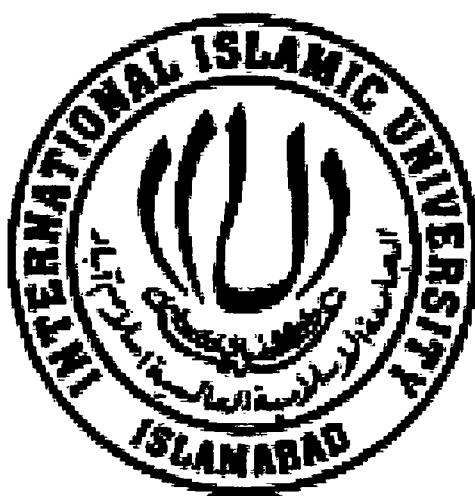


**A Study of Violation of PEMRA Code of Conduct in Pakistani Entertainment
Channels**

MS Thesis



Research Scholar
Saima Saleem
Registration No: 112-SS/MSMC/F11

Supervisor
Dr. Syed Abdul Siraj



Department of Media and Communication Studies

International Islamic University, Islamabad

TH-16303
Accession No

MS
344.73
SAS

Declaration

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



Saima Saleem

Reg No: 112-SS/MSMC/F11

Dated: 12-10-2015

2015
International Islamic University, Islamabad
Faculty of Social Sciences
Department of Media and Communication Studies

Date: 30 - 9 - 2015

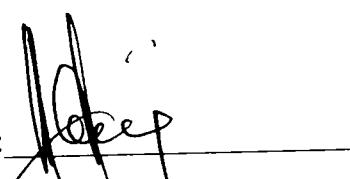
Final Approval

It is certified that we have read this thesis submitted by Saima Saleem. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for MS in Media and Communication studies.

Viva Voice Committee

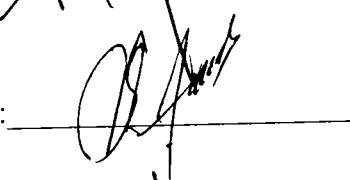
Supervisor:

Dr. Syed Abdul Siraj

Signature: 

External Examiner:

Prof. Dr. Farish Ulah Yousafzai

Signature: 

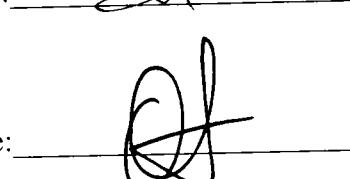
Internal Examiner:

Dr. AMNA MEHMood

Signature: 

Chairperson

Quratulain Malik

Signature: 

Dean FSS

Prof. Dr. N B Jumani

Signature: 

Dedication

*I dedicate this thesis to my mother Shahnaz Saleem Mufti for her unconditional support and love
in fulfilling this research and every decision of my life.*

Acknowledgement

First and foremost, this research would not have been possible without Allah Almighty. I want to thank my mother for her continual support during my difficult times and lightened my way with her confidence in me.

I would especially like to thank my supervisor Dr. Syed Abdul Siraj who guided me a lot and gave me courage to complete this thesis. I would like to acknowledge all my teachers Dr. Zafar Iqbal, Ms. Aneeqa Ali, Ms. Qurat-ul-ain, Dr. Najma Sadiq, Sir Inam ur Rehman, Sir Ramzan Azhar and Dr. Bakht Rawan for their support and guidance during my study.

Finally, I would like to thank all my family especially my siblings Haroon Saleem, Saba Haroon and Aneela Naveed for their support and help and my friends who all played a very important role in every success of my life.

Saima Saleem

TABLE OF CONTENTS

	Page
Chapter 1: Introduction.....	1
1.1 Background.....	4
1.2 Statement of problem.....	10
1.3 Significance of the study.....	11
1.4 Objectives	12
Chapter 2: Literature Review.....	13
2.1 Theoretical Framework.....	13
2.1.1 Social Responsibility Theory.....	12
2.2 Conceptual Framework.....	17
2.3 Research Questions.....	27
Chapter 3: Methodology.....	28
3.1 Research Design.....	28
3.2 Sample.....	29
3.3 Sampling methodology.....	29
3.4 Unit of analysis.....	29
3.5 Instrumentation/ Operationalization.....	29
3.6 Variables.....	30
3.6.1 Obscenity/Indecency.....	30
3.6.2 Depiction of Violence.....	31
3.6.3 Culture.....	32
3.7 Data Analysis.....	41
3.8 Limitation of study.....	41
Chapter 4: Results and Findings.....	42
Chapter 5: Discussion and Conclusion.....	91
5.1 Implication of study.....	98
5.2 Recommendations.....	99
References.....	100
Appendix: Coding Sheet.....	105

LIST OF TABLES

Title		Page
Table 1	Characteristics of sample.....	43
Table 2	Measurement of variables (Obscenity, Violence, culture).....	44
Table 3	Measurement of variable (Discrimination).....	49
Table 4	Overall measurements of variables by computing variables.....	51
Table 5	Measurement of violation of obscenity, violence, dress and language in program genre using cross tabulation	52
Table 6	Measurement of violation of culture in program genre using cross tabulation... ..	54
Table 7	Measruement of violation of taboos in program genre using cross tabulation.....	56
Table 8	Measurement of violation of obscenity, violence, dress and language using frequency distribution and chi-square	58
Table 9	Measurement of violation of culture using frequency distribution & chi-square..	61
Table 10	Measurement of violation regarding depiction of women by entertainment channels using frequency distribution and chi-square.....	64
Table 11	Measurement of violation of obscenity, violence and dress by entertainment channels using cross tabulation and chi-square.....	67
Table 12	Measurement of violation of culture by entertainment channels using cross tabulation and chi-square.....	70
Table 13	Measurement of violation of Culture by channels using Cross tabulation and Chi-square.....	73
Table 14	Measurement of violation of class discrimination by entertainment channels using Cross tabulation and Chi-Square.....	75

Abstract

The study examines the extent to which the Pakistani entertainment channels have violated Pakistan Electronic Media Regulatory Authority code of conduct, 2012. The study analyzes the three most famous channels of Pakistan i.e. ARY Digital, GEO Entertainment and HUM TV. The prime time slot (8 PM to 10 PM) has been taken for the research as it the peak time with highest viewership. Quantitative content assessment has been carried out for the period of fourteen days for each entertainment channel. Considering the nature of study the Likert scale has been used to carry out research where each variable has been designed with various categories and levels which fully defined the variable. The study analyzes three variables obscenity/indecency, depiction of violence and culture along with their subcategories. The outcome reveals that media in Pakistan have gone explicit by showing obscenity, seduction, violence, crime, discrimination and sensationalism etc. There is a massive and equivalent amount of violation in each entertainment channel during prime time. The total violation regarding obscenity is 42.1% in entertainment channels. There is also huge amount of violence i.e. 27.4% in content especially glamorization of crime and violence are highly featured. The analysis shows that there is huge violation in culture's subcategory regarding women i.e. 57.1%, taboos i.e. 49% and class and gender discrimination i.e. 57.43% and 30.6% respectively. Considering taboos glamorization of love is exceedingly featured in entertainment content. While language, drugs & alcohol, religion, superstition, divorce issues and ethnic discrimination are also violated. The study also shows that mostly featured program genre during prime time slots are dramas therefore the dramas depicted highest level of obscenity, violence and destruction of cultural values. An overall result supports that ARY Digital, Geo and HUM TV brazenly violated Pakistan Electronic Media Regulatory Authority code of conduct 2012 during prime time slot.

Chapter 1

INTRODUCTION

Pakistani media have grown rapidly from just two television channels, PTV and STN and one radio channel to many satellites, cables and radio channels. As the number of channels increase, the competition between the channels also increase which forces media to produce huge quantity of content thus ignoring the quality. Television is the most powerful medium in the world in terms of influencing audiences. Now the audience has been fragmenting therefore making it difficult for media owners to cope with versatile audience and also the production cost and airtime cost escalate everyday which causes media owners to produce low quality, sensationalized and stereotypical shows. It makes viewers wonder that television might be falling victim to its own success.

As media is the fourth pillar of society and has some responsibilities and obligations therefore Pakistani media has some code of conducts and standards including broadcast media, print media, film and theatre. The aim of this study is to find out the violation of PEMRA(Pakistan electronic media regulatory authority)code of conduct made by the entertainment channels of Pakistan which includes the most popular channels like Hum TV, Geo entertainment, Express entertainment, Urdu One and ARY etc. The television is the medium with the highest viewership and usage as compared to other mediums as Roberts & Foehr (2008) found that in United States television has penetrated to 99 percent of all American homes. According to Gallup Report 2012 the most watched media in Pakistan is an entertainment media .Therefore the researcher wants to investigate that

being the mostly watched medium, hence to what extent the violation is being screened on the entertainment channels of Pakistan by defying the PEMRA code of conduct.

Prior (2005) said that in the history the most prevalent mass medium is television. The audiences had to choose among the news and entertainment programs because there is always a fierce competition between the news and an entertainment.

Hensiak (2003) found that Television today has become the prevalent marketing medium for all conglomerates, whether advertisers or media players. With television the communication is faster and conveyed in a very simple and rational manner because of the visuals, sounds, movements and emotions resulting in message being conveyed easily to the mass audience.

Although there are many cons for television being the leading medium, not only the audience has been fragmenting thus making it difficult for media owners to cope with every age group but also the diversity in content increases along with the competition in the market. In this state of fierce competition the media owners have increased their production to meet the market demands, consequently producing indecent programs, low-cost shows, vulgarity, sensationalism and glamorization thus violating the PEMRA Code of Conduct along with affecting the ethical, moral, religious and cultural considerations of Pakistan.

Compaine & Gomery (2000, pp. 578) examined that diversity of content forced the media channels to produce every possible way to increase the substance thus producing low brow shows or yellow journalism and pandering politics.

The electronic media of Pakistan which was once under the control of government is now completely free from the government's shackles and now it is unrestricted therefore it has more responsibilities.

The electronic media has proved to be a seed to change the social, economic and cultural aspects of society, now the people have access to numerous amounts of mediums whether it is TV, films, radio or internet. Television is the medium with enormous amount of persuasion factors along with the numbers of channels it has which includes the entertainment channels, sports, news, drama, cooking, music, religious or informative channels. The electronic media has also reached to far-flung areas in Pakistan whether it's urban or rural; most strata of society have access to the electronic media. Electronic media is one of the strongest factors in increasing the awareness among the people.

Every civilized society is responsible for the fact that the freedom of speech and free expression is not exercised in a way to offend the feelings of its citizens in any manner. It is the responsibility of every democratic country to respect the sentiments of all strata of society whether it's handicapped, women, children, ethnic groups, religious groups or minorities.

Every citizen of a civilized society has a right to be protected from the hazards of free media and free speech. In order to maintain the fabric of society, PEMRA (Pakistan electronic media regulatory authority) has been established to watch out the working of electronic media in Pakistan to ensure the protection of our cultural, social, political, national and religious aspects.

1.1.Background:

Pakistan Electronic Media Regulatory Authority:

According to Annual Report of PEMRA (2010, pp.25) the voyage of development of electronic media begins from 14th August 1947, when Pakistan's first media corporation PBC (Pakistan Broadcasting Corporation) was formed. Pakistani media was under the government control till 1990, however in a meanwhile, the Network Television Marketing (NTM) and Shalimar Television Network (STN) entered in a contract to introduce the first and foremost private sector TV channel in Pakistan. Yet the growing demands of the society to have more entertainment channels in mid-90's paved way to satellite channels in Pakistan, which was only for elite urban classes in the start but it has a catalytic effect on all the other strata of society and in short span the satellite dishes became commodity product that were consumed by many social classes in Pakistan. The popularity of satellite dishes was a factor to create some framework in order to control the growing effects by these satellite channels because most of them were English, Indian and music channels which are against our Islamic and cultural values. So, there rose a need to control this haphazard situation in Pakistan and to regulate a framework to ensure people access to information and entertainment along with the prior restrained.

For that purpose, Pakistan Electronic Media Regulatory Authority (PEMRA) was formed with formal and comprehensible regulatory procedure in conformity with March, 2002 ordinance, PEMRA Act 2007(amendment) and PEMRA Rules 2002 &2009. The main objective of PEMRA is to improve the standard of electronic media in Pakistan and to ensure the free flow of media and access of people to their choices which include

entertainment, news, sports, films, education, religion, culture, life style, food, health etc., indeed with responsibility to reach to every level of the general public.

Code of Conduct:

The triggering growth of electronic media in Pakistan also cataloged many challenges. The foremost challenge is the freedom of media which comes with greater responsibility. In this respect the media owners should have to be very responsible and recognized their duty toward nation.

A competition between media players is the crucial aspect of freedom of media, which causes media owners to produce unethical shows and violate the boundaries of Pakistan's cultural, social, political, religious and national heritage.

The PEMRA (content) Regulation Draft 2012, dated 25th September, 2012, has formulated in order to control the emancipated violations by media groups and provide them with appropriate statutory framework which has written rules and regulation along with execution. The PEMRA (Content) Regulation Draft 2012 states that (a) there should be proper protection regarding local media industry; (b) according to landing rights only ten percent of the whole content must be foreign in a day; (c) all the programs are in accordance with code of conduct; (d) a live coverage must be factual and controlled. Content does not contain any harm to the national interest of Pakistan nor does contempt Pakistan or its citizens in any manner; (e) content must not have any anti propagandist views or messages, sensationalism, violence, and extremism; (f) content must not produce any harm to the relations of Pakistan with international forums; (g) religious content should be handled with great care because of its sensitivity, so there is no derogatory remarks, words or visuals against any religious sect; (h) the content must

shows moral, social and ethical values; (i) no defamation or slander to group or class of society; (j) no content shows any class difference in any strata of society like gender, status, minority or disability etc.; (k) content must not be obscene or show any indecency, vulgarity whether its words, pictures, dialogues, song, parodies etc.; (l) content does not show alcohol and smoking ; (m) content do not disrespect men and women in any manner; (n) children programs should be decent, informative and not misleading; (o) the program should maintain the standards of regional and national languages with no mistake and grammatically correct; (p) news and political shows should be factual, objective and accurate with non-biased reporting; (q) content must not incite or glamorize violence in any way; (r) the advertisements must not contain any derogatory language, scene or word and do not show any indecent stuff, fantasize and mislead people.

Council of Complaints:

Annual report (2010) stated that PEMRA is a structured organization having a code of conduct with obligations, if any media broadcaster violate any of the conduct must be accountable before PEMRA and the organization has a right to take action against those broadcasters. To make PEMRA more accountable to public the Council of Complaints has formulated under section 26 of PEMRA Ordinance. The offices of Council of Complaints are present in Islamabad and in all the other provincial capitals. This council is made to ensure the empowerment of general public to complaint against any channel without any hesitation in order to maintain the quality of the programs along with the values and morals of society. Any complaint received by council is inquired whether the compliant is from general public or from any authority, the council take immediate action and impose punishment according to the severity of the violation like confiscate

equipment, cancelation of license, stop broadcasting or impose fine. The Council of Complaints will also monitor other aspects which include programs, content, language and transmissions to maintain the quality and standard of content and also give feedback and audience response to the Authority.

According to the PEMRA viewer's feedback and complaints, the violation is done by every satellite channel of Pakistan, but the serious violation is done by ARY Digital, Geo Entertainment, Geo Kahani, Geo News and Hum TV according to complaints received by council in December, 2013.

Pakistani entertainment channels are rapidly increasing the foreign content in their prime time slots as United Producers Association (UPA) Chairman Rashid Khawaja in his press conference addressed. He said that PEMRA should have taken extreme measure to stop foreign and dubbed content on television otherwise Pakistani media industry would be seriously damaged. Asif Raza Mir said that the foreign content will collapse the local media industry so the PEMRA should revisit its code of ethics and strictly implement them. Humayun Saeed said that the ten percent foreign content policy should be abolished because we have our own content which is enough according to the requirement of our local market.

Geo Khani and Urdu one are bluntly violating the PEMRA code of conduct by showing the foreign content which is totally against our culture and religion and also exceed to the limit given by PEMRA on graph of showing foreign content. All these violations are also the main factor of cultural invasion because the programs are seen by many audiences and consequently the violation at prime time is harmful for our own cultural values.

The recent escalation of foreign content in entertainment channels creates the alarming situation for the local media industry. The protest has been recorded by many television artists, directors and producers at Lahore Press Club in which they said that foreign dramas and dubbed content is destroying our own drama industry and making many people jobless and sabotaging our own culture. Samina Perezada said that these Turkish, Spanish and Indian dramas are not only competing with our dramas but also a threat to our culture.

According to Associated Press of Pakistan the fine of RS 10 million has been imposed on the ten top leading entertainment channels of Pakistan for violating the code of conduct by showing the foreign content, which includes Express entertainment, Geo TV, Hum TV, Kohinoor, 8xm, Jalwa, TVone, Apna TV, Oxygene and Play TV.

Due to the prevailing conditions of vulgarity, obscenity and illegal content on television the complaint has been filed by Qazi Hussain Ahmad (former JI member) and PTI leader and retired judge Wajiuddin. The suo moto action had been taken by the Chief Justice Muhammad Iftikhar Chaudary against all the immoral activities on electronic media, banned illegal channels and cable networks. Chief Justice gave direct orders to PEMRA Chairman to maintain standards of decency and morality regarding electronic media in Pakistan. PEMRA Chairman Dr. Abdul Jabbar replied that the PEMRA had already provided detailed code of conduct to every media outlet and no program was against the code of conduct, values and culture of society and ten percent foreign content is allowed on television. However the action will be taken on the complaint filed by Qazi Hussain and Wajuddin against the violators. The above statement of PEMRA Chairman shows that the authority is not serious about the violation done by electronic media and its

severe consequences. According to Gallup Pakistan (2012) the half of the Pakistani population watches television. The entertainment channels are on top being mostly watched by Pakistani population and news channels are on second spot. A very crucial fact is that the Star Plus and Sony are the most favorite channels according to the Gallup report, scoring high ratings but they are legally banned in Pakistan by PEMRA.

According to the prevailing conditions of violation of content in news and entertainment channels PEMRA issued a show cause notice to seventeen news channels on showing bloodshed, dead bodies and gore images, on other hand the notice has also been issued to 24 entertainment channels for airing obscene, vulgar, indecent, violent and unethical programs, foreign and dubbed content, advertisements, movies and intrusion into personal life.

The morning show host Maya khan has been terminated and banned by the SAMMA TV because of the pressure by social media on her invasion into personal lives of the public. Maya Khan in her program raided in the parks where she questioned the couples about their relationship and marital status which is total violation of the personal privacy.

The PEMRA held its 97th authority meeting in Islamabad. The main agenda of the meeting was the serious violation done by two most prominent channels of Pakistan - Geo Entertainment and Ary News. The show 'Utho Jago Pakistan' was banned along with the channel on showing the blasphemous content and imposed the fine of Rs. 10 million. The show Utho Jago Pakistan was hosted by Shaista Lodhi in which she along with her team singing and dancing on Marsiya (Ali kay sathhai Zahra ki shadi) on Veena Mailk's on screen marriage. This awful act offended the sentiments of the whole Muslim

community. Being a Muslim and Pakistani, the whole team showed unprofessional behavior which proved blasphemous and absolutely malicious.

The authority also banned Ary News for 15 days with the fine of Rs. 10 million on showing contemptuous and disrespectful campaign against judiciary in program Khara Such by Mubashir Luqman.

The background examination gives a clear understanding and purpose for doing this research. Considering the above study, cable, private and even government channels of Pakistan are deliberately violating the PEMRA code of conduct. The council of complaints has also recorded dozens of complaints against entertainment as well as news channels by general public along with influential persons and media personnel. This study will now comprehensively inspect whether or to what extent the entertainment channels of Pakistan are violating Pakistan Electronic Media Regulatory Authority code of conduct during prime time slot.

1.2. Statement of Problem:

Pakistan is a developing society and traditional in its nature and outlook but the advent of these private channels which were first reckoned to be a good change for society. However it has been observed that in few years media has lost its decency and highlight obscenity, vulgarity, violence and cultural defilements. The aim of the study is to analyze the content of three most renowned channels of Pakistan i.e. Hum TV, Geo Entertainment and Ary Digital in order to examine the areas of violation and to check the extent to which the most popular Pakistani entertainment channels violate PEMRA code of conduct.

1.3. Significance of the study:

This study is very substantial because obscenity, vulgarity and violence on television are the serious issues now and they must be taken into account. There is fierce competition between twenty four entertainment channels of Pakistan and they are competing with each other for TRP's and for that they cross the boundaries set by regulatory authorities. A lot of complains have been filed by the public against obscenity, indecency, violence, discrimination, inappropriate dressing, blasphemous content, and malicious speech etc. PMERA has taken action on some complaints but this study will help authorities in getting the detailed content regarding violation and clearly know the areas that need to be scrutinized. This study will also help media owners to examine the areas of violation and make strategies to regulate them. This study will be very important for media researchers to study the impact of these violations on our passive viewers who are the victims of these violations. This study will help to aware society about the issues regarding media and also important for the media to respect its freedom and social responsibility. This study will help authorities take serious steps to control these violations by making their implementation process more effective and eventually be helpful in improving standards and growth of developing media in Pakistan.

1.4 Objectives of the study:

- The study will find out the extent of violation by TV channels.
- To determine whether the standard of the content is in accordance with the code of conduct
- To study the violation of cultural values by TV channels.
- To analyze the amount and type of obscenity/indecency shown in TV content.
- To analyze the extent of depiction of violence and glamorization of crime in TV content.

Chapter: 2

LITERATURE REVIEW

2.1 Theoretical Framework

Violation is an unethical and immoral act that requires a very comprehensive and responsive study. Media and mass communication has changed over past few years and consequently some of the aspects has been prioritize and studied in great details especially the news and the social media. But the fact is that the entertainment is also a very significant part of media which has to be explored. There has been a lot of work regarding codes and ethics but the violation of these codes and conducts has yet to be explored in detail.

2.1.1 Social Responsibility Theory:

In the term to investigate the violation of code of conduct by entertainment media, the social responsibility theory is appropriate for this study to some extent.

The social responsibility theory was first developed in 1940's by Robert Maynard Hutchins. A theory is the still the guiding force for the media of today.

Baran & Davis (2012, pp.115) stated that the idea of theory was put forward by the Hutchins Commission Report. The freedom of media was repressed by many social and government institutions at that time so there was a need of some principles and guidelines for the formation of independent media free from the restraints of other institutions. It said that the theory should help in developing the productive and creative media and also promote culture pluralism in a manner to become the voice of everyone not just the elite or powerful. The social responsibility theory gives the idea of free press but put a great

responsibility on the media practitioners to produce content that is truthful, accurate and objective.

Baran & Davis (2012, pp.116) quotes McQuail (1987) that the social responsibility theory helped in generating the media professionalism and setting up the high standards for the media practitioners. The researchers summarized some basic principles regarding social responsibility theory.

- The media should be committed and responsible towards society and fulfill their duties with obligation.
- These obligations include the high standard of professionalism with truth, objectivity, fairness and informativeness.
- The self-regulation of media is obligatory.
- Media should act responsibly and avoid disseminating any distress in the society like violence, crime or any other disorder.
- Media should act as a pluralist and give platform to create and exchange ideas.
- Public expect high standard of performance from media, so media should work for public good.
- Media professionals, journalist, producers and stakeholders should be accountable to public as well as to the nation.

Jones (2001) states that the social responsibility have layers of many other responsibilities which includes the foremost responsibility which is legal and contained the codified ethics that have been formulated by the lawmakers for the all business holders but these code of conducts must have the proper implementation procedure. Then the other important entity is the ethical responsibilities which include the basic personal

norms, moral, standards and ethics which are related to all producers and consumers including stakeholders. The last but not least is the philanthropy in which the organizations have responsibility towards citizens that all their action should be in accordance with the expectation of society.

Secchi (2009) redefines the three perspectives of Klonoski's approach which are amoral, moral and social. These approaches are mostly used to study social responsibility theories. The researcher used two approaches the ethical and social for defining social responsibility. The ethical approach is taken as the individual's self-regulated and self-imposed moralities, values, ideas and standards. The social approach is taken as individual is reflected and considered only because of its expressive and meaningful social surroundings. The ideas related to the social responsibility theory provide the fact that learning individuals are socially more responsible.

Thompson &Sharma (1998) states that despite the passive acceptance of most of the concepts in media still there are few matters that are under a huge criticism as they are not acceptable in the society and there is need to re-regulate the rules and laws to control those violations on television. The unit of complaints was set up and regulate by BBC with need and demand of time. The tolerance level and sense of interpretation is different in every audience. The program that is offensive to the audience is criticized by them and now the audiences have enough intellect to understand the offensive and unwanted behaviors. So it is the professional as well as the social responsibly of media companies to stop those violations and response to the complaints of the audience and also produce self-regulation mechanism in media producers.

Reynolds & Yuthas (2008) examines the social responsibility for corporations. It explored that social responsibility is a moral discourse for the corporation and its stakeholders. Social responsibility is actually a social contract of corporation with the other institutions and emerging perspectives. The social responsibility defines the economic, legal, ethical and moral expectation that the society has with the conglomerates as they are the power holders of the society so they must act responsibly.

Yamkovenko (2008) explores that in order to improve the media situation in any part of the globe the media should need to be developed in their moral capabilities. Each and every media professional need to develop in his or her own self, a moral and ethical sense of belonging with the colleagues, society and the whole world. The moral development should be in every media professional and as well as in the media student. If we produce the moral and ethical standards from the immature stage, it will flourish with the time as the students become professionals. Every society in the world deserves the truthful, trustworthy and credible media.

Dutta (2011) is of view that the role of media in the democratic society is the subject that has been debated frequently. India with the largest democratic state in the world and with the powerful media is also under the criticism of disregarding the obligation to the social responsibility with respect to media. Big media conglomerates have affected the fabric of true democracy and have threatened the idea of diversity of views. Now the media has responsibility to revise its social responsibility toward socio economic factors and to enhance its integrity, professionalism and avoid sensational practices. Freedom is blessing so it needs to be respected and practiced with high standard of ethics and accountability.

Burger (1993) is of view that there has been an extreme decline in the professionalism over the previous years that have proved detrimental to the society where it operates. The decline is not only in three important professions i.e. Priesthood, law and medicine but every single profession of the society is under the impact of this dilemma. The researcher called this era a “Greed Era “in which there is an epidemic of unprofessionalism and we are moving away from moral and ethics of true professionalism.

2.2 Conceptual Framework

Obscenity/Indecency

Assael (2006) says that there must be difference between art and indecency and also a clear distinction among high and low level cultures, or between civilizing and the corrupting. Contemporary ideas must be used in the art but within the boundaries of morality and immorality.

Fisher; Cook & Shirkey (1994) conducted the digit dialing survey in the Seminole Country, Florida with 1291 adults using random sampling on inclination to prohibit the violent and sexually violent media. The huge majority of population supported the banning of sexually violent media which included 71-77% of population. The half of the population supported to ban non- sexual violent media which included 47-54%. The one third of the population is willing to ban non-violent sexually explicit movies and video tapes.

Linz (1989) concludes that the effects of exposure to the sexually explicit media is proved to be harmful but the evidence is weak and unpredictable, however the studies constantly shows that the portrayal of violence on women in media whether sexual or non-sexual proved to be very catastrophic because it produces the wave of acceptance

between the masses about the myth of rape and its victims and it also has produced a gigantic amount of desensitization in the society about the rape activities and suffering of those victims.

Kaye & Fishburne (1997) states that the ABC channel crime drama NYPD Blue was strongly criticized for the sex portrayal and indecent language. A content analysis has been done to find out the accusation on the NYPD Blue, thus the NYPD along with eight other programs with three weeks episodes were selected from ABC, CBS, NBC and Fox channels to find out whether the NYPD or other programs show more obscenity and indecent language in prime-time slot. The results showed that the sex content has more frequently depicted in other programs rather than NYPD Blue and the quantity of indecent language use is same. The findings also showed that the use of indecent language is more frequent than the representation of sex in the prime-time programs.

Raza (2014) examines the obscenity and anti-social behavior of media by qualitative analysis. The researcher analyzed that the media is the source of creating awareness and working as a socialization agent of the society but at the same time media has also accused of destroying the basic moral, ethical and cultural values of society. The researcher has analyzed the west social disorder and generalizes the study on Pakistani society on mutual grounds. The media all over the globe is interested in sensationalism and promoting the materialism which in turn produces urge in a society to be able to get all those comforts and high standards of life style that is shown on mass media. Competitive environment of media encourages the media producers to show programs that are obscene, vulgar and indecent.

Ward (2002) examines the effects of both regular viewing habits and experimental exposure on students' conceptions about sexual relationship. A sample of 259 undergraduates aged 18-22 was taken, checking both their attitudes about sexual roles and relationships and regular viewing habits. Results revealed that the students who watched these types of programs more frequently and by greater involvement were more likely to support sexual stereotypical images. Similarly, women exposed to clips representing a particular sexual stereotype were more likely to approve that concept as compared to women exposed to nonsexual content.

Sapolsky& Kaye (2009) explore in their research that offensive language was used during prime time in both broadcast and cable programming. The content analysis was used to find out the result. The one week data of seven broadcast and seven cable networks were analyzed. The data revealed that from 10 programs 9 shows profanity. The broadcast programs exposed 10 offensive and indecent words per hour while cable programs exposed 15 words per hours which indicate that cable programs show more indecent and offensive language than broadcast.

Culture

Seizer (2011) examines the use of obscene words in stand up comedies. The research was conducted in Midwest region. The dialogues used in the performances were not appropriate especially the word "swear" is not used in a decent manner. The Supreme Court has recently imposed censorship rules on these types of obscene verbal comedies.

MacLean (2011) quotes Feasey (2008) in his research which states that in the field of electronic media and specifically television, the focal essence of study has been the gender roles and sex stereotypes. All these studies of gender representation mostly focus on the depiction of women, her sexual representation and her specific roles in the society.

Cowan (1992) discusses the wider perspective on women roles in media and emphasize to the elements that indicate the exploitation of women. The scenes are clearly showing the difference between the male and female status, the clothing line use for women is sexually more explicit than men and difference in the close-up of men and women in scenes and use of women as a sexual product and treated women in a way that she does not have any quality as a human being and as an actor but only to be used as physical attribute.

Wood& Michael (1984) interpret the world view belief of cultural fundamentalist that is in the favor of the traditional ethics and norms, the respect of family, elders, women, religion and love children. The people living in the simple and economical life style without passing the cultural boundaries and respect the moral fabric of society. The cultural fundamentalists are concern about the harm of pornography and sexuality and they believe that they can be proved very destructive for the society. The study of the set of socialization processes has been conducted that shows the expression of concrete cultural values and results confirmed that the greater concern about all these pornographic harms are clearly seen in religious and older persons and conservatives along with the women respondents .

Ferrell (1999) explores the idea of cultural criminology by cataloging the several studies and by converging the culture and crime in the contemporary social setup and lifestyle.

Drawing from the pattern of several disciplines including sociology, criminology, media analysis, ethnographic methodologies, critical and postmodern theories, all these representations highlights the interplay between crime and crime control. The cultural criminology scrutinizes the dynamics of illegal subculture, stylized frameworks, popular culture's symbolic criminalization, crime and issues of crime control mass mediated construction.

McRobbie& Thornton (1995) has argued on the ideas of moral panic and folk devils in cosmopolitan societies along with the different forms of media used in those societies. Because of sudden increase in the media markets as well as the media channels, the moral and ethical destructions have increased in the society which moves towards another level which can harm the main purpose of main stream media that is supposed to be truthful and responsible but the unhealthy competition in media market make things even worse.

Casswell& Maxwell (2005) examine that the placement and usage of beverages and alcohol has increased in TV programs, films and music videos. This type of product placement is useful in marketing the products but proved to be harmful for the society and especially the youth because most of the products are showed during youth related programs.

Malhotra& Rogers (2000) conduct a study on the development of private satellite television in India and the resulting changes in the portrayal of women. The study has been conducted through content analysis of the top ten rated programs broadcasted on private television networks in India in July 1997. They found that women are getting greater visibility in programming. However, when women are portrayed as powerful they are portrayed as negative, selfish, evil or alone. The women performing traditional roles

possess positive characters in soap operas as they obey their husband without question. They also concluded that maintenance of status-quo is very much pronounced in the Indian produced television programs than they are in western produced television programs.

Conrad, Dixon & Zhang (2009) examine in their content analysis that rap music videos on television channels show gender discrimination, color distortion, materialism and misogyny (hatred and prejudice against women). The videos depict females as an object of sexuality and portray them in negative way whereas males in more positive way. A woman is depicted as an object which is ready for the submission to men. The content of the videos show extreme luxury and promote materialism.

Shields; Carol; Balbach& McGee (1999) state that the use of tobacco and cigarettes are now a days a trend in movies and TV dramas which is considered a style icon according to new trends but on the other hand smoking is the rampant cause of death in United States of America, that need to be controlled. There arises question in the society whether to use or not to use tobacco. However the main problem is the tobacco industry which finances the media industry but the health advocates clearly deny the idea of using tobacco in programs and movies as it is harmful for the society and especially for the minors.

Saito (2007) research revealed that men characters were constantly higher than women and, for women; youth is of significant value, because of looks and beauty and this reinforces traditional attitude about gender roles and stereotypes.

Siff & Bushur (2011) explores that the substantial use of drug in society is a media effect. The seeming paradox of empirical research shows that the media representation of drugs

or alcohol in any forms has a capacity to encourage the society for this unhealthy and drastic activity. Regardless of giving the caution statement during the scenes eventually the portrayal of this poison that is proved to be harmful for the society.

Hastall, Bilandzic & Sukalla (2012) are of view that the television dramas and content shows the norm violations. A content analysis of six crime dramas has been examined and the results show that there is a huge amount of norm violation in these dramas whether it is verbal attack, cursing, abusive language, fights, theft, accusations, deception, lying or provocations. The results also show that there is no punishment for norm violation and male are committing more crime and evil activities.

Depiction of Violence

Villani (2001) concludes that there is a strong relationship between behavioral aggressiveness and violence on television. After the review of literature of ten years, the researcher found out that the major effect of media exposure which includes the medium like television, films, music, advertising, video games and internet have increased the aggressive and violent behavior in the audience and also increased the risk of use of tobacco, alcohol and smoking and intensified the rate of sexual activates among children and youth.

Cooper (2007, pg. 43) investigates in three years study that television contained sixty percent violent content. The study also display that each typical violent program contained minimum six violent scenes per hour. This shows that an American viewer exposed to six violent incidents per hour during watching television and all these interactions can cause aggression in viewers. The researcher also illustrated that glamorization of criminal activities are also very frequently shown on television in which

the committers of crimes are the protagonist of programs and they don't remorse on their violent acts and do not experience any punishment.

Chapin (2000) examines that today we are living in the mediated environment in which we are bombarded with every type of information whether good or bad ; we are in the era of huge exposure .All these mediated technology give us a gigantic opportunity to select content which we like to see .This uncontrolled exposure is proved to be detrimental for our adolescents , who are free to watch violence, sex, immoral activities, smoking, alcohol and obscenity .All these factors are challenging and need to be controlled to save the youth from these kind of unhealthy disclosures.

Eschholz (2002) find out that the television has produced the young black males of United States of America as stereotypical criminals, none of the study has ever determined these kinds of results that measured race related content and messages by media may be associated with viewer's perception and fears connecting to crimes. To analyze the relationship between television viewing and fear of crime, a content analysis has been conducted with twenty six crime programs and telephone survey of 1492 adults. The results show that there is correlation between each variable in case of African Americans

Jipguep& Phillips (2003) examine that the violence of the surrounding impact the physiological and learning behaviors of children of color but the media violence effect more than community violence and making children more aggressive, psychological and behaviorally disturbed and depressed. The impact of media violence is cumulative.

Sisk (1997) stated that the advancement in the technology paved ways to more powerful and exploitable experiences especially with regard to media. Television violence and

explicitly is the main concern for the researches now a days. The Nation Television Violence Study has proved to be very helpful in finding the intensified relationship between broadcasters and censorship board. The study has less concern with quantity of explicitness and more concern on the content that depicts violence.

Andersin; Berkowitz ; Donnerstein; Huesmann; Jhonson; Linz; Malamuth & Wartella (2003) explore that the violent media content increased the violent behavior as well as aggression in youth in both short and long terms. The short term exposure to the violence produces the aggressive behavior both physically and verbally along with aggressive emotions and thoughts. The long term exposure has drastic effect; a person who is exposed to violence in his childhood will have an aggressive behavior in his later life. The person becomes more aggressive and indulges in spouse abuse and physical assault.

Pervez; Roshan; Riffat, & Qasim (2009) conduct a study investigating the amount of psychological violence against women, in PTV Urdu dramas. They analyzed the content of seven PTV Urdu dramas of one specific week, telecasted during prime-time transmission. The findings revealed that psychological violence (such as sexual harassment) is the most common type of violence depicted against women by men, in PTV Urdu dramas. They stated that its main reasons are women's mobility outside home and access to educational and employment opportunities. Women has to face psychological violence such as over attention, sexual offers, jokes, comments, gestures, smiling, signals, , touching, accidental pushing, tone, songs etc. in the work place as well in the public place. On the other hand, in her home, women are either victimized by her father, brother or husband. Moreover, husbands are represented as more violent in character than violent brother. In the PTV Urdu dramas, women are also psychologically

tortured at their own homes by their mother-in-laws. It was also concluded that although the magnitude and form of violence may differ according to class, culture and region, the gender specific violence against women occurs all over the world and the media presents it.

Conrad; Dixon & Zhang (2009) investigate that content of videos produce glamorization of violence and sexuality and conversely they are influencing the audiences toward immoral and unethical aspects.

Smith; Nathanson & Wilson (2002) examine the amount of violence in prime-time programs. The researchers used the random sample of 23 broadcast, cable and independent channels. The results found out that regardless of time and slot, every 2 out of 3 program depict violence while viewing television. The results also identified that specific channel type and genre feature more severe violence during prime-time, in which broadcast and cable network are channel type and reality shows are genre. Results also summarized the negative effects produced by these channel types and genre on the viewers during prime time.

2.3. Research Questions:

Q1: Whether the tenets of PEMRA code of conduct regarding Obscenity/ indecency being followed by the channels in their entertainment content?

Q2: Whether the tenets of PEMRA code of conduct regarding the depiction of violence are being followed by the channels in their entertainment content?

Q3: Whether the tenets of PEMRA code of conduct regarding Culture being followed by the channels in their entertainment content?

Q3.1: Whether the tenets of PEMRA code of conduct regarding dress, language, drugs and alcohol, religion, superstition and divorce issues being followed?

Q3.2: Whether women are being depicted in accordance with the PEMRA code of conduct?

Q3.3: Whether the tenets of PEMRA code of conduct regarding taboos being followed?

Q3.4: Whether the tenets of PEMRA code of conduct regarding discrimination being followed?

3.2. Sample:

The sample of 14 days was selected from the three most popular TV channels i.e. Hum TV, Geo Entertainment and ARY Digital, and the day was considered from 8pm till 10 pm from 31st May to 13th June 2014.

3.3. Sampling methodology:

Sample of 2 weeks for each channel has been analyzed and the prime time slot has been taken as it is the most watched time for the dramas and other entertainment programs.

For this study both primary and secondary sources of information was used. The primary source was content analysis and the primary data contained episodes of all programs in prime time along with their verbal text and visual images. The secondary source was books, journal, articles and internet.

3.4. Unit of analysis:

In this study the unit of analysis is the entertainment program on aired in prime time slot on each selected television channel.

3.5. Instrumentation/ Operationalization of concept:

The technique of quantitative content analysis has been used for the research and considering the nature of study the Likert scale has been used to carry out research, for that each variable and its subcategories has been first operationalized and then divided into equal interval level and range according to the intensity of variable. The range is from completely low to completely high and level 1 show the lowest range and level 10 show the highest range. Considering the nature of each variable different levels and ranges has been assigned according to its subcategories.

3.6. Operationalization of variables:

The operational definitions of variables in the current study are as under:

3.6.1 Obscenity/Indecency

Defined as any seductive and explicit content containing either indecent or obscene dresses, languages, seduction or intimate behaviors, gestures and actions in any manner whether visual, verbal, audio and writing.

Obscenity/Indecency	Level	Range
Obscene dress: It embraces any clothing that reveals body figure, have deep cleavage, provocative or overtly bold. Examples include tight pants, frocks, sleeveless shirts/tops, skirts, jaggies, tights, diaphanous shirts etc.	1	very low
Obscene language: Any verbal content which includes indecent and derogatory words, dialogues, subtitles, songs, humor, sarcasm, abuses, or vulgar, crude, impolite and offensive language meant to ridicule others. In Pakistani Urdu media examples might include kutay, pagal , kaminay, jahil, lanat, dafa ho, fitay mu etc.	2	low
Seduction : Any verbal or visual content including certain actions, gestures, emotions, words, whispers and voices which are tempting and attractive thus leading to indecent thoughts or behaviors e.g. winking, flying kisses, handshakes, enticing looks and songs containg vulgar words.	3	high
Intimate scenes: Any visual content which includes such scenes,	4	Very

actions or gesture that are perceived indecent, vulgar, immoral, bold and explicit scenes for example romanticizing marriage first night, couples in gardens hugging, head on shoulders, boy holding girl, intimate couple dance and open romance.		high
--	--	------

3.6.2 Depiction of Violence:

The Media content that depicts violence either physical or mental embracing offensive behaviors, felonies, aggression, threats, harassment, glamorization of crime fostering anti- social activities in any form whether visual, verbal, audio or in writing.

Depiction of Violence	Level	Range
Aggression and Threat: Any scene, word, act, behavior, emotion, dialogue, song that contains offensive or violent behavior like shouting, yelling, screaming, fierce expressions, or anything that indicates harm, injury, pain or misery.	1	very low
Harassment: Any content whether visual or verbal that shows undesired, irritating or disturbing behaviors especially on public or work places. Examples include boys bullying girls on bus stops, staring or touching, while in offices females being harassed by male employees or vice versa.	2	low
Domestic violence: Conflict in families on issues job, money, child raising, carelessness, economic issues, load-shedding, laziness,	3	quite high

marital issues, extra marital affairs, property, envy, jealousy etc. The end result often endorses abusing, killing, sexually, slapping, hitting, burning or disrespecting elders.		
Glamorization of crime and violence: Any scene, word, gesture, act, music and dialogue extolling heroic personalities in a glorified manner with or without weapons, in such a way that the perceived hero takes law in his hands and beats or kill bad people. Content also glamorize weapons like guns, knives, chains or stuff which is harmful and dangerous but very handsomely used by the protagonist.	4	high
Severe violence: Any content whether verbal or visual showing severe violence like suicidal attempts, acid throwing, accidents, rape, bomb blasts, target killing or honor killing.	5	very high

3.6.3 Culture:

Culture is an integral part and basic frame work of any society. Pakistan is an Islamic state with Islamic culture, ideas, values, beliefs, literature, manners and customs with rich historical background. The basic and foremost part of Pakistani culture is its dress that is shalwar, kameez and dupatta for women and shalwar, kameez for men. The national language of Pakistan is Urdu but Pakistani society consists of many ethnic groups like Sindhi, Punjabi, Balochi, Phatan, Kashmiri and Mahajir etc. with their regional languages. As a Muslim society, the act of smoking, intake of liquor or any sort of drug causing unconsciousness is legally and morally banned in Pakistani society. Islam is the

basic religion while there is also minorities who follow their religion independently with respect. Pakistani society is the patriarchy society with respect for elders and women. Being an Islamic state there are some boundaries in this culture according to which the male-female relationships, love, romance, affairs, divorce, prostitution, talk about pregnancy issues openly, gays, lesbians, rape and sex are not acceptable in our society. Our culture has its art and architecture but with certain limits and decency therefore discos, music, vulgar dances and songs are not the part of our culture. Culture is not static it gradually changes with time and Pakistani culture does have some modification with new global aspects but still the Islamic values are strongly embodied thus highlighting Pakistani culture with grandeur, firm convictions and simplicity.

Culture		
Dresses	Level	Range
A woman would be seen as wearing fusion dresses like kurta with jeans. Girls and boys would be seen as wearing foreign dresses like pants, shirts, sleeveless tops, skirts etc.	1	low
Content shows clothing which isn't according to our culture showing people feel pride in wearing foreign attires and feel cautious and shy in wearing national dresses. Portrayal of characters using eastern attire would be shown negatively such as abaya, keeping beard etc. Girls wearing no dupatta is also on the hype while the trend of wearing shalwar kameez is declining among men.	2	high

Language	Level	Range
Content whether verbal or written having mistakes in speaking and writing Urdu language which should be our first priority as it is our national language but the content shows usage of wrong Urdu words and accent.	1	low
Content shows English language and gesture instead of Urdu. No voiceover and translation of foreign language. Host of programs use lot of English which is difficult to understand by many audiences. People feel pride in speaking English and it is a symbol of class and using foreign gestures like saying hi, hello and hand shake with opposite gender. Minglish is now a days a new trend in media in which people feel proud to mix Urdu with English.	2	high
Drug and Alcohol	Level	Range
Content show tobacco, liquor use in any form like tambakoo, chalia, gutka, bear, shampain, vodka, sedating medicines, cocaine etc.	1	low
A content showing any act, behavior such as smoking and glamorize the act of smoking. Young generation would be seen as using narcotics, drugs more frequently which is seen as a status symbol and a part of glamorized life. Content show intake of liquor, using any sort of drug causing unconsciousness and	2	high

showing alcohol beverages in homes, disco's, parties etc. and glamorize drinking, gambling and sedative medicines.		
Discrimination		
1. Class Discrimination	Level	Range
1 a) Content that shows the class discrimination on the basis of houses and life styles that clearly differentiate the upper, lower and middle classes e.g. Upper class houses are so big with lavish interior, garden and swimming pool and middle class houses are smaller in size and less decorative while lower class houses are usually in slums.	1	low
1 b) The upper class will be shown as most blessed with all the luxuries of life branded clothes, accessories, make-ups, cell phones, dashing cars and huge social circle while the middle class usually have simple dresses with light make- ups and small amount of luxuries and would be seen as struggling to survive in society like teachers, engineers and doctors etc. The lower class will be seen as the most deprived class with no lifestyle and struggle for their lives.	2	moderate
1 c) The upper class would be seen as the most influential and superior class and have all rights to break laws, free from all cultural, religious and national institution (police, judiciary) restrictions and insult or abuse others who are inferior to them.	3	high

The upper class speak fluent English while middle class use Urdu language and lower class use their native language and shown as labor class like maids, cooks, guards, people living in slums. The middle and lower classes would be seen as desperate classes who would do anything to get money and to satisfy their minor needs.		
4 Gender Discrimination	Level	Range
2 a) Content that shows workplace discrimination where more opportunities and facilities are provided to men while women are considered subordinates with lesser benefits and facilities.	1	low
2 b) Content that shows giving good educational facilities to boys than girls. For example boys are given the opportunity to study in good institutions, have bike, and take tuition from academies as compared to girls.	2	moderate
2 c) Content that shows gender discrimination like inequality between girls and boys or vice versa. Boys are considered a sign of pride whereas girls are taken as burdens. Boys get better education, food, upbringing and love from parents and grandparents. Females are humiliated on daily basis; marriages are destroyed because of dowry.	3	high
5 Ethnic Discrimination	Level	Range
3 a) Content that shows ethnic dresses like Sindi wears ajrak,	1	low

Punjabi wears dhothi, Urdu speaking wears shlawar kameez etc.		
3 b) Content that shows pride in speaking native language like Sindhi, Balochi, Pashtu, Panjabi or Kashmiri and using native accent for speaking national language.	2	moderate
3 c) Content that shows severe ethnicity such as stereotyping in which Pathan will be shown as chaukidar or chaliwala, Sindhi as vadaira, Kashmiri as pretty, Punjabi as loud, Urdu speaking as cunning etc. The content also shows the rituals like karokari or girl marriage with Quran amongst feudals.	3	high
Religion	Level	Range
Any visual that shows improper dressing during prayers like not wearing dupatta properly, full make-up, nail polish and background music, antagonist wearing taveez, prayer cap, holding tasbeeh in hands and songs with Quranic words.	1	low
Any scene, word, dialogue, subtitle, gesture or act that shows offensive, immoral gestures and behaviors of using religion for individual's own greediness and personal needs and wants for example taking fake oath of Quran (kasam khana) and swear or promise, showing Indian religion like aarti or idols, make humor of religion, woman in graveyard without dupatta on head and holding hand or putting head on shoulders of male, playing background music while milad or religious ceremonies, make fun	2	high

of dead body, do not follow the code and conduct of iddath and make fun of religious scholars like molvi (mulana).		
Depiction of Women	Level	Range
A woman is seen as a sex element, a glamorized, showcasing or displaying object.	1	very low
Independent women would be seen as free from restrictions, authoritative, outspoken and over ambitious.	2	low
Dependent women are often seen as following the instruction of men and the family decisions are dominated by men, who are anyway the head of the family. The woman is responsible for household chores. Many people think that there is no use for women of getting education because at the end she has to perform household work and many believe that education gives women courage to look in the eyes of men which is bad. At if anything wrong goes in the relation of husband and wife, women are usually blamed for it.	3	high
Women would be seen as vamp, negative, clever, cunning, bold and responsible for domestic fights, blacking mailing and taking revenge.	4	very high
Superstition	Level	Range
Content that shows the superstitious having believe in super natural phenomenon like black cat crosses you is the sign of bad	1	low

luck so change your path, itching in right hand means you will get money, blinking of left eye mean something bad will happen, brooming in house during evening decrease rizq and scared of being cursed etc.		
Content would be seen as showing supernatural believes as black magic, taveez, jin and evils. The black magic is usually use for having son, jobs, domestic issues, girl you love, inami lottery and property, believed in faked religious scholars (dhongi baba ji) for pray and happiness.	2	high
Taboos	Level	Range
Any verbal and visual content that shows friendship between male female who talk to each other, hang out with each other, work together but they are not romantically involved.	1	completely low
Any scene, word, gesture, emotion, dialogue, song show boyfriend and girlfriend relationship who have close friendship and love each other and want to get married, spend time, talk on cell phones, go on dates etc.	2	very low
Content visual or verbal glamorized love that the world is not complete without love, no one lives without it, it's a true meaning of life, its right of everyone to love one's in a life, flirting etc.	3	slightly low
A scene, word, gesture, emotion, dialogue, song shows that love	4	low

is a true feeling and love marriage is something that a person would feel lucky and everyone who is against love or its feeling is wrong, suicidal attempts for love etc.		
Any visual and verbal content about honeymoon e.g. couples go on trips, spend romantic time etc.	5	moderate
Any content verbal or visual shows friendship of husband or wife with someone else and have illegal romantic relationship and extra marital affair.	6	high
A content showing pregnant women or talking about pregnancy or its symptoms, miscarriage and abortion openly in programs.	7	slightly high
Scenes, dialogues, songs, dances and dresses glamorize this business of prostitution.	8	very high
Any scene, word, gesture, act, dialogue shows the relationship or attraction between same genders or content shows gays or lesbians in any manner mostly in minor roles like designers, cooks, beauticians or elites(burger family) etc.	9	strongly high
Any visual and verbal notion that indicates rape or crime of forcing acts e.g. songs on molestation, women molest man or vice versa etc.	10	completely high
Divorce Issues	Level	Range
Any content that shows divorce in any form whether talaq or khula because of domestic issues, money, job or in laws but in	1	low

amicable way without any distress or violence with mutual concern.		
Any content that shows divorce in any from whether talaq or khula because of domestic violence, severe fights, mental and physical tortures between couple and without mutual concern and forcefully.	2	high

3.7 Data Analysis:

The data has been quantified by using SPSS software. Frequencies, Compute variables, Cross Tabulation and Chi-Square have been used to measure the variables. A frequency distribution was used to analyze the levels of each variable. The variables were computed into new variables then split the file to find out the individual frequencies along with chi-square test of each channel, then split file was closed and computed data was analyzed by cross tabulation and chi-square test.

3.8. Limitation of the study:

Though there are almost 24 entertainment channels in Pakistan, but the sample selected for current study contains Pakistan's three most popular and renowned entertainment channels including ARY Digital, Hum TV and Geo Entertainment. Only the prime time slot has been taken because the given time to evaluate the sample was restricted and also had limited resources.

Chapter: 4

RESULTS AND FINDINGS

This study has been conducted to find out the violations done in entertainment channels of Pakistan according to PEMRA code of conduct 2012. The method of quantitative content analysis has been used for this purpose. Three biggest and most watched entertainment channels have been selected for the study i.e. ARY Digital, Hum TV and Geo Entertainment channel for the period of fourteen days and prime time slot (8 pm till 10 pm) has been analyzed. The variables are derived from the PEMRA draft 2012 which include the obscenity/indecency, depiction of violence and culture along with its vast subcategories that are dress, language, drugs and alcohol, Religion, depiction of women, superstition, taboos, divorce issues, class discrimination, gender discrimination and ethnic discrimination. The variables were operationalized into various levels and ranges according to Likert scale and interval level. The levels are from 1 being the lowest to 10 being the highest while range from low to high was developed to analyze the content. After developing the scale, each program from prime time slot has been coded according to their assigned values. The zero or none is taken for no violation of PEMRA code of conduct 2012 and 1 is taken as lowest violation and 10 is taken as highest violation but the intervals are different in each variable according to its subcategories.

4.1 Characteristics of sample:

The data were analyzed to find out the total number of scenes and duration during prime time slot in entertainment channels of Pakistan. The result was found out by frequency distribution.

Table 4.1

Characteristics of Sample			
		Total Scenes	Percentage
TV Channel	ARY	575	30.6%
	GEO	725	38.6%
	HUM	577	30.7%
		1877	
Program Genre	Drama	1425	75.9%
	Telefilm	157	8.4%
	Movie	143	7.6%
	Award Show	111	5.9%
	Game Show	41	2.2%

Total number of 1877 scenes has been taken from three leading channels of Pakistan i.e. GEO, HUM and ARY for the period of 14 days. From the total of 1877 scenes, 575 scenes were from ARY, 725 scenes were from GEO and 577 are from HUM TV. The total number of scene duration shown in all three channels for the period of fourteen days was 195497 seconds. The results show that there is total five program genre in prime time slot. The data also represented that 1425 scenes are from dramas, 157 scenes are from telefilms, 143 from movies, 41 from game shows and 111 from award shows. The data clearly shows that the most of time is taken by dramas then telefilms, movies, game shows and award shows during prime time in entertainment channels. This shows that the most important and watched program genre during prime time slot is television dramas.

4.2 Violation of PEMRA code of conduct by Pakistani entertainment channels:

Table 4.2

Measurement of variables							
Obscenity/Indecency	Level 1 Level 2 Level 3 Level 4 Level 5 no violation						
	dress	language	seduction	intimacy			
	12.57%	16.62%	5.91%	6.233%	58.66%		
Violence	Level 1	Level 2	Level 3	Level 4	Level 5	no violation	
	aggression	harassment	domestic	glamorization	severe		
	5.33%	1.119%	6.4%	10.4%	4.2%	72.6%	
Culture	Level 1	Level 2	no violation				
	1. Dress	25.47%	10.23%	64.3%			
	2. Language	2.3%	11.37%	85.99%			
	3. Drug/alcohol	1.55%	6.29%	92.17%			
	4. Religion	4.46%	4.59%	90.94%			
	5. Superstition	2.5%	3.41%	94.14%			
	6. Divorce	0.8%	5.6%	93.61%			
7. Women	Level 1	Level 2	Level 3	Level 4	no violation		
	2.131%	12.2%	13.64%	29.09%	42.94%		

Violation of culture by entertainment channels of Pakistan

8. Taboos											
level 1	level 2	level 3	level 4	level 5	level 6	level 7	level 8	level 9	level 10	no violation	
3.36 %	1.17 %	20.8 %	4.96 %	2.1%	5.6%	4.05 %	1.55 %	1.17 %	3.14 %	52.1%	
m/f-friend-ship	bif/gf	love	love marria-ge	honey moon	extra marita-l affair	pregnancy	prostit-ution	gayle-sbian	rape/c-rime		

Obscenity/indecency:

Table 4.2 represents that 58.66% content shows no violation of PEMRA code of conduct. Level 1 indicates obscene dress which shows very low violation of 12.57% during prime time. 16.62% content shows 2nd level of obscenity/indecency which is obscene language shows low violation. Results shows that 5.914% content shows level 3 of obscenity which is seduction and shows high level of violation and on other hand 6.233% of content shows level 4 which are intimate scenes thus showing very high level of violation. The data shows that 41.4% of the content shown on entertainment channels violate PEMRA code of conduct .The figure clearly shows that level 2 violation is maximum which represents that obscene language is very much use in media content especially during prime time slot.

Violence:

Table 4.2 represents the violent and non-violent content shown on television during prime time. The results show that 72.60% content does not show any violence in entertainment channels while 27.4% content shows violence during prime time. Level 1 shows very low aggression and threat which is 5.330% .Level 2 represents 1.119% harassment which is low while level 3 shows 6.4% domestic violence which is quite high. Level 4 shows 10.4% glamorization of crime and violence which is high while level 5 represents 4.158% severe violence which is very high in range. The results shows that the level 4 of violence is very high with 10.4% which shows that the programs highly featured the glamorization of crime and violence during prime time slot in entertainment channels.

Culture:

Table 4.2 represents the violation of cultural values in entertainment channels of Pakistan during prime time slot. Culture is divided into many subcategories in which dress is the first subcategory.

1. Dress:

The result illustrated in Table 4.2 shows that 64.30% content does not show any violation while 35.7% content show violation of PEMRA code of conduct. Level 1 shows 25.47% violation which is low and level 2 represents 10.23% violation which is very high.

2. Language:

Table 4.2 represents the second subcategory of culture which shows that 85.99% of content during prime time shows no violation of language while 14% of content shows violation of cultural values. Level 1 indicates only 2.3% of violation while level 2 indicates high level of violation which is 11.67% during prime time slot.

3. Drug and Alcohol

Table 4.2 represents the measurement of cultural violation of third subcategory which is drug and alcohol. The result shows that 92.17% of content does not show any violation while 7.83% content show violation. Level 1 indicates only 1.55% violation and level 2 indicates 6.29% use of drug and alcohol which is very high violation. So the results signify that there is a violation of cultural values during prime time slot.

4. Religion:

Table 4.2 shows the fourth subcategory of the violation of culture. The results illustrate that 90.94% content shows no violation of religion while 9.1% content shows violation of religion during prime time slot. Level 1 indicates 4.46% violation in entertainment

content while level 2 indicates 4.59% violation which is high. Thus the results signify that there is violation of cultural values especially the more sensitive one which is religion on entertainment channels of Pakistan.

5. Superstition:

The fifth subcategory of violation of culture is superstition. The result signifies that 94.14% content shows no violation while 5.9% content shows violation. Low violation presented at level 1 is 2.5% while high violation at level 2 of cultural values is 3.41%. The results indicates the small amount of violation regarding superstition in entertainment channels during prime time.

6. Divorce Issues:

Table 4.2 illustrates the sixth subcategory of violation of cultural values that is divorce issues. The results indicate that 93.61% content in entertainment channels shows no violation of code of conduct on the other hand only 6.4% content shows violation. Low violation presents in level 1 is 0.8% and high violation presents in level 2 is 5.6% which clearly signifies that there is a violation regarding divorced issues in prime time slot but the amount is not excessively high

7. Depiction of Women:

Table 4.2 illustrates the seventh subcategory of violation of culture in depicting women in entertainment channels of Pakistan. The result shows that 42.94% content in entertainment channels shows no violation while on other hand 57.1% content displays violation of PEMRA code of conduct, which indicates maximum number of violation relating to depiction of women. Level 1 shows 2.131% violation which is very low, level 2 shows 12.20% violation which is low while level 3 indicates 13.64% violation which is

high and level 4 indicates 29.09% violation of code of conduct which is very high in range and number and shows severe amount of violation in entertainment channels of Pakistan during prime time regarding depiction of women.

8. Taboos:

Table 4.2 represents the eighth subcategory of violation of cultural values which is taboos. The result indicates that 52.10% content shows no violation of code of conduct regarding taboos while 49% content shows violation on various levels. Level 1 with completely low range represents male- female friendship which is 3.36%. Level 2 with very low range shows boyfriend- girlfriend relationship which is 1.172%. Level 3 on other hand with slightly low range signifies glamorization of love in media content is 20.83%. Level 4 shows love marriage with low range is 4.96%. Violation presented in level 5 with moderate range indicates honeymoon is 2.1%. Level 6 shows extra marital affairs with high range is 5.6%. Level 7 indicates pregnancy with slightly high range is 4.05%. The prostitution shows in level 8 with very high range is 1.55%. The finding also represents high range which is level 9 shows gays and lesbian's relationship is 1.172%. At the end the level 10 with completely high range represents the rape or crime of forcing acts which is 3.143% in media content. Thus the results clearly shows that there is an enormous amount of violation regarding taboos in entertainment channels of Pakistan especially the glamorization of love ,extra marital affairs, love marriages and rape or crime of forcing acts.

4.3 Violation of Culture (Class, Gender and Ethnic discrimination) by entertainment channels of Pakistan:

Table 4.3

9. Discrimination					
	Level 1	Level 2	Level 3	no violation	violation
Class discrimination	14.12%	2.504%	40.81%	42.57%	57.43%
Gender discrimination	0.053%	0.213%	30.31%	69.42%	30.6 %
Ethnic discrimination	0.213%	0.426%	13.85%	85.51%	14.5%

Table 4.3 shows the ninth subcategory of violation of culture that is discrimination which is further divide into three subcategories.

i. Class Discrimination:

The first subcategory is class discrimination. The result indicates that there is low violation of class discrimination in level 1 which is 14.12% while level 2 with moderate range shows 2.504% violation. Level 3 on the other hand shows 40.81% violation which is very high. The overall result indicates that 42.57% content shows no violation in prime time slot while 57.43% content shows high level of violation of class discrimination in entertainment channels.

ii. Gender Discrimination:

Table 4.3 shows gender discrimination. The result represents that 69.42% content shows no gender discrimination while 30.6% content shows high level of gender discrimination. Level 1 shows low violation which is 0.053% and level 2 shows moderate violation which is 0.213%. Level 3 shows high violation which is 30.31%. Thus the result signifies

that the entertainment channels shows excessive amount of gender discrimination during prime time.

iii. Ethnic Discrimination:

Table 4.3 illustrates the third subcategory of discrimination which is ethnic discrimination. The results indicate that 85.5% content shows no discrimination while 14.5% content shows ethnic discrimination. The finding represents low discrimination in level 1 which is 0.213% while level 2 with moderate range shows 0.426% ethnic discrimination. Level 3 shows high violation which is 13.85%. Therefore the results indicate that the entertainment channels of Pakistan shows high level of ethnic discrimination during prime time.

4.4Overall measurement of variables by computing all variables:**Table 4.4****Overall violation or no violation of obscenity/indecency, violence, culture**

	Violation	No violation
Obscenity/indecency	41.3%	58.66%
Violence	27.4%	72.6%
Culture		
1. Dress	35.7%	64.3%
2. Language	14%	85.99%
3. Drug & Alcohol	7.83%	92.17%
4. Religion	9.1%	90.94%
5. Superstition	5.9%	94.14%
6. Divorce Issues	6.4%	93.61%
7. Women	57.1%	42.94%
8. Taboos	49%	52.1%
9. Discrimination		
i. Class	57.43%	42.57%
ii. Gender	30.6%	69.42%
iii. Ethnic	14.5%	85.51%

The 4.4 illustrates the overall violation and no vioation by the entertainment channels of Pakistan during prime time slot. The table clearly states that every variable is being violated by three most popular and viewed channels of Pakistan. The overall violation of obscenity/indecency is 41.3% , violence is 27.4%, cultural subcatgory dress is 35.7%, language 14%, drugs and alcohol 7.83%, Religion 9.1%, superstition 5.9%, divorce 6.4%, depiction of women 57.1%, taboos 49% , class discrimination 57.43%, gender discrimination 30.6% and ethnic discrimination is 14.5%. The overall result explains that all channels violate PEMRA code of conduct at all levels but the level of obscenity/

indecency, violence, dress violation, violation in depicting women, taboos, class discrimination and gender discrimination is very high.

4.5 Violation of Obscenity/ Indecency, Depiction of Violence and Culture in Program Genre by entertainment channels:

Table 4.5

Measurement of violation of obscenity/indecency, depiction of violence, dress and language in program genre using Cross tabulation:

Variables		Drama	Telefilm	Game Show	Movie	Award Show	Total
Obscenity/ Indecency	no violation	916	112	8	64	1	1101
	violation	509	45	33	79	110	776
Depiction of Violence	no violation	1036	98	37	127	64	1362
	violation	388	59	4	16	47	514
Culture (Dress)	no violation	964	99	2	54	88	1207
	violation	479	58	39	89	23	688
Culture (Language)	no violation	1342	132	13	70	57	1614
	violation	83	25	28	73	54	263

Table 4.5 represents the cross tabulation of program genre with obscenity/indecency. The results depict that dramas shows the highest violation in prime time slot with 509 scenes and award show comes on the second number in violating codes with 110 scenes and movies on third with 79 scenes, telefilm on fifth with 45 scenes and the game show on last with least number of violation with 33 scenes.

The table 4.5 also indicates the crosstab between program genre and depiction of violence. The result shows that there is depiction of violence in every program genre. The dramas are on the first place, telefilms are on second, award shows on third, movies on fourth and game shows are on fifth number which clearly indicates that the dramas depict the highest violence with 388 scenes and the game shows depict the least violence with 4

scenes only. The telefilm, movie and award show indicates 59, 16 and 47 scenes respectively.

Table 4.5 signifies the crosstab between program genre and dress. The results clearly show that there is a violation of dress in all program genres. The dramas show the highest violation of code of conduct that is 479 scenes out of 1425 and movies show the second highest violation with 89 scenes and then telefilm, game show and award show with least violation of 58, 39 and 23 scenes respectively.

Table 4.5 indicates the cross tab between program genre and language. The table clarifies that there is least amount of violation of languages in all program genre but still there is violation. The result shows that dramas are on top then comes movies, award shows, game shows and telefilms with 83,73,54,25 and 28 scenes respectively.

4.6 Violation of Culture (Drugs & Alcohol, Religion, Superstition, Divorce, Depiction of Women) in Program Genre by entertainment channels:

Table 4.6

Measurement of violation of Culture in program genre using Cross Tabulation

Variables		Drama	Telefilm	Game Show	Movie	Award Show	Total
Culture (Drug & Alcohol)	no violation	1353	132	41	114	90	1730
	violation	72	25	0	29	21	147
Culture (Religion)	no violation	1035	131	41	138	92	1707
	violation	120	26	0	5	19	170
Culture (Superstition)	no violation	1347	140	37	140	103	1767
	violation	78	17	4	3	8	110
Culture (Divorce)	no violation	1313	151	41	141	111	1757
	violation	112	6	0	2	0	120
Culture (Depiction of Women)	no violation	610	80	16	64	36	806
	violation	815	77	25	79	75	1071

The table 4.6 represents the cross tab of program genre with drug and alcohol. The table indicates that there is violation of code of conduct regarding drug and alcohol in all program genre in prime time slot. The table clarifies that the drama shows the highest violation of code of conduct with 72 scenes from 1425 scenes which overall indicates the minute violation but still the catastrophic one. The movies on second, telefilm and award show on third and fourth with small amount of violation of 28, 23 and 21 scenes respectively. The game show shows no violation.

The table 4.6 represents the crosstab of program genre with religion. The table indicates that dramas show the highest violation of code of conduct with 120 scenes from 1425 scenes in prime time slot. The telefilms are on second, award shows on third and movies on fifth number with 26, 19 and 5 scenes respectively. The game show represents no

violation. The total violation is little but still there is violation of religion in all programs especially dramas which are the most essential genre in prime time.

The table 4.6 represents the crosstab of program genre with superstition .The result indicates that dramas shows the maximum violation of 78 scenes from 1425 scenes, telefilm shows the minute violation with 17 scenes , movies with 3 scenes, award shows with 8 and game shows with 4 scenes. The overall results indicate that drama shows the highest violation and all the other's genres show the least violation.

The table 4.6 represents the cross tabulation between program genre and divorce issues. The results indicate that a drama shows the highest violation of 112 scenes then telefilms with 6 and movies with 2 scenes. Award shows and game shows represent no violation regarding divorce.

Table 4.6 represents that crosstab of program genre with depiction of women. The result shows that there is violation regarding women in every program genre. The table signifies that dramas shows the highest violation of 815 scenes from 1425, then movies, telefilms and award shows with 79, 77 and 75 scenes respectively are equivalent in violation and at the end the game shows represents the minimum violation of 25 scenes as compare to other genres but quite high within its own category because it contain 25 violating scenes from total of 41 scenes. Thus the result verifies that violation concerning depiction of women is very high in all program categories.

4.7 Violation of Culture (Taboos, Class, Gender and Ethnic Discrimination) in Program Genre by entertainment channels:

Table 4.7

Measruement of violation of taboos in program genre using Cross Tabulation

Variables		Drama	Telefilm	Game Show	Movie	Award Show	Total
Culture (Taboos)	no violation	776	84	41	50	27	978
	violation	649	73	0	93	84	899
Culture (Class Discrimination)	no violation	501	76	41	85	96	799
	violation	924	81	0	58	15	1078
Culture(Gender Discrimination)	no violation	952	102	41	121	87	1303
	violation	473	55	0	22	24	574
Culture (Ethnic Discrimination)	no violation	1198	134	40	131	102	1605
	violation	227	23	1	12	9	272

Table 4.7 represents the cross tab between program genre and taboos. The table clearly indicates the violation of code of conduct in every program genre except game show with no such violation. Drama shows the highest violation with 649 scenes, and then comes the movies with 93 scenes, award shows with 84 scenes and telefilms with 73 scenes.

Table 4.7 indicates the cross tabulation of program genre with class discrimination. The table represents that drama shows the 924 violating scenes, telefilm shows 81 scenes, movie shows 58 and award show shows 15 violating scenes and game show with no such scenes. The entire result states that dramas shows the highest violation then telefilm which is on second number, movie on third and award show on last with least violation. But the overall violation relating to class issues is very high in all program genres except game shows.

Table 4.7 indicates the crosstab of program genre and gender discrimination. The table represents that dramas shows 473 violating scenes, telefilm shows 55 scenes, award show

24, movie 22 scenes and game show shows no violating scenes, which clearly indicates that dramas are highest in violation, telefilms are on second number, movies and award shows are relatively equal in violation.

Table 4.7 indicates the crosstab between program genre and ethnic discrimination. The table represents that drama shows 227 violating scenes and 1198 non-violating from 1425 scenes, telefilm shows 23 violating and 134 non-violating scenes from 157scenes, movie shows 12 violating and 131 non violating from 143 scenes, award show and game show shows 9 and 1 violating , 102 and 40 non violating from 111 and 41 scenes respectively. The table indicates that dramas are on top, telefilm and movies are comparatively equal, award shows and game shows are least in violating code of conduct. The overall result specifies that there is no such extreme violation regarding ethnic discrimination but still there is violation.

4.8 Measurement of Obscenity/Indecency, Depiction of Violence and Culture by entertainment channels:

Table 4.8
Measurement of obscenity/ indecency, Violence, Dress and Language by entertainment channels using frequency distribution and chi- square

Variables	TV Channels	Frequency / Percentage		Total	Chi-Square
		No violation	Violation		
Obscenity/ Indecency	ARY	372 (65%)	203 (35.3%)	575(100%)	49.671; P: .000
	Geo	292 (40.3%)	433 (59.7%)	725(100%)	27.422; P: .000
	Hum	437 (75.5%)	140 (24.3%)	577(100%)	152.875; P: .000
Depiction of Violence	ARY	432 (75.1%)	142 (24.7%)	574(99.8%)	146.516; P: .000
	Geo	489 (67.4%)	236 (32.6%)	725(100%)	88.288; P: .000
	Hum	441 (76.4%)	136 (23.6%)	577(100%)	161.222; P: .000
Culture (Dress)	ARY	307 (53.4%)	268 (46.6%)	575(100%)	2.645; P: .000
	Geo	500 (69%)	225 (31%)	725(100%)	104.310; P: .000
	Hum	400 (69.3%)	177 (30.7%)	577(100%)	86.185; P: .000
Culture (Language)	ARY	474 (82.4%)	101 (17.6%)	575(100%)	241.963; P: .000
	Geo	597 (82.3%)	128 (17.7%)	725(100%)	305.110; P: .000
	Hum	543 (94.1%)	34 (5.9%)	577(100%)	449.014; P: .000

The table 4.8 indicates the overall frequency distribution of obscenity/ indecency by each channel. The result signifies that ARY shows 35.5% violation and 65% no violation, Geo shows 59.7% violation and 40.3% no violation and Hum shows 24.3% violation and 75.7% no violation. The frequency distribution clearly indicates that there is violation regarding obscenity in every channel but Geo shows the highest, ARY shows second highest whereas Hum shows the least violation regarding obscenity.

A Pearson chi- square was computed to assess the association between obscenity/ indecency and each channel. The data ($X^2 = 49.671$, $p < .05$), ($X^2 = 27.422$, $p < .05$), ($X^2 = 152.875$, $p < .05$) shows ARY, Geo and Hum respectively indicates that there is significant association between each channel and obscenity/ indecency. Geo shows the

highest violation of PEMRA code of conduct, ARY shows second highest violation however the Hum shows the least violation.

Table 4.8 illustrate that ARY, Geo and Hum shows 24.7%, 32.6%, 23.6% violence in their content while 75.1%, 67.4%, 76.4% content shows no violence respectively, which signifies that Geo is highly violating codes while Hum and ARY are comparatively equal. A Pearson chi- square was computed to find out the relationship between the variables. The data indicates that ($X^2=146.516$, $p< .05$), ($X^2= 88.288$, $p< .05$), ($X^2= 161.22$, $p< .05$) there is significant association between channels and depiction of violence. Geo shows the highest violation whereas Hum and Ary are equivalent in violating code of conduct.

Table 4.8 represents the violation of dress which is 46.6%, 31%, and 30.7% and no violation which is 53.4%, 69%, 69.3% by Ary, Geo and Hum respectively. The result signifies that Ary highly violate dress code of conduct then Geo and Hum which are rather equal in violation.

A Pearson chi-square was conducted to assess the association between each channel and violation of dress. The data ($X^2= 2.645$, $p<.05$), ($X^2= 104.310$, $p< .05$), ($X^2=86.185$, $p<.05$) shows the significant relationship between channels and violation of dress. ARY shows the highest violation whereas Geo and Hum shows slightly least violation then ARY.

Table 4.8 signifies that ARY, Geo and Hum shows 17.6%, 17.7% and 5.9% violation and 82.4%, 82.3%, and 94.1% no violation regarding language respectively .Therefore the result indicates that ARY and Geo slightly violate the code of conduct while Hum shows very minute violation.

A Pearson chi-square was computed to measure the association between variables. The result indicates that ($\chi^2 = 241.963$, $p < .05$), ($\chi^2 = 305.110$, $p < .05$), ($\chi^2 = 449.014$, $p < .05$) there is a significant association between violation of language and ARY, Geo and Hum respectively. The result also signifies that Geo and ARY shows violation whereas Hum shows very low violation.

4.9 Violation of Culture (Drug& Alcohol, Religion, Superstition, Divorce) by entertainment channels:

Table 4.9

Measurement of violation of Culture by entertainment channels using Frequency Distribution and Chi- Square

Variables	TV Channels	Frequency / Percentage		Total	Chi-Square
		No violation	Violation		
Culture (Drug & Alcohol)	Ary	549 (95.5%)	26 (4.5%)	575(100%)	475.703; P: .000
	Geo	654 (90.2%)	71 (9.8%)	725(100%)	475.618; P: .000
	Hum	527 (91.3%)	50 (8.7%)	577(100%)	394.331; P: .000
Culture (Religion)	Ary	534 (92.9%)	41 (7.1%)	575(100%)	422.694; P: .000
	Geo	654 (90.2%)	71 (9.8%)	725(100%)	471.072; P: .000
	Hum	519 (89.9%)	58 (10.1%)	577(100%)	368.321; P: .000
Culture (Superstition)	Ary	531 (92.3%)	44 (7.7%)	575(100%)	412.468; P: .000
	Geo	695 (95.9%)	30 (4.1%)	725(100%)	612.646; P: .000
	Hum	541 (93.8%)	36 (6.2%)	577(100%)	441.984; P: .000
Culture (Divorce Issues)	Ary	541 (94.1%)	34 (5.9%)	575(100%)	447.042; P: .000
	Geo	673 (92.8%)	52 (7.2%)	725(100%)	531.919; P: .000
	Hum	543 (94.1%)	34 (5.9%)	577(100%)	449.014; P: .000

Table 4.9 represents the violation of drugs and alcohol by each channel. The result indicates that ARY, Geo and Hum show 4.5%, 9.8%, and 8.7% violating whereas 95.5%, 90.2% and 91.3% non-violating content respectively. The result also signifies that Geo and Hum show slightly equal violation whereas ARY shows very least violation.

A Pearson chi-square was conducted to measure the association between channels and violation regarding drug and alcohol. The data ($X^2=475.703$, $p< .05$), ($X^2= 475.618$, $p< .05$), ($X^2= 394.331$, $p< .05$) indicates the significant association between channels and their violating content regarding drugs and alcohol. Geo and Hum shows the comparatively equal but least violation whereas ARY shows no such violation as compared to other two channels.

Table 4.9 represents the violation of Religion by entertainment channels. The data shows that ARY, Geo and Hum violate culture 7.1%, 9.8% and 10.1% respectively. Geo and Hum shows relatively equal amount of violation whereas ARY shows least violation, which indicates that the overall violation is very minute.

A Pearson chi-square was conducted to measure the relationship between TV channels and violation of religion. The result ($X^2=422.694$, $p< .05$), ($X^2= 471.072$, $p< .05$), ($X^2= 368.321$, $p< .05$) indicates that there is significant association between ARY, Geo, Hum and violation of religion. The result signifies that Geo and Hum shows slightly equal violation whereas ARY shows least violation.

The table 4.9 indicates the violation regarding superstition by three leading channels. The table represents that there is 7.7%, 4.1% and 6.2% violation and 92.3%, 95.9% and 93.8% no violation by ARY, Geo and Hum respectively. The result indicates that ARY and Hum show relatively equal violation and Geo show very low violation as compare to other two channels. The collective violation is very minute regarding superstition in all entertainment channels.

A Pearson chi- square was conducted to find out the association between variables. The data shows ($X^2= 412.468$, $p< .05$), ($X^2= 612.646$, $p< .05$), ($X^2=441.984$, $p< .05$) the significant association between channels and violation regarding superstition. ARY and Hum shows violation whereas Geo shows no such violation.

Table 4.9 represents the violation regarding divorce issues. The data indicates that 5.9%, 7.2% and 5.9% violation and 94.1%, 92.8% and 94.1% no violation by ARY, Geo and Hum respectively. The result shows that the violation done by Geo is more than Hum and ARY but the overall violation is very low.

A Pearson chi-square was computed to measure the relationship between violation regarding divorce issues and entertainment channels. The data ($\chi^2 = 447.042$, $p < .05$), ($\chi^2 = 531.919$, $p < .05$), ($\chi^2 = 449.014$, $p < .05$) signifies that there is significant relationship between violation regarding divorce issues and entertainment channels. Geo show slightly least violation whereas Ary and Hum show no such violation.

4.10 Violation of Culture (Depiction of Women, Taboos, Class, Gender and Ethnic Discrimination) by entertainment channels:

Table 4.10

Measurement of violation regarding depiction of women by entertainment channels using Frequency Distribution and Chi-Square

Variables	TV Channels	Frequency / Percentage		Total	Chi-Square
		No violation	Violation		
Culture (Depiction of Women)	Ary	235 (40.9%)	340 (59.1%)	575(100%)	19.174; P: .000
	Geo	276 (38.1%)	449 (61.9%)	725(100%)	41.281; P: .000
	Hum	295 (51.1%)	282 (48.7%)	577(100%)	19.340; P: .000
Culture (Taboos)	Ary	325 (56.5%)	250 (43.5%)	575(100%)	9.783; P: .002
	Geo	327 (45.1%)	398 (54.9%)	725(100%)	6.953; P: .008
	Hum	326 (56.5%)	251 (43.5%)	577(100%)	9.749; P: .002
Culture (Class Discrimination)	Ary	254 (44.2%)	321 (55.8%)	575(100%)	7.807; P: .005
	Geo	381 (52.6%)	344 (47.4%)	725(100%)	5.888; P: .006
	Hum	164 (28.4%)	413 (71.6%)	577(100%)	107.454; P: .000
Culture (Gender Discrimination)	Ary	397 (69%)	178 (31%)	575(100%)	83.410; P: .000
	Geo	493 (68%)	232 (32%)	725(100%)	93.960; P: .000
	Hum	413 (71.6%)	164 (28.4%)	577(100%)	109.567; P: .000
Culture (Ethnic Discrimination)	Ary	521 (90.65%)	54 (9.4%)	575(100%)	379.285; P: .000
	Geo	629 (86.8%)	96 (13.2%)	725(100%)	391.847; P: .000
	Hum	455 (78.6%)	122(21.1%)	577(100%)	192.182; P: .000

The table 4.10 indicates a violation done by entertainment channels regarding depiction of women. The data explains that there is 59.1%, 61.9% and 48.7% violation whereas 40.9%, 38.1% and 51.1% no violation by ARY, Geo and Hum respectively. So the result represents that Geo shows highest violation then ARY and Hum which are comparatively equal in violation. The overall violation is also very high regarding depiction of women.

A Pearson chi-square was computed to assess the association between violation regarding depiction of women and entertainment channels. The data ($\chi^2=19.174$, $p < .05$), ($\chi^2=41.281$, $p < .05$), ($\chi^2= 19.340$, $p < .05$) explains that there is significant association between violation regarding depiction of women and entertainment channels. Geo shows the highest violation then ARY and Hum which are equivalent in violation.

Table 4.10 represents the frequency of violation regarding taboos. It shows that 43.5%, 54.9% and 43.5% violation and 56.5%, 45.1% and 56.5% no violation by ARY, Geo and Hum respectively. The finding represents that Geo shows the highest violation then ARY and Hum which are equivalent in violation and the total violation is very high regarding taboos by entertainment channels.

A Pearson chi-square was conducted to measure the relationship between entertainment channels and violation regarding taboos. The data ($X^2=9.783$, $p< .05$), ($X^2= 6.953$, $p< .05$), ($X^2=9.749$, $p< .05$) shows a significant relationship between entertainment channels and violation regarding taboos. Geo entertainment channel highly violate codes then ARY and HUM which are comparatively equal in violation.

Table 4.10 represents a frequency of violation of class discrimination by entertainment channels. The data presents 55.8%, 47.4% and 71.6% violation and 44.3%, 52.6% and 28.2% no violation by ARY, Geo and Hum respectively. The result illustrates that Hum shows the highest violation, and then Ary which shows second highest violation, and then Geo which shows third highest violation and overall violation of class discrimination is excessively high.

A Pearson chi-square was computed to measure the association between class discrimination and entertainment channels. The data ($X^2= 7.807$, $p< .05$), ($X^2= 1.888$, $p< .05$), ($X^2= 107.454$, $p< .05$) shows that there is significant association between variables. Hum shows the highest violation, then ARY shows second highest violation and then Geo shows third highest violation.

The table 4.10 represents the frequency of gender discrimination by three prominent channels. The data shows that 31%, 32% and 28.4% violation whereas 69%, 68% and

71.6% no violation by Ary, Geo and Hum respectively. The finding illustrates that Ary, Geo and Hum shows comparatively equal amount of violation and overall violation is also high.

A Pearson chi-square was computed to measure the association between gender discrimination and entertainment channels. The data ($X^2= 83.410$, $p< .05$), ($X^2= 93.960$, $p< .05$), ($X^2= 109.567$, $P< .05$) shows the significant association between the violation regarding gender discrimination and entertainment channels. The result illustrates that Geo, ARY and Hum shows relatively equal violation of PEMRA code of conduct.

Table 4.10 indicates the violation of ethnic discrimination by channels. The data illustrates that 9.4%, 13.2% and 21.1% violation and 90.65%, 86.8% and 78.9% no violation by ARY, Geo and Hum respectively. Hum shows the highest violation, Geo shows second highest violation whereas ARY shows least violation.

A Pearson chi-square was computed to measure the association between the violation regarding ethnic discrimination and entertainment channels. The data ($X^2= 379.285$, $p< .05$), ($X^2= 391.847$, $P< .05$), ($X^2= 192.182$, $P< .05$) shows a significant association between ethnic discrimination and entertainment channels. Hum shows the highest violation then Geo whereas ARY shows no such violation.

4.11 Violation of Obscenity/Indecency, Depiction of Violence and Culture by entertainment channels:

Table 4.11

Measurement of violation of Obscenity/Indecency, Violence and Dress by entertainment channels using Cross tabulation and Chi-square

Variables	Channels	No violation	Violation	Total	Chi-Square
Obscenity/ Indecency	Ary	372 (19.8%)	203 (10.8%)	575 (30.6%)	179.063; P: .000
	Geo	292 (25.6%)	433(23.1%)	725 (38.6%)	
	Hum	437 (23.3%)	140 (7.5%)	577 (30.7%)	
	Total	1101 (58.75%)	776 (41.3%)	1877 (100%)	
Depiction of Violence	Ary	432 (23%)	142 (7.65%)	574 (30.6%)	15.972; P: .000
	Geo	489 (26.1%)	236 (12.6%)	725 (38.6%)	
	Hum	441 (23.5%)	136 (7.2%)	577 (30.7%)	
	Total	1362 (72.6%)	514 (27.4%)	1876 (100%)	
Culture (Dress)	Ary	307 (16.4%)	268 (14.35)	575 (30.6%)	43.030; P: .000
	Geo	500 (26.6%)	225 (12%)	725 (38.6%)	
	Hum	400 (21.3%)	177 (9.450)	577 (30.7%)	
	Total	1207(64.3%)	670 (35.7%)	1877 (100%)	

The table 4.11 indicates the cross tabulation between the variables which shows that the total violation that has been done in all entertainment channels are 776 out of 1877 and no violation is 1101. The table also indicates that there is different level of violation in each entertainment channel like ARY with violation of 203 (10.8%) scenes from the total number of 575(30.6%) scenes. HUM TV with violation of 140 (7.5%) scenes from total of 577 (30.7%) and with no violation of 437 (23.3%) scenes. GEO entertainment on the other hand shows the highest number of violation that is 433(23.1%) scenes from 725(38.6%) scenes and no violation of 292(15.6%) scenes.

The Pearson Chi- Square was computed to assess the relationship between TV channels and obscenity/indecency. ($\chi^2 = 179.06$, $p < .05$) which shows the significant association between TV channels and obscenity/ indecency. The results indicate that all entrainment channels violate PEMRA code of conduct but the Geo shows the highest number of

violation as compare to other two channels on other hand Hum TV shows least violation as compare to Geo and ARY.

Table 4.11 indicates the crosstab between channels and the depiction of violence. The result shows that from 1876(100%) scenes 514(27.4%) scenes depict violence which represents that there is violation of code of conduct regarding depiction of violence in all three entertainment channels. The results also represents that the Geo depict the highest violence which is 236(12.6%) scenes from 725 (38.6%) scenes. The Ary is on second number with 142 (7.6%) scenes and Hum is on third number in depicting violence during prime time with 136 (7.2%) scenes.

A Pearson chi-square was computed to assess relationship between TV channels and amount of violation. ($\chi^2 = 15.972$, $p < .05$) the data shows that there is a significant relationship between TV channels and depiction of violence. The table illustrates that Geo shows highest violence while ARY and Hum shows minimum violence in their entertainment content.

The table 4.11 indicates the cross tab between TV channels and culture's subcategory dress. The results shows that there is violation of dress in all three channels, from total count of 1877 scenes 670(35.7%) scenes shows violation of dress and 1207(64.3%) shows no violation. The ARY shows the highest violation of dress which is 268(14.3%) from 575(30.6%) and GEO shows the second highest violation which is 225(12%) from 725(38.6%) and HUM is on third number shows the slightly least violation than the other two channels.

A Pearson chi-square was computed to assess the association between TV channels and violation of culture subcategory dress. The data ($\chi^2 = 43.030$, $p < .05$) shows that there is

a significant relationship between TV channels and cultural violation. ARY shows the highest violation of dress while GEO shows least violation however Hum also shows violation but very minute as compare to other two channels.

4.12 Violation of Culture (Language, Drug & Alcohol, Religion, Depiction of Women) by entertainment channels:

Table 4.12

Measurement of violation of Culture by entertainment channels using cross tabulation and chi-square:

Variables	Channels	No violation	Violation	Total	Chi-Square
Culture (Language)	Ary	474 (25.3%)	101 (5.4%)	575 (30.6%)	45.203; P: .000
	Geo	597 (31.8%)	128(6.8%)	725 (38.6%)	
	Hum	543 (28.9%)	34 (1.8%)	577 (30.7%)	
	Total	1614 (86%)	263 (14%)	1877 (100%)	
Culture (Drugs & Alcohol)	Ary	549 (29.3%)	26(1.4%)	575 (30.7%)	11.950; P: .003
	Geo	654 (34.9%)	71 (3.8%)	725 (38.6%)	
	Hum	527 (28.1%)	50 (2.7%)	577 (30.7%)	
	Total	1730 (92.3%)	147 (7.8%)	1877 (100%)	
Culture (Religion)	Ary	534 (28.5%)	41 (2.2%)	575 (30.6%)	3.625; P: .000
	Geo	654 (34.9%)	71 (3.8%)	725 (38.6%)	
	Hum	519 (27.7%)	58 (3.1%)	577 (30.7%)	
	Total	1707(91%)	170 (9.1%)	1877 (100%)	
Culture (Depiction of Women)	Ary	235 (12.5%)	340 (18%)	575 (30.6%)	24.121; P: .000
	Geo	276(14.7%)	449 (23.9%)	725 (38.6%)	
	Hum	295 (15.7%)	282 (15%)	577 (30.7%)	
	Total	806 (43%)	1701 (57%)	1877 (100%)	

The table 4.12 indicates the crosstab of TV channels and language. The result shows that the ARY presents the total violation of 101(5.4%) scenes from 575. GEO shows violation of 128(6.8%) from 725 scenes. HUM shows the violation of 34(1.8%) from 577 scenes. The result clearly indicates that the GEO represents the highest violation then the ARY which comes second and HUM shows the minute violation. But the total violation of language in all TV channels are 263(14%) scenes from the total of 1877 scenes which illustrates that there is small amount of violation of language in entertainment channels . A Pearson chi- square was computed to assess the relationship between TV channel sand violations of culture. The data ($\chi^2 = 45.203$, $p < .05$) illustrates that there is a significant association between TV channels and violation of language. GEO is highly violating the

code of conduct as compare to ARY which shows least violation and to a certain extent HUM shows no violation in its entertainment content regarding language.

The table 4.12 indicates the cross tabulation of channels with drugs and alcohol. The table signifies that the GEO shows violation of 71(3.8%) from 725(38.5%) scenes and ARY shows the violation of 26(1.4%) from 575(30.7%) scenes and HUM shows the violation of 50(2.7%) scenes from 577(28.1%) scenes. The results clearly indicates that the GEO shows the maximum violation of drugs and alcohol , HUM on second and ARY on third with least violation of code of conduct. The overall violation of drug and alcohol is 147(7.8%) out of 1877 scenes which show the small amount of violation.

A Pearson chi- square was conducted to measure the association between TV channels and violation of culture. The result ($X^2= 11.950$, $p< .05$)indicates the significant relationship which shows that GEO and HUM exhibit relatively same amount of violation and ARY shows very little violation moreover the overall violation is also very minute regarding drugs and alcohol but the PEMRA code of conduct won't allow such leniency regarding alcohol.

Table 4.12 illustrates the crosstab between TV channels and religion. The result indicates that all channels show violation of religion to some extent like GEO shows violation of 71(3.8%) from 725(38.6%) scenes, HUM shows the violation of 58(3.1%) from 577(30.8%) scenes and ARY shows the violation of 41(2.2%) form 575(30.7%) scenes. Therefore the results clearly represents that Geo shows the maximum, HUM shows the moderate and ARY shows the minimum violation. The result indicates overall violation of 170(9.1%) scenes from 1877 scenes which is also small in number but maximum in effect because religion is the most sensitive aspect of any culture.

A Pearson chi- square was computed to measure the relationship between TV channels and violation of culture. The data ($X^2=3.625$, $p< .05$) indicates that there is a significant relationship between TV channels and violation of Religion in entertainment channels.

GEO shows the highest violation then ARY which shows second highest violation and HUM shows very minute violation of Religion and overall result also illustrate that there is very minimum violation regarding Religion by entertainment channels.

Table 4.12 indicates the crosstab between channels and culture's subcategory depiction of women. The result specifies that GEO shows the violation of 449(23.9%) scenes from 725(38.6%) scenes, ARY shows the violation of 340(18.1%) from 575(30.75%) scenes and HUM shows the violation of 282(15%) scenes from 577(30.7%). Therefore the overall results clearly indicates that the GEO represents the highest violation of code of conduct then ARY and HUM. The table signifies that the total violation relating women is 1071(57%) scenes from 1877 which shows the maximum violation in prime time slot.

A Pearson chi- square was conducted to find out the association between TV channels and violation in depicting women by these entertainment channels. The data ($X^2=24.121$, $p< .05$) shows a significant association between TV channels and violation of depicting women. GEO shows the highest violation as compare to ARY and HUM which are comparatively equal in violation.

4.13 Violation of Culture (Superstition, Divorce and Taboos) by entertainment channels:

Table 4.13

Measurement of violation of Culture by entertainment channels using Cross tabulation and Chi- Square:

Variables	Channels	No violation	Violation	Total	Chi-Square
Culture (Superstition)	Ary	531 (28.3%)	44 (2.3%)	575 (30.6%)	8.067; P: .018
	Geo	695 (37%)	30(1.5%)	725 (38.6%)	
	Hum	541 (28.8%)	36 (1.9%)	577 (30.7%)	
	Total	1767 (94.2%)	110 (5.8%)	1877 (100%)	
Culture (Divorce issues)	Ary	541 (28.8%)	34 (1.8%)	575(30.6%)	1.199; P: .016
	Geo	673 (35.9%)	52 (2.8%)	725 (38.6%)	
	Hum	543 (28.9%)	34 (1.8%)	577 (30.7%)	
	Total	1757 (93.6%)	120 (6.4%)	1877 (100%)	
Culture (Taboos)	Ary	325 (17.3%)	250 (13.3%)	575 (30.6%)	23.200; P: .000
	Geo	327 (17.4%)	398 (21.2%)	725 (38.6%)	
	Hum	326 (17.4%)	251 (13.4%)	577 (30.7%)	
	Total	978(52.1%)	899 (47.9%)	1877 (100%)	

Table 4.13 indicates the crosstab of culture's subcategory superstition with channels. The table represents that ARY shows the highest violation with 44(2.3%) scenes from 575(30.7%) scenes, HUM shows the second highest violation with 36(1.9%) scenes from 577 and GEO shows third highest violation with 30(1.5%) scenes from 725 scenes. All channels are more and less equivalent in violation with slightly small amounts. The overall violation is 110(5.8%) from 1877 which also indicates the small amount of violation.

A Pearson chi- square was computed to assess the relationship between TV channels and violation of culture. The data ($\chi^2 = 8.067$, $p < .05$) show a significant association between variables. ARY shows the highest violation regarding superstition whereas GEO and HUM shows very minimum violation.

The table 4.13 indicates the cross tab of channels with culture's subcategory divorce issues. The result presents that the violation of divorce issues are very minimum in prime time slot. GEO shows the highest violation of 52(2.8%) scenes from 725 scenes. HUM and ARY shows the same amount of violation of 34(1.8%) scenes. The total violation is 120(6.4%) scenes from 1877 scenes which clearly signify that there is violation of divorce issues in prime time however the violation is not too abundant.

A Pearson chi- square was conducted to assess the association between channels and violation of culture. The data ($X^2= 1.199$, $p<.05$) indicates that there is a significant relationship between the channels and violation regarding divorce issues. GEO shows the highest violation as compare to ARY and HUM which are equal in violation but the overall violation is very small regarding divorce issues by entertainment channels.

The table 4.13 specifies the crosstab between channels and culture's subcategory taboos. The table indicates that GEO shows 398(21.2%) violating scenes from 725 scenes, HUM and ARY shows 251(13.4%) and 250(13.3%) violating scenes from 577 and 575 scenes respectively. The overall result signifies that GEO shows the highest violation then HUM and ARY, those are comparatively equal in violating code of conduct. The table indicates the total violation of 899(47.9%) scenes and no violation of 978(52.1%) scenes from 1877 scenes. Therefore the result proves that there is maximum amount of violation of PEMRA code of conduct regarding taboos by entertainment channels.

A Pearson chi- square was computed to find out the association between TV channels and violation of culture. The data ($X^2= 23.200$, $p<.05$) indicates that there is significant association between TV channel sand violation regarding taboos. The results illustrates

that GEO shows the highest violation while ARY and HUM shows comparatively equal violation.

4.14 Violation of Culture (Class Discrimination) by entertainment channels:

Table 4.14

Measurement of violation of class discrimination by entertainment channels using Cross tabulation and Chi-Square:

Variables	Channels	No violation	Violation	Total	Chi-Square
Culture (Class Discrimination)	Ary	254 (13.5%)	321 (17.1%)	575 (30.6%)	77.388; P: .000
	Geo	381 (20.3%)	344(18.3%)	725 (38.6%)	
	Hum	164 (8.7%)	413 (22%)	577 (30.7%)	
	Total	799 (42.6%)	1078 (57.4%)	1877 (100%)	
Culture (Gender Discrimination)	Ary	397 (21.2%)	178 (9.5%)	575(30.6%)	2.293; P: .000
	Geo	493 (26.3%)	232 (12.4%)	725 (38.6%)	
	Hum	413 (22%)	162 (8.7%)	577 (30.7%)	
	Total	1303 (69.5%)	574 (30.6%)	1877 (100%)	
Culture (Ethnic Discrimination)	Ary	521 (27.8%)	54 (2.9%)	575 (30.6%)	33.591; P: .000
	Geo	629 (33.5%)	96 (5.1%)	725 (38.6%)	
	Hum	455 (24.2%)	122 (6.5%)	577 (30.7%)	
	Total	1605(85.5%)	272 (14.5%)	1877 (100%)	

Table 4.14 indicates the crosstab between TV channels and culture's subcategory class discrimination. The table identifies that HUM shows the violation of 413(22%) scenes from 577, GEO shows the violation of 344(18.3%) scenes from 725 and ARY shows the violation of 321(17.1%) scenes from 575 scenes. Accordingly the HUM channel is on first number with highest violation, GEO on second and ARY on third number. The overall result signifies that from 1877 scenes the total violating scenes are 1078(57.4%) and non-violating scenes are 799(42.6%), consequently the result proves that there is violation of PEMRA code of conduct regarding class discrimination in three important and most popular channels of Pakistan.

A Pearson chi-square was conducted to assess the association between channels and violation regarding class discrimination. The data ($X^2= 77.388$, $p< .05$) illustrates that there is significant association between TV channels and class discrimination. HUM shows the highest violation then GEO and ARY which are comparatively equal in violating code of conduct.

Table 4.14 represents the crosstab between TV channels and culture's subcategory gender discrimination. The table clearly signifies that ARY shows 178(9.55%) violating scenes, GEO shows 232(12.4%) scenes and HUM shows 164(8.7%) violating scenes. Thus the table indicates that GEO is on the top in violating code of conduct, ARY and HUM are relatively equal in violation. The overall result states that from 1877 scenes 574(30.6%) scenes shows violation and 1303(69.5%) shows no violation, therefore the result shows that there is violation regarding gender discrimination but not too excessive.

A Pearson chi-square was conducted to measure the association between gender discrimination and TV channels. The data ($X^2= 2.293$, $p< .05$) illustrates that there is significant association between channels and gender discrimination. The results signifies that GEO highly violate the code of conduct regarding gender discrimination whereas HUM and ARY are comparatively equal in violation.

Table 4.14 indicates the crosstab of TV channels and culture's last subcategory ethnic discrimination. The table signifies that HUM shows 122(6.5%) violating scenes, GEO shows 96(5.1%) and ARY shows 54(2.9%) violating scenes regarding ethnic discrimination. The result states that HUM is on top, GEO is in middle and ARY is last in violating code of conduct. The overall result describes that from total of 1877 scenes 272(14.5%) are violating and 1605(85.5%) are non-violating scenes, therefore the

violation is not excessively high but still there is least amount of violation which is against PEMRA code of conduct.

A Pearson chi- square was computed to assess the association between TV channels and ethnic discrimination. The data ($X^2= 33.591$, $p< .05$) indicate that there is significant association between TV channels and violation regarding ethnic discrimination. HUM shows the highest violation, GEO shows the second highest violation whereas ARY shows no violation as compare to other two channels.

RQ1: Whether the tenets of PEMRA code of conduct regarding Obscenity/Indecency being followed by the channels in their entertainment content?

The first research question was about obscenity/indecency being followed by entertainment channels of Pakistan according to PEMRA code of conduct 2012. After analyzing the data table 4.2, 4.4, 4.8 and 4.11 answers the first research question. Table 4.4 evaluate that 58.66% content on entertainment channels show no obscenity/indecency while 41.4% content on entertainment channels shows obscene dresses, obscene language, seduction and intimate scenes. To find out the association between entertainment channel and violation of variables test is applied (see table 4.8, 4.11). The test shows the following findings:

The overall frequency distribution verifies that Geo shows the highest violation with 59.7% of whole content, while ARY shows second highest violation with 35.5% of content and Hum shows least violation with 24.3% of content.

A Pearson chi- square was conducted to evaluate association between each entertainment channel and violation of variable. The data($X^2 = 49.671, p < .05$), ($X^2 = 27.422, p < .05$), ($X^2 = 152.875, p < .05$) shows the significant relationship between each entertainment channels and violation of obscenity and indecency. Geo shows the highest violation, ARY on second and Hum shows least.

The cross tabulation between each entertainment channel and variable indicates that Geo shows the highest violation with total of 433 scenes and ARY on second with 203 scenes and Hum in last with 140 scenes. The overall violation done by all entertainment channels are 776 scenes (41.3%) of whole content.

A Pearson chi-square was again computed to assess relationship between all entertainment channel and obscenity/indecency. The data ($X^2= 179.06$, $p< .05$) shows significant association between all channels and obscenity/indecency. Therefore the result proves that there is violation of PEMRA code of conduct regarding obscenity/indecency in three leading channels of Pakistan.

RQ2: Whether the tenets of PEMRA code of conduct regarding the depiction of violence are being followed by the channels in their entertainment content?

The second research question was about depiction of violence in entertainment channels of Pakistan. Table 4.2, 4.4, 4.8 and 4.11 answer this research question. Table 4.2 and 4.4 analyze that 27.4% content show violence while 72.60% content does not show any type of violence. The table clearly indicates that level 4 glamorization of crime and violence (10.39%) are highly featured in entertainment channels during prime time slot. The test is applied to assess the relationships between variables (see table 4.8, 4.11).

The overall frequency distribution proves that Geo shows highest violence in their content which is 32.6% while ARY and Hum are comparatively equal in depicting violence which is 24.7% and 23.6% respectively.

A Pearson chi-square was conducted to assess relationship between each channel and violence. The data ($X^2=146.516$, $p< .05$), ($X^2= 88.288$, $p< .05$), ($X^2= 161.22$, $p< .05$) shows a significant relationship between all channels and depiction of violence. Geo shows highest violence then ARY and Hum which are equivalent in violation.

The cross tabulation between channels and violence indicates that out of 776 scenes the Geo shows the highest violation with 236 scenes while ARY and Hum are equal with 142

and 136 scenes respectively. The total violation is of 514 scenes (27.4%) which clearly prove that there is violation in all entertainment channels.

A Pearson chi -square was again computed to find out relationship between all entertainment channels and depiction of violence. The data ($X^2 = 15.972$, $p < .05$) shows a significant relationship which proves that all entertainment channels shows aggression, threat, harassment, domestic violence, glamorization of crime and severe violence in their content thus consequently violating the PEMRA code of conduct.

RQ3: Whether the tenets of PEMRA code of conduct regarding Culture being followed by the channels in their entertainment content?

The third research question of the study was about the culture with its nine subcategories that are dress, language, drugs and alcohol, Religion, superstition, divorce, taboos, depiction of women and discrimination along with its subdivisions that are class, gender and ethnicity. Table 4.2, 4.3, 4.4, 4.8, 4.9, 4.11, 4.12, 4.13 and 4.14 answers this research question regarding culture.

Q3.1: Whether the tenets of PEMRA code of conduct regarding dress, language, drugs and alcohol, Religion, superstition and divorce issues being followed?

Dress:

Table 4.3 answers that total violation of dress in prime time is 35.7% and no violation is 64.3% which shows that there is violation of code of conduct regarding appropriate dressing during prime time.

The overall frequency distribution represents that ARY shows highest violation that is 46.6% while Geo and Hum shows relatively equal violation that is 31% and 30.7% respectively.

A Pearson chi- square was computed to find out relationship between variables. The data shows significant relationship which shows that Ary highly violate code then Geo and Hum in showing appropriate dressing.

The cross tabulation shows that there is violation in all three channels during prime time but the ARY shows the highest violation with 268 scenes, Geo shows second highest violation with 225 scenes and HUM shows slightly least violation with 177 scenes. The total violation regarding proper dressing is 670 scenes (35.7%) during prime time.

A Pearson chi -square was again computed which shows significant association ($X^2= 43.030$, $p< .05$) between all channels and violation regarding dress. The result signifies that there is violation regarding dress in all entertainment channels.

Language:

Table 4.2 answers that highest level of violation of language in prime time is 11.72% and total violation is 14% which shows that there is violation of language during prime time but not too excessive.

The overall frequency distribution (see table 4.8) signifies that Ary and Geo slightly violate code regarding language which is 17.6% and 17% respectively, while Hum shows very minute violation which is 5.9%.

A Pearson chi -square was conducted ($X^2= 241.963$, $p< .05$), ($X^2= 305.110$, $p< .05$), ($X^2=449.014$, $p< .05$) which shows a significant association between each entertainment channel and violation regarding language. The result shows that Ary and Geo shows slightly equal violation whereas Hum shows very minute violation.

The cross tabulation (see table 4.12) between channels and language shows that from 575 scenes ARY shows violation in 101 scenes while Geo shows 128 scenes and Hum shows

34 scene and total violation is 263 scenes which clearly indicates that there is violation by all channels but very minute especially Hum TV with very low violation.

A Pearson chi – square was again computed to assess relationship between all channels and violation of language, the data ($X^2= 45.203$, $p< .05$) shows a significant relationship which indicates that all channel project violation in their content but the overall ratio is very low.

Drugs and alcohol:

Table 4.2 answers that there is violation regarding drugs and alcohol in prime time with highest violation of 6.29%. The total violation is 7.83% which shows that overall percentage is low but still that there is violation of code of conduct which is totally prohibit in our culture as well as religion.

The overall frequency distribution (see table 4.9) was conducted which indicates that Geo and ARY shows slightly equal violation with 9.8% and 8.7%, while Ary shows least violation with 4.5%.

A Pearson chi – square was conducted to assess relationship between variable the data($X^2=475.703$, $p< .05$), ($X^2= 475.618$, $p< .05$), ($X^2= 394.331$, $p< .05$) shows the significant relationship which indicates that Geo and Hum shows violation and ARY shows very tiny violation as compare to other channels but still all entertainment channels shows alcohol in their content which is totally banned in Pakistan.

The cross tabulation (see table 4.12) shows that the total violation is of 147 scenes (7.8%) out of 1877 scenes which shows that the overall violation is very low but still there is violation. Geo shows highest violation with 71 scenes and Hum with 50 scenes and ARY shows very minute violation with 26 scenes.

A Pearson chi -square shows ($X^2= 11.950$, $p< .05$) a significant relationship between all entertainment channels and violation regarding drugs and alcohol which represents that there is very minute overall violation regarding drugs and alcohol, however the PEMRA code of conduct is highly restricted regarding drugs and alcohol and there is no room for leniency in this issue.

Religion:

Furthermore table 4.2 answers that the high level of violation regarding Religion is 4.6% which clearly indicates the defilement of code of conduct. The overall violation is 9.1% which is low in percentage but high in impact because Religion is the most sensitive part of any culture.

The frequency distribution (see table 4.9) indicates that Hum shows highest violation which is 10.1%, Geo shows 9.8% and ARY shows 7.1% violation which clearly signifies that all channels are relatively equal in violation regarding religion.

A Pearson chi -square was computed which shows ($X^2=422.694$, $p< .05$), ($X^2= 471.072$, $p< .05$), ($X^2= 368.321$, $p< .05$) a significant relationship between each channel and violation of religion. The result indicates that Geo and Hum are slightly equivalent in violating code of conduct while ARY shows very low violation.

The cross tabulation result (see table 4.12) indicates that Geo shows highest violation with 71 scenes, Hum with 58 scenes and ARY with 41 scenes. The overall result indicates that from 1877 scenes 170 scenes (9.1%) shows violation which is exclusively very small in number but drastic in effect.

A Pearson chi -square was conducted which shows ($X^2= 3.625$, $p< .05$) a significant relationship between all channel and violation regarding religion, the result indicates that there is violation but very minimum in amount but very powerful in impact.

Superstition:

Table 4.2 and 4.4 answers that the high level of violation regarding superstition is 4.41% and the overall violation is 5.9% which is very low.

The overall frequency distribution (see table 4.9) indicates that ARY, Geo and Hum shows 7.7%, 4.1% and 6.2% violation respectively which clearly shows that ARY and Hum violate PEMRA codes more frequently then Geo. However the overall violation regarding superstition is very low.

A Pearson chi -square was conducted to find out the association between each channel with superstition. The data ($X^2= 412.468$, $p< .05$), ($X^2= 612.646$, $p< .05$), ($X^2=441.984$, $p< .05$) indicates that there is significant relationship between variables and geo shows very minute violation as compare to other to channels.

The cross tabulation(see table 4.13) represents that ARY shows violation of 44 scenes while Hum shows violation of 36 scenes and Geo shows 30 scenes which evidently indicates that every channels violate codes but the overall amount of violation is very low.

A Pearson chi -square was again computed to assess relationship between all channels and superstition. The result ($X^2=8.607$, $p< .05$) indicates a significant relationship and which proves that all the leading channels violate PEMRA code of conduct regarding superstition but the inclusive amount of violation is very little.

Divorce issues:

Table 4.2 answers that the high level of violation regarding divorce issues is 5.6% which and total violation is 6.4% which is very minute.

The frequency distribution (see table 4.9) represents that Geo shows highest violation which is 7.2% while ARY and Hum shows equal violation which is 5.9%. However the result specifies that overall violation is too low.

A Pearson chi -square ($X^2= 447.042$, $p<.05$), ($X^2=531.919$, $p< .05$), ($X^2=449.014$, $p<.05$) computed a significant relationship between each channel and violation regarding divorce. Geo shows highest violation then others but the total violation is very slight.

The cross tabulation (see table 4.13) indicates that Geo shows violation of 52scenes while Hum and ARY shows 34 scenes and total amount of violation is 120 scenes during prime time. Therefore the overall violation is not too abundant.

A Pearson chi -square was computed to assess relationship between all channels and divorce issues. The result ($X^2= 1.199$, $p< .05$) represents the significant relationship but the total ratio of violation is very small. Hence the overall result verifies that all three prominent entertainment channels of Pakistan somehow violate PEMRA code of conduct during prime time.

Q3.2: Whether women are being depicted in accordance with the PEMRA code of conduct?

Table 4.2 answers this research question about depiction of women in entertainment channels and result shows that the very high violation is 29.09% which is excessive and the total violation regarding depiction of women is 42.94% which clearly verifies the huge amount of violation in depicting women during prime time slot.

The overall frequency distribution (see table 4.10) indicates that Geo shows the highest violation which is 61.9% and ARY shows second highest violation which is 59.1% while Hum shows third highest violation which is 48.7%. Therefore the total violation is very high.

A Pearson chi -square was computed to assess the association between variables. The result ($X^2=19.174$, $p< .05$), ($X^2=41.281$, $p< .05$), ($X^2= 19.340$, $p< .05$) indicates a very significant relationship between Ary, Geo and Hum with violation regarding women. Geo shows highest violation in depicting women whereas ARY and HUM shows second and third highest violation respectively.

The cross tabulation (see table 4.12) indicates that Geo shows the highest violation with 449 scenes , ARY shows 340 scenes and Hum shows 282 scenes and total violation is 1071 from 1877 scenes. Therefore the result proves that all channels show maximum violation regarding women during prime time.

A Pearson chi -square computed a significant relationship between every channel and violation regarding women. The data ($X^2= 24.121$, $p< .05$) proves that every single channel highly violate PEMRA code of conduct regarding women.

Q3.3: Whether the tenets of PEMRA code of conduct regarding taboos being followed?

Table 4.2 and 4.4 answers this question that 52.1% content shows no violation however 49% of content shows violation on all levels. The highest amount of violation is on level 3 which is 20.83% depicting love and all other level are comparatively equal in amount.

The frequency distribution (see table 4.10) indicates that Geo, ARY and Hum shows 54.9%, 43.5% and 43.5% violation respectively which represents that Geo shows the highest violation while ARY and Hum are comparatively equal.

A Pearson chi –square was computed which shows very significant relationship between each entertainment channel and violation regarding taboos. The data ($X^2=9.783$, $p< .05$), ($X^2= 6.953$, $p< .05$), ($X^2=9.749$, $p< .05$) indicates that Geo shows the highest violation while ARY and Hum are equivalent in violation.

The cross tabulation (see table 4.13) indicates that Geo shows 398 scenes, while Hum and ARY shows 250 and 251 scenes respectively. The result states that the total violation is of 899 scenes (47.9%) which represent that the overall violation is very high.

A Pearson chi –square was again computed to find out the association between all entertainments channels and violation regarding taboos. The data ($X^2= 23.200$, $p< .05$) shows a very significant association between variables and the result verifies that the violation of PEMRA code of conduct regarding culture's subcategory taboos during prime time is excessively high.

Q3.4: Whether the tenets of PEMRA code of conduct regarding discrimination being followed?

Table 4.3, 4.4, 4.10 and 4.14 answers this research question about the discrimination of class, gender and ethnicity in entertainment channels during prime time.

Class discrimination:

Table 4.3 answers that level 3 (high level) of discrimination is 40.81% and the overall class discrimination is 57.43%. Hence it clearly proves that there is high level of class

discrimination in entertainment channels of Pakistan, thus violating the PEMRA code of conduct.

The overall frequency distribution (see table 4.10) indicates that Hum shows the highest violation which is 71.6%, ARY shows second highest violation which is 55.8% and Geo shows third highest violation which is 47.4%. The overall result concluded that all channels excessively violate the code of conduct.

A Pearson chi –square was computed to assess relationship between variables. The data ($\chi^2 = 7.807$, $p < .05$), ($\chi^2 = 1.888$, $p < .05$), ($\chi^2 = 107.454$, $p < .05$) represents a very significant relationship between each entertainment channel and violation about class discrimination. The result verifies that Hum is first, ARY is second and Geo is third in violating code of conduct.

The cross tabulation (see table 4.14) between TV channels and class discrimination states that Hum shows highest violation with 413 scenes, ARY and Geo shows 321 and 344 scenes respectively. The overall result indicates that total violating scenes are 1078 from 1877 which clearly shows that there is excessive violation regarding class discrimination in every entertainment channel.

A Pearson chi –square was computed ($\chi^2 = 77.388$, $p < .05$) which shows a very significant association between all channels and class discrimination .Therefore the result verifies that there is a massive violation regarding class discrimination in all the leading channels of Pakistan.

Gender discrimination:

Table 4.3 states that high level (level 3) of violation is 30.31% and total violation is 30.6% , which shows that there is gender discrimination in entertainment channels.

The overall frequency distribution (see table 4.10) indicates that ARY, Geo and Hum shows 31%, 32% and 28.4% violation respectively. The data states that all channels are comparatively equal in violating PEMRA codes; however the total violation is high.

A Pearson chi -square was conducted which shows($X^2= 83.410$, $p< .05$), ($X^2= 93.960$, $p< .05$), ($X^2= 109.567$, $P< .05$) a significant relationship between variables. ARY, Geo and Hum show slightly equal gender discrimination.

The cross tabulation (see table 4.14) indicates that ARY shows 178 scenes, Geo shows 232 scenes and Hum shows 164 scenes which indicates that Geo shows a slightly more discrimination then ARY and Hum.

A Pearson chi -square was again computed to find out association between channels and gender discrimination. The result ($X^2=2.293$, $p< .05$) states a significant relationship between variables. Thus the result proves that every entertainment channels violating PEMRA code of conduct.

Ethnic discrimination:

Table 4.3 represents that level 3 (high level) of violation is 13.85% and total ethnic discrimination is 14.5% which shows that all channels violates code but the overall violation is low.

The overall frequency distribution (see table 4.10) between channels and ethnic discrimination indicates that ARY, Geo and Hum shows 9.4%, 13.2% and 21.1% violation respectively. The result states that Hum shows highest violation, Geo shows second highest violation while ARY shows least.

A Pearson chi -square was computed to assess the association between each entertainment channels and ethnic discrimination. The data ($X^2= 379.285$, $p< .05$), ($X^2= 391.847$, $P< .05$), ($X^2= 192.182$, $P< .05$) shows a significant relationship between channels and ethnic discrimination. Hum shows highest violation then Ary and Geo shows very little violation.

The cross tabulation of entertainment channels and ethnic discrimination signifies that Hum shows 122 scenes , Geo shows 95 and Ary shows 54 scenes during prime time and the total discrimination is 272 scenes which indicates the overall violation is minute.

A Pearson chi-square was again computed to assess relationship between all entertainment channels and ethnic discrimination. The data ($X^2=33.591$, $p< .05$) indicates a significant association between channels and ethnic discrimination. The result verifies that all the leading channels of Pakistan violate code of conduct but the overall violation is low.

The results show that highest level of violation in class, gender and ethnicity is 40.81%, 30.31% and 13.85% respectively, which indicates that the class discrimination is excessively high then gender discrimination which is second highest in amount whereas the ethnic discrimination is smallest in amount.

Chapter 5

DISCUSSION AND CONCLUSION

The present study investigated the violation of PEMRA code of conduct by three most viewed and prominent channels of Pakistan. The main focus of study was obscenity/indecency, violence and culture which were further subcategorized into dress, language, drugs/alcohol, religion, superstition, divorce, women, taboos and discrimination. Each variable was designed with various categories and levels which fully defined the variable. The research thoroughly examined the violation done in all the defined areas by ARY, Geo and Hum entertainment channels.

The research finds out that there is an ambiguous line between obscenity, vulgarity, indecency and modernity. The vulgarity in the name of modernity is currently a new trend in our society which is not only destroying our masses but also the essence of our true Islamic and Pakistani culture. This modernity has to become the seed of new and good change but thanks to our media it seems to be a drastic change in our society because media is littering our society with western culture not a modern culture with in Islamic boundaries. The first research question is about obscenity shown in entertainment content and result clearly shows that there is an extreme obscenity in dresses and language while on other hand there is a lot of seduction and intimacy in entertainment content during prime time which states that each channel violates PEMRA code of conduct brazenly. According to Raza (2014) the media is showing the socially immoral and sexually explicit content for the sake of their profits and for amusements. This type of obscene and indecent programming is clearly aimed to produce acceptance in the

viewers about these immoral activates which is distorting the true culture of Pakistan. Kaye & Fishburne (1997) also state that sex content and obscene language is frequently depicted in prime time shows and data find out that obscene language is more frequently used in programs than sex content. Obscenity and vulgarity is the basic problem in every society which is abolishing the human dignity and socio-ethical fabric of society. No doubt, media is the most powerful medium whether visual or textual, hence there are lot of obligations on media to fulfill its duty as a responsible agent of society and help to build up the socio-economic and ethical culture of society by disseminating education through edutainment.

Smith, Nathanson & Wilson (2002) state that every two out of three programs during prime time depict severe violence and produces negative effects on the viewers. Hetsroni (2011) also states that violence related defilements are very common on television and also the important concern for the researchers now days. This study also explored that ARY, Geo and Hum entertainment channels of Pakistan are showing violence in their entertainment content and especially the glamorization of crime and violence are highly featured in their content which extremely violate PEMRA code of conduct. Cooper (2007) illustrates in her book (pg.43) that sixty percent of television programs contained violence and most of the content are glamorized. Heroes of the programs are the perpetrators of crime and violence and good characters do not regret on their violent deeds and do not experience any severe consequences for their criminal activities. Villani (2001) also explores that excessive exposure of media violence produce aggressive and violent behaviors in the audience and also increases the risk of indulging into bad deeds like sexual activities, smoking and tobacco usage in children and youth.

According to this research the tenets of PEMRA code of conduct regarding culture are exceedingly violated by three most prevalent channels of Pakistan in their entertainment content. A very crucial result has been quantified from the research that every culture related subcategory is violated by each entertainment channel however dress, language, depiction of women, taboos, class and gender discrimination are enormously desecrated whereas the drug and alcohol, religion, superstition, divorce issues, and ethnic discrimination are not exceedingly violated but still there is violation to certain level in all the categories which are strikingly prohibited in the code of conduct. Social norm violations are very common in television programs and the effects of these depictions are of greater concern for the scholars (Castall; Bilandzic & Sukalla, 2012). Moreover the racism and ethnicity are also depicted in television programs (Cowan and Campbell, 1994) and also the alcohol and tobacco use (Casswell & Maxwell, 2005; Shields; Carol; Balbach & McGee, 1999), offensive language and obscene verbal comedies (Seizer, 2011), exploitation of women and their negative portrayal (Cowan, 1992; Malhotra & Rogers, 2000), gender discrimination and materialism depicted in programs extremely desecrated norms of society (Conrad; Dixon & Zhang, 2009).

The violation of social taboos are also very common in Pakistani entertainment content especially the glamorization of love, girlfriend/boyfriend relationships, extra- marital affairs, pregnancy, gays, rape and immoral acts are openly showed in our programs which not only violate PEMRA code of conduct but also desensitize our masses against these odds of the society. All these violations are proved to be very harmful for the future of Pakistan because negativity always has great attraction, if media glamorize these immortalities in the same way it would have a catalytic effect on our viewers especially

youth. Raza (2014) examines in his study that prime time dramas contain many social taboos thus destroying the basic moral and ethical values of society. The study also analyzed that prime time programs are promoting obscene language, nudity, disrespectful attitude, violence, abortion, extra marital affairs, drugs and divorce.

This study has explored that depiction of woman is brutally violated by Pakistani channels in their entertainment content. The women are being stereotyped by their certain attributes. Firstly a woman is depicted as sex element and a displaying object and then a dependent woman depicted as a simple girl or housewife who does not have any decision making power and just follow the instruction of her family without questioning. A woman does not have any courage to raise voice for her rights and just fulfill her responsibilities; on contrary the independent, ambitious woman is depicted as bold, outspoken, and cunning, over ambitious, modern, authoritative and just follow her desires and is not bound by any family values. Cowan (1992) has also explored the same result in the study of Southern California in which she indicated that media is exploiting women as there is discrimination between genders. Clothing of women is more explicit and she is used as a sex product and treated as a physical attribute that does not have any brains but she is just a show piece. Similar study was also done by Malhotra & Rogers (2000) in India in which they investigated the portrayal of women in television in which they explored that the women are more visible in programming. A powerful woman is depicted as selfish, authoritative, vamp, evil, negative and alone whereas the traditional woman is seen as positive, simple, obeying their family and husband. This has explored that the women issues are the same throughout the globe which has to be taken into account to change this stereotypical thinking against woman.

The study has also found that there are five program genre during prime time slot that are drama, telefilm , game show , movie and award show. The results analyzed that from all five genres, dramas show the highest violation of obscenity, violence and culture. The award shows are on second number in violation whereas movies on third number, telefilm and game show on fourth and fifth number respectively. Raza (2014) also finds that dramas show the highest violation during prime time.

Channels like Hum , Geo and ARY at times show statutory message before program and also during program if there is any scene related to smoking or consumption of alcohol like “tambaku noshi sahet kay lay muzar hai” but they still show cigarette , shisha, cigar, alcohol (some time in blur effect and most of the times openly), bars and bottles . Considering the above circumstances, are the statutory messages enough for preventing masses from indulging into these immoral activities?

As far as entertainment media is concerned it is the most ubiquitous phenomenon therefore the responsibility increases numerous times on media itself or on regulatory authorities. Entertainment is the very important part of life, it is a time to spend and enjoy with family and having fun, amusement and gaiety watching dramas, movies, music or comedy shows etc. Some people watch television for relaxation, some for relief or other for catharsis. Basically every person consume television in different way without thinking of its pros and cons. Especially the women in Pakistan watch television a lot because they do not have other activities usually the housewives, so the only entertainment they have at their homes is television.

Shimpach (2010) says that apparently television is the domestic medium because the most obvious place of television is home so it is culturally perceived as feminine, where the consumers are the passive audience, mostly the females.

But the matter of fact is that in last few years the media in Pakistan have gone explicit. The media in nut shell is now going to be on a wild spree by showing seduction, overt scenes, crime, sex in dramas, songs, dialogues, movies or dance shows etc., just to increase their viewership and TRP's (television rating point). Media is now becoming a market driven force.

A critical fact is that nowadays it is difficult to watch TV with family because of more explicitly in the programs and the repetition frequency has also increased. The fearsome situation is that the sensationalism, luxury, seduction, crime, violence and glamorization shown on television arouse audiences. The society is now becoming the victim of television which stimulates insanity in viewers. The details that are shown in programs give them means and techniques to commit crime; because it is the human nature to attract more towards negativity. Thus all these factors are destroying our social and cultural occurrence gradually.

Senator Kamil Ali Agha (2013) said that serious violations have been done by many satellite channels in Pakistan which were screening movies and programs without any appropriate censorship.

The present scenario illustrates that PEMRA is now being more focused on violation regarding foreign content which is also a worthy approach but there are also many violations other than that in our media which includes the violation of our culture, religion, depiction of crime and violence, drugs, obscenity, vulgarity not only in foreign

programs but in pure Pakistani content which is the alarming situation and has to be taken very seriously, because it is the main fabric of our society as being the Islamic Republic of Pakistan.

This study has subjected the Pakistani entertainment media into lot of criticism for their ignorant attitude toward society and their disregarded conducts towards their obligation to social responsibility. The role of the media as a watch dog is also under question; who watch the watch dog? Freedom comes with great responsibility and media should have to realize that fact.

Looking into the above mirror, it is a traumatic experience but there is always a glow of hope. All these scenarios do not mean that media is not working for good; there are programs that show the society in a very positive manner. Channels are working on social issues and bringing them to the eyes of audiences and are unveiling the evils of society. However the frequency of ugly, evil and bad is more than the pleasant and worthy. So, the one thing that media should practice is to strike a balance!

5.1 Implications of study:

This research is essential and applicable on a very large media perspective. This study can be very helpful in recognizing the areas of violation in entertainment channels which must be taken into account by government, media practitioners and the PEMRA itself to regulate the media which is the most important, impactful and effective section of the society. This study is also very beneficial for media to regulate its content according to the norms of society and PEMRA code of conduct and become the tool for effective change not the agent for deteriorating the masses. The study is also very helpful in criticizing the biggest media outlets of Pakistan for not following the PEMRA draft 2012 properly. This study is the platform for PEMRA to review the research and regulate its implementation functions to ensure that the viewers will get the clean, decent and violence free content. This study is very productive for the progression of electronic media in Pakistan.

5.2. Recommendations:

Future research can be conducted on following recommendations:

- This study has examined only three channels from twenty four entertainment channels of Pakistan but the future research can be done on other entertainment channels.
- This study has analyzed only prime time slot because of limited time and resources but the future research can be conducted on different time frames.
- This research has analyzed only three variables because of limited resources but the future research can be done on foreign content along with other issues.
- The future research can also be on the PEMRA code of regulation to check its implementation, functions and redefine code of conduct to make it more clear and specific for media owners.
- The study has also investigated that there is no child programming in entertainment television medium according to PEMRA code of conduct so this is another branch to study in detail.
- Moreover the effects of violation on viewers and how to minimize violation in entertainment content can be measured in future research.

References:

Abbasi, A. (2012, July 17). CJ takes suo moto notice of obscene TV shows, internet sites. *The News*. Retrieved from <http://www.thenews.com.pk/Todays-News-2-120964-CJ-takes-suo-moto-notice-of-obscene--TV-shows-internet-sites>.

Action against foreign content on TV channels demanded. (2012, December 18). *Daily Times*. Retrieved from <http://archives.dailytimes.com.pk/karachi/18-Dec-2012/action-against-foreign-content-on-tv-channels-demanded>

Anderson, C. A., Berkowitz, L., Donnerstein, E., Huesmann, R. L., Jhonson, J. D., Linz, D., Malamuth, N. M., & Wartella, E. (2003). The Influence of Media Violence on Youth. *Psychological Science in the Public Interest*, 4(3). 81-110.

Annual Report (2010). *To facilitate the growth of free and fair media*. Pakistan Electronic Media Regulatory Authority. Retrieved from http://www.pemra.gov.pk/pemra/images/docs/pub-rep/annual_report_2010

Assael, B. (2006). Art or Indecency? *Tableaux Vivant* on the London Stage and the Failure of Late Victorian. *Journal of British Studies*, 45(4). 744-758. Cambridge University Press.

Baran, S. J., & Davis, D. K. (2012). *Mass Communication Theories: Foundation, Ferment and Future* (6th ed.), Boston: Wadsworth Cengage Learning. Retrieved from <http://books.google.com.pk>

Sapolsky, B. S., & Kaye, B. K. (2009). Taboo or Not Taboo? That is the Question: Offensive Language on Prime Time Broadcast and Cable Programming. *Journal of Broadcasting and Electronic Media*. 53(1). 1-16.

Burger, W. E. (1993). Proceedings of the American Philosophical Society. *American Philosophical Society*, 137(4). 481-487.

Chapin, J. R. (2000). Adolescent sex and mass media: A development approach. *Adolescence*, 35(140). 799-811

Casswell, S., & Maxwell, A. (2005). Regulation of Alcohol Marketing: A Global View. *Journal of Public Health Policy*, 26(3). 343-358.

Compaine, B. M., & Gomery, D. (2000). *Who Owns the Media?* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

Conrad, K., Dixon, T. L., & Zhang, Y. (2009). Controversial rap themes, gender portrayals and skin tone distortion: A content analysis of rap music videos. *Journal of Broadcasting & Electronic Media*, 53(1), 134-156.

Cooper, C. A. (2007). *Violence in the Media and Its influence on Criminal Defence*. (illustrated ed.) McFarland & Company, Inc., Publishers.

Cowan, G. (1992). Feminist attitudes toward pornography control. *Psychology of Women Quarterly*, 16.165-177.

Cowan, G., & Campbell, R. R. (1994). Racism and sexism in interracial pornography. *Psychology of Women Quarterly*, 18(3), 323-338.

Dutta ,S. (2011), Social Responsibility of Media and Indian Democracy. *Global Media Journal* – Indian Edition, p1.

Eschholz,S. (2002). Racial Composition of Television Offenders and Viewers' Fear and Crime. *Critical Criminology* 11, 41–60. Kluwer Law International. Georgia State University.

Ferrell, J. (1999). Cultural Criminology. *Annual Review of Sociology*, 25. 395-418

Fisher, R. D., Cook, I. J., & Shirkey, E. C. (1994). Correlates of Support for Censorship of Sexual, Sexually Violent, and Violent Media. *The Journal of Sex Research*, 31(3).229-240.

Hastall, M. R., Bilandzic, H., & Sukalla, F. (2012). Social Norm Violations in Popular U.S. and German Crime Drama Television Series: A Content Analysis. *The International Communication Association*, Sheraton Phoenix Downtown, Phoenix, AZ. Retrieved from http://citation.allacademic.com/meta/p555713_index.html

Hensaik, K. (2003). Too much of a good thing. *Legal reference services quarterly*, 22(2).85-98.

Hetsroni, A. (2011). Violence in television advertising: Content analysis and audience attitudes. *Atlantic Journal of Communication*, 19(2), 97-112.

Imaduddin. (2013, November 26). Senate Committee Asks PEMRA to Finalize Code of Conduct. *Associated Press of Pakistan*. Retrieved from <http://www.brecorder.com/top-news/1-front-top-news/146084-senate-committee-asks-pemra-to-finalise-code-of-conduct.html>

Jipguep, M.C., & Phillips, K.S., (2003). The Context of Violence for Children of Color: Violence in the Community and in the Media. *The Journal of Negro Education*, 72(4). 379-395.

Jones, A. (2001). Social Responsibility and the Utilities. *Journal of Business Ethics*, 34(3/4). 219-229. Ethics: Leadership and Accountability: The 13th Annual EBEN Conference.

Kaye, B. K., & Fishburne, L.M. (1997). NYPD Blue and Media Hype: An Analysis of Sex and Indecent Language. *New Jersey Journal of Communication*, 5(1).4-103

Linz, D. (1989). Exposure to sexually explicit materials and attitudes toward rape: A comparison of study results. *The Journal of Sex Research*, 26, 50-84.

MacLean, D. (2011). Discourses of Masculinity in the Contemporary Male-Centre Drama. *American Cultural Studies*, 1-102.

Malhotra, S., & Rogers, E. M. (2000). Satellite television and the new Indian women. *International Communication Gazette*, 62(5).407-429.

McRobbie, A., & Thornton, S. L. (1995). Rethinking 'moral panic' for multi-mediated social worlds. *The British Journal of Sociology*, 46(4).559-574.

Media and Television Audience Measurement Cyber letter.(2012). *Gallup Pakistan Media Cyberletter*.Gallup Pakistan Jointly with Gilani Research Foundation.

Pakistan Electronic Media Regulatory Authority Viewers Feedback and Complain Management System. Retrieved December, 2013, from <http://www.pemra.gov.pk/complaints/>

Pemra issues notices to TV channels over graphic footage. (2012, April 25). *Dawn News*. Retrieved from <http://www.dawn.com/news/713327/pemra-issues-notices-to-tv-channels-over-graphic-footage>

PEMRA suspends licenses of Geo, ARY. (2014, June 21). *Daily Times*. Retrieved from <http://www.dailymail.com.pk/national/21-Jun-2014/pemra-suspends-licenses-of-geo-ary>

Pervez, M.A., Roshan, R., Riffat, S., & Qasim, Z. (2009). Psychological violence against women as depicted in PTV Urdu dramas. *Global media journal*, 2(2).

Prior, M. (2005). News vs. Entertainment: How Increasing Media Choice Widens Gaps in Political Knowledge. *American Journal of Political Science*, 49 (3). 577-592. Midwest Political Science Association . Retrieved from <http://www.jstor.org/stable/3647733>.

Raza, M. R. (2014). Media Obscenity and Social Disorder. *The International Asian Research Journal*, 2(1).36-42.

Reynolds, M. A.,& Yuthas, K. (2008).Moral Discourse and Corporate Social Responsibility Reporting. *Journal of Business Ethics*,78(1/2).47-64. The Twelfth Annual International Conference Promoting Business Ethics.

Roberts,D.F.,& Foehr U.G. (2008). Trends in Media Use, *The Future of Children*, 18(1). 11-37, Princeton University. Retrieved from <http://www.jstor.org/stable/20053118> .

Rs.10 million fine imposed on 10 TV channels for violating code of conduct. (2014, January 22), *Associated Press of Pakistan*. Retrieved from http://www.app.com.pk/en_index.php?option=com_content&task=view&id=249748&Itemid=2

Saito,S. (2007). Television and the cultivation of gender-role attitudes in Japan: Does television contribute to the maintenance of the status quo. *Journal of communication*, 57.511-531.

Secchi,D. (2009). The Cognitive Side of Social Responsibility.*Journal of Business Ethics*, 88(3).565-581.

Seizer ,S. (2011).On the Uses of Obscenity in Live Stand-Up Comedy. *Anthropological Quarterly*, 84(1), 209-234. Retrieved from <http://www.jstor.org/stable/41237487>

Shields,D. L. L., Carol, J., Balbach, E. D., & McGee, S. (1999). Hollywood on Tobacco: How the Entertainment Industry Understands Tobacco Portrayal.*Tobacco Control*, 8(4).378-386.

Shimpach, S. (2010).Television in transition: The life and afterlife of the narrative action hero. Chichester, West Sussex, U.K.; Malden, MA: Wiley-Blackwell.

Siddiqui, T. (2012 ,January 28). Morning show host Maya Khan fired from Samaa TV. *The Express Tribune*. Retrieved from <http://tribune.com.pk/story/328465/morning-show-host-maya-khan-fired-from-samaa-tv/>

Siff,S.I.,& Bushur,J. (2011). Drugs in the Media: Effects and Side Effects of Mass Communication about Drugs. *The International Communication Association*, TBA, Boston. Retrieved from allacademic.com/meta/p484909_index.html.

Sisk,J. P. (1997).The poetry of violence. *The American Scholar*, 66(2). 259-262. Retrieved from <http://www.jstor.org/stable/41212626> .

Smith, S. L., Nathanson, A. I., & Wilson, B. J. (2002). Prime-Time Television: Assessing Violence during the Most Popular Viewing Hours. *Journal of Communication*, 52(1).84-111.

Thompson, K., & Sharma, A. (1998). Secularization, Moral Regulation and the Mass Media. *The British Journal of Sociology*, 49(3).434-455.

TV artists protest against Turkish, Spanish soaps. (2012, December 19). *Daily Times*. Retrieved from <http://archives.dailytimes.com.pk/lahore/19-Dec-2012/tv-artists-protest-against-turkish-spanish-soaps>

Villani, S. (2001). Impact of media on children and adolescents: A 10-year review of the research. *Journal of the American Academy of Child Adolescent Psychiatry*, 40(4). 392-401.

Ward, L. M. (2002). Does Television Exposure Affect Emerging Adults' Attitudes and Assumptions About Sexual Relationships? Correlational and Experimental Confirmation. *Journal of Youth and Adolescence*, 31 (1).1-15.

Wood, M., & Michael, H. (1984). The moral basis of moral reform: Status discontent vs. culture and socialization as explanations of anti-pornography social adherence. *American Sociological Review*, 49, 86-99.

Yamkovenko, S. (2008). A Comparison of the Moral Development of Advertising and Journalism Student. *The Association for Education in Journalism and Mass Communication*. Marriott Downtown, Chicago. Retrieved from http://citation.allacademic.com/meta/p272096_index.html

APPENDIX

Coding Sheet

TV Channel _____ Time Slot _____ Day _____ Program Genre _____ Program _____

Day _____ Program Genre _____ Program _____

Program

Program _____

