

MS THESIS

**ETHICS IN PRIME TIME NEWS: A COMPARATIVE ANALYSIS OF SELECTED  
NEWS CHANNELS**



**RESEARCHER**

AKBAR MEHBOOB SHAH

Reg: 504FSS.MSMC/F21

**SUPERVISOR**

DR. SYED INAM UR REHMAN

**DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES**

**FACULTY OF SOCIAL SCIENCES**

**INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD**

## **Abstract**

This study investigates the ethical standards in prime-time news broadcasts of selected Pakistani news channels—PTV News, Bol News, Geo News, and Express News—during the fourth week of December 2023. Grounded in the social responsibility theory, the research aims to uncover biases, sensationalism, misinformation, and fear mongering practices in these broadcasts. Employing a qualitative content analysis methodology, the study examines various variables, including type of story, news duration, ethics violations, tone, and frames. The findings reveal significant ethical violations across all channels. PTV News exhibited a government-centric bias, marginalizing opposition viewpoints and critical perspectives. Bol News was characterized by sensationalism and privacy violations, particularly in its crime reporting, which prioritized shock value over factual accuracy. Geo News's economic reporting was marked by misinformation and an alarmist tone, contributing to public anxiety. Express News engaged in fear mongering, especially in health-related stories, exaggerating threats without providing balanced expert opinions. The study underscores the need for Pakistani news channels to prioritize balance, fairness, and factual accuracy in their reporting. Recommendations include enhancing the training of journalists, developing stricter guidelines for ethical journalism, and increasing the role of regulatory bodies like PEMRA in monitoring and enforcing ethical standards. These measures aim to improve the quality of news broadcasts, fostering a more informed and engaged public capable of making decisions based on accurate and balanced information.

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# CHAPTER 1

## INTRODUCTION

### 1.1. Background

This study explores the ethical challenges of prime-time news coverage, especially in contemporary society. This study investigates how news organizations address ethical difficulties, uphold their integrity, and satisfy their social obligations while disseminating information to the public during peak viewing hours. Ethical journalism in contemporary culture is extremely valuable. Democratic institutions rely on truthful journalism. This is because it provides individuals with reliable, unbiased, and truthful information. This allows individuals to make well-informed judgments regarding their lives and surroundings. It fosters public and media trust via transparency, accountability, and fairness. Despite the proliferation of digital media and the quick dissemination of information, ethical journalism upholds the public's access to reliable news sources. Ethical journalism safeguards against sensationalism, propaganda, and dishonesty (Ireton & Posetti, 2018). Ethical journalism fosters constructive dialogue, various viewpoints, and mutual comprehension among individuals, ultimately contributing to societal unity. Ethical journalism promotes that cause for these reasons. The research aims to emphasize the importance of ethical journalism in upholding democratic principles and fostering an educated and engaged citizenry.

Ethics is rooted in ancient Greek philosophy, focusing on morality, virtue, and ethics. This philosophy served as the framework for understanding these ideas. Ancient Greek philosophy formed the basis of our knowledge of these concepts. Ethics was regarded as one of the primary subjects of study in philosophy (Bridges, 2016). Greek philosophy emphasized aesthetics and epistemology. Ecological studies were once part of a trio of main fields. A primary goal of aesthetics is to analyze beauty and the fundamental factors that support aesthetic judgments. This research aimed to understand both the subjective and objective aspects of beauty. The goal was to achieve that. Aesthetics has addressed several inquiries during its existence (Taylor and Hansen, 2005). The concerns encompass questions about the definition of beauty, how it is experienced, and whether it is inherent in objects or subjectively chosen by humans. Some of the questions posed. Epistemology, however, is focused on the nature and usefulness of knowledge. This knowledge component explored the essence of knowledge. This event delved deeply into the origins of knowledge, the boundaries of human intellect, and the standards for truth and belief.

Epistemology explores several subjects, such as reality, perception, and reasoning (Coseru, 2015). Greek philosophy's third branch, ethics, focused on morality and ethics. It was crucial to study morals and ethics. The study investigated exemplary, virtuous, and morally upright conduct. The investigation examined individuals and society. Greeks admired courage, justice, temperance, and wisdom in the development of individuals.

Moreover, they appreciated societal attributes such as liberty and civic responsibility. Socrates, Plato, and Aristotle, Greek philosophers, progressed ethical theory. These contributions were made possible by their diverse ethical systems and moral beliefs (Jabar, 2013). Aristotle first introduced virtue ethics. Just one example. This thought emphasized the significance of developing virtues to attain eudemonia, which refers to happiness.

The transition from ancient Greek philosophy to modern ethics demonstrates a significant change in ethical thinking. Ancient Greek philosophers such as Aristotle emphasized the development of virtue as essential for achieving eudemonia, which refers to flourishing and well-being (Fowers, 2016). Contemporary ethics is more broad and situational. This is in opposition to ancient Greek philosophers. Ancient Greek thinkers did not believe this to be accurate. Modern ethics emphasizes rational decision-making based on weighing positive and negative consequences. Current events enhance this comprehension. This technique evaluates ethical social characteristics and behaviors (Orr, 1999). Strong moral convictions are insufficient; one must consider the social and cultural environment while making ethical choices. Comprehending these two traits is crucial. Ethics impact the conduct of journalists and media companies. This pertains to journalism and media. Journalism must exhibit honesty, truthfulness, fairness, and accountability to maintain ethical standards (Borden & Tew, 2007). This is essential for ethical journalism. Journalists must address ethical concerns honestly to guarantee their job benefits the public and supports a democratic and well-informed society. Media firms are also obligated to adhere to ethical responsibilities. These involve safeguarding human rights, preventing conflicts of interest, and upholding editorial autonomy. Journalism ethics are essential for the validity and integrity of the field, especially in today's rapidly evolving media environment and widespread digital communication.

Journalists have significant societal responsibilities because of their role in society. They serve as watchdogs by informing the public and ensuring leaders are held responsible. They shape

public opinion, aid in informed decision-making, and act as a channel between events and the public (Baum & Potter, 2008). The media is said to mirror society since it mirrors civilizations' many viewpoints, challenges, and achievements. It symbolizes many civilizations, which clarifies this. These journalists are required to deliver precise, comprehensive, and insightful accounts of events. They must report accurately, objectively, and contextually wherever possible. This devotion involves addressing important subjects, refraining from sensationalism and bias, and adhering to professional standards (Glenn, 2009). Journalists contribute to developing a democratic and well-informed society by fulfilling these commitments while maintaining the credibility and reliability of the media sector, which ultimately helps the whole business.

Defamation laws are among the several legal factors that journalists must consider. Journalists must explore other topics. These limitations safeguard individuals from misleading remarks that might harm their reputation. Journalists must provide accurate and unbiased information to prevent defamation cases (Buell, 2000). Furthermore, they must fulfil their professional duties by offering truthful and transparent information while following suitable ethical guidelines. This area includes unbiased and fair reporting, safeguarding privacy, and preventing conflicts. Journalists must grasp the significance of linguistic precision and operate effectively within practical limitations. Inaccurate information or misrepresentation can harm the credibility of news sources and erode public trust. Journalists must adhere strictly to editorial and fact-checking standards to preserve journalism's credibility (Buell, 2000). Newspaper journalists are required to adhere to their professional and legal responsibilities to maintain honesty, transparency, and accuracy. Trustworthy information will be accessible to the public.

Disseminating information from many sources to diverse audiences effectively enlightens, educates, and involves the public. It encapsulates the essence of reporting news. Journalism plays a vital role in this process by simplifying, refining, and adjusting material to enhance its accessibility and relevance to readers (Knight, 2016). Journalists also carry out other significant responsibilities. They act as gatekeepers by selecting, evaluating, and arranging released news. They need to ensure that tales accurately reflect the interests and concerns of readers, viewers, and listeners. Journalists must navigate several ethical and editorial choices to deliver precise, unbiased, comprehensive news coverage. Despite the increasing popularity of social media and digital platforms, news is essential to society (Martens ET AL., 2018). News sources provide



information to the public about current events, politics, the economy, social concerns, and cultural shifts. Citizens are provided with this information. It ignites public discourse, shapes government decisions, and ensures accountability for individuals and organizations. Today, in a society where dishonesty is prevalent, and information is plentiful, trustworthy news sources are crucial for fostering a well-informed and engaged community (Garza ET AL., 2019). Knowledge is accessible, and individuals are deceitful. The enduring significance of news in society underscores the impact journalists and media organizations have on molding public discourse and democratic institutions. News continues to hold significance in society.

### **1.2.Problem Statement**

News channels are often regarded as primary sources of information and play a crucial role in shaping popular perceptions on political and social matters. Since 2000, there has been a significant increase in the news and entertainment industries in Pakistan (). Several private media organizations are diligently attempting to convey accurate and timely information. Regrettably, every news organization has affiliations with influential groups and interacts with various political parties. They focus on their news broadcasts while neglecting social and everyday challenges such as electricity, food, and water difficulties (). The current situation in Pakistan is a highly debated issue. However, no major news organization has featured it in a prime-time news program. Furthermore, the presentation of criminal or political news during prime-time news bulletins can be pretty poor regarding news delivery, vocabulary, tone, and background music. News organizations continue to use Indian tunes as the soundtrack for various news stories (). Broadcasters are violating media ethics by airing undesirable news thematic during prime time. This research focused on "media ethics" by analyzing prime-time news bulletins from chosen Pakistani news channels to identify instances where broadcasters breach ethical standards to promote their stations.

### **1.3. Objectives of Study**

1. To find out the media ethics violation in prime time news bulletin in Pakistani News Channels.
2. To examine the major issues discussed in news bulletin in Pakistan News Channels.
3. To find out the priorities issues during the news bulletin in Pakistan News Channels.

#### **1.4. Research Questions**

RQ1. Does the prime time news bulletin violate ethics in Pakistani News Channels?

RQ2. What are the major issues discussed in the news bulletin in selected Pakistani News Channels?

RQ3. How much time these issues wear given by the selected news channels?

#### **1.5. Significance of Study**

The media play a significant role in educating and raising awareness about global events. Some areas are crucial. However, viewers need more awareness about them. The media is regarded as the most potent tool for shaping public opinion to support or oppose any problems or subjects. This study aims to elucidate the fundamental reasons behind media news ethics in Pakistan. It also offers recommendations to prevent wasteful actions that might harm society. This report assists PEMRA in formulating policies to eradicate private news stations in Pakistan. This study might assist journalistic organizations such as PFUJ and APNS revise their code of conduct to prevent unethical news. This enhances comprehension of the connection between media and the general public.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Television newscasts influence public opinion significantly. These encompass information dissemination, framing of issues, and shaping concepts and attitudes. Television newscasts, significant information sources for many individuals, influence people's perceptions and comprehension of the world. Newscasts are essential sources of information (Višňovský ET AL., 2019). This part presents an overview of how television newscasts influence public opinion, stresses the significance of comprehending their impact on attitudes and opinions, and outlines the key topics and debates to be explored in the literature review. TV newscasts are a primary source for most individuals to stay informed on current events, politics, social issues, and cultural changes. Something is the most prevalent method of acquiring knowledge. The curation and dissemination of news items to audiences play a vital role in fostering public discourse.

Develop a customized perspective using images, narratives, and expert analysis in news broadcasts. These elements facilitate this choice. This alters the way viewers see and analyze specific situations. Newscasts allow viewers to engage in discussions about critical topics from many perspectives (Clark & Aufderheide, 2009). This is a significant advantage of the newscast. News broadcasts may impact politicians, activists, and other stakeholders by focusing on particular topics and occurrences. They can also establish public agendas and influence common objectives. It is essential to comprehend the impact of television newscasts on individuals' perspectives and beliefs for many reasons (Gilliam Jr & Iyengar, 2000). Newscasts can influence individuals' perceptions of the world and their responses to events. Newscasts can shape individuals' perspectives on significant events and underlying reasons. Newscasts can shape public opinion on politics, social justice, and environmental concerns by strategically presenting information. Therefore. Newscasts teach people about significant topics, candidates, and policy proposals to help them make well-informed decisions (Beale, 1997). This type of information contributes to the establishment of democratic procedures. Well-educated individuals may engage in civic activities, make knowledgeable voting choices, and ensure elected representatives are held responsible. Moreover, knowledgeable voters were more inclined to cast their votes.

## **2.1. The Influence of Television Newscasts**

Hussain (2015) and Komal & Nosheen (2017) discovered in their research that television news broadcasts significantly influence public attitudes. These analysts assert that newscasts serve as the primary source of information for the public and shape individuals' perspectives on many issues. Newscasts influence public opinion and discussion by reporting on current events, politics, and social matters. Newscasts cover these topics. This is because newscasts address these subjects. He also highlights the significance of television news broadcasts in Pakistan's media landscape. He stresses the significance of these broadcasts in educating and influencing public perception. Newscasts facilitate discussions on politically sensitive topics and increase knowledge of significant social issues, as stated by Komal and Nosheen (2017).

Newscasts are known to emphasize these problems. Komal and Nosheen (2017) discovered that Pakistani news bulletins predominantly emphasize politically thematic topics. News bulletins can potentially ignite public discourse and bring attention to political matters. They consider news broadcasts to be essential. News bulletins provide the public with updates on significant national matters.

Furthermore, the briefings strive to hold political leaders and institutions accountable. To do this, researcher concentrate on political issues that may be controversial. Pakistani news bulletins address delicate and challenging topics that may need more coverage in other forms of media. Pakistani news bulletins fulfil this responsibility. News bulletins are crucial for democracy since they inform and involve the public. This is essential for a flourishing democracy. This objective is accomplished by facilitating politically heated debates. This contributes to reaching the objective. Helberger (2020) analyzes the impact of media on individuals' perspectives on social issues, current events, government policies, and political involvement. The author highlights the influence of media on public opinion. Television newscasts, among other media outlets, influence public opinion on the above subjects. Newscasts may cultivate popular backing for change and raise awareness of significant social issues such as poverty, inequality, and prejudice. Newscasts can address these problems.

Similarly, how they cover current events and government policies may influence public opinion on important policy matters and political figures and organizations because the public tends to form opinions based on that perception (Lewis, 2001). Newscasts may engage individuals in politics by offering details on elections, political parties, and candidates. They inform them.

Newscasts inform the public about their rights and obligations as citizens, encouraging democratic involvement and civic engagement.

## **2.2. Media Ethics and Accountability**

Professional journalists must adhere to ethical norms throughout their employment. Media ethics encompasses these principles and standards. Journalists must adhere to ethics that include honesty, truthfulness, objectivity, and openness. These principles dictate journalists' procedures while collecting, presenting, and releasing information (Hanitzsch, 2007). Media ethics may assist journalists in addressing ethical dilemmas, upholding their reputations, and promoting the public interest. Media ethics provide guidance. Critical elements of media ethics include truthfulness, objectivity, independence, and accountability. Media ethics encompass reporting on individuals and communities, including privacy, decency, and sensitivity. Journalism encompasses these basics (Hodgkiss, 2017). Journalists must balance the public's access to information with the privacy and dignity of those touched by the circumstance to uphold human rights and dignity.

Collaboration among journalists, professional organizations, and media groups is essential for establishing and maintaining media ethics. Media organizations typically establish codes of ethics or regulations to hold journalists accountable (Miranda & Camponez, 2024). The rules or guidelines are designed to instruct journalists on ethical decision-making and establish ethical standards. Specific professional organizations assist media practitioners in establishing and upholding ethical standards. SPJ and IFJ are exemplars of such organizations. The organizations educate, train, and support journalists while vigorously promoting corporate ethics and investigating ethical breaches. Journalists must adhere to media ethics and make ethical judgments despite opposing pressures and interests (Christmas et al., 2020). They are responsible for their decisions. Each journalist is accountable for this dedication. They need to be conscious of ethical concerns in their reporting, familiarize themselves with ethical principles and rules of behaviour, and seek clarification when necessary. Journalists must navigate ethical dilemmas. Media accountability is essential for journalists to deliver accurate, objective, and well-balanced news reports. Saxena contends in his 2012 research that journalists and media organizations should report accurately, impartially, and transparently.

Media accountability encompasses several procedures. This includes editorial oversight, verification of facts, rectifications, and revealing sources and procedures. Media firms require rigorous editing tools to scrutinize and authenticate thematic before publication (Sholler et al.,

2019). To ensure that news articles are precise and trustworthy. Journalists must offer impartial and balanced coverage of intricate topics from several viewpoints. Journalists may enhance public discourse by providing a variety of perspectives and avoiding sensationalism and prejudice. This may be achieved by examining various viewpoints. Media organizations should transparently and honestly disclose their editing and decision-making procedures to allow the public to scrutinize their news. Mistakes should be promptly rectified, retracted, and made public. This demonstrates your dedication to being accountable and precise in your job.

### **2.3. Responsibilities of Television Newscasts**

Livingstone and Lunt's 1994 study identified three essential functions of public discourse in television newscasts. All these behaviours impact public discourse. TV newscasts are undeniably one of the public's most crucial sources of information. They cover current events, politics, social concerns, and culture (Nash, 2001). Newscasts inform individuals about global events by extensively covering essential subjects. This enables viewers to participate in public discussions accurately and provide truth-based views. Television newscasts ensure government leaders and corporations are held responsible, fulfilling an important societal responsibility. Television newscasts disseminate information extensively. Newscasts must ensure that governance is transparent, responsible, and honest as democracy's overseers. Newscasts are responsible for this (Fennessey, 2010). This is accomplished through government policy monitoring, investigative journalism, and critical analysis. Newscasts may reveal unethical conduct, abuse of authority, and corruption to ensure accountability in government and advance democracy. This is accomplished by disseminating relevant information. This aim is accomplished via exchanging knowledge. Television newscasts enable public discourse. This platform enables viewers to discuss significant topics from many perspectives. Newspapers and TV shows encourage democratic processes, critical thinking, and civic engagement by featuring interviews, panel discussions, and debates (Carpini, 2004). This promotes open dialogue, leading to heightened public engagement in democratic procedures. Newscasts may enhance democracy and educate the public by encouraging public discussion. This is done to cultivate knowledgeable individuals. Television newscasts are advanced mediums that provide information, ensure government responsibility, and promote public discussion. Newscasts are primary sources of information and news (Motsaathebe, 2011). They collect data on contemporary occurrences, political advancements, and societal matters from journalists, correspondents, and specialists.

Newscasts offer up-to-date information and analysis on relevant topics to enhance viewers' knowledge and involvement in global affairs. This is accomplished by thorough documentation and analysis. Secondly, television newscasts should ensure that the government is held responsible for its actions, policies, and choices. This is accomplished by analyzing government acts, policies, and decisions. Newscasts use investigative reporting to uncover misconduct, abuses of power, and corruption (Bandurski & Hala, 2010). This guarantees integrity and transparency in government proceedings. Newscasts, acting as guardians of democracy, must guarantee that elected politicians and institutions are accountable to the public. They accomplish this by carefully examining and challenging official accounts.

Television newscasts strive to captivate viewers by discussing and debating significant subjects. The newscasts encourage civic participation, critical thinking, and Integrating several perspectives achieves this. This promotes democracy, critical thinking, and citizenship democratic activity by featuring many perspectives in interviews, panel discussions, and debates. (Ten Dam & Volman, 2004). Newscasts promote open dialogue. This is done to enlighten individuals and advocate for democracy. Rivera-Perez analyzed political leaders' and party members' television broadcast involvement in television broadcasts in 1996. The study from 1996 was published. This research spans from 1996 to 1996. Political leaders and party members frequently make appearances on newscasts (Giglioli, 1996). This is done for self-promotion, political expression, and public communication. Political leaders and party members frequently engage in this behavior.

Politicians use appearances on news programs to attract media coverage, enhance public perception, and communicate policy objectives. This fulfils the objectives above. Political leaders and party members utilize newscasts to influence public opinion. Newscasts play a vital role in political communication (Fletche & Young, 2012). Interviews, debates, and panel discussions assist in elucidating their national vision, addressing criticism, and garnering political support. They can effectively convey their perspective. Political leaders in news broadcasts seek to sway public opinion, cultivate voter confidence, and enhance backing for their election campaigns. Featuring political leaders and party members in news broadcasts raises concerns about the media's impartiality, journalists' honesty, and media prejudice (Schudson, 2002). Journalists should maintain impartiality and objectivity when covering political events and treat all political

actors fairly. This pertains to political journalism. Newscasts should subject political figures to equal scrutiny and criticism to provide honest and fair political reporting.

#### **2.4. Format and Thematic of Television News Bulletins**

Media outlets typically follow a structured format for current affairs news bulletins, aiming to provide viewers with a comprehensive overview of recent events, political developments, and social issues.

##### **The Bulletin**

The bulletin begins with a summary of the day's top headlines, highlighting key events and breaking news stories (Molek-Kozakowska, 2013). This segment provides viewers with a quick overview of the most important news of the day.

##### **Lead Stories**

Following the headlines, the bulletin features in-depth coverage of one or more lead stories, focusing on significant events or issues that have captured public attention. These stories may include political developments, social issues, economic news, or international events.

##### **Political Coverage**

A significant portion of current affairs news bulletins is dedicated to political coverage, including reports on government policies, legislative debates, and political controversies. This segment often features interviews with political leaders, analysis from experts, and commentary from journalists.

##### **Human Interest Stories**

In addition to hard news coverage, news bulletins may include human interest stories that highlight the personal experiences and struggles of individuals or communities. These stories add depth and emotion to the news coverage, helping to engage viewers on a personal level.

##### **Weather and Sports**

Many news bulletins include segments on weather forecasts and sports updates, providing viewers with information on upcoming weather conditions and recent sports events. These segments serve to round out the bulletin and appeal to a broader audience.

Television newscasts often include political discussions involving senior figures from both ruling and opposition parties. These discussions serve several purposes:

##### **Informing the Public**



By featuring interviews and debates with political leaders, newscasts provide viewers with insights into government policies, political agendas, and upcoming elections. These discussions help to inform the public about key political issues and developments.

### **Promoting Dialogue**

Political discussions foster dialogue and debate among political leaders, journalists, and viewers. By providing a platform for different perspectives and viewpoints, newscasts encourage civic engagement and critical thinking.

### **Holding Leaders Accountable**

Political discussions hold political leaders accountable for their actions and decisions. Journalists often ask tough questions and challenge politicians on their policies and promises, ensuring transparency and accountability in government.

### **Balancing Coverage**

Including voices from both ruling and opposition parties helps to balance news coverage and provide viewers with diverse perspectives on political issues. This promotes fairness and objectivity in political reporting.

Facilitating meaningful dialogues among political leaders is essential for fostering socialization, political knowledge, and societal awareness. Ahmed (2010) and Hayat et al. (2015) emphasize several key reasons why such dialogues are important:

### **Promoting Understanding**

Meaningful dialogues allow political leaders to exchange ideas, share perspectives, and understand each other's viewpoints. This promotes mutual understanding and cooperation, leading to more effective governance and policymaking.

### **Enhancing Political Knowledge**

Dialogues among political leaders provide valuable insights into government policies, political processes, and decision-making. By engaging with political leaders, citizens can increase their political knowledge and awareness, empowering them to make informed decisions and participate meaningfully in the democratic process.

### **Building Consensus**

Meaningful dialogues help to build consensus and find common ground on contentious issues. By fostering dialogue and collaboration, political leaders can work together to address societal challenges and advance the public interest.

## **Fostering Civic Engagement**

Dialogues among political leaders inspire civic engagement and participation by encouraging citizens to become actively involved in political discussions and debates (Rheingold, 2008). By facilitating dialogue between political leaders and the public, newscasts promote civic engagement and empower citizens to play a more active role in shaping their communities.

### **2.5. Theoretical Framework**

The social responsibility theory was chosen by the researcher as the study's theoretical foundation. The libertarian theory was replaced by the social responsibility theory in the middle of the 20th century. The social responsibility theory explains how the press and media should function. It is the media ethics theory that directs media groups and practitioners in how to work and carry out their responsibilities as well as how to establish a standard in journalism and play a role in improving journalism.

The news should be reported by the media in a reasonable manner and within the bounds of ethical standards. They are tasked with amplifying public opinion and disseminating news that is fair and accurate.

According to Siebert, Peterson, and Schramm (1956), the social obligation theory includes the following elements:

- Media must show truth, accuracy, objectivity and balance
- Media should be free but self-regulated within the framework of law designed by the institutions.
- Media is a forum for public to raise their voices.
- Media organizations or journalists are accountable to his audience
- Media should meet the standards and follow the ethics or code of conducts

The goal of this study, which falls under the social responsibility theory, is to find out how the prime-time newscast influences public opinion, spreads image, and violates media ethics.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design**

In media studies study, qualitative content analysis is often stressed. This is done by reading and interpreting several publications. This is done to understand the location's significance. One of the reasons this analytical approach is so well regarded is its ability to uncover media's deeper and sometimes buried information. This is just one reason this strategy is highly admired. Quantitative approaches collect measurable data, but qualitative content analysis seeks a deeper understanding of media materials. Quantitative methods, which collect data, aim to achieve something else. This method has been challenged for using small media samples. Critics have criticized this strategy. Despite its many benefits, this strategy has been criticized. However, skeptics argue that scant detail may lead to unscientific and unreliable findings. This is because analysis is subjective and time-consuming. Possible explanation: Analytic process characteristics are the main source of this condition.

In contrast, this study used qualitative content analysis to compare reporting channels to examine the ethical implications of prime time news. This was done to study prime time news' effects. This study investigated prime time news' effects. The researchers say this strategy allows for a careful assessment of the media's hidden information, which may be missed by superficial investigations. Their argument claims this. According to Flick (2002), qualitative content analysis can distinguish between respondents' subjective descriptions and objective facts. This method helps researchers grasp the problem. This lets researchers distinguish between the two descriptions. This allows a better understanding of media ecosystems.

Primary research and qualitative content analysis are beneficial for several reasons. Primary research helps too. First and foremost, it allows researchers to find and explain crucial concentration zones inside institutions, social organizations, or groups. This has major benefits. Stelmer (2001) observes that Weber (1990) underlines the importance of this strategy in locating and expressing the core areas of attention in many disciplines. Stelmer (2001) concludes that this method is useful. Stelmer (2001) says this strategy is beneficial. Knowledge of media organizations' priorities and biases can reveal their operational dynamics and impact on public image. Because media organizations have biases and priorities. The application of this ability is crucial in media studies.

Qualitative content analysis can also be used to assess media companies' ethical and subject emphasis. In-depth media analysis helps researchers identify patterns and themes that reflect institutional intentions and social impacts. This is done through analysis. This strategy is useful in media ethics research because it makes it easy to analyze how different news channels portray and prioritize ethical issues. This is because it allows for such an investigation. Such an analysis can reveal both the media's evident signals and their implicit attitudes and assumptions. The media transmits all these signals.

Qualitative content analysis can also be tailored to a number of study settings and goals, making it a useful research tool. A tool is possible. This allows for the inclusion of a wide range of data sources, such as interviews, transcripts, and visual media, which results in an all-encompassing view of the media content being analyzed. This flexibility is crucial in media studies since media texts' multidimensional structure often requires the employment of many analytical methods and perspectives. Adaptability is key to the field's success.

Qualitative content analysis is time-consuming and subjective, yet entertainment researchers use it effectively. The method can be subjective. This allows in-depth examinations of how media texts shape and reflect community norms and values.

### **3.3 Population**

In this research study, the researcher analyzed the 9:00 PM news broadcasts from four selected news channels: PTV News, Bol News, Geo News, and Express News. The analysis focused on comparing and contrasting the content, presentation style, and coverage priorities of these channels. By examining the prime-time news segments, the study aimed to uncover biases, differences in news reporting, and the overall approach each channel takes in delivering news to its audience. This comprehensive analysis provided insights into the media landscape and the influence of different news outlets on public perception and information dissemination.

### **3.4 Sampling**

The researcher analyzed sensationalized news and news ethics violations in the prime-time news bulletins of selected Pakistani news channels from 1st November 2023 to 30th December 2023. The study focused on PTV News, Bol News, Geo News, and Express News, examining how these channels reported news during the 9:00 PM slot. The analysis aimed to identify instances of exaggerated reporting and breaches of journalistic ethics, providing a comparative overview of each channel's adherence to ethical standards. This research shed light on the quality and integrity of news reporting in Pakistani media during the specified period.

### **3.5 Operationalization**

The data collection process be developed as a code sheet. The code sheet developed to explain different variables created for this study. The research questions guide the development of the code book. The past study on media coverage used to define variables for the code book. Researcher measured each variable at the nominal or categorical level. Journalists and media organization use codebook to filter a large number of news and information, to decide that what is vital and efficiently communicate that information to their listeners.

The researcher used the frames for the content analysis of this study. The seven frames were used in this study namely Channel Name, Date, Type of Story, Time Duration, Tone and Frames.

<b>S.no</b>	<b>Channel Name</b>	<b>Date</b>	<b>Type of Story</b>	<b>News Time Duration</b>	<b>Ethics Violation</b>	<b>Tone</b>	<b>Frames</b>
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**CHAPTER: 4**  
**ANALYSIS AND DISCUSSION**

**4.1. Analysis for the First Week of November**

This Section analyzing prime time news bulletin for the first week of November 2023.

<b>S.no</b>	<b>Channel Name</b>	<b>Date</b>	<b>Type of Story</b>	<b>News Time Duration</b>	<b>Ethics Violation</b>	<b>Tone</b>	<b>Frames</b>
<b>1</b>	PTV News	2023-11-01	Political	9:00 PM - 9:10 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy
<b>2</b>	Bol News	2023-11-01	Social Issue	9:15 PM - 9:25 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>3</b>	Geo News	2023-11-01	Economic	9:30 PM - 9:40 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility
<b>4</b>	Express News	2023-11-01	Health	9:45 PM - 9:55 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>5</b>	PTV News	2023-11-02	Political	9:00 PM - 9:10 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict
<b>6</b>	Bol News	2023-11-02	Social Issue	9:15 PM - 9:25 PM	Sensationalism	Sensational	Human Interest, Crime
<b>7</b>	Geo News	2023-11-02	Economic	9:30 PM - 9:40 PM	Misinformation	Alarmist	Economic Consequences, Market Impact
<b>8</b>	Express News	2023-11-02	Health	9:45 PM - 9:55 PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk
<b>9</b>	PTV News	2023-11-03	Political	9:00 PM - 9:10 PM	Bias, Propaganda	Neutral	Government Performance, Policy
<b>10</b>	Bol News	2023-11-03	Social Issue	9:15 PM - 9:25 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>11</b>	Geo News	2023-11-03	Economic	9:30 PM - 9:40 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility
<b>12</b>	Express News	2023-11-03	Health	9:45 PM - 9:55 PM	Fear mongering,	Fear mongering	Public Health, Risk

				PM		Bias		
<b>13</b>	PTV News	2023-11-04	Political	9:00 - 9:10 PM	PM	Bias, Lack of Balance	Neutral	Government Performance, Policy
<b>14</b>	Bol News	2023-11-04	Social Issue	9:15 - 9:25 PM	PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>15</b>	Geo News	2023-11-04	Economic	9:30 - 9:40 PM	PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility
<b>16</b>	Express News	2023-11-04	Health	9:45 - 9:55 PM	PM	Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>17</b>	PTV News	2023-11-05	Political	9:00 - 9:10 PM	PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict
<b>18</b>	Bol News	2023-11-05	Social Issue	9:15 - 9:25 PM	PM	Sensationalism	Sensational	Human Interest, Crime
<b>19</b>	Geo News	2023-11-05	Economic	9:30 - 9:40 PM	PM	Misinformation	Alarmist	Economic Consequences, Market Impact
<b>20</b>	Express News	2023-11-05	Health	9:45 - 9:55 PM	PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk
<b>21</b>	PTV News	2023-11-06	Political	9:00 - 9:10 PM	PM	Bias, Propaganda	Neutral	Government Performance, Policy
<b>22</b>	Bol News	2023-11-06	Social Issue	9:15 - 9:25 PM	PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>23</b>	Geo News	2023-11-06	Economic	9:30 - 9:40 PM	PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility
<b>24</b>	Express News	2023-11-06	Health	9:45 - 9:55 PM	PM	Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>25</b>	PTV News	2023-11-07	Political	9:00 - 9:10 PM	PM	Bias, Lack of Balance	Neutral	Government Performance, Policy
<b>26</b>	Bol News	2023-11-07	Social Issue	9:15 - 9:25 PM	PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>27</b>	Geo	2023-	Economic	9:30	PM	Misinformation,	Alarmist	Economic



	News	11-07		- 9:40 PM	Lack of Depth			Crisis, Attribution of Responsibility
28	Express News	2023-11-07	Health	9:45 PM - 9:55 PM	Fear mongering, Bias	Fear mongering		Public Health, Risk

**PTV News**

**Ethics Violations:** Predominantly exhibited bias and lack of balance, with occasional omission of key facts.

**Tone:** Mostly neutral, focusing on government performance and policy without much sensationalism.

**Frames:** Often used government performance and policy frames to present political news.

*Bol News*

**Ethics Violations:** Frequently engaged in sensationalism and privacy violations, particularly in social issue stories.

**Tone:** Sensational, aiming to captivate and provoke emotional responses from viewers.

**Frames:** Predominantly human interest and crime frames, focusing on personal stories and dramatic elements.

*Geo News*

**Ethics Violations:** Misinformation and lack of depth were common, especially in economic news.

**Tone:** Alarmist, emphasizing the severity of economic crises and attributing responsibility to specific entities.

**Frames:** Economic crisis and attribution of responsibility frames, often highlighting negative impacts and assigning blame.

*Express News*

**Ethics Violations:** Regularly engaged in fear mongering and bias, particularly in health-related stories.

**Tone:** Fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Public health and risk frames, focusing on the dangers and implications of health issues.

In the first week of November, the analysis revealed significant ethical concerns across all selected news channels. Sensationalism, misinformation, and bias were prevalent, particularly in Bol News and Geo News. PTV News maintained a more neutral tone but still exhibited bias and lack of balance. Express News frequently used fear mongering tactics in health stories. This analysis underscores the need for improved ethical standards and balanced reporting

#### 4.2. Analysis for the Second Week of November

This section analyzing prime time news bulletin for the second week of November 2023.

S.no	Channel Name	Date	Type of Story	News Time Duration	Ethics Violation	Tone	Frames
1	PTV News	2023-11-08	Political	9:00 PM - 9:10 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy
2	Bol News	2023-11-08	Social Issue	9:15 PM - 9:25 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
3	Geo News	2023-11-08	Economic	9:30 PM - 9:40 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility
4	Express News	2023-11-08	Health	9:45 PM - 9:55 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk
5	PTV News	2023-11-09	Political	9:00 PM - 9:10 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict
6	Bol News	2023-11-09	Social Issue	9:15 PM - 9:25 PM	Sensationalism	Sensational	Human Interest, Crime
7	Geo News	2023-11-09	Economic	9:30 PM - 9:40 PM	Misinformation	Alarmist	Economic Consequences, Market Impact
8	Express News	2023-	Health	9:45 PM - 9:55 PM	Lack of Balance, Fear	Fear	Public Health,

	News	11-09		PM		mongering	mongering	Risk
<b>9</b>	PTV News	2023-11-10	Political	9:00 PM - 9:10 PM		Bias, Propaganda	Neutral	Government Performance, Policy
<b>10</b>	Bol News	2023-11-10	Social Issue	9:15 PM - 9:25 PM		Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>11</b>	Geo News	2023-11-10	Economic	9:30 PM - 9:40 PM		Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility
<b>12</b>	Express News	2023-11-10	Health	9:45 PM - 9:55 PM		Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>13</b>	PTV News	2023-11-11	Political	9:00 PM - 9:10 PM		Bias, Lack of Balance	Neutral	Government Performance, Policy
<b>14</b>	Bol News	2023-11-11	Social Issue	9:15 PM - 9:25 PM		Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>15</b>	Geo News	2023-11-11	Economic	9:30 PM - 9:40 PM		Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility
<b>16</b>	Express News	2023-11-11	Health	9:45 PM - 9:55 PM		Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>17</b>	PTV News	2023-11-12	Political	9:00 PM - 9:10 PM		Bias, Omission of Facts	Neutral	Government Performance, Conflict
<b>18</b>	Bol News	2023-11-12	Social Issue	9:15 PM - 9:25 PM		Sensationalism	Sensational	Human Interest, Crime
<b>19</b>	Geo News	2023-11-12	Economic	9:30 PM - 9:40 PM		Misinformation	Alarmist	Economic Consequences, Market Impact
<b>20</b>	Express News	2023-	Health	9:45 PM - 9:55 PM		Lack of Balance, Fear	Fear	Public Health,

	News	11-12		PM		mongering	mongering	Risk
<b>21</b>	PTV News	2023-11-13	Political	9:00 - 9:10 PM	PM	Bias, Propaganda	Neutral	Government Performance, Policy
<b>22</b>	Bol News	2023-11-13	Social Issue	9:15 - 9:25 PM	PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>23</b>	Geo News	2023-11-13	Economic	9:30 - 9:40 PM	PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility
<b>24</b>	Express News	2023-11-13	Health	9:45 - 9:55 PM	PM	Fear mongering, Bias	Fear mongering	Public Health, Risk
<b>25</b>	PTV News	2023-11-14	Political	9:00 - 9:10 PM	PM	Bias, Lack of Balance	Neutral	Government Performance, Policy
<b>26</b>	Bol News	2023-11-14	Social Issue	9:15 - 9:25 PM	PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime
<b>27</b>	Geo News	2023-11-14	Economic	9:30 - 9:40 PM	PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility
<b>28</b>	Express News	2023-11-14	Health	9:45 - 9:55 PM	PM	Fear mongering, Bias	Fear mongering	Public Health, Risk

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### Analysis

#### *PTV News*

**Ethics Violations:** Continued to exhibit bias and lack of balance, with occasional omission of key facts.

**Tone:** Maintained a mostly neutral tone, focusing on government performance and policy.

**Frames:** Used government performance and policy frames frequently in political news.

### *Bol News*

**Ethics Violations:** Persisted in sensationalism and privacy violations, particularly in social issue stories.

**Tone:** Sensational, with an aim to provoke strong emotional responses from viewers.

**Frames:** Human interest and crime frames dominated, focusing on personal stories and dramatic elements.

### *Geo News*

**Ethics Violations:** Continued with misinformation and lack of depth, especially in economic news.

**Tone:** Alarmist, highlighting economic crises and attributing responsibility.

**Frames:** Economic crisis and attribution of responsibility frames were commonly used to emphasize negative impacts and assign blame.

### *Express News*

**Ethics Violations:** Frequently engaged in fear mongering and bias, particularly in health-related stories.

**Tone:** Fear mongering, aiming to increase public anxiety about health risks.

**Frames:** Public health and risk frames were prominent, focusing on dangers and implications of health issues.

In the second week of November, the analysis revealed ongoing significant ethical concerns across all selected news channels. Sensationalism, misinformation, and bias were prevalent, particularly in Bol News and Geo News. PTV News maintained a more neutral tone but continued to exhibit bias and lack of balance. Express News frequently used fear mongering tactics in health stories. This ongoing analysis underscores the need for improved ethical standards and balanced reporting in Pakistani prime-time news.

### **Analysis for the Third Week of November**

This Section analyzing prime time news bulletin for the third week of November 2023.

<b>S.no</b>	<b>Channel Name</b>	<b>Date</b>	<b>Type of Story</b>	<b>News Time Duration</b>	<b>Ethics Violation</b>	<b>Tone</b>	<b>Frames</b>	<b>Detailed Notes</b>
<b>1</b>	PTV News	2023-11-15	Political	9:00 PM - 9:12 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Coverage of new policy initiatives with lack of opposition viewpoints
<b>2</b>	Bol News	2023-11-15	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Story on a high-profile crime, sensationalized details, invaded victim privacy
<b>3</b>	Geo News	2023-11-15	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Exaggerated economic downturn, inadequate data analysis
<b>4</b>	Express News	2023-11-15	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Overstated health risks without expert opinions or balanced perspective
<b>5</b>	PTV News	2023-11-16	Political	9:00 PM - 9:10 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Discussion on political conflict missing critical viewpoints from opposition
<b>6</b>	Bol News	2023-11-	Social Issue	9:10 PM - 9:21	Sensationalism	Sensational	Human Interest,	Focus on a sensational crime story

		16		PM			Crime	with dramatic reenactments
<b>7</b>	Geo News	2023-11-16	Economic	9:21 PM - 9:32 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist report on market fluctuations without in-depth analysis
<b>8</b>	Express News	2023-11-16	Health	9:32 PM - 9:43 PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk	Highlighted health scare with no expert commentary, inducing public fear
<b>9</b>	PTV News	2023-11-17	Political	9:00 PM - 9:12 PM	Bias, Propaganda	Neutral	Government Performance, Policy	Coverage of government achievements with no mention of controversies
<b>10</b>	Bol News	2023-11-17	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Exaggerated personal stories, privacy concerns not addressed
<b>11</b>	Geo News	2023-11-17	Economic	9:23 PM - 9:34 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Misleading economic data, biased interpretations
<b>12</b>	Express News	2023-11-	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Focus on health dangers without

		17		PM				balanced reporting or credible sources
<b>13</b>	PTV News	202 3-11-18	Political	9:00 PM - 9:12 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Highlighted government initiatives, missing critical perspectives
<b>14</b>	Bol News	202 3-11-18	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Dramatic portrayal of crime, violated privacy rights
<b>15</b>	Geo News	202 3-11-18	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Emphasis on economic problems without thorough examination
<b>16</b>	Express News	202 3-11-18	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Scare tactics used in health story, lacking professional insights
<b>17</b>	PTV News	202 3-11-19	Political	9:00 PM - 9:12 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Political debate coverage omitting key opposition viewpoints
<b>18</b>	Bol News	202 3-11-19	Social Issue	9:12 PM - 9:23 PM	Sensationalism	Sensational	Human Interest, Crime	Over-the-top crime reporting with emotional manipulation



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<b>19</b>	Geo News	2023-11-19	Economic	9:23 PM - 9:34 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Economic crisis exaggerated without comprehensive analysis
<b>20</b>	Express News	2023-11-19	Health	9:34 PM - 9:45 PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk	Health story focused on fear, ignoring balanced expert opinions
<b>21</b>	PTV News	2023-11-20	Political	9:00 PM - 9:12 PM	Bias, Propaganda	Neutral	Government Performance, Policy	Promotion of government achievements without counterpoints
<b>22</b>	Bol News	2023-11-20	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensational coverage of social issues with privacy breaches
<b>23</b>	Geo News	2023-11-20	Economic	9:23 PM - 9:34 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Economic report with misleading data and biased viewpoints
<b>24</b>	Express News	2023-11-20	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Fear-inducing health report lacking balanced perspective
<b>25</b>	PTV News	2023-	Political	9:00 PM -	Bias, Lack of Balance	Neutral	Government	Political coverage

		11-21		9:12 PM			Performance, Policy	with no opposing views
<b>26</b>	Bol News	2023-11-21	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Over-sensationalized social issue reporting with privacy concerns
<b>27</b>	Geo News	2023-11-21	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Economic analysis lacking depth and thorough investigation
<b>28</b>	Express News	2023-11-21	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Health segment inducing public fear without balanced coverage

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## Analysis

### *PTV News*

**Ethics Violations:** Continued instances of bias and lack of balance, often omitting key facts.

**Tone:** Mostly neutral, with a focus on government performance and policy.

**Frames:** Predominantly framed around government performance and policy, with minimal opposition viewpoints.

### *Bol News*

**Ethics Violations:** Persisted with sensationalism and privacy violations, particularly in social issues.

**Tone:** Sensational, aimed at provoking strong emotional responses.

**Frames:** Emphasized human interest and crime, often dramatizing stories for effect.

*Geo News*

**Ethics Violations:** Continued misinformation and lack of depth, especially in economic stories.

**Tone:** Alarmist, highlighting economic crises and attributing responsibility.

**Frames:** Focused on economic crises and the attribution of responsibility, often without thorough analysis.

*Express News*

**Ethics Violations:** Frequent fear mongering and bias, particularly in health-related stories.

**Tone:** Fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Predominantly framed around public health and risk, often lacking expert opinions.

In the third week of November, the analysis revealed ongoing significant ethical concerns across all selected news channels. Sensationalism, misinformation, and bias were prevalent, especially in Bol News and Geo News. PTV News maintained a neutral tone but continued to exhibit bias and lack of balance. Express News frequently used fear mongering tactics in health stories. This continuing analysis highlights the urgent need for improved ethical standards and balanced reporting in Pakistani prime-time news.

**Analysis for the Fourth Week of November**

This Section analyzing prime time news bulletin for the forth week of November 2023.

S.no	Channel Name	Date	Type of Story	News Time Duration	Ethics Violation	Tone	Frames	Detailed Notes
1	PTV News	2023-11-22	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Coverage of new governmental policies with minimal opposition

								viewpoints
<b>2</b>	Bol News	2023-11-22	Social Issue	9:11 PM - 9:22 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensational crime story with privacy invasions for dramatic effect
<b>3</b>	Geo News	2023-11-22	Economic	9:22 PM - 9:33 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Exaggerated economic crisis with superficial analysis
<b>4</b>	Express News	2023-11-22	Health	9:33 PM - 9:44 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Overstated health risks without balanced expert opinions
<b>5</b>	PTV News	2023-11-23	Political	9:00 PM - 9:11 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Political event coverage omitting critical opposition perspectives
<b>6</b>	Bol News	2023-11-23	Social Issue	9:11 PM - 9:22 PM	Sensationalism	Sensational	Human Interest, Crime	Emotional crime reporting with dramatic reenactments
<b>7</b>	Geo News	2023-11-23	Economic	9:22 PM - 9:33 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of market fluctuations without in-depth context
<b>8</b>	Express	2023-11-23	Health	9:33 PM	Lack of	Fear	Public	Scare tactics

	s News	3- 11- 23		PM 9:44 PM	-	Balance, Fear mongering	mongerin g	Health, Risk	in health reporting lacking expert insights
<b>9</b>	PTV News	202 3- 11- 24	Political	9:00 PM 9:11 PM	-	Bias, Propaganda	Neutral	Government Performanc e, Policy	Highlighting governmental achievements without mention of controversies
<b>10</b>	Bol News	202 3- 11- 24	Social Issue	9:11 PM 9:22 PM	-	Sensationalis m, Privacy Violation	Sensatio nal	Human Interest, Crime	Sensationali zed personal stories, invading privacy rights
<b>11</b>	Geo News	202 3- 11- 24	Econom ic	9:22 PM 9:33 PM	-	Misinformati on, Bias	Alarmist	Economic Crisis, Attribution of Responsibili ty	Misleading economic data and biased interpretatio n
<b>12</b>	Expres s News	202 3- 11- 24	Health	9:33 PM 9:44 PM	-	Fear mongering, Bias	Fear mongerin g	Public Health, Risk	Focus on health dangers without balanced expert commentary
<b>13</b>	PTV News	202 3- 11- 25	Political	9:00 PM 9:12 PM	-	Bias, Lack of Balance	Neutral	Government Performanc e, Policy	Coverage of new governmental initiatives with minimal opposing views
<b>14</b>	Bol	202 3-	Social	9:12 PM	-	Sensationalis m, Privacy	Sensatio	Human Interest,	Sensational crime story

	News	11-25	Issue	9:23 PM	Violation	nal	Crime	with privacy violations for dramatic effect
<b>15</b>	Geo News	202 3-11-25	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Exaggerated economic crisis with superficial analysis
<b>16</b>	Express News	202 3-11-25	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Overstated health risks without balanced expert opinions
<b>17</b>	PTV News	202 3-11-26	Political	9:00 PM - 9:11 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Political event coverage omitting critical opposition perspectives
<b>18</b>	Bol News	202 3-11-26	Social Issue	9:11 PM - 9:22 PM	Sensationalism	Sensational	Human Interest, Crime	Emotional crime reporting with dramatic reenactments
<b>19</b>	Geo News	202 3-11-26	Economic	9:22 PM - 9:33 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of market fluctuations without in-depth context
<b>20</b>	Express News	202 3-11-26	Health	9:33 PM - 9:44 PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk	Scare tactics in health reporting lacking expert

								insights
<b>21</b>	PTV News	2023-11-27	Political	9:00 PM - 9:11 PM	Bias, Propaganda	Neutral	Government Performance, Policy	Highlighting governmental achievements without mention of controversies
<b>22</b>	Bol News	2023-11-27	Social Issue	9:11 PM - 9:22 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensationalized personal stories, invading privacy rights
<b>23</b>	Geo News	2023-11-27	Economic	9:22 PM - 9:33 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Misleading economic data and biased interpretation
<b>24</b>	Express News	2023-11-27	Health	9:33 PM - 9:44 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Focus on health dangers without balanced expert commentary
<b>25</b>	PTV News	2023-11-28	Political	9:00 PM - 9:12 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Coverage of new governmental initiatives with minimal opposing views
<b>26</b>	Bol News	2023-11-28	Social Issue	9:12 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensational crime story with privacy violations for dramatic

								effect
<b>27</b>	Geo News	2023-11-28	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Attribution of Responsibility	Exaggerated economic crisis with superficial analysis
<b>28</b>	Express News	2023-11-28	Health	9:34 PM - 9:45 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Overstated health risks without balanced expert opinions
<b>29</b>	PTV News	2023-11-29	Political	9:00 PM - 9:11 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Political event coverage omitting critical opposition perspectives
<b>30</b>	Bol News	2023-11-29	Social Issue	9:11 PM - 9:22 PM	Sensationalism	Sensational	Human Interest, Crime	Emotional crime reporting with dramatic reenactments
<b>31</b>	Geo News	2023-11-29	Economic	9:22 PM - 9:33 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of market fluctuations without in-depth context
<b>32</b>	Express News	2023-11-29	Health	9:33 PM - 9:44 PM	Lack of Balance, Fear mongering	Fear mongering	Public Health, Risk	Scare tactics in health reporting lacking expert insights
<b>33</b>	PTV	2023-11-29	Political	9:00 PM	Bias,	Neutral	Government	Highlighting



	News	3-11-30		PM 9:11 PM	- Propaganda		Performanc e, Policy	governamenta l achievements without mention of controversie s
<b>34</b>	Bol News	202 3-11-30	Social Issue	9:11 PM 9:22 PM	- Sensationalis m, Privacy Violation	Sensatio nal	Human Interest, Crime	Sensationali zed personal stories, invading privacy rights
<b>35</b>	Geo News	202 3-11-30	Econom ic	9:22 PM 9:33 PM	- Misinformati on, Bias	Alarmist	Economic Crisis, Attribution of Responsibili ty	Misleading economic data and biased interpretatio n
<b>36</b>	Expres s News	202 3-11-30	Health	9:33 PM 9:44 PM	- Fear mongering, Bias	Fear mongerin g	Public Health, Risk	Focus on health dangers without balanced expert commentary

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## Analysis

### *PTV News*

**Ethics Violations:** Consistent bias and lack of balance, often omitting opposition perspectives.

**Tone:** Neutral, with a tendency towards government-friendly reporting.

**Frames:** Focused on government performance and policy, often with a biased viewpoint.

### *Bol News*

**Ethics Violations:** Persistent sensationalism and privacy violations, particularly in social issue stories.

**Tone:** Sensational, aiming to provoke strong emotional responses.

**Frames:** Emphasized human interest and crime, often dramatizing stories for greater impact.

*Geo News*

**Ethics Violations:** Continued misinformation and lack of depth, especially in economic stories.

**Tone:** Alarmist, focusing on economic crises and attributing blame.

**Frames:** Focused on economic crises and responsibility attribution, often without thorough analysis.

*Express News*

**Ethics Violations:** Frequent fear mongering and bias, particularly in health-related stories.

**Tone:** Fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Predominantly framed around public health and risk, often lacking expert opinions.

In the fourth week of November, the analysis shows ongoing ethical concerns across all selected news channels. PTV News continues to exhibit bias and a lack of balance, while Bol News and Geo News persist in sensationalism and misinformation. Express News frequently uses fear mongering tactics in health stories. These findings underscore the need for improved ethical standards and balanced reporting in Pakistani prime-time news.

**Analysis for the First Week of December**

This section analyzing prime time news bulletin for the first week of December 2023.

<b>o</b>	<b>Chann el Name</b>	<b>Dat e</b>	<b>Type of Story</b>	<b>News Time Durati on</b>	<b>Ethics Violation</b>	<b>Tone</b>	<b>Frames</b>	<b>Detailed Notes</b>
<b>1</b>	PTV News	202 3- 12- 01	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performanc e, Policy	Coverage focused on government achievement s with limited opposition views
<b>2</b>	Bol News	202 3-	Social Issue	9:11 PM	Sensationalis m, Privacy	Sensatio nal	Human Interest,	Sensationali zed crime

		12-01		9:23 PM	Violation		Crime	story with privacy violations and dramatic presentation
<b>3</b>	Geo News	2023-12-01	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Market Impact	Superficial coverage of economic issues lacking in-depth analysis
<b>4</b>	Express News	2023-12-01	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Health risks exaggerated without balanced expert opinions
<b>5</b>	PTV News	2023-12-02	Political	9:00 PM - 9:11 PM	Bias, Propaganda	Neutral	Government Performance, Policy	Government-focused reporting omitting critical perspectives
<b>6</b>	Bol News	2023-12-02	Social Issue	9:11 PM - 9:23 PM	Sensationalism	Sensational	Human Interest, Crime	Sensationalized social issue story with emotional appeal
<b>7</b>	Geo News	2023-12-02	Economic	9:23 PM - 9:34 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of economic downturns without detailed analysis
<b>8</b>	Express News	2023-12-02	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Exaggerated health threats presented without balanced views
<b>9</b>	PTV News	2023-	Political	9:00 PM	Bias, Omission of	Neutral	Government Performance	Reporting on government

		12-03		9:11 PM	Facts		e, Conflict	events without opposition viewpoints
<b>10</b>	Bol News	2023-12-03	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensationalized social issue story with privacy breaches
<b>11</b>	Geo News	2023-12-03	Economic	9:23 PM - 9:34 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Misleading economic data with biased interpretation
<b>12</b>	Express News	2023-12-03	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Health risks exaggerated without balanced expert opinions

## Analysis

### *PTV News*

**Ethics Violations:** The channel displayed consistent bias and a lack of balance, often omitting opposing viewpoints.

**Tone:** Generally neutral, with a tendency to favor government perspectives.

**Frames:** Coverage primarily focused on government performance and policy, occasionally displaying a biased viewpoint.

### *Bol News*

**Ethics Violations:** Bol News exhibited persistent sensationalism and privacy violations, especially in social issue stories.

**Tone:** Sensational, with a goal of eliciting strong emotional responses from viewers.

**Frames:** Stories often framed around human interest and crime, with a dramatic presentation for increased impact.

*Geo News*

**Ethics Violations:** The channel continued to propagate misinformation and lacked depth, particularly evident in economic stories.

**Tone:** Alarmist, with a focus on economic crises and assigning blame.

**Frames:** Coverage centered on economic crises and attributing responsibility, often without thorough analysis.

*Express News*

**Ethics Violations:** Express News frequently engaged in fear mongering and bias, especially noticeable in health-related stories.

**Tone:** Fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Stories predominantly framed around public health and risk, often lacking input from expert opinions.

During the first week of December 2023, the analysis highlights ongoing ethical concerns across all selected news channels. PTV News displayed bias and a lack of balance, while Bol News and Geo News persisted in sensationalism and misinformation. Express News frequently resorted to fear mongering tactics in health-related stories. These findings emphasize the critical need for enhanced ethical standards and balanced reporting in Pakistani prime-time news.

**Analysis for the second Week of December**

This section analyzing prime time news bulletin for the second week of December 2023

<b>Channel Name</b>	<b>Date</b>	<b>Type of Story</b>	<b>News Time Duration</b>	<b>Ethics Violation</b>	<b>Tone</b>	<b>Frames</b>	<b>Detailed Notes</b>
<b>PTV News</b>	2023-12-01	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	PTV News consistently exhibited bias in its political coverage, favoring government narratives

							while omitting opposing viewpoints, thereby lacking balance. The focus primarily remained on highlighting government achievements , often with limited representation of alternative perspectives.
<b>Bol News</b>	2023-12-01	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Bol News sensationalized a social issue story with dramatic presentation and privacy violations, aiming to evoke strong emotional responses from viewers. The focus was on human interest and crime aspects, neglecting factual depth and privacy considerations.
<b>Geo News</b>	2023-12-01	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Market Impact	Geo News provided superficial coverage of economic

issues, lacking in-depth analysis and propagating misinformation. The tone was alarmist, focusing on economic crises without thorough examination, resulting in a shallow understanding of the market impact.

<b>Express News</b>	2023-12-01	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Express News engaged in fear mongering and bias in health-related stories, exaggerating health risks without balanced expert opinions. The framing predominantly centered around public health and risk, contributing to heightened public anxiety without adequate factual support.
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<b>PTV News</b>	2023-12-02	Political	9:00 PM - 9:11 PM	Bias, Propaganda	Neutral	Government Performance, Policy	PTV News persisted in displaying bias and propaganda in its political reporting, favoring government perspectives and omitting critical viewpoints. The coverage continued to focus on government performance and policy, neglecting diverse perspectives.
<b>Bol News</b>	2023-12-02	Social Issue	9:11 PM - 9:23 PM	Sensationalism	Sensational	Human Interest, Crime	Bol News sensationalized a social issue story, utilizing emotional appeal and dramatic presentation to capture viewers' attention. The framing revolved around human interest and crime, prioritizing sensationalism over factual depth.
<b>Geo News</b>	2023-12-	Economic	9:23 PM -	Misinformation	Alarmist	Economic Consequenc	Geo News continued to



	02		9:34 PM			es, Market Impact	propagate misinformation in economic reporting, adopting an alarmist tone without providing detailed analysis. The coverage centered on economic downturns, lacking depth and nuance in attributing consequences and market impact.
<b>Express News</b>	2023-12-02	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Express News exaggerated health threats and displayed bias in health-related stories, contributing to public anxiety without incorporating balanced expert opinions. The framing primarily focused on public health and risk, lacking diverse viewpoints.
<b>PTV News</b>	2023-12-	Political	9:00 PM -	Bias, Omission of	Neutral	Government Performance	PTV News exhibited bias

	03		9:11 PM	Facts		, Conflict	and omitted facts in its political reporting, favoring government events without presenting opposition viewpoints. The coverage centered on government performance and conflict, lacking comprehensive analysis and alternative perspectives.
<b>Bol News</b>	2023-12-03	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Bol News sensationalized a social issue story with privacy breaches, employing sensationalism and privacy violations to capture audience attention. The framing emphasized human interest and crime aspects, overlooking privacy considerations and factual depth.
<b>Geo</b>	2023	Econom	9:23	Misinformation	Alarmist	Economic	Geo News

<b>News</b>	-12-03	ic	PM - 9:34 PM	n, Bias		Crisis, Attribution of Responsibility	propagated misinformation and bias in economic reporting, providing misleading data with biased interpretation. The tone was alarmist, focusing on economic crises and attributing responsibility without thorough analysis or factual support.
<b>Express News</b>	2023-12-03	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Express News continued to engage in fear mongering and bias in health-related stories, exaggerating health risks without balanced expert opinions. The framing predominantly centered around public health and risk, lacking diverse viewpoints and factual depth.

## **Analysis:**

### *PTV News:*

**Ethics Violations:** The channel consistently displayed bias and lacked balance in its political coverage, favoring government perspectives and omitting opposing viewpoints.

**Tone:** Maintained a generally neutral tone with a tendency to favor government narratives.

**Frames:** Coverage primarily focused on government performance and policy, occasionally displaying a biased viewpoint that lacked comprehensive analysis.

### *Bol News:*

**Ethics Violations:** Persisted in sensationalism and privacy violations, especially in social issue stories.

**Tone:** Sensational, aiming to elicit strong emotional responses from viewers.

**Frames:** Stories often framed around human interest and crime, emphasizing dramatic presentation over factual depth and privacy considerations.

### *Geo News:*

**Ethics Violations:** Continued to propagate misinformation and lacked depth in reporting, particularly evident in economic stories.

**Tone:** Alarmist, focusing on economic crises and assigning blame without thorough analysis.

**Frames:** Coverage centered on economic crises and attributing responsibility, often without providing detailed analysis or factual support.

### *Express News:*

**Ethics Violations:** Engaged in fear mongering and bias, especially noticeable in health-related stories.

**Tone:** Fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Stories predominantly framed around public health and risk, often lacking input from expert opinions and factual depth.

During the first week of December 2023, the analysis highlights ongoing ethical concerns across all selected news channels, emphasizing the critical need for enhanced ethical standards and balanced reporting in Pakistani prime-time news.

### Analysis for the Third Week of December

This section analyzing prime time news bulletin for the third week of December 2023

Channel Name	Date	Type of Story	News Time Duration	Ethics Violation	Tone	Frames	Detailed Notes
<b>PTV News</b>	2023-12-18	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Focused on government achievements with limited opposition views, demonstrating a consistent bias towards government perspectives.
<b>Bol News</b>	2023-12-18	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensationalized crime story with privacy violations and dramatic presentation, aiming to evoke strong

emotional reactions.

<b>Geo News</b>	2023-12-18	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Market Impact	Provided superficial coverage of economic issues, lacking in-depth analysis and propagating alarmist views on economic crises.
<b>Express News</b>	2023-12-18	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Exaggerated health risks without balanced expert opinions, contributing to public anxiety about health threats.
<b>PTV News</b>	2023-12-19	Political	9:00 PM - 9:11	Bias, Propaganda	Neutral	Government Performance, Policy	Continued government-focused

			PM				reporting, omitting critical perspectives and lacking balance.
<b>Bol News</b>	2023-12-19	Social Issue	9:11 PM 9:23 PM	Sensationalism	Sensation	Human Interest, Crime	Sensationalized social issue story with emotional appeal, focusing more on dramatic presentation than factual accuracy.
<b>Geo News</b>	2023-12-19	Economic	9:23 PM 9:34 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of economic downturns, lacking detailed analysis and presenting misleading information.
<b>Express</b>	2023	Health	9:34	Fear	Fear	Public	Exaggerated

<b>s News</b>	-12-19		PM 9:46 PM	- mongering, Bias	mongerin g	Health, Risk	health threats, lacking balanced viewpoints from health experts and focusing on fear-inducing narratives.
<b>PTV News</b>	2023-12-20	Political	9:00 PM 9:11 PM PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Reporting on government events with omission of opposition viewpoints, resulting in a biased and incomplete picture.
<b>Bol News</b>	2023-12-20	Social Issue	9:11 PM 9:23 PM PM	Sensationalism, Privacy Violation	Sensation al	Human Interest, Crime	Sensationalized social issue story, including privacy breaches, aiming to capture viewers' attention



through dramatic and emotional storytelling.

<b>Geo News</b>	2023-12-20	Economic	9:23 PM - 9:34 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Misleading economic data with biased interpretation, focusing on crises and assigning blame without thorough analysis.
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<b>Express News</b>	2023-12-20	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Continued exaggeration of health risks without balanced expert opinions, focusing on inducing fear among viewers.
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<b>PTV News</b>	2023-12-	Political	9:00 PM	Bias, Lack of Balance	Neutral	Government Performance	Bias towards government
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	21		9:11 PM			, Policy	achievements, limited opposition views, resulting in a lack of balanced reporting.
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<b>Bol News</b>	2023-12-21	Social Issue	9:11 PM - 9:23 PM	Sensationalism	Sensation	Human Interest, Crime	Persistent sensationalism in covering social issues, focusing on dramatic and emotional aspects rather than factual reporting.
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<b>Geo News</b>	2023-12-21	Economic	9:23 PM - 9:34 PM	Misinformation	Alarmist	Economic Crisis, Market Impact	Alarmist and superficial coverage of economic issues, lacking depth and accuracy in reporting.
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<b>Express News</b>	2023-12-21	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Continued focus on fear-inducing
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PM

health stories,  
lacking  
balanced  
perspectives  
from health  
experts.

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## **Analysis**

### *PTV News*

**Ethics Violations:** The channel displayed a consistent bias towards government perspectives, often omitting opposing viewpoints and critical perspectives.

**Tone:** Generally neutral but with a clear favoritism towards the government.

**Frames:** Coverage focused primarily on government performance and policy, often displaying a biased viewpoint and lacking comprehensive analysis.

### *Bol News*

**Ethics Violations:** Persistent sensationalism and privacy violations, especially in stories covering social issues and crimes.

**Tone:** Sensational, aiming to evoke strong emotional responses from viewers.

**Frames:** Stories often framed around human interest and crime, with a dramatic presentation prioritized over factual accuracy and privacy considerations.

### *Geo News*

**Ethics Violations:** Continued to propagate misinformation and lacked depth in economic reporting, often presenting biased and misleading data.

**Tone:** Alarmist, focusing on economic crises and assigning blame without thorough analysis.

**Frames:** Coverage centered on economic crises and market impact, often without providing detailed analysis or accurate information.

*Express News*

**Ethics Violations:** Frequently engaged in fear mongering and bias, particularly noticeable in health-related stories.

**Tone:** Consistently fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Stories predominantly framed around public health and risk, often lacking input from expert opinions and balanced perspectives.

During the third week of December 2023, the analysis highlights ongoing ethical concerns across all selected news channels. PTV News displayed a consistent bias towards government perspectives, while Bol News and Geo News continued with sensationalism and misinformation in their reporting. Express News frequently resorted to fear mongering tactics in health-related stories. These findings emphasize the critical need for enhanced ethical standards and balanced reporting in Pakistani prime-time news.

**Analysis for the Fourth Week of December**

This section analyzing prime time news bulletin for the forth week of December 2023

Channel Name	Date	Type of Story	News Time Duration	Ethics Violation	Tone	Frames	Detailed Notes
<b>PTV News</b>	2023-12-25	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Focused on government achievements, limited opposition views, demonstrating a consistent bias towards government perspectives.
<b>Bol News</b>	2023-12-25	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensationalized crime story with privacy violations and

							dramatic presentation, aiming to evoke strong emotional reactions.
<b>Geo News</b>	2023-12-25	Economic	9:23 PM - 9:34 PM	Misinformation, Lack of Depth	Alarmist	Economic Crisis, Market Impact	Provided superficial coverage of economic issues, lacking in-depth analysis and propagating alarmist views on economic crises.
<b>Express News</b>	2023-12-25	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Exaggerated health risks without balanced expert opinions, contributing to public anxiety about health threats.
<b>PTV News</b>	2023-12-26	Political	9:00 PM - 9:11 PM	Bias, Propaganda	Neutral	Government Performance, Policy	Continued government-focused reporting, omitting critical perspectives and lacking balance.
<b>Bol News</b>	2023-12-26	Social Issue	9:11 PM - 9:23 PM	Sensationalism	Sensational	Human Interest, Crime	Sensationalized social issue story with emotional

							appeal, focusing more on dramatic presentation than factual accuracy.
<b>Geo News</b>	2023-12-26	Economic	9:23 PM - 9:34 PM	Misinformation	Alarmist	Economic Consequences, Market Impact	Alarmist coverage of economic downturns, lacking detailed analysis and presenting misleading information.
<b>Express News</b>	2023-12-26	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Exaggerated health threats, lacking balanced viewpoints from health experts and focusing on fear-inducing narratives.
<b>PTV News</b>	2023-12-27	Political	9:00 PM - 9:11 PM	Bias, Omission of Facts	Neutral	Government Performance, Conflict	Reporting on government events with omission of opposition viewpoints, resulting in a biased and incomplete picture.
<b>Bol News</b>	2023-12-27	Social Issue	9:11 PM - 9:23 PM	Sensationalism, Privacy Violation	Sensational	Human Interest, Crime	Sensationalized social issue story, including privacy breaches,

aiming to capture viewers' attention through dramatic and emotional storytelling.

<b>Geo News</b>	2023-12-27	Economic	9:23 PM - 9:34 PM	Misinformation, Bias	Alarmist	Economic Crisis, Attribution of Responsibility	Misleading economic data with biased interpretation, focusing on crises and assigning blame without thorough analysis.
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<b>Express News</b>	2023-12-27	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Continued exaggeration of health risks without balanced expert opinions, focusing on inducing fear among viewers.
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<b>PTV News</b>	2023-12-28	Political	9:00 PM - 9:11 PM	Bias, Lack of Balance	Neutral	Government Performance, Policy	Bias towards government achievements, limited opposition views, resulting in a lack of balanced reporting.
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<b>Bol News</b>	2023-12-	Social Issue	9:11 PM	Sensationalism	Sensational	Human Interest,	Persistent sensationalis
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	28		9:23 PM		Crime		m in covering social issues, focusing on dramatic and emotional aspects rather than factual reporting.
<b>Geo News</b>	2023-12-28	Economic	9:23 PM - 9:34 PM	Misinformation	Alarmist	Economic Crisis, Market Impact	Alarmist and superficial coverage of economic issues, lacking depth and accuracy in reporting.
<b>Express News</b>	2023-12-28	Health	9:34 PM - 9:46 PM	Fear mongering, Bias	Fear mongering	Public Health, Risk	Continued focus on fear-inducing health stories, lacking balanced perspectives from health experts.

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## Analysis

### *PTV News*

**Ethics Violations:** The channel displayed a consistent bias towards government perspectives, often omitting opposing viewpoints and critical perspectives.

**Tone:** Generally neutral but with a clear favoritism towards the government.

**Frames:** Coverage focused primarily on government performance and policy, often displaying a biased viewpoint and lacking comprehensive analysis.

### *Bol News*

**Ethics Violations:** Persistent sensationalism and privacy violations, especially in stories covering social issues and crimes.



**Tone:** Sensational, aiming to evoke strong emotional responses from viewers.

**Frames:** Stories often framed around human interest and crime, with a dramatic presentation prioritized over factual accuracy and privacy considerations.

*Geo News*

**Ethics Violations:** Continued to propagate misinformation and lacked depth in economic reporting, often presenting biased and misleading data.

**Tone:** Alarmist, focusing on economic crises and assigning blame without thorough analysis.

**Frames:** Coverage centered on economic crises and market impact, often without providing detailed analysis or accurate information.

*Express News*

**Ethics Violations:** Frequently engaged in fear mongering and bias, particularly noticeable in health-related stories.

**Tone:** Consistently fear mongering, aiming to heighten public anxiety about health risks.

**Frames:** Stories predominantly framed around public health and risk, often lacking input from expert opinions and balanced perspectives.

During the fourth week of December 2023, the analysis highlights ongoing ethical concerns across all selected news channels. PTV News displayed a consistent bias towards government perspectives, while Bol News and Geo News continued with sensationalism and misinformation in their reporting. Express News frequently resorted to fear mongering tactics in health-related stories. These findings emphasize the critical need for enhanced ethical standards and balanced reporting in Pakistani prime-time news.

## **Chapter 5**

### **Discussion and Conclusion**

#### **Discussion**

In the fourth week of December 2023, the study examined Pakistani news channels' prime-time news broadcasts' ethical criteria. Assessment was done to determine if these requirements were met. PTV News, Bol News, Geo News, and Express News focused on their network reporting. Social responsibility was the theoretical framework for the research. This idea emphasizes the media's duty to give truthful, accurate, balanced, and accountable information to the public by emphasizing its function. The theory emphasizes this duty. This study used qualitative content analysis to uncover the hidden material in the broadcasts. Several factors were considered during the exam. This procedure considered the station, date, story kind, length of airtime, ethics violations, tone, and frames.

The findings indicate a grasp of the larger media environment in Pakistan and offer light on important ethical concerns and trends in the reporting methodologies of the selected outlets. As a state-owned station, PTV News clearly favored the government. The investigation found that PTV News focused on government accomplishments, policies, and performances while marginalizing or eliminating critical perspectives and opposing ideas. The analysis led to this conclusion. Prejudice hinders the democratic process and the media's ability to present diverse viewpoints and hold power accountable. PTV News' unbiased reporting helped hide its bias by making it harder for viewers to discover. It was harder for viewers to spot partiality. The majority of coverage focused on the administration's performance and programs, which was essential but did not provide a whole political background. Despite the administration's importance, this happened. PTV News fails to provide a varied range of perspectives and critical analysis, depriving the public of information. Thus, the institution is failing to fulfill its public broadcasting duties.

Bol News sensationalized and violated privacy when covering social concerns and crime. This was especially true for crime. This was especially noticeable in how the news organization covered criminal activity. The station used a sensational tone to evoke strong emotions among viewers. The stories were staged sensationally, emphasizing shock value over factual truth and ethics. This showed the sensationalism. This demonstration showed the sensationalism. Bol News

often sensationalized criminal stories, violating the privacy of the victims. This violated victims' privacy. In the journalism industry, this tactic is unethical because it can cause significant harm to the victims, which increases their suffering and the likelihood of legal proceedings being compromised. Sensationalism can distort public perception by inflating criminal activity and violent crimes and underreporting more complicated subjects. This is because sensationalism exaggerates some incidents. Because of this, people have a skewed view of society's problems, which raises public fear and mistrust.

Geo News's economy coverage was shallow and dishonest during the study period. This was especially true in economics. This was especially true during the investigation period. The channel utilized an apocalyptic tone to discuss economic problems and market impacts. The channel's presenters emphasized the topic's importance. Conversely, the channel often produced unreliable content or shallow analysis. This kind of reporting makes viewers nervous and apprehensive by giving a poor picture of the economy without context or explanation. Because viewers see a poor picture of the scenario. It is especially important when economic reporting contains misleading information since it can affect public emotion and behavior, which can lead to panic or bad economic decisions. This is because it can affect public emotions and conduct. Geo News' framing of economic problems and their impact on the market promoted a narrative of instability and failure. When combined with alarmist tones, this concentration may create a sense of urgency and crisis that is not justified by current events. This hinders the media's ability to provide accurate, complete information. This prevents the media from fulfilling its mission. Express News frequently stoked health fears. This was especially true for health issues. In order to raise public awareness of health problems, the channel often overstated the risks without offering impartial professional viewpoints. This was done to increase public anxiety. Fear-based reporting can harm public health by causing undue fear or influencing health decisions without facts. This strategy may improve public health. Express News failed to provide a responsible and informative health perspective. Because it repeatedly inflated health hazards and lacked balanced health expert viewpoints, this happened. This reporting style distorts the public's knowledge of health hazards, causing undue fear and dangerous behaviors. Refusing medical treatment or using ineffective treatments are examples of these actions. Without expert participation, public health and risk stories are framed poorly. This damages public trust in the media and harms community health and well-being. The difficulty is exacerbated by story framing.

## Conclusion

The analysis of prime-time news bulletins from selected Pakistani news channels—PTV News, Bol News, Geo News, and Express News—has uncovered significant ethical concerns, revealing the complex landscape of media ethics in the country. The study aimed to investigate the extent of media ethics violations, the major issues discussed in these bulletins, and how these issues were prioritized across the channels. The findings highlight troubling trends that raise questions about the integrity and responsibility of news reporting in Pakistan.

PTV News, as the state-owned broadcaster, displayed a pronounced bias towards the government, focusing its coverage on the achievements, policies, and activities of government officials while neglecting or outright ignoring critical perspectives and opposing viewpoints. This imbalance not only compromises the democratic process by failing to hold power to account but also fails in its duty as a public broadcaster to present a diverse range of opinions. The heavy emphasis on government narratives, without the inclusion of critical analysis, deprives the public of a comprehensive understanding of political events, leading to an incomplete picture of the national discourse. This approach undermines the role of the media as a watchdog and limits the audience's ability to make informed decisions.

Bol News was found to engage in sensationalism, particularly in its coverage of social issues and crime. The channel often prioritized dramatic and sensational narratives over factual accuracy and ethical considerations. This was evident in its treatment of crime stories, where the privacy of victims was frequently violated for the sake of sensational reporting. Such practices not only breach journalistic ethics but also contribute to a distorted public perception of crime and social issues, fostering unnecessary fear and mistrust within the audience. Sensationalism, by its nature, exaggerates certain aspects of news stories, leading to a skewed understanding of societal problems and potentially influencing public opinion and behavior in negative ways.

Geo News exhibited ethical lapses in its economic reporting. The channel often employed alarmist tones when discussing economic issues, presenting a bleak and sometimes exaggerated view of the economy without providing adequate context or expert analysis. This approach can lead to unwarranted public anxiety and may influence poor economic decisions based on incomplete or misleading information. By framing economic issues as crises, Geo News

contributes to a narrative of instability that may not reflect the actual economic conditions. This type of reporting fails to fulfill the media's responsibility to provide accurate and balanced information, which is crucial for maintaining public trust and ensuring informed decision-making.

Express News displayed problematic reporting practices in its coverage of health-related issues. The channel frequently exaggerated health risks, often without including balanced expert opinions, which could lead to public fear and inappropriate health behaviors. Fear-based reporting can have serious consequences, particularly in the context of public health, where misinformation or exaggerated risks can lead to harmful outcomes, such as unnecessary panic or the adoption of ineffective or dangerous remedies. The lack of responsible and balanced health reporting by Express News undermines public trust in both the media and health authorities, potentially compromising public health efforts.

### **Future Directions**

The current study examines sensationalized news and ethical infractions during prime-time broadcasts on many Pakistani news networks. The research was done in Pakistan. More research could expand on this study's findings in several ways. First and foremost, the study must be expanded to include many months or years. This must be done first. This would enable a more thorough longitudinal analysis, which would be invaluable for identifying ethical and news reporting trends over time. A greater range of news channels, including regional and global ones, may provide a more complete picture of the media environment and its ethical issues. Diversifying news providers has had several benefits, including this.

Future study may incorporate quantitative methods in addition to qualitative content analysis to improve reliability and validity. This would increase findings reliability and validity. Mixed methods allow researchers to reconcile qualitative insights and quantitative data generalization. This equilibrium is achieved by using multiple methods. Surveys or focus groups on how sensationalized news and ethical transgressions affect audience perceptions and behavior may reveal real-world effects of media practices. This is feasible. Their existence supports this idea, which can be investigated.

Future studies could examine how social media and digital platforms affect journalism and sensationalism's morals. This may be possible in the future. Knowing how these platforms interact

with traditional news sources is crucial since they are increasingly influencing public conversation. Comparative studies that involve news channels from other nations can illuminate cultural and regulatory differences in media ethics, providing a global perspective.

In additional research, it is crucial to evaluate how ownership and political affiliations affect news outlets' reporting styles. Researching how these variables cause ethical violations and prejudices might illuminate media content's structural components. These components can be illuminated. This will enable structural identification. Future study will likely improve our understanding of media ethics and help create policies that promote responsible and impartial journalism. The conclusion would be positive.

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