of Dunya news was incomplete and unconfirmed because it reported while quoting different sources, having no official version from

government or office bearers of airline. The researcher also observed that breaking news about airplane crash did not mention the actual spot of the accident and reported again and again that a passenger plane crashed in Rawalpindi. The researcher found two indicators unconfirmed and incomplete information out of four operationalized indicators in content of Dunya News channel. It has been observed that unauthentic information reported in live coverage of Bhoja airplane crash.

### **Jinnah Avenue Incident Islamabad**

**GEO News:** The researcher has collected several news reports of GEO news about Jinnah Avenue incident to explore unauthentic information in live coverage of crisis. It has been observed that the channel reported breaking news about an armed man in Islamabad and then started non-stop coverage of the event. The researcher observed that GEO news reported incomplete, unconfirmed and inaccurate news because it did not give any background information about the identity of the armed man and his motives. It has also been observed that no viewer could pick the idea that what was actually happening on the ground. The researcher observed that the channel did not describe anything about a woman and kids despite they were focused of the camera along with the armed man. The channel also misreported about the name of armed man as dubbing him with different names while quoting different sources that created further confusion. It has also been observed that the anchorperson of the GEO news reported that perhaps the armed man was arrested in injured condition just after the action of security personnel. The anchorperson used the word "perhaps" which indicated that the anchor has no idea about the situation on the ground and reporting on the basis of predications. The researcher found out of four operationalized indicators, three indicators incomplete, unconfirmed and

inaccurate information in this case. The researcher observed that the channel reported unauthentic information in live coverage of Jinnah Avenue incident Islamabad.

**EXPRESS News:** Different news reports of Express news on Jinnah Avenue Islamabad have been collected and analyzed in order to explore unauthentic information in live coverage of crisis. It has been observed that the channel began coverage in a very ambiguous manner, broke a news about an armed man in Islamabad without giving any information that what was actually happening, created confusion among the viewers and general public. The researcher observed that the main focus of the channels was the movement of the armed man, the television commenting on the grounds of prediction as reporter of Express news said that it is too much early to say anything about the actual situation. The reporter also stated that he has no idea about the demands of the armed man. The researcher observed that the channel reported vague information about the name of the armed man. It has been observed that the channel coverage makes no sense about the development, even the reporter of the channel also admitted that he has no idea about the situation. This indicated that the reporter and television broadcast the incident on the ground of predictions and having no confirmed, complete and accurate news. In this case out of four operationalized indicators i.e. three indicators unconfirmed, incomplete and inaccurate information have been found in the content Express news. It has been observed that unauthentic reporting took place in the coverage of the incident.

**DUNYA News:** For the purpose of the study, several news reports of Dunya News have been collected and analyzed to know whether or not unauthentic reporting takes place in live coverage of crisis. It has been observed that initial breaking news of the channel was incomplete as it reported about an armed man in Islamabad, having no information about the motives and identity

of the armed man. Initially, the channel also broadcast footage of a lady and kids but did not say anything about their identity. All developments were reported as it happening but in vague and ambiguous manner. The researcher observed that the channel reported contradictory news about the name of the armed man as called him with different names. The anchorperson of Dunya news claimed that local leader was also injured during the scuffle with the armed man. However, after a few minutes, you could see the local leader healthy and unhurt in the same footage. The researcher observed that the anchorperson was reporting and commenting on the grounds of predictions and having no idea about the situation on the ground. It has been observed that the channel reported unconfirmed, incomplete and inaccurate news in coverage of the incident. The researcher found out of four operationalized indicators, three indicators incomplete, unconfirmed and inaccurate information in content of Dunya television.

### **Wagah Border Lahore Blast**

**GEO News:** The researcher has collected several news reports of Geo News about Wagah border Lahore blast to explore unauthentic information in live coverage of crisis. The researcher observed that initially the Geo news reported that a cylinder blast took place near Wagah border Lahore. The channel also expressed fear about the casualties in the blast and repeated again and again that a cylinder explosion took place at a market near Wagah border Lahore. Geo News quoted sources as saying that three Rangers personnel were also injured in the cylinder explosion. Later developments showed that it was a suicide blast instead of cylinder explosion and the channel misreported the incident due to competitive nature of the market. It has also been observed that later information of the same channel negated initial news about the nature of the explosion. The researcher observed that initially the channel reported unconfirmed,

incomplete and inaccurate news about Wagah border blast Lahore. In this case, out of four operationalized indicators, i.e. three indicators unconfirmed, incomplete and inaccurate information have been found in the content of GEO news. It has been observed that unconfirmed, incomplete and inaccurate information reported in GEO news coverage of Wagah border Lahore blast.

**EXPRESS News:** Several news reports of the Express News about Wagah border blast have been collected to explore unauthentic information in live coverage of crisis. The researcher observed that Express news channel reported vague news about the nature of the explosion as the reporter of the channel stated that he has no idea that whether or not it was cylinder explosion. Similarly, the channel reported contradictory news about death toll as news alert stated that 36 people killed while breaking news claimed that 38 killed in the blast. It has been observed that breaking news and news alert were displayed simultaneously that created confusion among the viewers. The researcher observed that the channel also quoted an eye witness as saying that it was a suicide blast. It has been observed that the channel created panic and confuse situation because new news negated the old one and the same practice is going on till the official version. The researcher observed that the channel reported unconfirmed, incomplete and inaccurate news in live coverage of Wagah border explosion. The researcher found out of four operationalized indicators, three indicators incomplete, unconfirmed and inaccurate information in content of Express News. It has been observed that unauthentic information reported in live coverage of Wagah border Lahore explosion.

**DUNYA News:** For the purpose of the study, several news reports of Dunya news have been collected and analyzed to explore unauthentic information in live coverage of the crisis. It has



been observed that initially the channel reported that nine people have been killed in a cylinder blast near Wagah border Lahore while in the same news report the anchorperson stated that the news could not be confirmed. The researcher observed that this did not only create confusion but the news is also misreported because later development indicated that it was a suicide explosion. It has been observed that Dunya News reported contrast information about the death toll as news ticker claimed that 37 people killed while the reporter stated that 39 were killed and in the same news report a top police official confirmed 45 people death. The researcher observed that every new development replaced the old one and such practice continued till the end of the story. In this case out of four operationalized indicators i.e. three indicators unconfirmed, incomplete and inaccurate information have been found in the content of Dunya television. The researcher found that unauthentic information reported in live coverage of Wagah border Lahore blast.

H 3 GEO, DUNYA and EXPRESS NEWS sensationalize news in live reporting of crisis

### **Bhoja airplane crash**

**GEO News:** The researcher has collected several breaking news of GEO television to explore whether or not the channel sensationalizes news in live coverage of crisis. It has been observed that Geo news suspended the routine transmission and excessively covered the Bhoja airplane crash. The channel displayed red breaking news about Bhoja airline crash and the entire screen of the television covered by slides in form of big breaking news and headlines. The focus of the anchorperson was news about a passenger plane crash near Rawalpindi and repeated the news again and again with full energy. The GEO NEWS repeated the plane crash news seven times within three minutes. The channel also repeatedly displayed several slides inscribed with

different headlines and breaking news like plane crash, number of passengers, bad weather and no official confirmation. The GEO News displayed the above each slide nine times within three minutes and created hype like situation to attract more and more viewers. In this case out of three operationalized indicators i.e. three indicators excessive coverage, slides in the form of big breaking news/red headlines and repeating words/slides/anchorperson aggressive tone have been found in the content of GEO news. It has been observed that the channel has sensationalized the news of Bhoja airplane crash.

**EXPRESS News:** Several breaking news of Express News have been collected and analyzed to explore whether or not Express news sensationalize news in live coverage of crisis. The researcher observed that the channel excessively covered Bhoja airplane crash and suspended its schedule transmission to report the accident. It has been observed that the channel broadcast big slides in form of red breaking news and headlines to sensationalize the news about the plane crash. The researcher observed that the Express News showed three slides about bad weather, rescue teams and plane destination and repeated these slides again and again. It has been found that the slides of bad weather and rescue teams were presented five times each within three minutes while slide about the plane destination showed four times within same duration. The researcher observed that the Express news used animation plane and showed it while crashing again and again. It has been observed that the tone of the anchorperson was full of vigor and repeated the news about the plane crash again and again. The channel also covered the event under the tag of exclusive news to attract more and more viewers. The researcher observed out of three operationalized indicators i.e. three indicators excessive coverage, slides in the form of big breaking news/red headlines and repeating words/slides/anchorperson aggressive tone in this

case The researcher found that the channel has sensationalized the news in live coverage of Bhoja airplane crash

**DUNYA News:** The researcher has collected several breaking news of Dunya News to explore whether or not the television sensationalizes the news in live coverage of crisis Dunya news channel covered Bhoja airplane crash under the tag of exclusive while also suspended routine transmission to cover the accident It has been observed that the channel excessively covered the Bhoja airplane crash and even reported minute details of the accident in form of breaking news Dunya News also displayed several big and red slides inscribed with breaking news and headlines like plane crash and number of the passengers Dunya News has concentrated on just two main big slides and breaking news, plane crash and number of the people on board in the plane Dunya News displayed slide about plane crash 12 times within three minutes and showed slide about number of passengers six times within three minutes The researcher observed that the tone of the anchorperson was aggressive and full of energy and repeated the news about the crash again and again It has been observed that the channel has sensationalized the news in coverage of Bhoja airplane crash The researcher found out of three operationalized indicators i.e. three indicators excessive coverage, slides in the form of big breaking news/red headlines and repeating words/slides/anchorperson aggressive tone in this case

#### **Jinnah Avenue Incident:**

**GEO News:** Several news reports of Jinnah Avenue incident have been collected and analyzed to know whether or not GEO television sensationalizes the news in live coverage of crisis The researcher observed that the channel excessively covered the entire episode of the Jinnah Avenue incident and covered minute details and developments about the incident It has been observed

that the scuffle between the armed man and a local leader was broadcast four times on GEO television within duration of two minutes. The researcher observed that anchorperson of GEO News termed the scene wonderful and amazing one and commenting like a sport event. The anchorperson's tone was aggressive and full of vigor and repeated the news again and again to create hype. The anchorperson and camera were concentrating on the scuffle between the armed man and a local leader and repeating words like you are watching live scene from Islamabad. The channel also appreciated the act of the local leader who tried to catch the armed man and broadcast headlines like well done etc. The researcher observed the channel ignored the fact that appreciation of such acts may create issue of law and order in the society because it is the job of police not a citizen to arrest an armed man physically. The channel also displayed big and red slides in form of breaking news and also claimed that viewers can watch this exclusively scene only on GEO news. The researcher observed that coverage of the entire incident seemed like a scene of a movie. The researcher observed that GEO News has sensationalized the news as out of three operationalized indicators, three indicators excessive coverage, repeating news/footage/ aggressive tone of anchorpersons and big slides in form of braking news have been found in GEO news live coverage of Jinnah Avenue incident.

**EXPRESS News:** The researcher has collected different news reports about Jinnah Avenue incident to explore whether or not Express television sensationalizes news in live coverage of crisis. It has been observed that the channel excessively covered the incident and even reported minute details about the entire episode to attract more and more viewers. Initially, the channel displayed big slides in form of red breaking news and headlines, repeated breaking news about an armed man in Islamabad again and again. The researcher found that footage of the scuffle between the armed man and the local leader was repeated several times by the channel. It has

been observed that the Express television broadcast the footage of the scuffle four times during two minutes and also commenting like a sport event as reporting that viewers could watch this exclusive scene only on the Express News. The researcher observed that tone of the anchorperson was aggressive and repeated the news and comments over the scuffle between the armed man and the local elder. The researcher noted that the channel also lauded the act of the local elder, who fought with the armed man. The channel broadcast headlines of appreciation and statements of the different politicians, who lauded the act of the local leader. The researcher observed that the channel ignored the fact that appreciation of such acts will have negative impacts on the society because it may pave way for anarchy in the society. It has been observed that the channel covered the incident under the tag of exclusive to attract more and more viewers. The researcher observed that the channel did every attempt like excessively coverage, big and red headlines, breaking news, big slides, repeating news, footage and aggressive tone of the anchor to sensationalize the incident to create hype. In this case out of three operationalized indicators, three indicators excessive coverage, repeating news/footage/ aggressive tone of anchorperson and big slides in form of braking news have been found in the Express news live coverage of Jinnah Avenue incident.

**DUNYA News:** Several news reports about Jinnah Avenue incident have been collected and analyzed to know whether or not Dunya News sensationalizes news in live coverage of crisis. The researcher noted that the channel excessively covered the Jinnah Avenue incident and displayed big slides in form of red breaking news and headlines to create hype. The tone and presentation of the anchorperson was aggressive and fast while the anchorpersons repeated breaking news about the incident again and again. The researcher observed that the anchorperson was commenting like a sport event and stressed again and again that viewers could watch such

scene only on Dunya News channel. The channel also covered the incident under the tag of exclusive and repeated the footage of scuffle between the armed man and the local leader. It has been observed that Dunya News repeated the scuffle three times during two minutes. The channel also displayed headlines like well done and very good to appreciate the act of the local leader. However, it has been observed that the channel reported such headlines to sensationalize the news to grab the attention of the viewers and ignored its negative impacts on the society. The researcher observed that appreciation of such acts may endanger the law and order because it is the responsibility of the police not the civilian to arrest accused. It has been noted that the channel tried its best to sensationalize the news about Jinnah Avenue Islamabad due to excessive coverage, repetition of breaking news/footage and aggressive tone of the anchorperson. The researcher observed that Dunya television has sensationalized the news in this case because out of three operationalized indicators, three indicators excessive coverage, repeating news/footage/ aggressive tone of anchorpersons and big slides in form of breaking news have been found in live coverage of Jinnah Avenue Incident.

### **Wagah border Lahore Blast**

**GEO News:** The researcher has collected several news reports about Wagah border Lahore blast to know whether or not GEO television sensationalizes news in live coverage of crisis. It has been observed that the incident was excessively covered by the GEO and provided all sort of details about the latest development. The channel suspended the routine transmission and broke out the news about Wagah border Lahore explosion. The channel used big slides in the form of red breaking news and headlines to grab the attention of the viewers. Initially, the tone of the anchorperson was aggressive and repeated the news and slides about the Wagah border Lahore

explosion again and again. The researcher observed that the focus of the television was to repeat words and slides about the nature of the blast and death toll and repeated it again and again. GEO news channels also covered the incident under the tag of exclusive to attract more and more viewers. In this case out of three operationalized indicators, three indicators excessive coverage, repeating news / aggressive tone of anchorpersons and big slides in form of braking news have been found in GEO news live of coverage of Wagah border Lahore blast. The researcher observed that Geo News channel sensationalized news in live coverage of Wagah border Lahore explosion.

**EXPRESS News:** Several news reports of Express News have been collected and analyzed to explore whether or not Express television sensationalizes news in live coverage of crisis. The researcher found that the channel given excessive coverage to Wagah border Lahore explosion and cover the incident under the tag of exclusive to attract viewers' attention. It has been found that Express News stopped the usual transmission and broke out news about the Wagah border Lahore blast. The channel reported the news in form of big and red breaking news and displayed big slides and headlines to sensationalize the news.

The researcher observed that the tone of the anchorperson was aggressive and the anchor repeated the news about the explosion again and again. It has also been observed that television repeated the breaking news, headlines and slides about the Wagah border Lahore explosion. The researcher observed that EXPRESS News sensationalizes the news as out of three operationalized indicators, three indicators excessive coverage, repeating news/ aggressive tone of anchorperson and big slides in form of braking news have been found in EXPRESS news live

coverage of Wagah border Lahore explosion The researcher found that EXPRESS channel sensationalized news in live coverage of Wagah border Lahore explosion

**DUNUA News:** The researcher has collected several news reports of Dunya news to know whether or not Dunya News sensationalizes news in live reporting of crisis It has been observed that the carnage was excessively covered by Dunya television and suspended routine program to cover the incident The channel presented the incident as breaking news and used different slides and headlines to attract more and more viewers The channel displayed red breaking news and headlines with the help of slides to sensationalize the news Dunya news also covered the incident under the tag of exclusive to attract more and more viewers It has been observed that DUNYA News used animation techniques and showed image of the explosion again and again The researcher found that the anchorperson's tone was aggressive while repeating the news about the blast again and again with full energy to create hype like situation It has been observed that the focus of the channel was on repeating news and slides about the nature of the explosion and death toll In this case the researcher observed that the channel made its best to sensationalize the news because the channel reported the incident in form of flash news, used animation techniques, slides and repeated news again and again The researcher observed that Dunya television sensationalizes the news as out of three operationalized indicators, three indicators excessive coverage, repeating news/ aggressive tone of anchorpersons and big slides in form of braking news have been found in Dunya news live coverage of Wagah border Lahore explosion The researcher observed that Dunya channel has sensationalized news in live coverage of the incident



## **Chapter 5**

### **Conclusion and Recommendations**

#### **Conclusion**

Media is being considered most powerful instrument to influence the public opinion in favor or against of any issue or subject. Media scholars have been discussing ethics and it has been remained a major subject in media studies. However, status of media and ethics are not static and change with each passing day. Today is the age of modern technology and you can make your access to media too much easy as compared to past. Similarly, the approach of the media organizations has also changed about the events and issues. Therefore, new studies should be conducted over the role of media in the society. No society can flourish without existence of free press but press must be responsible to public for the general interest of society. The current study focus is media ethics and television live reporting of crisis. According to literature review television live reporting has many positive and negative aspects and all media scholars believe that live coverage has the potential to utilize for fruitful purpose. Similar is the case in Pakistan, because media especially television live coverage had played key role in restoration of deposed judges and democracy in the country but at the same time media scholars criticize media for violation of ethics. Therefore, more and more focus should be given to its role in the society particularly in crisis situation. Many studies have been conducted on media ethics worldwide to persuade media and journalists to perform its due role with freedom and responsibility for the general interest of humanity. It has been observed that media ethics has not yet been implemented hundred percent in many parts of the world due to many factors including lack of training, awareness, education and competitive nature of the news market. According to BBC guideline, live coverage may includes many risks including inappropriate use of language

misleading of audience, unexpected, potentially inappropriate coverage of injuries and deaths in local or international appearance. The available literature over the ethical concerns suggests that there is no fast and hard rules of media ethics to apply hundred percent but ethical risks may be reduced to great extent with the help of training, awareness and education. Every medium of communication or media has own code of ethics and ethics are vary from medium to medium and place to place while everyone believes on free, responsible, authentic and sober journalism because no society can afford irresponsible media. According to literature review there is fear of violation of ethics in live reporting of crisis. Pakistan media especially electronic media is passing through a transition age due to which most of time questions have been raised over its role. The study concluded that ethical issues like irresponsible, unauthentic and sensationalism have been found in the private televisions live coverage of crisis. It has been observed that television channels act in an irresponsible manner and broadcast violent content, exploit grief of victims' families, concentrate on destruction, showing injured, victims luggage, sound of firing and scuffle. Similarly, the televisions rely on unconfirmed, inaccurate, and incomplete news in live reporting of crisis to prove themselves number one. The researcher observed these practices in above troubling incidents. It has been observed that television channels may commit such mistakes because gate keepers and editorial control have minimum role in live reporting of crisis. It has also been observed that most of the time television channels reported inaccurate or unconfirmed news in time of crisis as the study found same trend in Wagah border suicide blast, Jinnah Avenue incident Islamabad and Bhoja airline crash. Sensationalism has been found in content of television live reporting of crisis to great extent. It has also been observed that GEO, DUNYA and EXPRESS television channels approach are same but Dunya News presentation style is more aggressive than GEO and EXPRESS televisions. All above channels sensationalize

the news with the support of aggressive style and slides in form of red breaking news and headlines to attract more and more viewers

The study observed that the television channels committed ethical violations due to many factors. It has been observed that race among the different television channels forced them to broadcast the event live. Similarly, lack of training, awareness and pressure of competition forced the televisions to broadcast everything from the scene. The concerned officials are also responsible for this practice of the media because there is no one to limit the media men to a specific area during the time of crisis. It has been observed that the correspondents have no enough information in emergency situation due to which they rely on unconfirmed news. Again, the officials concerned have role in this practice because officials should make arrangements to formally brief the media about any emergency situation. The correspondents and anchorpersons try to adopt an aggressive style to attract more and more viewers in live coverage of crisis. The television channels also broadcast big and red breaking news to boost their viewership. In the above two episodes Bhoja airplane crash and Jinnah Avenue incident, PEMRA also did not play its due role. The researcher observed that the passive role of media watch dog is also responsible for the violation of ethics in live reporting of crisis.

## **5.1 Recommendations**

The present study was the qualitative content analysis of three private television channels GEO, EXPRESS and DUNYA televisions. The study proposed following recommendations on the ground of above analysis.

- All stake holders including media, authorities and civil society should hold dialogue for formation of comprehensive code of conduct
- Authorities, media and civil society should also take measures to implement the code of ethics
- All television channels should install delay system to avoid irresponsible reporting in live coverage of crisis
- All television channels should form monitoring units in its own offices in order to inform the anchors and correspondents if they cross the limit in live coverage of crisis
- PEMRA and media houses should take steps for the training and awareness of the correspondents to reduce violation of ethics in live reporting of crisis
- Media houses should also give briefing to their reporters about their editorial policy and ethics before dispatching them for covering of crisis
- Similarly, officials should also make formal arrangements to brief the media from time to time to avoid speculations in time of crisis
- Media should respect victims and the families of the victims during the crisis
- Media should avoid sensationalize reporting in time of crisis
- Media houses should assign crisis reporting beat to most senior correspondent and team
- Reporters should be given proper training to report crisis in limitation of society

### **Guidelines for journalists working in crisis**

- Journalists should try their best to report accurately and timely because correct information can serve as remedy in crisis situation
- Journalists should focus on the needs of victims, causes and consequences of the crisis instead of destruction
- Journalists should respect the victims of any disaster
- Journalists should seek permission for interview of a victim or his/her relatives
- Journalists should deal the victims in a very humble manner and avoid direct response to him/her

### **5.2 Implication of Research**

The current study will help all stake holders including media, authorities, regulatory bodies and civil society to prepare and implement a comprehensive code of conduct for television live reporting of crisis to serve the nation and humanity in a better way. This research will help the media men to know gray areas in live reporting of crisis to reduce violation of ethics in live coverage of crisis. The study can be utilized to enhance standard of journalism because it does not only expose ethical violations but also provide recommendations to reduce violation of ethics in live reporting of crisis. This will also provide a ground for others media scholars to conduct more and more study over the ethical issues in television live coverage of crisis to further improve the standard of journalism worldwide.

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