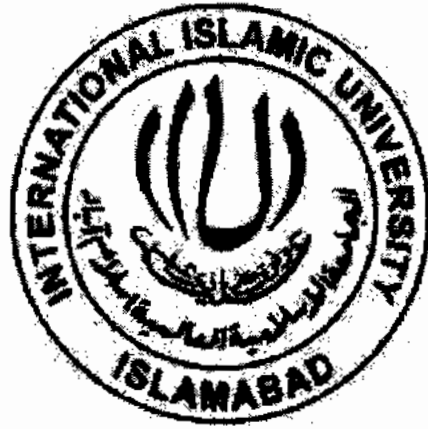




**PEMRA's Code of Conduct: A Study of Leading Products'
Advertisement on Entertainment Television**



Researcher:

Nazia Bibi

Reg. No. 134-SS/MSMC/F12

Supervisor:

Dr. Zafar Iqbal

Department of Media and Communication Studies

Faculty of Social Sciences

International Islamic University Islamabad



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by

Nazia Bibi

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A Thesis Submitted in Partial Fulfillment
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Dedication

This work is dedicated to my Parents

Acknowledgement

In the name of Allah, the Most Beneficent and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis. I would like to offer my deepest gratitude to my supervisor Dr. Zafar Iqbal as his patience and guidance on every step enabled me to complete my thesis.

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Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of MS entitled “PEMRA’s Code of Conduct: A Study of Leading Products’ Advertisement on Entertainment Television” is entirely my own work, that I have exercised reasonable care to ensure that the work is original, and does not to the best of my knowledge breach any law of copyright, and has been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.

Nazia Bibi

Reg. No. 134-SS/MSMC/F12

Email: simple.87@hotmail.com

Date: 25-08-2015

International Islamic University Islamabad
Faculty of Social Sciences
Department of Media and Communication Studies

Date: August 31, 2015

Certificate of Approval

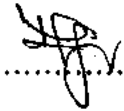
It is certified that we have read this thesis entitled "PEMRA's Code of Conduct: A Study of Leading Products' Advertisement on Entertainment Television" submitted by Nazia Bibi. It is our judgement that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for the award of MS Degree in Media and Communication Studies.

Committee

Supervisor
Dr. Zafar Iqbal



External Examiner
Dr. Shabbir Hussain



Internal Examiner
Syed Inaam ur Rehman



Chairman DMCS, IIUI
Dr. Zafar Iqbal



Dean FSS, IIUI
Dr. Nabi Bux Jumani



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List of Abbreviations

- PEMRA: Pakistan Electronic Media Regulatory Authority
- TV: Television
- Ads: Advertisements

Abstract

Advertisements in media are effective and persuasive tool of communication. They are aimed at attracting potential customers by influencing their minds and purchasing behaviour. However, scholars and moralists usually criticise television advertisements for violation of social and cultural values of the society. The present study was planned to explore that whether and to what extent Pakistani entertainment TV channels violate Pakistan Electronic Media Regulatory Authority's (PEMRA) ethics for advertisements .For this purpose the researcher analysed advertisements of the three top product categories in advertisements that are run on entertainment TV. These product advertisements were of telephone/mobile communications, detergents and shampoo. Through content analysis these three categorizes were analysed. It was found that Pakistani entertainment channels don't follow the code of conduct for advertisements formulated by PEMRA. Furthermore, the results also highlighted the extent of violation of code of conduct among selected product categories and channels. The present study significantly found no impact of media ownership on the type of advertisements broadcast. The researcher found that hypotheses of the study were partially approved.

Keywords: PEMRA, Advertisements, Television, Stereotyping, Obscenity

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Chapter 1

INTRODUCTION

1.1 Background

Mass media has become a powerful tool of communication in the modern day world. The advent of technologies played an important role in increasing the power and influence of the message communicated through mass media. Considering the power of channels of communications, the construction and delivery of messages on ethical standards became a need in order to serve greater good in the society.

The earlier history of mass media research noted down the considerable effects of it on masses, which generated heated debate about mass media ethics. Media ethics are drawn on a range of philosophical principles, including Aristotle's ideas about virtue and balanced behaviours (the golden mean), Kant's categorical imperative, Mill's principle of utility, Rawls's veil of ignorance, and the Hutchins Commission's social-responsibility ethics. As media gratifies the infotainment needs of its audience, the need for ethics in both news and entertainment is essential. Media is also used by advertisers to promote their products, ideas and services from micro to macro level. In order to attract audiences and to sell their products advertisers have been using various advertising techniques. In fact, advertising is a form of communication, used to persuade potential customers to buy or use particular service, idea or product. The two main components advertiser focuses on are the affective component and the cognitive component (Hattab, 2008).

It is anybody observation that in the present age advertising has become the most visible business. Each day people are exposed to hundreds of messages which are aimed to either to

inform them about different products and services or to influence them so that they purchase and opt for the products/services. Nevertheless, advertising has been under constant criticism from different quarters of the society ranging from moralists to researchers. It has been blamed for rising costs, violation of norms of indigenous culture and promotion of alien culture (s), commodification of women, deceiving the consumers by making false and misleading promises, inculcating inferiority complex and/ or frustration in some demographic groups, etc. It is hold responsible for its macro-level or societal level and micro-level or individual level effects.

It is also a fact that advertisers use different advertising approaches such as deception, emotional appeals, sex appeals, women and children in advertising, etc. To cope with the situation the advertising industry, the world over, has adopted some measures for running the business in a socially acceptable and responsible way, to avoid criticism, and to respect the right of potential consumers. Such a code of ethics is supposed to be practiced especially in institutionalized advertising like print and electronic media.

Media system in Pakistan and the Pakistani advertising industry both are grown up now. Like other parts of the world code of conduct and ethical standards have been framed at national level to regulate the practices and processes of advertising industry in Pakistan; skip social, cultural and legal problems; and perform its business in a more amicable way.

Although there are ethics for the smooth and responsible functioning of advertising industry in Pakistan but even then Pakistani mass media, especially television is charged for running advertisements which are equate women with purchasable commodities, damage self-esteem of women, and reinforcing the cultural stereotypes regarding the role of women in Pakistani society. These advertisements are also blamed for promoting obscenity and adultery and other

un-Islamic values in the society. Even they are criticized for violation law of the country and Constitution of Pakistan.

No doubt formulation of such a regulating standard is very important but implementation and adoption of these golden principles are essential otherwise making rules/ regulations and formulation of ethical standards will be of no value. The present study is therefore, designed to look into the later part of the issue i.e. adoption of ethical standards in telecasting advertisements by the Pakistani electronic media, particularly private television channels in their entertainment programmes (dramas).

1.2 PEMRA's Code of Conduct for Advertising

The Pakistan Electronic Media Regulatory Authority (PEMRA), which is responsible for looking after the affairs of electronic media particularly radio and television in the country, has developed code of ethics. The code of ethics regarding advertising is as under (Legislations: PEMRA, 2015).

1. Advertisements aired or distributed by a broadcast or cable TV station shall be designed in such a manner that it conforms to the laws of the country and is not offensive to morality, decency and religious sects of the people of Pakistan.
2. No advertisement shall be permitted which-
 - a. promotes or supports sedition, anarchy or violence in country;
 - b. is against any provisions of the Constitution of Pakistan or any other law for the time being in force;
 - c. tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way;

- d. glorifies adultery, lustful passions or alcoholic drinks or the non-Islamic values;
 - e. distorts historical facts, traditions of Pakistan or the person or personality of a national leader or a state dignitary;
 - f. fans racial, sectarian, parochial, regional or class hatred;
 - g. Promotes social inequality, militates against concepts of human dignity and dignity of labour.
 - h. is directed against sanctity of home, family and marriage;
 - i. is wholly or mainly of a religious or political nature;
 - j. contains references that are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established;
 - k. Contains indecent, vulgar, or offensive themes or treatment; or
 - l. Contains material which is repugnant to ideology of Pakistan or Islamic values.
3. The goods or services advertised shall not suffer from any defects which are harmful to human health. Misleading claims about the goods shall not be made.
 4. No advertisement which is likely to be seen by children in large numbers should urge children directly to purchase goods of a particular brand or ask their parents to do so.

1.3 Statement of the Problem

No doubt like other civilized nations of the world in Pakistan too ethics and code of conduct have been framed for agreeable operations of various professions and occupations. Besides these ethics there are also laws, which are meant for more friendly and responsible regulations of these professions. Pakistani media industry in general and the advertising industry in particular have

their own ethical standards. But the question is that whether and to what extent Pakistani mass media and advertising industry follow these standards.

Nonetheless it is not possible to study all mass media (print, electronic, and social media) and these different types of mass media for the different types of contents they carry in a single study. The researcher therefore, designed the present study to investigate as whether and to what extent Pakistani entertainment television channels violate the ethical standards (codes) which have been formulated by the Pakistan Electronic Media regulatory Authority (PEMRA) for advertisements of various products and services. To make the study more focused, the researcher intends to investigate the extent of violation of PEMRA code of ethics only in product advertisements run on drama television channels. The study also aims at investigating the effect of category of the product and type of channels (ownership of the channels) and their relationship to violation of the ethics in televised advertisements in Pakistan. The researcher analyzed contents of leading products' advertisements being run in the aforesaid programs. For this purpose content analysis technique was adopted.

1.4 Objectives of the Study

The objectives of this study are:

- To explore that whether and to what extent Pakistani entertainment television channels violate ethical standards formulated by PEMRA.
- To find out that whether the category of product has any relationship with violation of the code of ethics.

- To investigate that whether the channel type (ownership) has any effect on the level of violations of the code of ethics within the advertisements of the same category of products.

1.5 Significance of the Study

The present study intends to identify the violation of code of ethics for advertisements by PEMRA. As the studies conducted so far were dealing with the impact of unethical advertising and building of ethical considerations for advertisements. While doing literature review for the present study the researcher could not find any study that has so far conducted in Pakistan regarding violations of code of ethics formulated by PEMRA. The researcher will explore a new dimension in this regard by noting down the extent of violations of code of ethics. This study will facilitate future researchers and will have theoretical as well as practical implications.

Chapter 2

LITERATURE REVIEW

2.1 Review of the Relevant Literature

Many studies, around the world, have been conducted to find out how far ethics are being followed in media advertising. Although ethical standards and its social implications vary from society to society but majority of these studies have focused on violation of consumers' rights (mainly deception), and breach of the basic social/ cultural values and norms such as vulgarity, obscenity, objectification of women, etc. This chapter gives a brief review of studies conducted on ethical considerations of media advertisements.

2.2 Advertising and Deception

Accuracy and truthfulness are the basic ethical guidelines. In advertising a big question arises that how truthful or misleading claims are being made in the advertisements. However, it has been observed that exaggerated features of the products/services/ideas being advertised are made part of the advertisements and hence the potential buyers/ purchasers/ adopters are bluffed. Many times they are motivated to spend money on a product which does not contain what was claimed in the advertisement (Bari & Abbas, 2011). In other words they are deceived. These messages give consumers incorrect information about products or service, which persuade them to buy it (Kustura & Duman, 2012). In fact, deception in advertising not only causes problems for consumers but it also provides basis for negative reaction from consumers (Romani, 2006). Consumer's opinion regarding advertisements matters a lot. Negative opinion of consumers may have several unwanted implications on the advertised thing/ product/ service/ idea that may

range from their indifference towards the advertised thing/ product/ service/ idea to a graver measure such as boycott, staging demonstration against it and/or lobbying for banning the advertised entity (Treise, Weigold, Conna, & Garrison, 1994). James Haefner (1973) in his study found a strong correlation between deceptive advertising and perceiving advertisements as annoying by the respondents (Gardner, 1975). Pakistan is an Islamic country and besides social values of the Pakistani society Islam also does not tolerate deception in any form in business. The holy book, Qur'an and the teachings of Prophet Muhammad (PBUH) very clearly forbid from deception in business (Bari & Abbas, 2011).



Fig. 1.1: Sugar Coated Science Advertisement



Fig. 1.2: McDonalds Big Mac Advertisement

It is very unfortunate that there are many products being advertised through mass media which do not contain those ingredients which are claimed in their ingredients or as their traits. For example, advertisements of many mobile companies in Pakistan hide the prices of their services.

Similarly, advertisements of soft drinks exaggerate some health and comfort-related traits of their products. They also hide the hazardous ingredients of their products. The case of many food items is not different from advertisements of beverages.

A number of studies have been conducted on defining deceptive advertisements and the effects of deceptive advertisements on consumers elsewhere but so far no empirical study has been undertaken to investigate that whether televised advertisements of various goods, products, services and ideas in Pakistan are deceptive or not, and whether PEMRA's code of conduct which is aimed to discourage deception in advertisements and regulate advertising properly and ethically.

Muela-Molina and Perello-Oliver (2013) in their study "misleading advertising: a study of radio spots in Spain" found that a greater number of radio advertisements were misleading by action and omission. They were deceiving the consumers mainly regarding prices and product characteristics. The researchers found that majority of the advertisements broadcast from the Spanish radio were violating the government regulations.

2.3 Advertising and Obscenity

Obscenity and nudity in mass mediated advertisements is a global concern for scholars and moralists. Even the comparatively more liberal Western world cannot digest the portrayal of nude body parts of models in advertisements (Bari & Abbas, 2011). But on the other hand, sex appeal in advertising has become an integral part of advertisements irrespective of the type of presentation medium, and is used as a technique for motivation and attraction of the potential buyers of the advertised products. LaTour and Henthorne (1994) reported that sexual appeals has become commonplace in print advertisements. However, as we know the electronic media and

the more recent social media have made significant inroads as well, hence we can say that LaThore and Henthorne observation can be generalized to the electronic media and social media advertisements.

The more dangerous part in using sex appeal in advertisements is the inclusion of nudity and obscenity relating to women. The range of such products is very great. Our mass media has adopted this trend from their Western counterparts. And by the use of such objectionable content in advertisements advertisers even in Pakistan try to sell the advertised products, which is unethical and antisocial, and anti-cultural (Akbar & Karim, 2011). Mass media advertisements containing the element of nudity are run in the whole world including the Muslim world and Pakistan is no exclusion. Nude body parts of good-looking female models are shown in advertisements to attract the customers (Bari & Abbas, 2011).

Even sometimes the advertised products have nothing relating to womenfolk; they are solemnly male products and are directed to men but even then the marketers use some beautiful and attractive female model in such advertisements. One can observe the excessive use of female models in almost all kinds of advertisements. "Every third advertisement appears in the media contains obscene and vulgar contents using models—the female models—as tool to increase sales" (Akbar & Karim, 2011).

The marketers and people of advertising agencies have their own rationale for using female models in advertisements of men products. For example, Maciejewski (2005) reported that advertising practitioners considered the use of sexual appeal as moral and they thought its use in advertisements as justified. However, the portrayal of female models in advertisement is a concern for moralists, policy makers, scholars, and researchers since long. Depiction and portrayal of women generate issues like obscenity, nudity, immorality, women objectification,

etc. Even there are some scholars and researchers who argue that sex does not guarantee the success of an advertisement. Marketers can generate sales without depicting women as a sexual object (Cohan, 2001).

It is to mention here that portrayal of men and women in certain dresses and posture can cause the same problem of obscenity, nudity, and immorality however, researchers have focused more on women's portrayal in advertisements than men in a sociological disapproved way. Nevertheless the recent trend shows that erotic portrayal of male models in advertisements is also on the increase (Blair, Stephenson, Hill, & Green, 2006).

Female models in advertisement are usually inadequately dressed which expose their body in an erotic way and even that they have no relation with the product of the advertisement (Singh & Sandhu, 2011). For example, what is the relation of a young, smart and beautiful girl with the publicity of a motorcycle in Pakistan? Do women ride motorcycle in Pakistan? Has the model greater technical and mechanical know-how about the made of the motorcycle? Is she a winner of motorcycle racing at some national or international competition? Is she an economist and therefore, she emphasizes the lesser fuel consumption quality of the advertised motorcycle? If answers of all these questions are "no", then why a beautiful female model is a part of the advertisement? Here the sex appeal raises so many questions.

Since long mass media organizations and advertising agencies have been criticized for portrayal of women (and even men) in advertisements which are not consistent to the cultural norms of the society concerned, and ethical concerns have been shown by different quarters of society on the use of sexual appeal in advertisements (Singh & Sandhu, 2011). Even Some researchers have found that sex appeal in advertisements causes negative and anti-social behaviours among the audience (Pollay, 1986; LaTour & Henthorne, 1994).

Akhter, Abassi and Umar (2011) in their study on “Ethical Issues in Advertising in Pakistan: An Islamic Perspective”, found that Pakistani mass media also run advertisements which besides other things contain indecent language, nudity and sexist images. However, their study suggests that respondents, both male and female, had strong negative feelings towards advertisements of different products which contain the elements of nudity, sexist images and indecency. LaTour and Henthorne (1994) in their study “Ethical Judgments of Sexual Appeals in Print Advertising” found that print media advertisements contained nudity in their contents. However, customers had viewed such contents negatively. Their results showed that there was a positive relationship between the extent of nudity in the advertisements and customers negative feelings regarding the product. Similarly, Waller (1999) in his study “Attitudes towards offensive advertising: an Australian study” found that advertisements regarding various products/ services ideas contained elements of nudity, sexuality and indecent language. He found that although respondents, both male and female, found such advertisements as offensive but female were more offended by such advertisements more than their male counterparts.

2.4 Advertising and Stereotypes

Mass media, in general, are criticized for promoting stereotype images of certain groups of the society, particularly minorities. Advertising, which is considered as the most obvious way of persuasion and commanding the goodwill of potential customers of some product/service/idea, is not supposed to contain elements that can offend the potential adopters of the advertised product/service/idea but unfortunately it has been observed that mass mediated advertisements of various products /services/ ideas contain messages in verbal or pictorial forms that offend the audience. Pollay (as cited in Nwachukwu, Vitell, Gilbert & Barnes, 1997) viewed that

advertisements promote stereotypes. The following lines highlight the pervasiveness of gender and racial stereotypes in mass media advertisements.

Vaishali Shrikhande (2003) considers Bardwick and Schumann (1967) study as one of the first pioneer studies that explored gender stereotyping in television commercials in which the researchers found that women in television commercials were portrayed in traditional roles as housewives whose mobility was limited only to the four walls of their houses.

Coltrane and Messineo in their study on gender and race stereotypes found that characters in television commercials were portrayed in terms of their racial backgrounds. White characters were given more prominence than their black counterparts. Others for example, Chaterji (2005) and Schaffter (2006) in their investigations also found support gender stereotypes in advertisements (Singh & Sandhu, 2011). Gender stereotypes are mainly portraying women as weak, submissive, needy and mindless (Cohan, 2001). Besides gender stereotyping advertising also tend to do racial stereotyping (Drumwright & Murphy, 2004). Amoako (2001) also viewed that advertising contributes to stereotypes of particular groups and gender.

One can also observe both gender and racial stereotyping in televised advertisements of different products/services/ideas in Pakistan. These advertisements are perpetuating these stereotypes.

2.5 Research Questions

To be more focused the researcher formulated the following research questions for the present study and tried to find out their answers after analyzing products' advertisements that were run on Pakistani private entertainment channels (drama channels) during the specified period of the study.

RQ-1: Whether and to what extent Pakistani private entertainment channels (drama channels) run advertisements which do not follow the ethical standards of PEMRA?

RQ-2: Does violation of PEMRA's ethical standards for products' advertisements run by television vary from product category to product category?

RQ-3: Does the level of violations of the code of ethics within the advertisements of the same category of products is the same?

RQ-4: Does violation of PEMRA's ethical standards for products' advertisements vary from channel to channel?

2.6 Hypotheses

Keeping in view the findings of different scholars regarding the prevalence of deception, obscenity/ nudity/sexuality and gender and racial stereotyping in mass media advertisements regarding products/services/ideas in different parts of the world, and personal observations of the researcher regarding the televised advertisements in Pakistan, the researcher in the present hypothesizes that:

H1.1: Televised advertisements of entertainment programmes regarding shampoos, detergents and telephone/ mobile communications are deceptive.

H1.2: Televised advertisements of entertainment programmes regarding shampoos, detergents and telephone/ mobile communications contain obscenity.

H1.3: Televised advertisements of entertainment programmes regarding shampoos, detergents and telephone/ mobile communications contain gender and racial stereotyping.

H2: The violation of PEMRA's code of conduct for advertisements is different in the same category of product.

H3: Irrespective of the ownership of television channels in Pakistan, product advertisements run on Pakistani entertainment television channels violate PEMR's code of conduct for advertisements.

2.7 Theoretical Framework

As topic of the study shows, the present investigation deals with the question of moral philosophy of advertisements of selected products/ services which the private television channels of Pakistan telecast during its prime time dramas. So there are various ethical theories which deal with one or another aspect of ethics.

2.7.1 Ethics

Ethics is the branch of philosophy that involves arranging and prescribing ideas of right and wrong, good and bad. It is a method by which one can categorize his/her values and pursue them. The term ethics is derived from Greek word 'ethos' (habit or custom). It can simply be defined as social, religious code of conduct for individuals as part of the society.

As a branch of philosophy, ethics enquires the questions of ideal way of living, right and wrong actions in particular circumstances. In practice ethics seem to resolve the questions of human morality, equity and wrong doing, good and bad etc.

2.7.2 Areas of Study in Ethics

There are three main areas of study in ethics.

- i. Meta-Ethics
- ii. Applied Ethics
- iii. Normative Ethics

i. Meta-Ethics

Meta-ethics is the study of ethical terms, language concepts and methods of reasoning in ethics. It addresses the meaning of ethical terms such as right, duty, obligation, justification, morality and responsibility. It investigates that whether morality is objective or subjective, and whether it has emotional or rational basis.¹

There are two main approaches in Meta-ethics.²

- a. Cognitivism
- b. Non-Cognitivism

a. Cognitivism

Cognitivism deals with the study of language of ethics. Philosophers believe that descriptive moral actions explain the characteristics of an action for instance 'war is bad.' Now the word bad here explains the nature of war, as it leads to bloodshed, loss of property, psychological stability etc. the language of morality helps one to understand , how a moral/ethical action should be and how it can't be.

b. Non-Cognitivism

Scholars of non-cognitivism argue that morality can't be judged through language or statement of an action. As physical descriptive language is similar to descriptive moral actions i.e. "apple is

¹ Retrieved on June 15, 2015, from <http://www.compellingtruth.org/metaethics.html>

² Retrieved on June 15, 2015, from http://documents.routledge-interactive.s3.amazonaws.com/9781138793934/A22014/ethical_language/Introducing%20metaethics.pdf

red, war is bad, honey is sweet.” Rather depending upon the quality of an action, emotions should be given priority. One can express his/her opinion about any idea such as, ‘No one should fight’.

ii. Applied Ethics

Applied ethics delves the morality of an action in different fields of human life such as experimentation of human products on animals.³ It covers the areas of:

- Bioethics
- Animal ethics
- Environmental ethics
- Intergenerational ethics
- Climate ethics
- Business ethics
- Computer ethics

ii. Normative Ethics

Whereas Meta-ethics deals with the language of ethics, applied ethics with the morality of an action, normative ethics explains the morality of an action and helps to develop a frame work to define morality.

³ Retrieved on June 16, 2015, from http://www.newworldencyclopedia.org/entry/Applied_ethics

2.7.3 Ethical Theory

Ethical theories characterise the concepts on which central rules and principles are based. These principles guide us and validate the actions of individuals in particular circumstances that whether an action is ethical or not. There are mainly two types of ethical theories.

- i. Teleological theories
- ii. Deontological theories

i. Teleological Theories

Teleology is derived from Greek word 'telos' which means goal or end. According to teleological theorists wrongness and rightness of an action depends on its consequences. Teleological theorists believe that an act is right if it produces greater good in the society.⁴

There are two main approaches in it.

- a. Utilitarianism
 - b. Consequentialism
- #### **a. Utilitarianism**

Theorists argue that the morally right action is the one which produces greater good and happiness in the society. The principal of 'utility' is the core value in it .According to it ethically right action is the one which produces greater happiness on a greater level. So, if telling a lie or killing someone produces well in the society, it will be considers as right action.

⁴ Retrieved on June 20, 2015, from http://rhchp.regis.edu/hce/ethicsataglance/DeontologicalTeleological/DeontologicalTeleological_01.html

b. Consequentialism

Consequentialists believe that the righteousness of an act depends on its consequences. One has to look at the consequences and choose the action with best consequences. Philosophers define two sub types in it. One the egoistic & particularistic and second is universal approach. These both approaches explain the concept of theory further as one should consider the consequences of an act, how it will influence himself, friends, family and society on a broader level.

ii. Deontological Theories

The word deontology is derived from Greek word 'Deon' which means obligation.⁵ So, it refers to the general set of theories which define actions in terms of duties and rules. Deontologists believe on the rightness of an action neglecting its consequences. They have explained two types of duties, one general and other as particular. General set of duties include duties such as don't lie, don't kill anyone etc. particular duties are explained as if you are a parent you are supposed to provide living to your kids, to fulfil your promises etc.⁶

Theorist believes that our actions are results of our choices and choices are made up after reasoning. So the morality of an action depends on the choices we made. For instance, if a person murders anyone. Taking anyone's life is generally considered as wrong act but not all such cases can be considered so. As accidents and self-defences cases would not be considered as killing.⁷

There are two schools of thought in deontology.

a. Kantian Deontology

⁵ Retrieved on June 21, 2015, from <http://sevenpillarsinstitute.org/morality-101/kantian-duty-based-deontological-ethics>

⁶ Retrieved on June 22, 2015, from udel.edu/~tpowers/papers/deontology2.pdf

⁷ Retrieved on June 23, 2015, from http://documents.routledge-interactive.s3.amazonaws.com/9781138793934/A22014/ethical_theories/Kant's%20deontological%20ethics.pdf

b. Rossian Deontology

a. Kantian Deontology

Kant's moral philosophy explains the morality of actions by explaining that all the actions are the results of the choices we made, and we make these choices with our will. Secondly, he guides us to act on the maxim which can be accepted universally. Kant argues that only good will is morally good. For instance, if someone gets happy after making others suffer then their happiness is morally bad too. He further argues that it's not necessary that good will produces good results but good will is good in its self. If someone tries hard to do what is considered right morally but don't succeed, then we should still appreciate them for their efforts.

Kant explains that our good will is also result of our motivation towards a duty. For example, a trader is fair in his deals just because he believes that it's the only way to earn the trust of marketers and publics and to do well in his business. Such acts are out of self-interest and would not be considered as morally right or as good will. So, a good will is to do ones duty (ibid.).

- **Hypothetical Imperatives**

Hypothetical imperatives are the statements about what you must do to attain some goal or to fulfil some desire. For instance, if you want to watch movie in cinema, you must reach there at least half hour ago.

- **Categorical Imperative**

Kant calls categorical imperatives as the absolute principal of morality. He further explains it that an action is immoral if the rule which authorizes it cannot be universalised. Kant highlights

it as a general rule for all to follow. In other words, if we are not sure that everyone would act as the way we did, our action is wrong (ibid).

b. Rossian Deontology

Ross explains that morality is all about making choices. Sometimes these choices are easy, sometimes hard and traumatic. He further argues that moral duties are not universal and unconditional. Rather conditional as we have to offer these duties while being in certain relationships such as friend, neighbour, parent, citizen etc. and in conflicting situations we have to decide that which duty carries more weight.⁸

2.7.6 Kantian Deontology and the Present Study

Keeping in view the general assumptions of deontological theories and that of Kantian in specific (Kantian deontology) as discussed above, the researcher views that as the present study deals with investigation of morality of actions and it does not deal with consequences of those good/bad and/or right/wrong actions (inclusion of deception, obscenity and stereotyping content in the selected product advertisements) hence the present study implied Kantian version of the deontological ethical theory.

⁸ Retrieved on June 23, 2015. from udel.edu/~tpowers/papers/deontology2.pdf

Chapter 3

METHODOLOGY

3.1 Research Methodology

The basic aim of the present study was to get empirical evidence on violation of PEMRA's code of conduct set for presentation of advertisements by Pakistani electronic media (television). Hence, keeping in view the objectives and nature of the study, the researcher used content analysis as a technique for data gathering and analyzing the content (advertisements) for the said purpose.

3.2 Content Analysis

As the present study is aimed at investigating that whether entertainment television channels are following the PEMRA's code of conduct or not hence the researcher used content analysis in as a research technique. Content analysis is considered as a suitable quantitative technique for description of media contents.

3.3 Population

Population of the study is 'product advertisements' of entertainment television channels that are being broadcast during the prime time dramas. These advertisements will be regarding shampoos, detergents and mobile and telephone communications.

3.4 Variables

After going through the PEMRA's code of conduct for television advertisements the researcher renamed some of the points given in the above-mentioned list of PEMRA's code of ethics and

made three distinct categories out of them for investigation in the present study. Hence, the present study will be limited only to the three variables given below and will not examine rest of the areas given in the original PEMRA's code of conduct for advertisements:

- i. Deception
- ii. Obscenity
- iii. Stereotypes

3.4.1 Conceptual Definitions of Variables

The researcher has conceptually defined concepts of the present study in the following lines.

In this study by "code of conduct for advertising" the researcher means a code of conduct of PEMRA which guides the advertising agencies and mass media regarding making of advertisements and telecasting them and which forbids them from violation of social/ cultural values of the society. As mentioned above the original list of PEMRA's code of conduct for media advertisements has been reframed by renaming some of the points mentioned in the original list and clubbing similar points/ themes into the three distinct areas i.e., deception, obscenity, and stereotypes. These categories have been defined as under:

i. Stereotypes

Here by stereotypes the researcher means portraying of some individual/group/ sect/ or a community in advertisements which is more in line with subjective perceptions, mostly negative perceptions and which may cause distortion of the image of the individual/group/community concerned and promotion of gender/ class/ sect or occupation inequality in the society on the basis of unfair beliefs.

ii. Deception

The researcher defines “deception” in the present study by using Hyman (1990) definition. According to Hyman (1990) “an advertisement is deceptive, if and only if, it makes one or more misleading claims.” A misleading claim encourages mistaken actions by purchasers. Hence, an advertisement that seems to deceive the consumers by hiding truth through its layout or claim will be considered as deceptive advertisement in the present study.

iii. Obscenity

By obscenity in advertisements in the present study the researcher means any advertisement that contains indecent/ vulgar word (s), posture(s), gesture(s) which may be deemed as repugnant to the social norms of Pakistan and/ or Islam and which can lead to glorification of lustful passions.

3.4.2 Operational Definitions of Variables

The researcher has operationalized the following variables as mentioned below.

i. Obscenity

Obscenity is measured as per → obscenity as dress, obscenity as words, and obscenity as gestures/actions.

ii. Stereotyping

Stereotyping is measured as per → gender stereotyping and racial stereotyping

iii. Deception

Deception is measured as per → deception as misleading claims, and deception as hiding truth.

	3. Telephone/mobile communications	3. All top leading brands which were advertised during prime time 8-9. a. Telenor b. Qmobile c. Samsung d. Rivo e. Haier f. Nokia g. lenovo
PEMRA's Code of Conduct	1. Deception 2. Obscenity 3. Stereotyping	1. Deception as misleading claims and hiding truth 2. Obscenity as indecent dress, words, gestures and actions. 3. Gender and racial Stereotyping
Entertainment Television Channels	Leading entertainment channels which were broadcasting drama in prime time hours 8-9.	1. TV One Global 2. ARY Digital 3. ATV Entertainment 4. HUM TV 5. Express Entertainment 6. Geo Entertainment 7. Urdu1
Frequency	Frequency refers to number of occurrence.	Number of occurrence of advertisements of a brand during prime time hour 8-9

Table 3.1: Category Scheme

3.5 Sampling

The researcher used multi-stage sampling technique for selection of the sample. According to Wimmer and Dominick (2010), “most content analysis in mass media involves multistage sampling.” The researcher was interested in analyzing product advertisement aired from entertainment television channels of Pakistan. Therefore, the researcher excluded those entertainment channels which were either broadcast for Pakistani expatriates living in other parts of the world or which were limited only to a certain region of the country due to its programmes in regional languages such as Pashto, Sindhi, Punjabi, Saraiki, Balochi, etc.

The researcher in the first stage selected TV One Global, ARY Digital, ATV, Hum TV, Express Entertainment, Geo Entertainment, and Urdu1 amongst the private general entertainment channels of Pakistan. These channels were randomly selected from a list of entertainment channels, which was used as a sampling frame at stage one. The list is given at Appendix “A”.

Rational of selection of seven channels was to study episodes of different dramas that these channels present during seven days. Another important variable that proved as the basis for selection of these seven channels was their respective ownership, which was part of the research designed so that impact of ownership on type of content (advertisements) could be ascertained.

In second stage of the multi-stage sampling technique of the study the researcher selected just one episode per day of the prime time dramas (8-9 pm) presented by the selected channels from 18th to 24th May, 2015. These episodes were analyzed for product advertisements. The following table (Table 3.2) shows number of dramas and number of episodes per drama per week of the selected channels vis-a-vis TV One Global, ARY Digital, ATV, Hum TV, Express Entertainment, Geo Entertainment, Urdu1.

S. No.	Channel	Drama	Frequency	Day
1.	TV One Global	i. Pyar Ka Pagalpan ii. Dil Manay Na iii. Zara Se Bhool iv. Mere Dil Mere Musafar v. Yeh Pyar Hai	01 01 01 02	Monday Tuesday Wednesday Thursday & Saturday Friday
2.	ARY Digital	i. Zinda Dargour ii. Mumkin iii. Rung Laaga iv. Tum Say Mil Kay v. Mery Mard Ki Tujhey Kia Khaber	01 01 01 01 01	Monday Tuesday Wednesday Thursday Saturday
3.	ATV	i. Ek Pyar Kahani ii. Kia Moal Hai Mera iii. Husratein iv. Mery Humdum	04 01 01 01	Monday-Thursday Friday Saturday Sunday
4.	Hum TV	i. Karb ii. Diyar e Dil iii. Alvida iv. Aey Zindagi v. Jungnoo vi. Dil Ka Kia Rung Kroun vii. Nikkah	01 01 01 01 01 01 01	Monday Tuesday Wednesday Thursday Friday Saturday Sunday
5.	Express Entertainment	i. Dil He Tu Hai ii. Inteha iii. Kircheyan iv. Behkay Qadam v. Yahe Hai Zindagi	01 01 02 01 02	Monday Tuesday Wednesday-Thursday Friday Saturday-Sunday
6.	Geo Entertainment	i. Kanch ki Guriya ii. Mariam iii. Bey Wafai Tumhary Naam iv. Kasey Hoey Beynaam v. Dil Fareb	01 01 01 01 03	Monday Tuesday Wednesday Thursday Friday-Sunday
7.	Urdu1	i. Dia Aur Bati Hum ii. Murada Mai iii. Ye Rishta Kia Kehlata Hai	07 06 01	Monday-Sunday Monday-Saturday Sunday

Table 3.2: Number of Dramas and Episodes of the Selected Television Channels

As the given list of dramas shows, majority of the dramas were presented once a week. For example, Pyar Ka Pagalpan, Dil Manay na, Zara se Bhol, Yeh Pyar Hai, Zinda Dargor, Mumkin, Rang Laga, Tum se Mel K, Mere Dard Ki Tujhe Kia Khabar, Kia Moal Hai Mera, Husratain, Mery Humdam, Karb, Deyar-e-Dil, Alvida, Aey Zindagi, Jugnoo, Dil Kaa Kia Rang Karoun, Nikah, Dil He Tu Hai, Inteha, Behkay Qadam, Kaanch ki Gurya, Mariam, Bewafayee Tumhare Naam, Kaisay Huway Benaam, and Yeh Rishta Kia Kehlata Hai. While some of the dramas were telecast twice a week for example, Tumhain Yad Karte Karte, Noori, Kircheyaan, and Yehi Hai Zindagi. Dil Fareb, Aik Pyar Kahani, Murada mai, and Dia aur Bati were run three, four, five and seven days a week respectively.

The researcher selected one episode of every drama. In the case of those dramas which were run for more than once a week (two, three, four, five or seven days) the researcher selected randomly one episode of each drama for analysis.

3.6 Units of Analysis

In the present study, the unit of analysis is the product advertisements. To be more focused the researcher analysed advertisements, run on the selected television channels during the specified time (prime time) regarding different mobile companies, detergents and shampoos.

The researcher analysed these advertisements for determining that whether advertisements of mobile companies, detergents and shampoos run during the prime time dramas on Pakistani entertainment channels violate the code of conduct set by the PEMRA. To be more focused the researcher analysed the selected advertisements for violation of the code of conduct in terms of deception, obscenity and stereotyping.

There are mainly three types of advertisements: product advertisements, service advertisements and idea advertisements. As mentioned earlier, the researcher in the present study focused only on product advertisements and for this purpose shampoos, detergents and mobile/telecommunications products were selected. However, the researcher observed that amongst the selected products some advertisements are regarding both the product and services. These advertisements have combined product and services in the same ad. For instance, some of the commercials regarding telephone and mobile communications inform and persuade the audience about their products as well as the services they provide. The researcher therefore, included such advertisements along with product advertisements for analysis in the present study.

3.7 Data Collection

The researcher recorded the prime time dramas of 18th to 24th May, 2015. Some of the dramas were broadcasting just one episode per week. Hence, the researcher selected all of them for analysis. There were also some dramas which were run for more than once a week (two, three, four, five or seven days). The researcher selected randomly one episode from these episodes of the selected dramas. The highlighted (bold and underlined) episodes given in Table 3.3 show the selected episodes from the dramas which were broadcast more than once a week. Two channels i.e. TV One Global and ARY Digital were also presenting “Social Diaries” and “Jeeto Pakistan” shows respectively. These shows were excluded from the final list.

S. No.	Channel Name	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1.	TV One Global	Pyar ka Pagal Pan	Dil Manay Na	Zara Si Bhool	<u>Mery Dil</u> <u>Mery</u> <u>Musafir</u>	Yeh Pyar Hai	Mery Dil Mery Musafir	<i>Social Diaries</i>
2.	ARY Digital	Zinda Dargour	Mumkin	Rung Laaga	Tum Say Mil Kay	<i>Jeeto</i> <i>Pakistan</i>	Mery Dard Ki Tujhey Kia Khabeer	<i>Jeeto</i> <i>Pakistan</i>
3.	ATV	Ek Pyar Kahani	Ek Pyar Kahani	<u>Ek Pyar</u> <u>Kahani</u>	Ek Pyar Kahani	Kia Moal Hai Mera	Hasratein	Mery Humdum
4.	Hum TV	Karb	Diyar e Dil	Alvida	Aey Zindagi	Jungnoo	Dil Ka Kia Rung Kroun	Nikkah
5.	Express Entertainment	Dil He Tou Hai	Inteha	<u>Kirchivan</u>	Kirchiyan	Bhekay Qadam	Yehi Hai Zindagi	Yehi Hai Zindagi
6.	Geo Entertainment	Kanch Ki Guriya	Mariam	Bey Wafai Tumhary Naam	Kasey Hoey Beynaam	Dil Fareb	Dil Fareb	Dil Fareb
7.	Urdu1	<u>Murada</u> <u>Maai</u> /Dia Aur Bati Hum	Murada Maai <u>/Dia Aur</u> <u>Bati</u> <u>Hum</u>	Murada Maai/Dia Aur Bati Hum	Murada Maai/Dia Aur Bati Hum	Murada Maai/Dia Aur Bati Hum	Murada Maai/Dia Aur Bati Hum	<u>Yeh</u> <u>Rishta</u> <u>Kia</u> <u>Kehlata</u> <u>Hai/</u> Dia Aur Bati Hum

Table 3.3: List of Selected Episodes of the Chosen Dramas

3.8 Problems Faced During Data Collection

The researcher faced some problems during data collection. Some of them have been discussed as below.

3.8.1 PEMRA's Classification of Channels

The researcher wanted to work specifically on private drama channels of Pakistan television but unfortunately there was no such list available. The PEMERA has given some classification but even that classification is very much ambiguous. PEMRA has classified the entertainment channels into (i) general entertainment channels, (ii) music and movies, and (iii) sports. There is no category which deals with drama channels. Secondly, PEMRA has a mixed list of these channels. To facilitate researchers and even learners, the organization (PEMRA) was supposed to make separate lists of regional channels which telecast their transmission in some regional language, and the national channels whose transmissions are aired to all the geographic areas of the country and whose contents are also aimed to reach the whole of the country instead of focusing on a specific geographic areas due to language barriers.

Furthermore, the authority was also required to make separate lists of those channels which beam on internet or dish and which want to gratify the needs of Pakistani expatriates based in some other part of the world. But unfortunately there is no such categorization.

3.8.2 Lack of Television Channels' Quarterly Programme Schedule

It is again unfortunate to say that most of the selected private television channels in the study were lacking any Quarterly Programme Schedule which could guide and help the researcher to know about which dramas they were presenting during the selected period of the study.

Chapter 4

ANALYSIS

In this chapter, the researcher analyzed the collected data, gave results of the analyses and discussed the results. The researcher used bar charts, pie charts, line charts and tables for descriptive analyses of the collected. The researcher also used cross tabulation for bivariate relationship between various variables and chi square test as significance test. The following lines explain univariate and bivariate analyses.

4.1 Product Advertisements and Television Channel

The researcher selected three product advertisements i.e. shampoo, detergents and mobiles. Advertisements of these products were analyzed for their frequency in the selected episodes of the selected dramas and violation of PEMRA's code of conduct for television advertisements.

Figure 4.1 given below indicates that in total 98 advertisements were analyzed. TV one Global ran 26 advertisements. Out of the 26 13 ads were of shampoos, eight of detergents and five of telephone and mobile communications. The frequencies of the selected product advertisements in ARY Digital, ATV Entertainment, Hum TV, Express Entertainment, Urdu1 and geo Entertainment were 20, 14, 14, 11, 10 and two respectively. Figure 5.1 shows that product-wise frequency of the advertisement per television channel was nine apiece of shampoos and mobile communications in ARY Digital, while frequency of detergents in the ARY digital was just two. ATV Entertainment ran 14 ads. Among them eight were of shampoos, four of mobile and telecommunications and two of detergents. Similarly, Hum TV also ran a total of 14 advertisements. Out of these 14 ads nine were of mobile and telecommunications, three of detergents and two of shampoos. Express Entertainment in its selected dramas ran 11

advertisements. Seven of them were of shampoos while four were of detergents. There was no ad of mobile and telecommunication for Express Entertainment. Urdu1 television channel had 10 advertisements. Amongst them six were of shampoos while four were of mobile and telecommunication. There was no ad of detergents in the selected drama of Urdu1. Geo entertainment got the least share in advertisements of the selected products of the study. There were just two advertisements, one each of detergents and mobile and telecommunication, while there was no ad of shampoos.

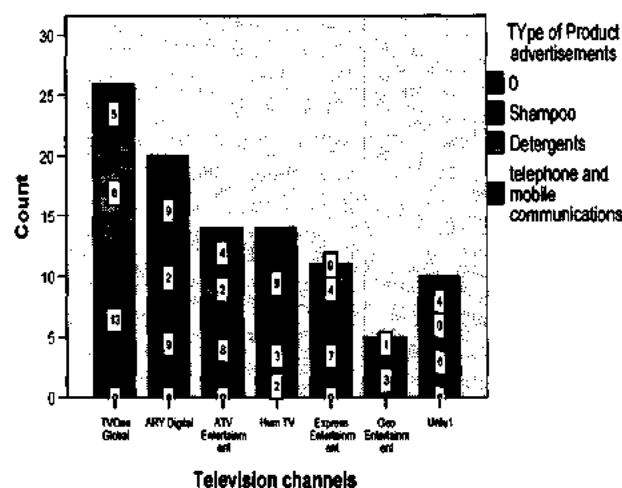


Figure 4.1: Bar Chart of Data on Number of Advertisements of the Selected Products per Television Channel

4.2 Frequency of Product Advertisements

Figure 4.2 given below shows that in total there were 97 advertisements that were analyzed. Out of them 45 were of shampoos, 32 of mobile and telecommunications, and 20 of detergents. Amongst the selected episodes three episodes (all run by Geo entertainment) did not contain any advertisement of all the three selected products.

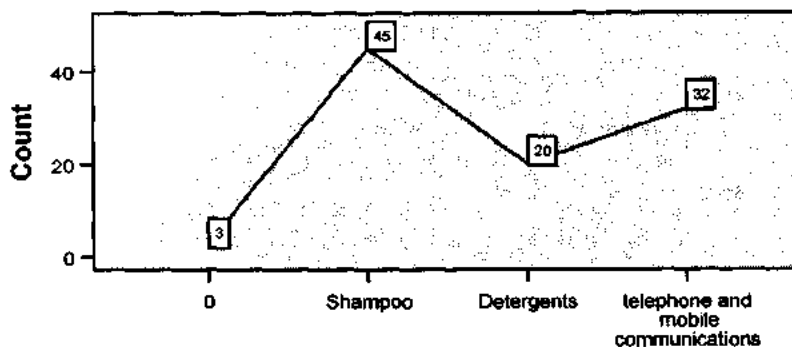


Figure 4.2: Line Chart for Types of Products

4.3 Product-Wise Frequency of Advertisements

Product-wise analysis of frequency of advertisements of shampoo has been given in the Figure 4.3. The figure shows that frequencies of Dove, Head & shoulder, Lifebuoy, and Pantene were nine, 13, two, and nine respectively while Sunsilk, Clear and L'Oreal had four advertisements each. There were three dramas which had no ad of shampoos.

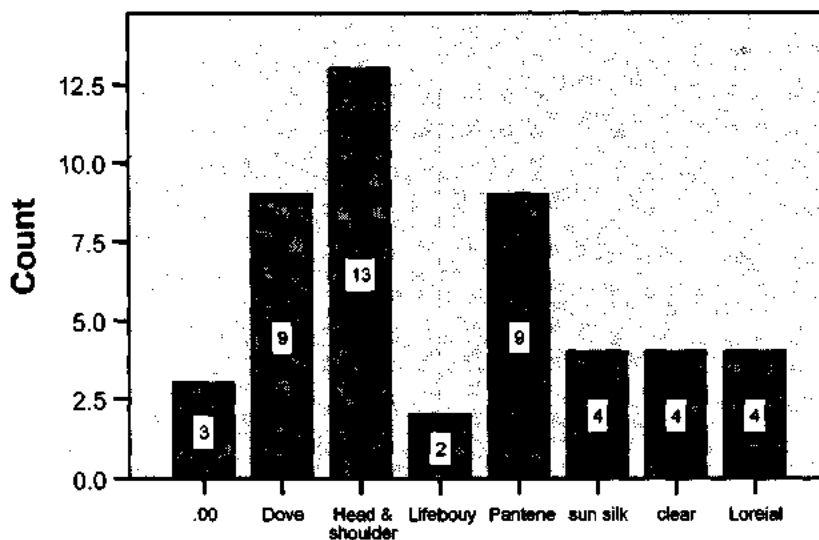


Figure 4.3: Bar Chart of Types of Shampoos

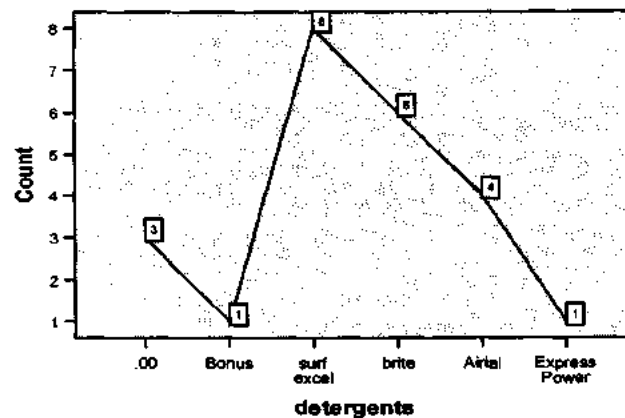


Figure 4.4: Line Chart of Types of Detergents

The above-given figure (Figure 4.4) shows that there were 20 advertisements in total of different types of detergents. Amongst them there were eight advertisements of Surf Excel, six of Bright, four of Airtal and one each of Bonus and Express Power., while three dramas had no advertisement of any detergent.

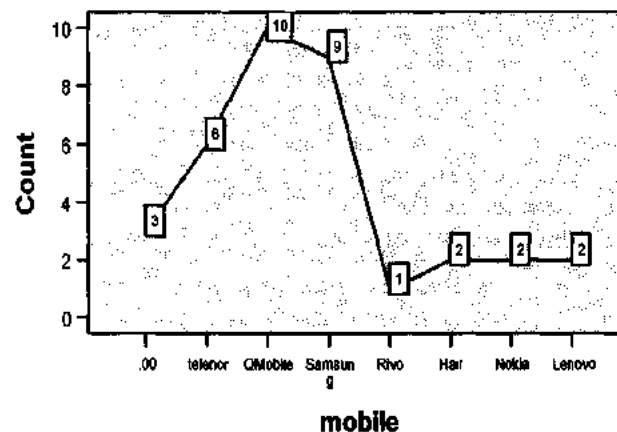


Figure 4.5: Line Chart of Types of Mobiles

Analysis of product advertisements of telephone/ mobile communications as shown in figure 4.5 given above indicates that Q Mobile, Samsung, Telenor and Rivo had 10, nine, six and one

advertisements respectively while Nokia, Lenovo and hair had two ads apiece whereas like the other two products three drama had no advertisement of any mobile company.

4.4 Episode-Wise Frequency of Selected Products

Table 4.1 shows analysis of episode-wise frequency of the selected product advertisements. The table indicates that amongst the five categories of the three selected products shampoos appeared the most (39) in category-2 (1-3) followed by detergents (18) and Mobile and Telecommunications (13). As compared to other products, except category-2, mobile and Telecommunications had the highest frequency in the rest of frequency-categories.

		Types of Products Advertisements				Total
		None	Shampoo	Detergents	Mobile & Telecom	
Frequency of the Advertisements	None	3	0	0	0	3
	1-3	0	39	18	13	70
	4-6	0	5	2	10	17
	7-9	0	1	0	8	9
	10 & above	0	0	0	1	1
Total		03	45	20	32	100

Table 4.1: Cross Tabulation of Frequency of Ads per Episode with Types of Products Advertisements

4.5 Deception as Violation of PEMRA's Code of Conduct

Figure 4.6 illustrates analysis of advertisements of the selected products for deception as misleading claims. The line chart demonstrates that out of the 100 advertisements 85 contained misleading claims which accounts for deceiving the audience/potential consumers. This figure

signifies that products ads of the selected products were violating the code of conduct set by PEMRA.

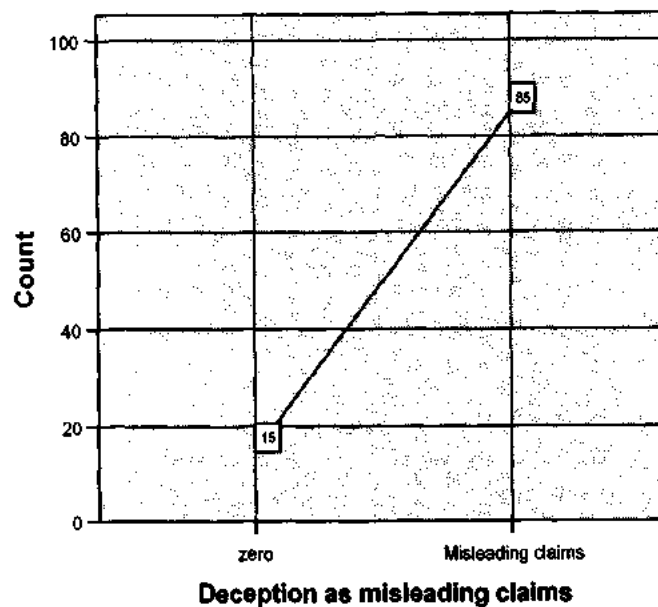


Figure 4.6: Line Chart of Deception as Misleading Claims

Figure 4.7 shows analysis of deception as hiding truth. The figure points out that amongst the 100 advertisements 74 were deceiving audience/ potential consumers by hiding one or other important details. Here again violation of PEMRA's code of conduct was found.

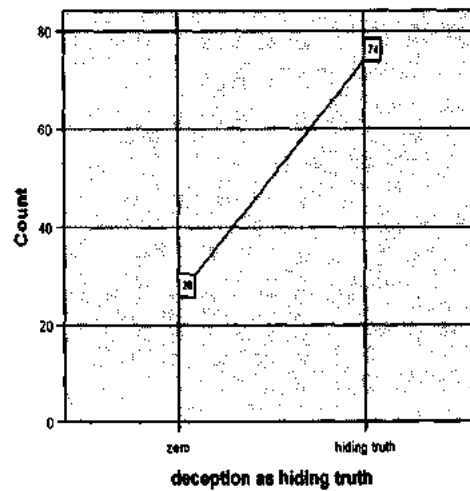


Figure 4.7: Line Chart of Deception as Hiding Truth

4.6 Obscenity as Violation of PEMRA's Code of Conduct

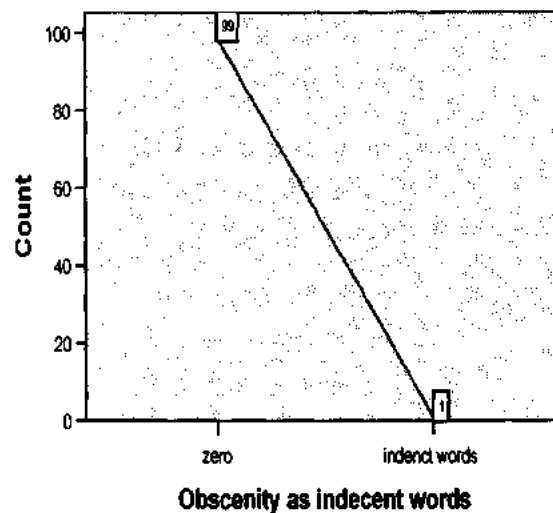


Figure 4.8: Line Chart of Obscenity as Indecent Words

The collected data were analyzed for using indecent words in the selected advertisements of the selected products. Figure 4.8 given above illustrates that 99 per cent of the selected product advertisements did not contain any indecent word which could be considered as obscenity. The

analysis shows that all but just one advertisement was following the code of conduct set by the PEMRA.

The researcher also analyzed the collected data for using indecent dress as a dimension of obscenity. Figure 4.9 shows that in 58 advertisements the models were wearing dresses which were not indecent. Their body parts were either not covered or were exposed. Here again majority of the product ads were violating the code of conduct set by the PEMRA.

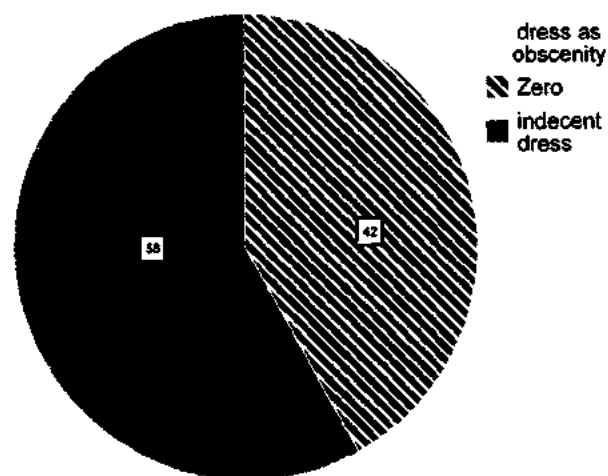


Figure 4.9: Pie Chart of Indecent Dress

Figure 4.10 shows analysis of another dimension of obscenity i.e., obscene gestures and postures. The given line chart points out that 56 advertisements used obscene gestures/postures by the models while in 44 advertisements the models did not use any obscene postures/gestures. The analysis points out that majority of the selected advertisements were not in line with the code of conduct set by the PEMRA.

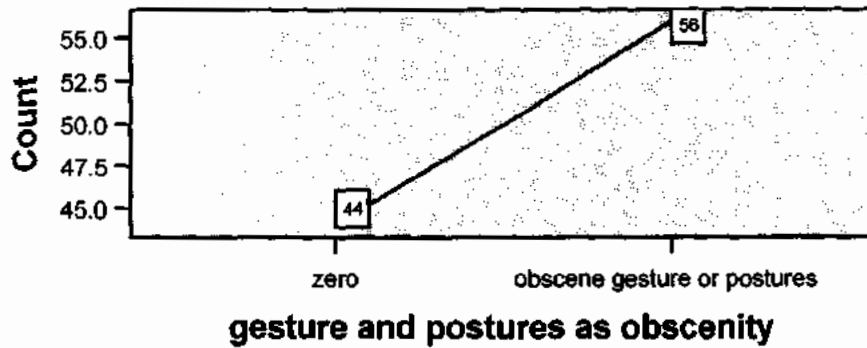


Figure 4.10: Line Chart for Obscene Gestures and Postures

4.7 Stereotyping as Violation of PEMRA's Code of Conduct

The researcher analyzed the collected data for gender and ethnic stereotyping. Figure 4.11 indicates that majority of the product advertisements i.e., 76 out of 100 (76 per cent) that were analyzed for assessing gender stereotyping did not contain gender stereotyping while 24 advertisements of the selected products contained gender stereotyping. Women were shown in the stereotyped roles in these advertisements.

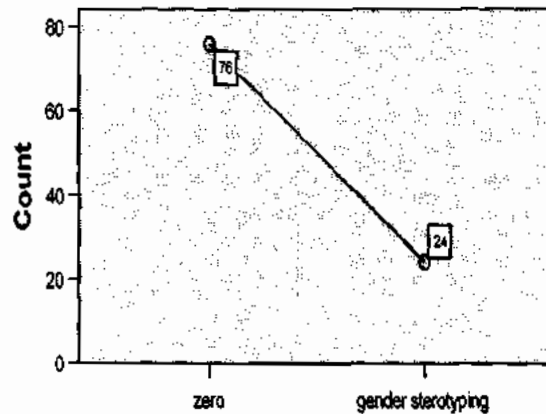


Figure 4.11: Line Chart for Gender Stereotyping

The researcher found that there was no ethnic stereotyping in all the 100 advertisements of the three selected products. Figure 4.12 given below gives the graphic presentation of analysis for ethnic stereotyping.

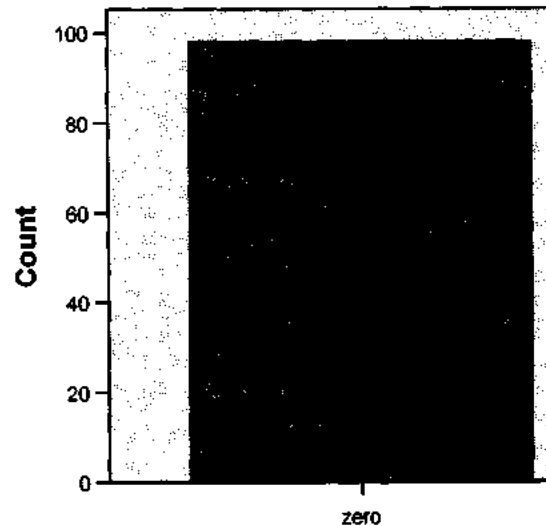


Figure 4.12: Bar Chart for Ethnic Stereotyping

4.8 Deception as Misleading Claims within the Same Product Category

	Deception as Misleading Claims			
		Nil	Misleading Claims	Total
Shampoo	.00	3	0	3
	Dove	0	9	9
	Head & Shoulders	0	13	13
	Lifebuoy	0	2	2
	Pantene	0	9	9
	Sunsilk	0	4	4
	Clear	0	4	4
	L'Oreal	0	4	4
Total	03	45	48	
$X^2 = 48.000, p = .000$				

Table 4.2: Misleading Claims in Different Types of Shampoos (Product-I)

Table 4.2 given above indicates that advertisements of all the seven types of shampoos were violating PEMRA's code of conduct (code of conduct) as they contained misleading claims. The calculated value of chi square is 48 at significance level (p) .000, which implies that the result is significant. Hypothesis number 2 (H2) posited that *violation of PEMRA's code of conduct for advertisements will be different in the same category of product*. The values of chi square and level of significance signify that the result is in line with what was assumed in H2. In fact, different types of the same product category show different levels of violations of PEMRA's code of conduct.

The researcher after analyzing advertisements of product category-2 (detergents) found that like shampoos of different types, the various types of detergents also had different levels of violation of PEMRA's code of conduct. Table 4.3 illustrates that the observed chi square value was 23 at the significance level (p) .000, which means that the result is significant. Here gain the result is in line with what was posited in H2.

		Deception as Misleading Claims		Total
		Nil	Misleading Claims	
Detergent	.00	3	0	3
	Bonus	0	1	1
	Surf Excel	0	8	8
	Brite	0	6	6
	Ariel	0	4	4
	Express Power	0	1	1
Total		03	20	23
$X^2 = 23.000, p = .000$				

Table 4.3: Misleading Claims in Different Types of Detergents (Product-2)

Analysis of advertisements of different types of mobiles and telecommunications (product-3) as shown in table 4.4 below also points out that like shampoos and detergents' advertisements, the various types of mobile and telecommunications also had different levels of violations of PEMRA's code of conduct. The value of Chi square is 23 and that of "p" is .002 which imply that the result is significant. Hence H2 for violation of misleading claims for all the three products is supported.

		Deception as Misleading Claims		Total
		Nil	Misleading Claims	
Mobile & Telecom	.00	3	0	3
	Telenor	6	0	6
	Q Mobile	1	9	10
	Samsung	3	6	9
	Rivo	0	1	1
	Haier	0	2	2
	Nokia	2	0	2
	Lenovo	0	2	2
Total		15	20	35
$X^2 = 23.158, p = .002$				

Table 4.4: Misleading Claims in Different Types of Telephone/ Mobile Communications
(Product-3)

4.9 Deception as Hiding Truth within the Same Product Category

The researcher analyzed the collected data for "hiding truth" as another dimension of deception in the present study. The researcher assessed the level of hiding truth in advertisements of all the three selected products run in the selected episodes of the chosen dramas of sampled television channels by use cross tabulation technique.

		Deception as Hiding Truth		Total
		Nil	Hiding Truth	
Shampoo	.00	3	0	3
	Dove	0	9	9
	Head & Shoulders	0	13	13
	Lifebuoy	0	2	2
	Pantene	0	9	9
	Sunsilk	0	4	4
	Clear	0	4	4
	L'Oreal	3	1	4
Total		06	42	48
$X^2 = 41.143, p = .000$				

Table 4.5: Hiding Truth in Different Types of Shampoos (Product-1)

Table 4.5 indicates that the different types of shampoos had different levels of violation of PEMRA's code of conduct. Table 4.3 illustrates that the observed chi-square value was 23 at the significance level (p) .000, which means that the result is significant. Here again the result is in line with what was assumed in H2.

		Deception as Hiding Truth		Total
		Zero	Hiding Truth	
Detergent	.00	3	0	3
	Bonus	0	1	1
	Surf Excel	0	8	8
	Brite	1	5	6
	Ariel	0	4	4
	Express Power	0	1	1
Total		04	19	23
$X^2 = 17.143, p = .004$				

Table 4.6: Hiding Truth in Different Types of Detergents (Product-2)

Table 4.6 shows that the different types of detergents had different levels of violation of PEMRA's code of conduct. The table points out that the observed chi square value was 17.143 at the significance level (p) .004, which means that the result is significant. Here again the result is in line with what was assumed in H2.

		Deception as Hiding Truth		Total
		Zero	Hiding Truth	
Mobile & Telecom	.00	3	0	3
	telenor	6	0	6
	QMobile	9	1	10
	Samsung	4	5	9
	Rivo	0	1	1
	Hair	0	2	2
	Nokia	0	2	2
	Lenovo	0	2	2
Total		22	13	35
$X^2=21.627, p = .000$				

Table 4.7: Hiding Truth in Different Types of Telecommunication (Product-3)

Analysis of advertisements of different types of mobiles and telecommunications (product-3) for deception as hiding truth is given in table 4.7. The table illustrates that as far as deception as hiding truth is concerned, like shampoos and detergents' advertisements, the various types of mobile and telecommunications also had different levels of violations of PEMRA's code of conduct. The value of Chi square is 21.627 and that of "p" is .000 which implies that the result is significant. Hence H2 for violation of deception as hiding truth for all the three products is supported.

4.10 Obscenity as the Use of Indecent Words within the Same Product

Category

The researcher analyzed products advertisements of the selected products for use of obscene words, obscene dress, and obscene postures and gestures.

Table 4.8 given below shows that none of the advertisements of different types of shampoos used obscene words.

		Obscenity as Indecent Words	Total
		Nil	
Shampoo	.00	3	3
	Dove	9	9
	Head & Shoulders	13	13
	Lifebuoy	2	2
	Pantene	9	9
	Sunsilk	4	4
	Clear	4	4
	L'Oreal	4	4
Total		48	48

Table 4.8: Obscene Words in Ads of Different Types of Shampoo

Analysis of the selected advertisements of category-2, i.e., detergents is given in table 4.9. Here again no use of obscene words was found in all the 20 advertisements.

		Obscenity as Indecent Words	Total
		Nil	
Detergent	.00	3	3
	Bonus	1	1
	Surf Excel	8	8
	Brite	6	6
	Ariel	4	4
	Express Power	1	1
Total		23	23

Table 4.9: Obscene Words in Ads of Different Types of Detergents

Analysis of advertisements of different types of mobiles and telecommunications (product-3) for assessing obscenity as the use of obscene words is given in table 4.10. The table shows that unlike shampoos and detergents' advertisements, the various types of mobile and telecommunications had different levels of violations of PEMRA's code of conduct. The value of Chi square is 35.00 and that of "p" is .000 which implies that the result is significant. Hence H2 for violation PEMRA's code of code of conduct as use of obscene words in different advertisements of telephone and mobile communications is supported.

		Deception as Hiding Truth		Total
		Nil	Hiding Truth	
Mobile & Telecom	.00	3	0	3
	Telenor	6	0	6
	QMobile	10	0	10
	Samsung	9	0	9
	Rivo	0	1	1
	Hair	2	0	2
	Nokia	2	0	2
	Lenovo	2	0	2
Total		34	1	35
$X^2=35.000, p = .000$				

Table 4.10: Obscene Words in Ads of Different Types of Telephone/ mobile Communication

4.11 Obscenity as the Use of Indecent Dress within the Same Product

Category

In the following lines the researcher analyzed products advertisements of the selected products for use of obscene dress as a dimension of obscenity.

The researcher analyzed advertisements of shampoos for determining the use of obscene dress as another dimension of obscenity. Table 4.11 given below illustrates the result. She found that products of the same product category had different levels of use of obscene dress. The calculated Chi square (48) and p value (.000) implies that result is significant and is in the hypothesized direction.

	Dress as Obscenity			
		Nil	Indecent Dress	Total
Shampoo	.00	3	0	3
	Dove	0	9	9
	Head & Shoulders	0	13	13
	Lifebuoy	0	2	2
	Pantene	0	9	9
	Sunsilk	0	4	4
	Clear	4	0	4
	L'Oreal	0	4	4
Total		07	41	48
$X^2= 48.000, p = .000$				

Table 4.11: Obscene Dress in Ads of Different Types of Shampoos

Table 4.12 given as under indicates that there was no use of obscene dress in advertisements of detergents.

		Dress ad Obscenity	Total
		Zero	
Detergent	.00	3	3
	Bonus	1	1
	Surf Excel	8	8
	Brite	6	6
	Ariel	4	4
	Express Power	1	1
Total		23	23

Table 4.12: Obscene Dress in Ads of Different Types of Detergents

Analysis of the selected advertisements of product category "telephone/ mobile communications" is given in Table 4.13. The table shows that advertisements of various types of

mobile and telecommunications had different levels of violations of PEMRA's code of conduct. The calculated value of Chi square is 26.104 and that of "p" is .000 which implies that the result is significant. Hence H3 for violation PEMRA's code of code of conduct as use of obscene dress in different advertisements of mobile and telecommunication is supported.

		Deception as Hiding Truth		Total
		Nil	Hiding Truth	
Mobile & Telecom	.00	3	0	3
	Telenor	6	0	6
	Q Mobile	0	10	10
	Samsung	4	5	9
	Rivo	1	0	1
	Haier	0	2	2
	Nokia	2	0	2
	Lenovo	2	0	2
Total		18	17	35
X ² =26.104, p = .000				

Table 4.13: Obscene Dress in Ads of Different Types of Telephone/ Mobile Communications

4.12 The Use of Obscene Pictures and Gestures as a Dimension of Obscenity within the Same Product Category

To determine the use of obscenity in product advertisements of the same product category through the use of obscene postures and gestures as its dimension, the researcher analyzed all the selected advertisements of the three products. The results are given below:

Table 4.14 illustrates that advertisements of different types of shampoos had different levels of violations of PEMRA's code of conduct. The value of chi square ($X^2= 48$) and that observed value of significance ($p= .000$) signifies that the result is significant, and is in line with H2.

	Gestures and Postures as Obscenity			
		Nil	Obscene Gestures/Posters	Total
Shampoo	.00	3	0	3
	Dove	0	9	9
	Head & Shoulders	0	13	13
	Lifebuoy	0	2	2
	Pantene	0	9	9
	Sunsilk	0	4	4
	Clear	4	0	4
	L'Oreal	0	4	4
Total	07	41	48	
$X^2= 48.000, p = .000$				

Table 4.14: Obscene Postures and Gestures in Ads of Different Types of Shampoos

Analysis of the collected data for use of obscene postures and gestures in advertisements of detergents is given in Table 4.15. The table shows that in none of the advertisements of detergents obscene gesture or posture were used.

		Gestures and Postures as Obscenity	Total
		Zero	
Detergent	.00	3	3
	Bonus	1	1
	Surf Excel	8	8
	Brite	6	6
	Ariel	4	4
	Express Power	1	1
Total		23	23

Table 4.15: Obscene Postures and Gestures in Ads of Different Types of Detergents

The researcher found that there was a significant difference in advertisements of different types of the same category of product (mobile and telecommunications) in respect to violation of PEMRA's ethical code of conduct. Table 4.16 given below indicates that like advertisements of shampoos there was a significant difference in violation of PEMRA's code of conduct in the advertisements of mobile and telecommunications. The table shows chi square value and p value as 19.39 and .007 respectively, which means that the result is significant and in the hypothesized direction.

		Gesture and Postures as Obscenity		Total
		Nil	Obscene Gestures/ Postures	
Mobile & Telecom	.00	3	0	3
	Telenor	6	0	6
	QMobile	2	8	10
	Samsung	4	5	9
	Rivo	1	0	1
	Hair	0	2	2
	Nokia	2	0	2
	Lenovo	2	0	2
Total		18	17	35
$X^2=19.39, p = .007$				

Table 4.16: Obscene Postures and Gestures in Ads of Different Types of Telephone/ Mobile Communications

4.13 The Use of Stereotyping within the Same Product Category

To investigate the use of stereotyping (gender and ethnic) in product advertisements of the same product category the researcher analyzed all the selected advertisements of the three products.

The results are given under:

	Gender as Stereotyping		Total	
		Zero		Gender Stereotyping
Shampoo	.00	3	0	3
	Dove	9	0	9
	Head & Shoulders	8	5	13
	Lifebuoy	2	0	2
	Pantene	9	0	9
	Sunsilk	4	0	4
	Clear	4	0	4
	L'Oreal	4	0	4
Total	43	5	48	

$X^2 = 15.02, p = .036$

Table 4.17: Gender Stereotyping in Ads of Different Types of Shampoos

As table 4.17 indicates there was a significant difference between advertisements of the different types of shampoos in the usage of gender stereotyping. The calculated value of chi square ($X^2 = 15.02$) and that of level of significance ($p = .036$) implies that the result is significant, and is in line with what was assumed in H2.

		Gender as Stereotyping		Total
		Zero	Gender Stereotyping	
Detergent	.00	3	0	3
	Bonus	0	1	1
	Surf Excel	1	7	8
	Brite	0	6	6
	Ariel	0	4	4
	Express Power	0	1	1
Total		04	19	23

$X^2 = 16.91, p = .005$

Table 4.18: Gender Stereotyping in Ads of Different Types of Detergents

The researcher analyzed the collected for examining the use of gender stereotyping in different advertisements of detergents. She found that there was a significant difference in the use of gender stereotyping in different advertisements of detergents. The calculated chi square value of 16.91 and that of p as .005, implies that the result is significant and in the hypothesized direction.

		Gender as Stereotyping	Total
		Zero	
Shampoo	.00	3	3
	Telenor	6	6
	Q Mobile	10	10
	Samsung	9	9
	Rivo	1	1
	Haier	2	2
	Nokia	2	2
	Lenovo	2	2
Total		35	35

Table 4.19: Gender Stereotyping in Ads of Different Types of Mobile Phones

Analysis of the collected data for use of gender stereotyping in advertisements of mobile and telecommunications is given in Table 4.19. The table shows that in none of the advertisements of mobile and telecommunications gender stereotyping was used.

The researcher analyzed the collected data of all the three products for ethnic stereotyping.

Results of these analyses are given below:

		Ethnicity as Stereotyping	Total
		Zero	
Shampoo	.00	3	3
	Dove	9	9
	Head & Shoulders	13	13
	Lifebuoy	2	2
	Pantene	8	8
	Sunsilk	4	4
	Clear	4	4
	L'Oreal	4	4
Total		47	47

Table 4.20: Ethnic Stereotyping in Ads of Different Types of Shampoos

Table 4.20 given above shows that in none of the advertisements of shampoos ethnic stereotyping was used.

		Ethnicity as Stereotyping	Total
		Zero	
Detergent	.00	3	3
	Bonus	1	1
	Surf Excel	8	8
	Brite	6	6
	Ariel	4	4
	Express Power	1	1
Total		23	23

Table 4.21: Ethnic Stereotyping in Ads of Different Types of Detergents

Table 4.21 illustrates that like shampoos none of the advertisements of detergents used ethnic stereotyping.

		Gender as Stereotyping	Total
		Zero	
Shampoo	.00	3	3
	Telenor	5	5
	Q Mobile	10	10
	Samsung	9	9
	Rivo	1	1
	Haier	2	2
	Nokia	2	2
	Lenovo	2	2
Total		34	34

Table 4.22: Ethnic Stereotyping in Ads of Different Types of Mobiles

As evident from table 4.22 like advertisements of different types of shampoos and detergents there was no use of ethnic stereotyping in the advertisements of telephone and mobile communications.

Keeping in view the results of tables 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19, 4.20, 4.21, and 4.22 the researcher can conclude that that H3 was partially supported.

4.14 Private Entertainment Television Channels and Violation of PEMRA's

Code of Conduct

The present study hypothesized that *Irrespective of the ownership of television channels in Pakistan, product advertisements run on Pakistani entertainment television channels violate PEMRA's code of conduct for advertisements.* The collected data was analyzed for testing this hypothesis. The following lines show analyses of the collected data regarding violation of

PEMRA's code of conduct for advertisements by the selected private television channels of Pakistan.

		Deception as Misleading Claims		Total
		Nil	Misleading Claims	
Television Channel	TV One Global	0	26	26
	ARY Digital	4	16	20
	ATV Entertainment	4	10	14
	Hum TV	0	14	14
	Express Entertainment	0	11	11
	Geo Entertainment	4	1	5
	Urdu 1	3	7	10
Total		15	85	100
Pearson Chi-Square = 29.748(a), p = .000				

Table 4.23: Cross Tabulation of Deception as Misleading Claims and Private Television Channels

Table 4.23 given above shows that the selected entertainment Pakistani channels showed variance in violation of PEMRA's code of conduct. The table indicates that some of the channels violated PEMRA's code of conduct more than the others. The calculated values of chi square (29.748) and level of significance (.000) signify that the result is significant and not by chance.

Table 4.24 shows that all the selected entertainment channels exhibited more or less violation of PEMRA's code of conduct by deceiving the audience in hiding truths. However, between the channels there was some variance in this violation. The calculated value of Chi square (28.609) at the observed level of significance (p=.000) implies that the result is significant.

		Deception as Hiding Truth		Total
		Zero	Hiding Truth	
Television Channel	TV One Global	0	26	26
	ARY Digital	7	13	20
	ATV Entertainment	4	10	14
	Hum TV	8	6	14
	Express Entertainment	0	11	11
	Geo Entertainment	4	1	5
	Urdul	3	7	10
Total		26	74	100
Pearson Chi-Square = 28.609, p = .000				

Table 4.24: Cross tabulation of deception as hiding truth and private television channels.

Table 4.25 given below tells us about the use of indecent words as a dimension of obscenity in product advertisements of the selected ads run by chosen entertainment/ drama television channels. The table indicates amongst the 100 selected advertisements there just one advertisement run by Hum TV used some indecent/ obscene words. The calculated value of chi square ($\chi^2=6.205$) at the observed significance level of .401 implies that the result is not significant, and is not in the hypothesized direction.

		Obscenity as Indecent Words		Total
		Zero	Indecent Words	
Television Channel	TV One Global	26	0	26
	ARY Digital	20	0	20
	ATV Entertainment	14	0	14
	Hum TV	13	1	14
	Express Entertainment	11	0	11
	Geo Entertainment	5	0	5
	Urdu1	10	0	10
Total		99	01	100
Pearson Chi-Square = 6.205(a), df=6, p = .401				

Table 4.25: Cross Tabulation of Word Obscenity in Ads and Private Television Channels

Table 4.26 gives us analysis of use of indecent dress as a dimension of obscenity by the selected television channels in the chosen products' advertisement. The table points out that the selected channels out of 100 advertisements did not use any indecent dress in 42 product advertisements of all the three product categories. The observed value of chi square ($\chi^2= 9.242$) and level of significance ($p .160$) imply that the result is not significant.

		Dress an Obscenity		Total
		Nil	Indecent Dress	
Television Channel	TV One Global	8	18	26
	ARY Digital	8	12	20
	ATV Entertainment	6	8	14
	Hum TV	5	9	14
	Express Entertainment	6	5	11
	Geo Entertainment	5	0	5
	Urdu1	4	6	10
Total		42	58	100
Pearson Chi-Square = 9.242(a), df=6, p = .160				

Table 4.26: Cross Tabulation of Indecent Dress in Ads and Private Television Channels

Table 4.27 given below shows analysis of use of indecent gestures/postures as a dimension of obscenity by the selected television channels in the chosen products' advertisement. The table points out that the selected channels out of 100 advertisements did not use any indecent dress in 44 product advertisements of all the three product categories. The observed value of chi square ($\chi^2 = 8.998$) and level of significance ($p = .174$) imply that the result is not significant.

		Gestures and Postures as Obscenity		Total
		Zero	Obscene Gesture/Posture	
Television Channel	TV One Global	8	18	26
	ARY Digital	8	12	20
	ATV Entertainment	6	8	14
	Hum TV	6	8	14
	Express Entertainment	6	5	11
	Geo Entertainment	5	0	5
	Urdu1	5	5	10
Total		44	56	100
Pearson Chi-Square = 8.998(a), df=6, p = .174				

Table 4.27: Cross Tabulation of Indecent Gestures and Postures in Ads and Private Television Channels

The researcher analyzed the collected data for the use of stereotyping by the selected television channels in their product advertisement. Table 4.28 given below shows analysis of use of gender stereotyping as violation of PEMRA's code of conduct by the selected television channels in the chosen products' advertisement. The table points out that the selected channels out of 100 advertisements used gender stereotyping in 24 product advertisements of all the three product categories. The observed value of chi square ($\chi^2 = 15.826$) and level of significance ($p = .01$) imply that the result is significant.

		Gender as Stereotyping		Total
		Zero	Gender Stereotyping	
Television Channel	TV One Global	13	13	26
	ARY Digital	18	2	20
	ATV Entertainment	12	2	14
	Hum TV	11	3	14
	Express Entertainment	8	3	11
	Geo Entertainment	4	1	5
	Urdu1	10	0	10
Total		76	24	100
Pearson Chi-Square = 15.826(a), df=6, p = .01				

Table 4.28: Cross Tabulation of Gender Stereotyping in Ads and Private Television Channels

The researcher also analyzed the collected data for use of ethnic stereotyping by the selected television channels in the chosen product advertisements. Table 4.29 shows that none of the selected channels in advertisements of the chosen products used any ethnic stereotyping.

		Ethnicity as Stereotyping		Total
		Zero		
Television Channel	TV One Global	26		26
	ARY Digital	20		20
	ATV Entertainment	13		13
	Hum TV	14		14
	Express Entertainment	10		10
	Geo Entertainment	5		5
	Urdu1	10		10
Total		98		98

Table 4.29: Cross Tabulation of Ethnic Stereotyping in Ads and Private Television Channels

Keeping in view the results of tables 4.23, 4.24, 4.25, 4.26, 4.27, 4.28 and 4.29 we can conclude that H2 was partially supported.

Chapter 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The detailed analyses of the collected data, given in the preceding chapter (Chapter 4), brought forth many things for which the present investigation was conducted. In one of the questions (Question # 1) of the present study it was asked that ‘whether and to what extent Pakistani private entertainment channels (drama channels) run advertisements which do not follow the ethical standards of PEMRA?’. The analyses indicate that Pakistani private television channels run advertisements which to a greater extent do not comply with the code of conduct set by the PEMRA. Another research question (Q2) was about assessing the level of violation within the same category of product. Hypothesis testing and descriptive analyses of the collected data indicate that advertisements of the same category of the three selected products (shampoos, detergents and mobile phone and telecommunications) were violating PEMRA’s ethical standards for even the same category of the selected products.

It has also been found that even the same thematic area of violation of the code of conduct amongst the three areas (deception, obscenity and stereotyping) was violated differently by different product categories. The analyses point out that all the three products categories and even within those categories the element of deception in all the advertisements was found. Figure 4.6 and 4.7 illustrate that 85 percent of advertisements of the selected products contained misleading claims regarding the products while 74 per cent were hiding truth regarding one or another important aspect of the advertised products. Similarly, Figures 5.8 indicates that 99 per cent advertisements did not use any obscene words. Figures 5.9 shows that out of 100

advertisements, in 58 advertisements indecent dress was used by the models. The use of indecent gestures and postures was also high in the selected advertisements. It was also found that gender stereotyping prevailed more in the selected advertisements as compared to ethnic stereotyping. Detergents were showing more gender stereotyping as compared to the other two selected products (shampoos and mobile and telephone communications).

It was also found that irrespective of the type of channels all the selected entertainment channels were violating PEMRA's code of conduct for advertisements in the analysed products. This means that the type of ownership of the channels had no impact as far as violation of PEMRA's code of conduct was concerned.

5.2 Conclusion

The findings of the present study helped us to develop better understanding of advertisements, and the unethical trends being followed by advertisers and broadcasters. On the basis of analysis of the collected data the researcher concludes that private entertainment channels in Pakistan violate PEMRA's code of conduct which were set for telecasting advertisements on TV. All the channels were violating the code of conduct to different extents. Similarly, the analysis of selected product advertisements for variables such as deception, obscenity and stereotyping represented that the element of ethnic stereotyping in stereotyping didn't exist.

5.3 Recommendations

On the bases of the problems faced during the execution of this research project, data analyses and results the researcher recommend the following points:

1. PEMRA should facilitate the researchers who work on television or radio. It should provide them the latest, relevant and correct data by updating its website and making exclusive and exhaustive categories of channels in terms of area, language, type of content, scope, operative or not operative, etc.
2. The researcher also suggests that for objective research all operative television channels should be bound to regularly update what do they present quarterly by uploading 'Quarterly Programme Schedule' on their respective websites.
3. Future researchers who want to conduct studies on this topic are suggested to explore the effects of violations of code of conduct for advertisement on consumers, potential consumers and/ or the society in general.
4. The future researchers are also suggested to investigate that what why do the product advertisers opt for such advertisements which are violating the social values of the society.
5. It is also suggested to examine the impact of socially inconsistent advertisements on sales and marketing of the product concerned with those advertisements which are in line with social values of the society.

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Appendix A**List of Entertainment Television Channels**

S. No.	Entertainment Television Channels
1.	TV One Global
2.	ARY Digital
3.	ATV Entertainment
4.	Hum TV
5.	Express Entertainment
6.	Geo Entertainment
7.	Urdu1
8.	Aaj TV