

**AN ANALYSIS OF PERCEPTIONS OF JOURNALISTS AND AUDIENCES ON
ETHICAL ISSUES**



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DEDICATION

I dedicate this thesis to my dear father Muhammad Nawaz Raza my loving mother (Nighat Yasmin) and my dear husband Junaid Ahmed without them I feel incomplete.

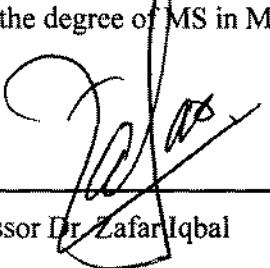
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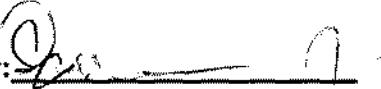
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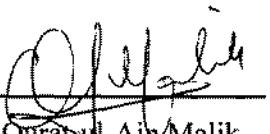
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ABSTRACT

The present study is aimed to critically evaluate the comedy shows broadcasted on news channels and the perceptions of audiences as well as journalists attached with such shows. The study was focused on the ethical issues related to these comedy shows. The research is focused on difference of ethical standards among audiences and journalists on ethical issues. The research was quantitative in nature and survey method is employed to conduct the research. The results of analysis of comedy programs revealed that there is significant difference in opinions of journalists and audiences on ethical issues concerning political comedy shows. The research recommends that journalists may improve the understanding and implementation of ethical regulations.

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CHAPTER 1

INTRODUCTION

1.1 Background

Ethics is one of the most significant elements in every walk of life. Ideally ethics need to be important part and package of all professions. Ethics is highly desirable to be followed by the media professionals. Society expects from journalists that they shall follow ethics. Ethics is one of essential pillar of media professionalism. It is ideal for media professionals to follow certain code of ethics .Following ethics is expected in order to keep image of media as fourth estate intact. Following and implementing ethics in practical field for journalists is not an easy job. No doubt applying ethics is the easier said than done. The practical task of applying certain norms and standards to ever new and changing conditions does not involves little difficulty .In simple words following ethics is not an easy task . It requires serious effort and careful thought while making any decision in this field of media. Ethics can be defined as an established of official procedure of contriving new and better ethical responses to any kind of conflicts and troubles (Moore & Murray, 2007).

It is nearly impossible for media to ensure that it acts absolutely according to the desire of audience or society. We can say that it is difficult for media to give assurance that it is acting all according to individuals and community In order to

reduce chances of this fact and to minimize such trends it is better that media should not only observe and abide by certain laws. It is expected that media also observes ethics. Media researchers and analysts consider code of ethics to be easily available platform for journalists. They believe it can be helpful for journalists and other media staff to formulate their certain code of ethics which are parallel to these ethical principles. Thus it will be helpful for them to work according to their society or at least near their expectations. Ethics of media comprises of a chain of behaviors, behaviors, certain regulations, the directives, and documents which the media editors or employees must hold fast to work according to their respective society in a society (Motamednejad, 2000).

1.2 History of Ethics

In late 1800s Polish Journalists in Galicia formulated for themselves a list of moral obligations rules of etiquette. In 1910, a press association in Kansas embraced a code which was then applied to both publishers and editors. Till 1924 over half dozen U.S dailies developed and established their own set of rules. The first national code was French "*the Charte des devoirs*". It was formulated by SNJ union of journalists in 1918. Later on in 1926 first international codes were developed by Inter American Press Association. Then International Federation of Journalists (IFJ) Published its code of honour in 1939.

In media code of ethics were first developed by a proposal from the 1947 Hutchins Commission. According to this proposal newspapers, journalists and broadcasters should be held responsible and accountable (Bertrand, 2000).

In this proposal course of action was formulated on two core ideas. One that "whoever enjoys a special measure of freedom, like a professional journalist, has an obligation to society to use their freedoms and powers responsibly" .The second suggestion that was presented is "society's welfare is paramount, more important than individual careers or even individual rights" (Straubhaar, LaRose, & Davenport, 2011).

Like any other phenomenon code of ethics have a history. All code of ethics did not come at once. These standards for ethics keep on changing with time to time depending on circumstances and present situations .In the beginning of twentieth century ethical principles started to multiply .Later on also due to progressive movement also made journalists realized and they become conscious about forming a separate class.The new millennium of 21st century gave mushroom growth to number of private channels which played a strong role in opinion making of the masses. This development was however reliant on the role of journalists in the field and off the field. In media, ethics play a key role to establish credibility and win the heart of their audience. With the boom of private media channels Pakistan electronic media also came into existence .This body gave several code of ethics for media .According to Pemra code of ethics there

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should be no program broadcasted which contains a defamatory material .There are several ways of defamation which ruins ones reputation. Pemra also stated that those programs which goesagainst our cultural values and morality may not be televised.This regulatory body also gave guidelines to journalist that they must not go for biasness or indecency(PEMRA, 2002)

One of new emerging face of journalism in Pakistan is political based comedy shows .Such shows are growing in quantity with time .These kinds of shows include news, parody of bollywood songs, comments on news citizen journalism as people send interesting photographs and videos .These shows also include mimicry of politicians which usually defames them .No doubt these programs have good viewership .But there always have been debate related to ethical issues in these programs .

Media has powerful societal and political influence on the mass audience of Pakistani society. With the advancement of time, globalization has also affected the media as well as masses of Pakistan. Advancement in communication technology has changed the way of broadcasting news. It has changed its prime goal of providing information to infotainment. News now is not just about stating the fact. The present study aims to critically evaluate the comedy shows broadcasted on news channels and the perception audiences as well as journalists have attached with such shows. The study is focused on the ethical issues related to these comedy shows. It is about difference of ethical standards among

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audiences and journalists on ethical issues. The purpose of this research is also to find perceptions of journalist to know that how ethical their programs are and perception of audiences that how ethical they perceive role of journalists.

Musharaf's regime in year 2000 opened gates to free media. This free media came in to existence with much liberal laws for press for first time in Pakistan .After the boom of open media in Musharraf's regime 91 TV channels are available now(PEMRA, 2002). With the emergence of these private channels new style of openly criticizing political figures has been started .In same way present political system of Pakistan is also criticized in TV programs. Today an average Pakistani viewer gets a transmission to get a lot of messages mostly about politicians and political figures. Source of getting such messages are both through hardnews and soft news and soft programs which can be titled as infotainment .Nevertheless, it is also important to note that different media are practicing the freedom, particularly the electronic media. The political satire shows are gaining popularity among audiences in Pakistan. Major news channels consider such political shows as a key to attract viewers . Surprisingly, people intend to respond to the information provided in political satire shows rather than current affairs .Audience prefer to laugh on how the politicians speak or how our country is being disparaged at the international scope. In addition to this, grave issues are also being chipped away in a lighter and funnier mood during these kinds of specified shows. This lessens the serious attitude with which one being responsible citizens might need to care for things which are a matter of serious

concern for Pakistan. There is no wisdom in confusing political satire with freedom of press or freedom of expression or with strong criticism. This trend of confusing political satire with freedom of expression is not only present in Pakistani media but globally as well. It is almost impossible to pin point disordered state of both political system and political figures only through infotainment. The inclination towards the combination of political information and entertainment in recent years has blurred the line between serious news and popular entertainment. (Moy ,Xenos& Hess 2005).

A significant role is played by satirical programs in distributing information to voters especially young voters receive significant amount of information about politics through political infotainment programs .While some audience utilize them as their sole source of news, others are simply interested in the comedy , opinions and jokes in these programs These programs are also full of jokes about the candidates .Different traits and events related to political personalities are highlighted in these programs . It gives information to public about political leaders which also changes perception of people about political leaders or political system. Mostly these television programs are the means for changing the topic and tone of political conversation in the public sphere by highlighting election campaigns. Late night comedy has a major effect on the public. In that it simplifies politics for Americans and uses humor to find a common political ground. Studies have reported that 48% of adults and 60% of young voters got

their news from programs like The Daily Show and The Colbert Report during the 2004 election campaign in America(Farnsworth & Lichten, 2011).

This phenomenon of presenting politicians in humorous way and in person appearance in comedy shows is something and not very common in Pakistan .Such trend is not very old for politicians of Pakistan. Usually focus of these programs are to make fun about the daily activities perceived personality traits of politicians or the policy positions of state are the main focus of these programs .Most of the time monologue jokes or starcial sketches comprises of these things without concerning ethical standards .In Pakistan these programs are ranging from the Hum sab umeed se hian, khabarnaak to hasb e haal where though these personalities face uncontrolled communication situation in these programs. But on the other hand as a result of such communication these comedy programs also provide political leaders with valuable fame and publicity.

Many researchers argue that content of these political comedy shows might control perception of audiences in various ways. These programs provide different kind of information and knowledge about political systems which originates change in minds of audience. It might result in changing their political setup as now a days this kind of communication is very common even available through different sources of media even in through internet Due to this continuous and widely available communication there is a strong possibility that these programs can affect public opinion about political figures and system in a

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significant manner. The availability of political satire programs on the world wide web might significantly affect not only the political figures but the political leaders too(Cao, Political Comedy Shows and Knowledge About Primary Campaigns: The Moderating Effects of Age and Education, 2008).

Mostly comedy shows in Pakistani media are abundantly loaded of content which has main focus on political jokes and are filled with parodies about traits , personalities , character of politicians These programs also include monologue style jokes which even comprises of parody of Indian songs about political system and all of these parodies sometimes based on already existing ills of political system and sometimes they introduce new ills in society .Audience are now abundantly exposed to unverified messages from private electronic media These messages are also in form of large amount of images and sounds which then influence the minds of audience about politicians and existing political system.

Political Satire is an important type of satire in which aims to entertain audience is primarily from politics But it is different from protest as political agenda is not the main part nor is the intention to disturb the process of political establishment .the common purpose is just to provide entertainment because I simply pinpoints the problems in overall political structure. Political satire is not a new term but can be found in different eras and different forms. In history it is focused in politicians and religious figures.

The main challenge of political satire is to strike a balance between humor and political analysis. When a satirist goes too far from simple jokes, a satirical piece can become mere mockery. Sometimes Political comedy shows are more about political attack, rather than an examination of political ridiculous from a humorous perspective.

During roman era many ironic poems were present with little presence of political form of humor. History reveals that there was more presence of political humor as it has little space of freedom, there was more presence of humor in Literature(Kreuz & Roberts, 1993).

In present times humor can be observed in almost every field, regardless of its type. It can be seen in all form of media, be it in form of cartoons in print media or on different websites on internet. Among many legislature Hitler was the one who remained humorists for extended duration of time. Ben Franklin is considered as one of the innovator of the latest style of humor. He made first ever political animation whose layout is still practiced by political humorists in America. (Freedman, 2009)

As, the circulation of newspapers and magazines extended among masses at cheaper rates, the percentage of political animations and cartoons also increased. They became the most important ingredient for the content of media, it also caters the major part in the electronic media. Freedman (2009) further elaborated that various movies like Charlie Chaplin, Kubrick and many more have depicted

political personalities and issues in very amusing and brainy but in sarcastic way. He further added that the start of programs like Saturday night live in 1975, grasp the attention of many more audience specifically youth which started to view the political humorous show. It paved the way for other variety of shows like the ones conducted by Jon Stewart, Colbert, Denis Miller and various others across the globe.

During the mid of 20th century there were introduced new type of comedians in the field of humor. They were termed as “stand-up comedians”, which usually perform singly on latest and current happenings. Mort Sahl was one of the innovator of this style, who as an alternative of routine jokes; added to his way of presenting and attempt to create awareness among individuals about issues of politics. Kelso and Cogan while quoting Sahl said that he has more concentration towards eradicating elite political legislature as compare to politics (Kelso & Cogan, 2009).

Since 21st century humor is engrossed on political issues blasted on television and internet also which included many series and magazines on internet and websites. It was followed by the jokes related to political leaders across the globe.

In 2010 year's television has separated politics with that of entertainment, as political issues were handled by news unit and entertainment by different department. He further stated that this line blurred in later year of 1922 when during election movements political leaders made their appearance on

entertaining talk shows. Numerous critics has disliked the idea of amalgamating political both entertainment and news shows and appearance of political figures on shows besides news programs. people are attracted towards these humorous programs as they got information about these political leaders which is usually not accessible. This approach of mixing humor with politics increased in 1990s when competition increased in market(Jones, 2010).

1.3 Political Satirical Shows in Pakistan

The culture of jesting and standup humor is not common in Pakistan. Before the advent of television channel in Pakistan there were many comedy theatres and films. After the first Pakistan's channel PTV was launched; various comedians became part of funny and humorous shows of Television like Alif Noon by Nanha and Kamal which is considered as popular comedy program during era of 60's. This program also discussed serious issues prevalent in society by developing dramatic situations.

Electronic media and governmental issues always has relation which can be related with the relation of goat and lion. Media has wriggled hard to get liberty, even during dictatorship era in Pakistan media has shown programs that recoiled certain political humor. Taleem-e Balghan is one example from classic comedy of PTV, also another program known as fifty-fifty followed the format of drama and discussed ills of the society.

Later comedy talk show format which was familiarized by Anwar Maqsood and popular comedian Late MoinAkhter became famous among people, they both worked as a team. In the era of 90's "kalyaan" which featured puppets, pinpoints the negatives on pat of government by creating different situations. The way of taunting was mild and did not had any sort of controversy.

Though, to achieve that level of humor the main factor is that writers and directors should be intelligent and witty and should have knowledge of the socio-politico- economic situation of the society closely. During the era of 80s the show called "yes minister" which focused on the idea that establishment and bureaucracy is dominant over the powers of ministers. The sequel of this program was also presented named as "yes prime minister" but it did not meet to the level of initial program.

Comedy was limited to the issues related to society and its ills and politics was never directly attacked, as the channels were state owned. At that time comedy theatres also presented strong comedy but they even did not target political figures directly. With the commencement of private television channels on 2000, this new trend started in our country as these channels were not under the control of government and they criticized the political system of Pakistan and also the political figures(Naseer, 2012).

"Hum Sab Umeed Say Hain" started before the elections of 2002 and was a prompt hit as it has inclusion of replicas of famous personalities which targeted

mainly political figures. This type of comedy was new for the Pakistani audience. Also there were variety of shows which can be categorized as comical political shows

1.4 Problem Statement

This study is designed to explore the perceptions of audiences and journalists regarding ethical standards of political comedy shows. This study also aims to examine the differences in perception of audience and journalists regarding ethical standards observed in the political comedy shows. It also focuses on how frequently audiences view these programs and to investigate if these programs were a source of information or entertainment.

1.5 Rationale of the Study

Influence of political satire program is undeniable in today's world. A lot of research has been conducted on the topic whereas the ethical perspective is somehow neglected. The present study is aimed to critically analyze the ethical issues that might rise from such programs. This study will provide knowledgeable insight regarding the perception of journalists as well as audiences towards the ethical perspective of such programs. Highlighting the ethical problems will help the media groups to form a better and more influential policy regarding political satire programs.

1.6 Objectives of Study

1. To find out perception of audience on ethical standards of political satirical programs.
2. To find out perception of journalists on ethical standards of political satirical programs.
3. To explore what is difference in ethical perception of audience and journalists about political satirical Shows.

1.7 Significance of the Study

Comedy shows in Pakistan is not a very new phenomenon but with the emergence of enormous private channels and with freedom of media, political comedy shows in Pakistan have adopted new shape which is depending on Pakistani political system and political personalities for their content. Most often these comedy shows openly present parodies of politicians and also criticize them freely through parodies and monologue style jokes. This present study will help to recognize the perception of journalists and audiences on ethical issues in these programs. This study will also help general media bodies who make ethical codes to recognize perception of audiences about these programs. This study provided opportunity to audiences to highlight their opinion about ethics in these programs. This study will also help to understand role entertainment media might play in delivering useful message through these comedy shows. This study also provided journalists an understanding of audiences of ethical issues present in these programs.

CHAPTER 2

LITERATURE REVIEW

Introduction

In this chapter the researcher has briefly discussed the early research in mass communication which is dominated by the study of media effects. The researcher has focused in particular on social responsibility role of mass media, which provides the appropriate theoretical framework for the present study. As the research aims at determining a relationship between journalists' standards of ethics and audiences' standard of ethics on various code of ethics as defamation, Indecency Cultural Values and Biasness therefore the research obviously revolves around the social responsibility theory.

2.1 Overview of the Chapter

Any discussion about communication ethics would not be complete without devoting some time to issues such as licensing, accreditation, and codes of ethics. Any conversation about ethical issues of media is not possible or fully understandable without mentioning and understanding code of ethics .Ethical issues of any field cannot be perfectly analyzed or solved without understanding the code of ethics almost every communication organizations have particular set of code of ethics to be followed. These codes of ethics are decided by organizations so that journalist works according to them in all kinds of

journalism. Throughout the communication industry codes of ethics are quite usual and common. Basic ethical standards are same all over the world.. Such codes represent industry self-regulation .It maintains harmony in society .These ethical codes gives journalists standards and limitations so that they can know how they have to work (Jr, 2010)

To observe and abide by ethics of media is similar to follow good ethics in the other fields. These ethics are based on social values and several principles which can define and help to determine what is right and what is wrong. A media void of ethics is a media without identity, bewildered and unbridled, and a chaotic field to disseminate unfounded news (Motamednejad, 2000)

Without ethics, media lack a correct mechanism of criticism and are like a house without a foundation, where it respects no law with regard to human rights and certainly has no place in the world of media. Television, as an institution which belongs to the society and which is expected to be in touch with individuals and groups that play a key role in disseminating information, is not an exception from the above rules (Babran & Ahadzadeh, 2010).

The need of electronic media authority was felt in Pakistan with emergence of private news channels, and it became in existence in 2002. Media codes for the broadcast journalism have always been framed from time to time in different ways .Many of them were considered to be against freedom of media by media practitioners .With the passage of time many changes and amendments were

introduced in code of ethics keeping in view the pressures of media owners or institutions which were demanding full independence from very start (Raza, 2008)

It is essential element in practicing journalism for journalists to follow ethical code of conduct .Ethical issues play vital role in all kinds of journalism. It is significant for media professionals to recognize ethical issues like Truth, Cultural values, defamation, indecency, Accountability Interpretation and privacy. It is important for the credibility of media practitioner to follow these ethical standards. These ethical principles should be given consideration by the media organizations as well as at individual level .Usually to follow this ethical code of conduct seems to be difficult for those journalists who are not well trained regarding ethical standards. Journalists who are not well trained in journalism consider ethical codes to b minor thing and they don't work according to these ethical standards. (Leach & Gilbert, 2014).

Usually media does not fulfils expectations of its audience and originates many issues .Reasons of these issues can be difference of ethical standards .These differences in ethical standards come between journalists and audiences which might create a gap. The big media groups overstate and make information to gain maximum viewership which gives birth to violation of media code of conducts. It will not b wrong to say that media professionals themselves do not behave unethically. In this case political economy in media plays an important role

Media ethics cannot be ignored blaming the media system .The right to require access to information from media is the indispensable right of Audience. Audiences as consumers of news are also accountable for the unfortunate state media regarding ethical issues(Farooq, 2011).

In a research “The Ethics Gap: Why Germans Have Little Esteem and No Trust in Journalists”, they found that there are huge gaps sandwiched between the public’s expectations and the public’s perceptions of journalistic aims and values, characteristics of news content, as well as journalists’ behavior regarding maintaining ethics. Research showed that not even one third of the Germans have trust in journalists. Even though the public status of journalism is high still people have doubts regarding its trustworthiness. Audiences don’t have very positive image of journalist .the public perceives journalists as more inconsiderate, intolerant and socially powerful than they expect them to be. Journalists’ individual interests are perceived as overemphasized while social activeness based on responsibility is missing. The expectations towards news content differ from audience evaluations of news content, the gap though being smaller than for the characteristics of journalists. The public seems to insist on more serious and factual news editing as well as less soft news and amusing content. However it is seen that that usually entertaining content and soft news sells better.. The public’s evaluation of the journalistic decisions regarding typical ethical dilemmas journalists face is mixed(Donsbach, Rentsch, & Mende, 2009)

A political humor is now having power to influence others through the platform of infotainment media. Now we see that more and more researchers are becoming interested in studying different aspects of political humor. Researchers are interested to explore the influence of this phenomenon on the perceptions attitudes and behavior of the viewers.

Though results and studies by different researches show various results differencing from each other but no doubt overall they have general agreement that humor and comedy is an essential part of political process and it plays vital role in this process. Researchers also agreed that these political programs have capacity to effect different aspects of political system at various times. In 2007 Baum supported this idea political personalities, presidential candidates can gain recognition and attention of viewers or be able to create their certain image by appearing on humor based shows. It was also supported by many researches (Cao & Paul, 2008) that political comedy programs have influence perception of audience to evaluate political figures based on particular traits and certain characters presented in these programs. This potential of political humor can lead the audiences towards certain perception and image about political personalities and political systems. It is not something new that masses generalize images through mass media. But there is not an ongoing argument among researchers about potential of media to help viewers to evaluate about others and as a result it also support the system of stereotypes which are sometimes taken from society and sometimes originated by media itself. Stereotypes are an essential tool which

is often used by satirists and cartoonist to create or develop their content for political comedy. Usually the communication based in humor is mostly processed by audience through peripheral route rather than the central ones .it makes this communication more simpler, attention seeking and easy to agree with message for audience (Baumgartner & Morris, 2006 and Young 2006).

Most of the late night comedy shows related to politicians shapes the opinion of the viewers either negatively or positively. They also work as means for political information or and useful source .It provides various kinds of information about political leaders to aware viewers about personalities of politicians. These programs highlight different aspects of personalities of politicians and become as means of spreading them among people it may helps or becomes as source of negative facts about political leaders among audience and it influences their mind for voting in elections. It changes mind set of audience as a result of being key source of political information thus bring change in attitude of people regarding politicians .Even the perception of audiences is regarding politicians is greatly influenced by these comedy shows. By mentioning different qualities and features of particular leader it helps in changing perception of audiences about that leader. Audiences begin to judge personalities of political leaders on basis of attributes or features highlighted in late night comedy shows .These programs not only bring political content but also indirectly change perception of audiences, either shaping or reshaping mind set of audiences. Sometimes these programs are also unintentional source for political candidates to reach their voters to

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assess about these candidates. Audiences not only watch these programs for humor and laugh, somehow indirectly it changes their expression of favor or disfavor towards particular politician. These programs aid people to make judgment about constitutional candidates (Moy, Xenos, & Hess, 2005).

In present times entire political scenes are redesigning into televised cultural events due to this new occurrence of political entertainment. This form of entertainment turns already existed political events or happenings in to a new way (Duffy & Page, 2008). In 2008 US presidential campaign contributed for ratings of late night political comedy shows. It provided affluent substance for comedians of various shows which resulted in the increase of the audience rating of these shows. Focus of these shows was personality traits of the presidential candidates. Different approaches have been used by comedians in these programs. Various approaches are used to draw special attention towards traits of different personalities. These approaches result in parody in political satirical programs having central focus on different traits of personalities. This tactics or strategy of political comedy shows is argued by Duffy and Page. It prepares way towards the combining of issues and traits of personality. As a result in these shows such blend cast down real discussion and ideas and sometimes. And often it transforms the whole comedy scene into bitter set of comments. Specially in monologues satire has been now very common practice in world of entertainment media. In the satire the central focus is always given to traits of personalities. Political

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comedy shows concentrate less on political ideas and stance of politicians as compared to their traits (Young 2004, 2006).

Due to new media landscape the differentiating line between the popular culture and journalistic culture is turning down . The entertainment media is now joining with current dimensions of media because of this new media landscape .In consequence it is dislocating standard forms of news as major source of information for citizens (Baym, 2007).

Nowadays masses have many doors and ways relevant with their interest association and desired participation in political system. Entertainment media and politics has very strong connection .This kind of connection can be help to revive nationalism in a society .It can be useful to strengthen values of community. General masses use entertainment media like political soaps and dramas and political comedy shows in order to gain political information. This viewership and interest of general masses has resulted a strong and powerful increase in participation of people in political sphere. Therefore this strong relation can be helpful for the democracy (Zoonen, 2005).

The studies , researches and analysis on parody, humor and comedy along its effect on the audience's minds, opinions and the perceptions has always been a seriously concerned subject how audience perceive about these programs has been taken as a concerned matter since Aristotle's era. These kinds of programs containing humorous forms amusement or frames of media aid in reducing the

stress present in society or among individuals. This new trend in media may bring a social change. Now purpose of the political comedy shows is to bring happiness among the audiences .Specially satire shown in electronic media and television have central focus of making public happy and relax. Focal point of Present political comedy shows are just to entertain common audience in any way. This approach of political comedy programs f present times actually deviates and differs a lot from the humor which was practiced and introduced in the era of ancient Greece (Duffy & Page, 2008).

In “Athenian society”, there were theatrical performances. These performances were based on political satire. In this era these plays use to strongly influence the opinion of voters .There use to be humorists ridicule and sarcasm related to the personality characteristics, other topics were institutions and social customs. Later on it resulted in audience’s emotional dissociation or we can say alienation from the central and focused object of the humor. But now in present era, comedy, parody and humor has been established as a common and famous a worldwide culture. And now there are many famous humorists like Jon Stewart, David Letterman and Stephen Colbert which represent social personalities, customs or events in a humor way .

Political satire or sarcasm both depend on Time and place. It is bound with the current situations and happenings around us. As Satire is also related to the characteristic, certain attributes of personalities and their behavior in particular time frame (Kreuz & Roberts, 1993).

To remember ridiculing arguments is more easier as compared to original statement so satire is believed to be very effective. Sole purpose of satire is to bring forward the mistakes and imperfections in between .As a reasoning by Parkin& Philips (2006), The comedy or humor primarily the political comedy is antagonistic. Political comedy has the personalities, their distinguishing qualities and acts which are amplified and often even deformed in way which is almost similar as done in cartoons or caricatures (Parkin & Phillips, 2006).

2.2Theoretical Framework

Theoretical framework of the research is based on the Social Responsibility Theory. The theory is explained underneath.

2.2.1The Social Responsibility Theory

The social responsibility theory is mainly protuberance of the libertarian theory. However social responsibility is more about objective reporting to interpretive reporting. Social Responsibility Theory of mass communication has been given status of milestone for the ethics in media. The notion of Social Responsibility theory discussed in this study is one originated by the Hutchins Commission, recognized as the Commission on Freedom of the Press (1947), and also incorporates as a four theory of Press(Siebert, 1956) Overall in world different countries this theory has been regulating media in the field of journalism(Lippmann, 1943).It focuses on the duty of media in the society as the loyal and the honest retainer who is in charge of providing information with

accuracy and reliability to the masses in society. This theory has some expectations with media professionals. It requires media to be a self regulated body along with the norms of transparency, professionalism. It is also expected by media professionals to regard standards of democratic society.

Among four theories of press Milton, (1991) and Mill, (1863) have raised their voices in favor of libertarian theory. Libertarian Theory has concept of practicing journalism without any external force or pressure of government. Relatively, social responsibility theory which is out growth of libertarian theory states that libertarian model and free media requires a new adjustment.

In the same light, Siebert warns:

The power and near monopoly position of the media impose on them an obligation to be socially responsible, to see that all sides are fairly presented and that the public has enough information to decide; and that if the media do not take on themselves such responsibility it may be necessary for some other agency of the public to enforce it (Siebert, 1956).

Siebert claims that freedom of expression under the social responsibility is not a decided right, as under libertarian theory ... One's right to free of expression must be balanced parallel to private rights of others and against all vital social interests" (Siebert, 1956).

2.2.2The Self Regulation Model

Phenomenon of social responsibility is not only to be expected by journalists and producers of media .This responsibility also lies on consumers of media to become knowledgeable about media and then maintain high and reasonable expectations from media. In the theory if such things start to prevail in the consumers of media in society, there will be no requirement for government interference(Pitner, 2009).

The self regulation totally relies upon the mercy of journalists and the media organizations conscience. However, a view of non ethics approach also exists in such situation and journalists argue that there is no requirement for any regulatory body to implement any restrictions or such rules. This also supports the ideology that journalists act instinctively and they do not need regulations (Kovačič, 2008).

A similar idea was also brought up in an ethics and Human rights in Information Society conference at UNESCO, by (Rodotà, 2007): *Code of ethics have been spawned in the most diverse sectors and feature, at time, considerable ambiguities. Indeed some of them are ultimately more than proclaims devoid of concrete effects and are only used to convey a reassuring image of the organization that have drafted them .*

The self regulation model is liable to break easily .It is also criticized for it being so brittle. Every individual has a different mindset therefore, there can be no uniformity present in the self regulation approach .But we also observe that even code of ethics are merely used as a standard by organizations to work accordingly. In other words, *the media may be less likely to strive and uphold a “self imposed” responsibility to reflect the diversity of the communities they serve if it is more lucrative to shape content to satisfy commercial needs to reach certain fragmented audiences”* (Plaisance, 2000).

As explained in this theory it is expected that media should be free from all restrictions and work totally free with full independence. Without any doubt it is known that this theory is not successful or even exists underneath media illiterate society. Country like Pakistan which has a low literacy rate we don't see fruits of this theory coming from independence of free medias well as for the consumers of media in Pakistani society. No doubt Social responsibility theory has been accomplishing desired goals in many other parts of world especially developed world. Although this theory has remained under discussion by critics since it has been developed but on the other hand this theory has great support as well. In ideal situation democracy and media are suppose to go hand in hand and both are expected to be complimentary to each other (Raza, 2008).

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

2.3 Research Questions

Q: 1 What is perception of audience on ethical standards of political satirical programs?

Q: 2 What is perception of journalists on ethical standards of political satirical programs?

Q: 3 To what extent there is difference in ethical perception of audience and journalists about political satirical Shows?

CHAPTER 3

METHODOLOGY

The research was intended to explore Ethical Issues in Political comedy shows. An analysis on the Perceptions of Audience and journalists. The methods and procedures adopted for the research are briefly discussed in this chapter.

3.1 SURVEY

The tool used for the present study was survey. Survey method was selected because it is widely used for communication and media studies (Wimmer & Dominick, 2006). Quantitative research method was selected for the research. Most of the previous studies which were based on perception were quantitative in nature. Researcher need not to manipulate variables therefore survey research design was used instead of the experimental design (Bryman & Cramer, 2005). The study was neither sponsored nor funded therefore cross sectional survey method was adopted. The research was conducted for the fulfillment of degree of M.phil in Media and Communication Studies thus, cross sectional survey was also selected due to time constrain.

3.2 POPULATION

Population of the study was audience of political satirical programs from Islamabad. Media professionals of different private news channels of Islamabad were selected as population of research.

3.3 SAMPLING

Sample is subset of population .For this study the residents of Islamabad were the population of the research. Due to lack of recourses and time it was difficult to do random sampling as exact list of population was difficult to find and reach them and was also difficult for researcher. Therefore researcher has convenient sampling technique for data collection for Journalists. It was carried out so that the results might be generalized. Another reason of adopting Convenient sampling technique was to avoid the chance of biasness in selecting the sample (Bryman & Cramer, 2005).And Purposive sampling technique has been used for audience.

For the purpose of survey researcher focused only on three comedy shows which were selected on basis of their popularity and ratings.

- Hum Sub Umeed se hain
- Khabarnaak
- Hasb-e-haal

To conduct survey of these shows and determined ethical perception of audiences and journalists about these show. Some Variables from pemra code of ethics were selected .These included Defamation, biasness, indecency and cultural Values.

3.3.1 Selection of Media Professionals

Press Club Islamabad was requested to provide list of registered TV news reporters/journalists. Sample size of 100 reporters/journalists was selected. Only private TV news channels of Islamabad were selected.

3.3.2 Selection of Audience

Audience were selected from general population of Islamabad who watch selected political satirical shows .

3.4 SAMPLE SIZE

The sample comprised of male and female audiences and male media professionals. In total, sample size was comprised of 300 respondents.

3.5 SAMPLE FRAME

Sampling frame of the research for journalist was all private TV news channels, and audiences from Islamabad.

Operationalization

The difference in the perception of audience and media professionals regarding ethical standards of political satirical programs was explored in the study. Audiences were those who watch political satirical programs. For this research audience of Islamabad were selected. Media professionals are those professionals who work in any media organization or those who have a media based career. Journalists who work in private TV news channels were taken as media

professionals for the research. Perceptions of audiences and Journalists regarding political satirical programs was analyzed.

Ethical issues were selected from PEMRA Code of Ethics and categorized as: (a) Defamation; (b) Indecency ; (c) Cultural Values ; (d) Morality; and (e) Biasness

3.6 Key Variables

Key variables were: (a) Political comedy shows; (b) Defamation (c) Indecency (d) Cultural Values (e) Biasness (f) Morality

Political Comedy Shows (Operational definition)

For this study political comedy show is taken as those television programs which covers political content, events, personalities and issues in humorous way through parodies and monologue style jokes on Pakistan private television channels. Among these selected programs are Hum sab Umeed se hain, hasb-e-hal and khabarnaak.

Defamation (Operational Definition)

For this research defamation is that representation of individuals or a group which can ridicule or harm ones reputation. Only visual representation of an individual for this variable has been focused .Political comedy shows often highlights such traits or issues which defames an individual like showing caricature of Minister of National Assembly Maulana Fazlul Rehman greedy for food and he is putting food in his pocket while giving press conference

Indecency (Operational Definition)

For this study indecency is usage of bad language and unlawful speech by caricatures or hosts have been observed for example in khabarnaak comedians call each other and caricature of politicians with bad titles

Cultural Values (Operational Definition)

For this research cultural values of respecting others , style of dressing , language use and usage of Indian media content(like bollywood) in these programs is focused for example naming segments in political comedy shows on names of bollywood movies.

Morality (Operational Definition)

In this study Morality is measured through presence of lies in the political comedy shows programs and representation of an individual lacking certain value of a system which are suppose to be essential like honesty .e.g sometimes these programs misquotes facts.

Biasness (Operational Definition)

For this research biasness is taken as unjust or necessary criticism .It includes discussion on a particular individual more than required which in result demeans them .for example khabarnaak discusses meera more than other celebrities .

3.7 Demographic variables

For this research demographic variables were Gender , Age, Education and Family monthly income .

Age: From 18 to above 44 years of age.

Education: education level is taken from intermediate level to maters level

Family monthly income: income group included from low less than 30,000 to high income level more than 90,000 rupees in a month

3.8 DATA COLLECTION TOOL

The quantitative survey research method was applied for data collection in this study. Data was collected in the form of questionnaires. Questionnaire was prepared using five pointlikert scale, Don't know, Not at all, Sometimes, Often and Very often, to explore exposure of political satirical programs. Further, five point scale was used very interested, interested, somewhat interested, Not interested and Don't know to determine level of interests for these programs.

Another five point Likert scale (Strongly disagree(SD=1) , disagree (D=2), Neutral (N=3),Agree (A=4) Strongly Agree(SA=5)) was used by researcher to critically analyze the perception of ethical standards from audiences and journalists point of view. For both audiences and media professionalsonly one questionnaire was prepared. All statements were close ended. Selected demographics were age, education and family's monthly income. Initially self-

data collection technique was applied for data collection. Some friends were also requested to get the questionnaire filled from both the TV news channels and audience.

3.9 DATA DISTRIBUTION

Questionnaires were initially distributed by the researcher herself. Some friends were also requested for questionnaire distribution in audience of Islamabad. Some members of the Press Club and some journalists from different channels were also requested for questionnaire distribution. Some friends working in television channels were requested as well for the distribution of the questionnaire.

3.10 RESPONSE RATE

430 questionnaires were distributed in total among audience and media professionals. 200 questionnaires were collected back from audience and 100 questionnaires were collected back from media professionals. Remaining 130 were never returned or poorly filled.

3.11 PROBLEMS IN DATA COLLECTION

Many problems were faced while distributing the questionnaires among the audience and journalists. Those were as follows:

- a) Media professionals as well as audience were not cooperative.
- b) Many of respondents did not return the questionnaires.

- c) Most of the respondents unwillingly filled the questionnaire even after providing a copy of questionnaire several times.
- d) Some of the questionnaires were half-filled including irrelevant comments.
- e) Journalists were really hard to approach.

3.11 DATA ANALYSIS AND INTERPRETATION

Data were analyzed in the tabular and graphical form and interpreted in the light of objectives as well as the available literature. Computer applications used were World Wide Web (www), Microsoft Word, Statistical Package for Social Sciences (SPSS) and Microsoft Excel.

CHAPTER 4

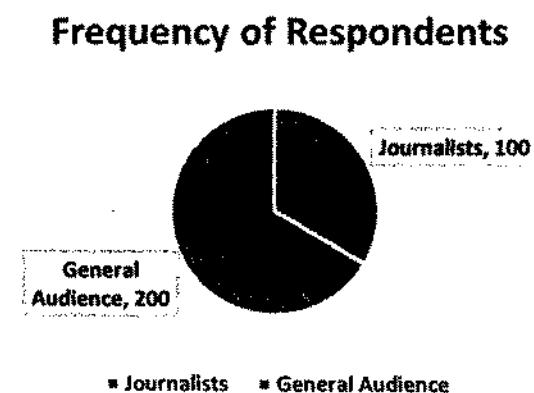
QUANTITATIVE DATA ANALYSIS AND INTERPRETATION

This chapter includes analysis of data, findings and discussions. The study was quantitative in nature and to conduct the study, survey method was incorporated. The impact of independent variables on dependent variables was analyzed in the analysis. The analysis of results then proceeds to its interpretation. Data analysis was done by using SPSS 16 (Statistical Package for Social Sciences) and Microsoft Excel by the researcher herself.

Frequency Distribution of Respondents

The following figure illustrates the frequency distribution of Audience

Figure 1 Frequency distribution of Respondents



Survey was taken from 100 journalists of Islamabad by random selection from list of registered journalists provided by Press Club Islamabad .General audience of

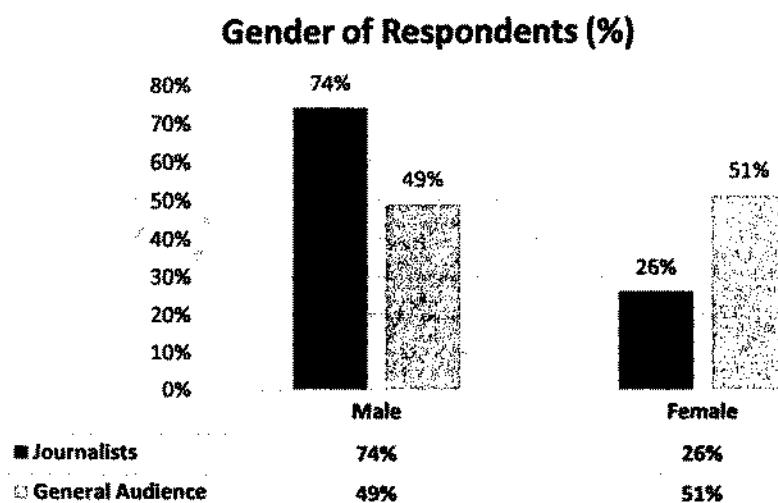
200 was also selected from Islamabad who are viewers of selected political comedy shows.

4.1 DEMOGRAPHICS

Gender

Chart beneath explains the frequency distribution of respondents gender.

Figure 2 Frequency distribution of respondents' gender



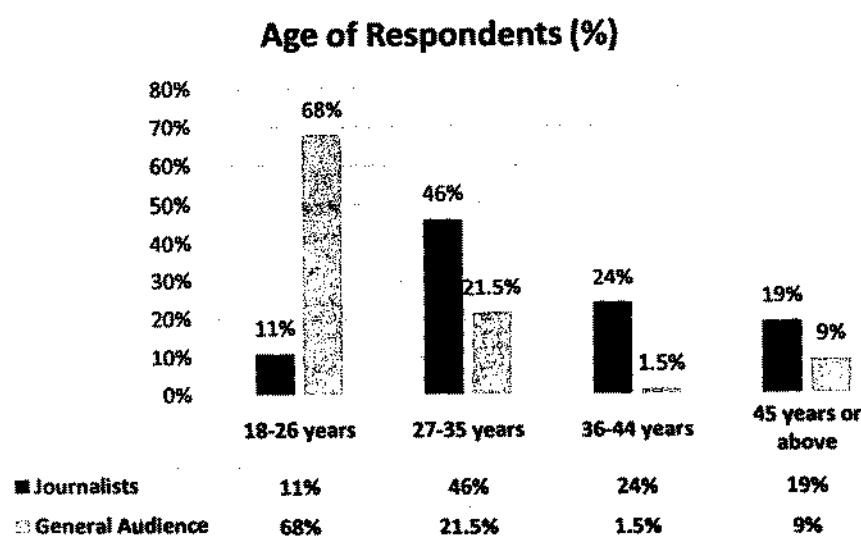
Majority of respondents from journalists were Male (about 74%). And majority of respondents among audience were female i.e. 51%. About 49 % of respondents from males were Journalist. Among journalists 26% of females were selected for survey . Reasons for less females among journalists is that we have less female journalists working in Islamabad as compared to male media professionals.

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Age

The chart beneath explains the frequency distribution of the respondents' age.

Figure 3 Frequency distribution of respondents' age



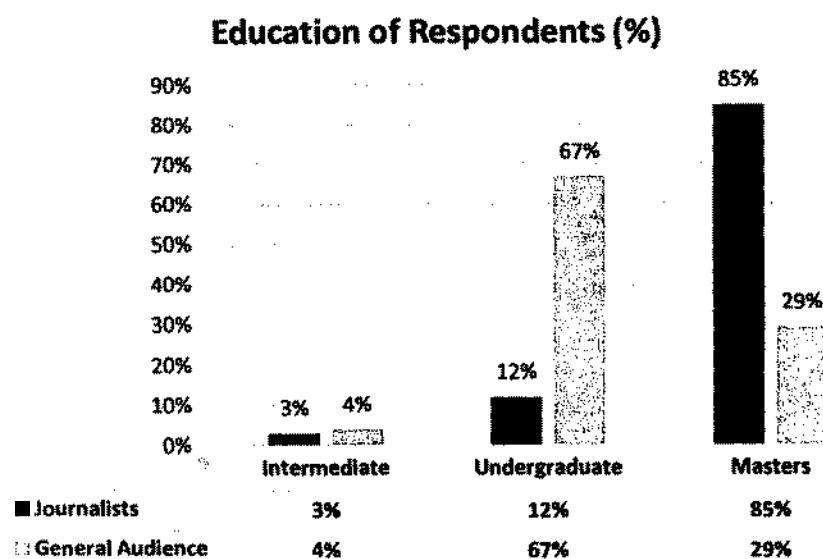
Majority of respondents among audience were from age group of 18-26 years i.e. 68%. Second majority 21.5% audience fall in the age group of 27-35 years. 9% of audience come under age category of 45 years or above. Only 1.5% of audience is from age group of 36-44 years. Majority of Journalists are from age group of 27-35 years. Second majority from group of journalists belong from age category of 36-44 years. 19% of journalists belong from age group of 45 years or above. Only 11% of journalists are from age group of 18-26. Reason for most audience from age of 18 to 26 years is because majority of survey from General audience is taken from university students.

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Education

The bar chart below exhibits the education of respondents.

Figure 4 Education of respondents

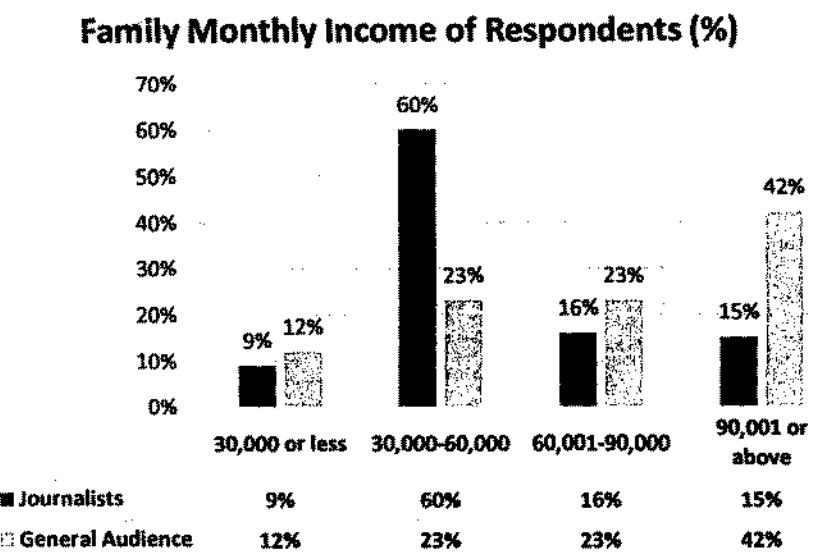


Above figure illustrates that majority of general masses i.e. 67% were undergraduate. 29% of General masses had masters degree. Only 4% of general mass had Intermediate degree. Larger part of journalists (about 85%) had masters' degree. Second majority of journalists i.e. 12% were undergraduate. Only 3% of journalists had intermediate degree.

Family Monthly Income

The figure below comprehensively explains Family Monthly Income.

Figure 5 Family monthly income of respondents¹



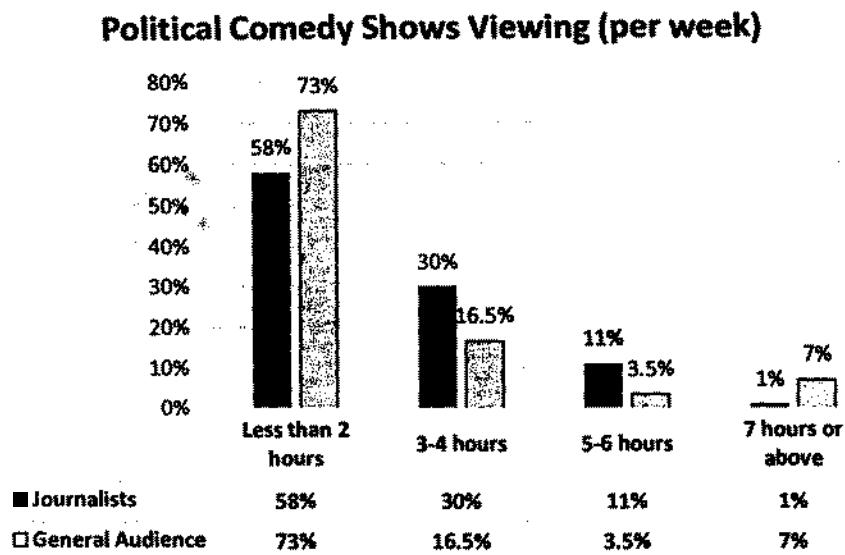
Majority of journalists were having family monthly income of Rs 30,000-60,000. 16% of journalist had monthly income of 60,001-90,000. Family monthly income of 15% journalists was 90,001 or above. Minimum number of both group of respondents had income of 3 less than 30,000. Majority of general masses belong from highest group of family income of 90,001 or above. 23% of general mass belong from group of 30,000-60,000 and same percentage of audience belong from income group of 60,001-90,000. Only 9% of general mass belong from status of less than 30,000 of family income. This minimum percentage of audience from lowest family income group might be because people belong from

this status in society having so many other problems that they are not interested to watch these programs much.

Political Comedy Shows Viewing (Per Week)

The bar chart below explains respondents viewing of political comedy shows (per week)

Figure 6 Political Comedy Shows Viewing



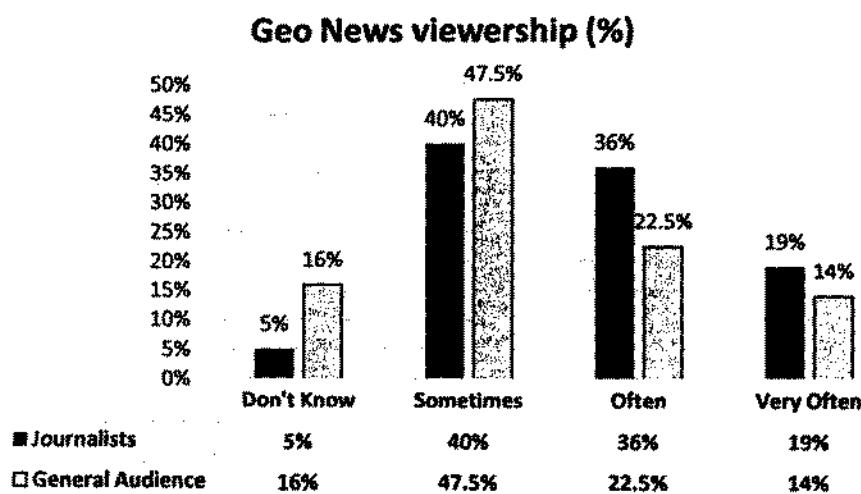
Majority of respondents among both groups view political comedy shows 2 or less than 2 hours. Majority of general audience (about 73%) watch political comedy shows 2-less than 2 hours per week. And 58% among journalists view these programs for 2 or less than 2 hours. It also indicates that general masses spend more time in watching these programs as compared to journalists .second majority of journalists (about 30%) also watch these programs 3-4 hours per week

in contrast to 16.5% of general audiences which almost half of it. 11% of Journalists watch it for 5-6 hours whereas only 3.5% of general audience watch It for same duration which is minimum percentage of audience viewing political comedy shows per week. Only 1% of journalists view these shows 7 hours or above which shows that journalists have very less viewing for these programs Rest of 7% of audience watch these comedy shows for 7 hours or above.

Geo News viewership

Following graph explains respondents' viewership of Geo News.

Figure 7 Geo News viewership



Above figure exhibits that majority of respondents (about 47.5%) watch geo television sometimes. 22.5% of audience watch geo often. Only 14% of audience watch geo news Very often. It is also observed that majority of journalists i.e. 40% watch geo news sometimes. Whereas 36% of journalists also watch this

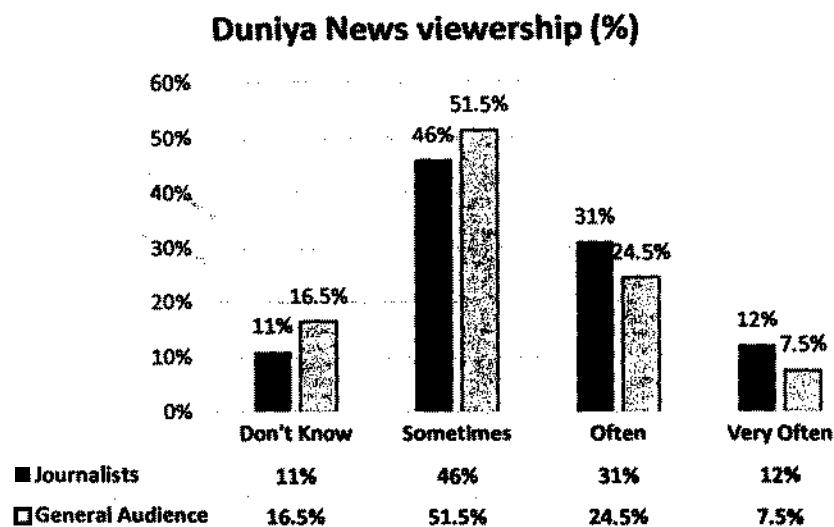
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channel very often .A good percentage of 19% among journalists watches this channel very often. Overall result shows that this channel is very popular among respondents.

Duniya News viewership

The bar chart below exhibits respondents' viewership for Duniya News

Figure 8Duniya News viewership



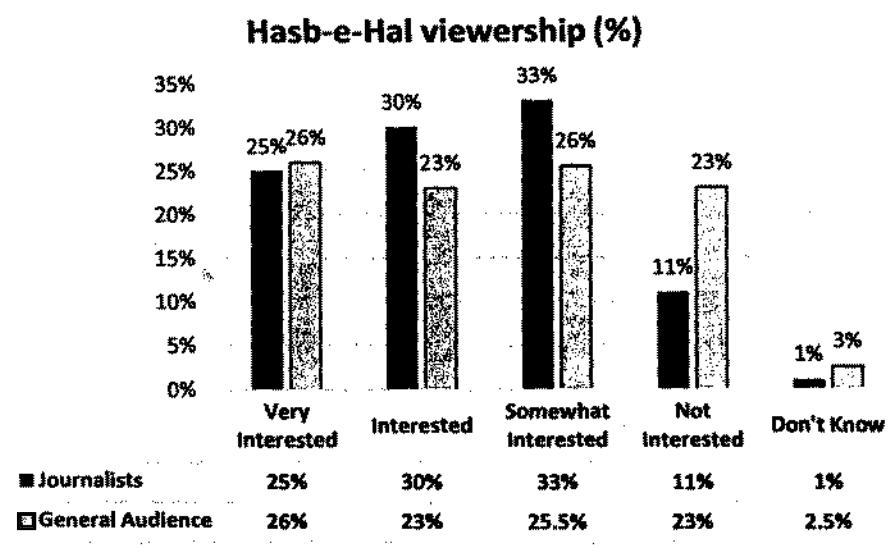
Above bar chart explain viewership of audience for Duniya News Channel.Majority of general audience i.e.51.5% watch duniya news sometimes. Majority of journalists(about 46%) also watch Duniya News Sometimes. Respondents among general audience (24.5%) have demonstrated their opinion about watching this channel with often .Relatively more journalists i.e. 31% also watch this channel Often ,about 12% of journalists watch this channel very often as compared to lesser general audience of 7.5% who have also opted for very

often. This Chart shows great viewership of this channel by both groups of respondents.

Hasb-e-haal (viewership)

The figure below tells about respondents' viewership for Hasb-e-Haal.

Figure 9 Hasb-e-haal viewership

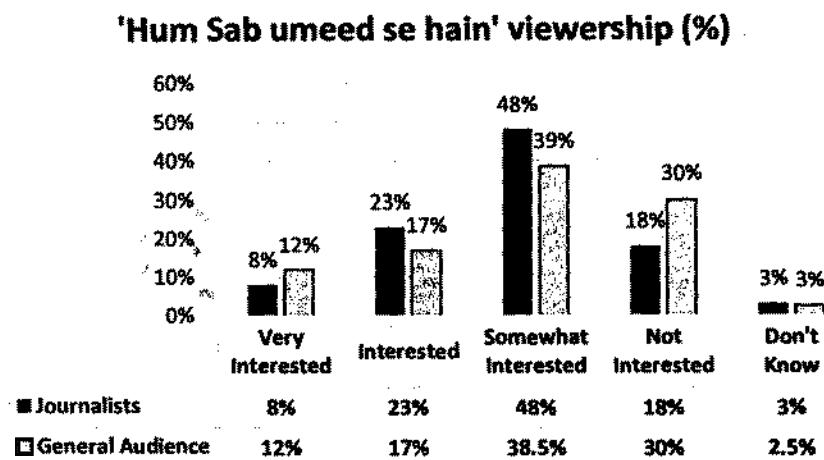


Respondents were asked about their level of interest for program hasb-e-haal. Majority of Journalists (about 33%) responded with somewhat interested. About 30% of journalists opted for interested. We see that 25% of journalists have demonstrated their opinion with very interested for hasb-e-haal. Among audience a segment of 26% has opted for somewhat interested and another segment of 26% has shown their level of interest for this particular comedy show as very interested. About 23% of general audience has opted for interested and same percentage (23%) has opted for not interested for hasb-e-haal.

Hum Sab Umeed Se Hain (Viewership)

The bar chart below explains respondents' viewership for Program Hum Sab Umeed Se Hain.

Figure 10 Hum Sab Umeed Se hain viewership



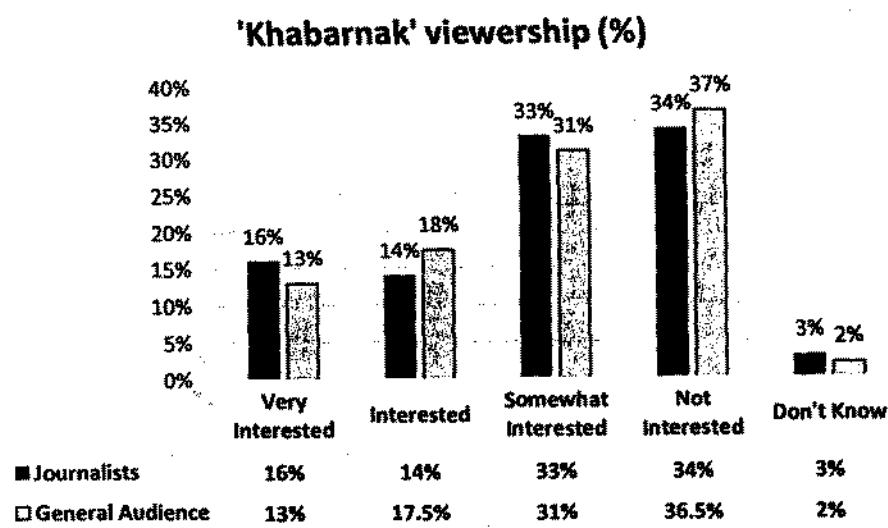
Only 8% of Journalists found this program to be very interested .Even among audience we find that only 12% of respondents have demonstrated their opinion with very interested. Majority if Journalists (48%) have opted for somewhat interested .Majority of general audience i.e.39% has also showed their level of interest for this program as somewhat interested. Comparatively it is lesser than journalists .Among audience a segment of 30% have clearly demonstrated their opinion with not interested for this program .Overall we see that audience has less interest in this show as compared to journalists .

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Khabarnaak (viewership)

The figure below illustrates the respondents' level of interest for program Khabarnaak.

Figure 11 Khabarnaak viewership



Respondents were asked to demonstrate their level of interest for political comedy show khabarnaak. Majority of audience i.e. 37% has given their opinion as not interested. It indicates that majority of general masses don't have any level of interest for these programs. Among journalists majority (34%) has also opted for not interested. 33% of journalists say that they find this program somewhat interested in contrast to 31% of general audience of 31% who has opted for somewhat interested as well. Overall results show that journalists and audience have same level of interest for this program. They don't seem to be very

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

interested for this program as compared to Hum Sab Umeed Se Hain and Hasb-e-Haal.

4.2 Research Questions Regarding Survey

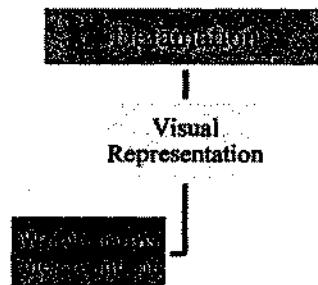
RQ1 : What are perception of audience on ethical standards of political satirical programs.

In order to find our perception of audience on ethical issues of satirical Program for this research following indicators were selected and analyzed through survey to know audience opinion on certain acts of media which relates to variable defamatory , Indecency, Cultural Values, Morality and Biasness.

Defamation

In this study Defamation is analyzed in the following way

Figure 12 Indicators for Defamation



An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.1 Perceptions of audiences on defamation

Indicator	Perceptions of Audiences		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
All departments of police corrupt	19%	11.5%	69.5%
Former Prime Minister attending dance	16.5%	10.5%	73%
MaulanaFazlulRehman Greedy for food	20%	15%	63%
Zardari as money lusty individual	57%	15%	26.5%
Hasb-e-Haal			
MaulanaFazlulRehman Greedy for ministries	34.5%	15.5%	50%
MaulanaFazlulRehman flirting with female hosts	25%	13.5%	63.5%
Khabarnaak			
Police officer drunk	27%	12%	61%
Zardari as Umroayaar	27%	16.5%	56.5%
politician stealing	17.5%	15.5%	66%
Making fun of senior anchors style	23.5%	15.%	61.5%

*Table above indicates only striking ethical issues

Above table reveals that overall opinion of audience of these programs is reflecting towards presence of low ethical standards .Regarding program hum Sab Umeed Se Hain We see that 69.5% of audience agreed that showing all departments of police corrupt to be objectionable .It explains that majority of audience believe that this act of media to be defamatory relatively lesser percentage of audience (about 19%) who have demonstrated their opinion with disagreeing about this act of media to be objectionable .A huge response of audience in agreeing to one indicator of defamation has been observed when they were asked that it is disgracing for the

Former Prime minister Chaudhry Shujaat Hussain to be shown attending dance of Madhuri Dixit through mixing of scenes and video editing from Bollywood movie. About 73% of Audience agreed to this statement. Very different response from audience was observed about representing Zardari as money lusty individual .For majority of audience this act is not defamatory .Audience found relatively less defamation in hasb-e-haal.A big response to labeling certain acts In this program as defamatory has been observed in two statements pose from them .majority of audience did not like representing Maulana Fazulul Rehman as greedy for ministries and when he is shown as if he is flirting with female host of the program .Audience consider such representing harming his reputation .Respondents agreed to many indicators posed to them from program khabarnaak to fall under category of defamation .For majority of audience(61%) showing a police officer drunk is not a fair act of media .it was also analyzed that for general masses making fun of senior anchor person Tariq aziz's style of anchoring is much disrespectful .Regarding the role of media in showing a caricature of politician who is stealing watch and wallet of co guest audience has demonstrated their opinion in categorizing such act of media as defamatory as it may harms reputation of that particular politician.

Indecency

Following are the indicators of Variable 'Indecency'

Figure 13 Indicators for Indecency

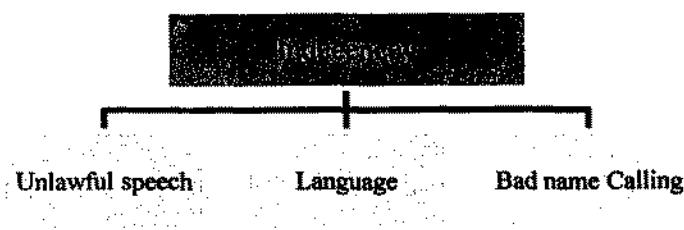


Table 4.2 Perceptions of Audiences on Indecency

Indicators	Public Perceptions		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Indecent Language for politicians	23%	15%	62%
Calling chief Minister KP 'Teelipehalwan'	21%	11%	68%
Title to government officials' HisaMangainSabhi'	21%	20.5%	58.5%
Meera has many lovers	19%	21%	60%
Hasb-e-Haal			
Indecent Language for Politicians	34.5%	24.5%	41%
Calling Rehman Malik Uri Baba	32%	19.5%	48.5%
Khabarnaak			
Calling Musharraf 'neulla'	20.5%	11.0%	68.5%
Calling Tariq Aziz as 'Farig Aziz'	14.5%	11.5%	74%
Comedians calling each other with bad titles	15.5%	12.5%	72%

*Table above indicates only striking ethical issues

Above table reveals that audience find indecency relatively more in Political comedy show hum sab umeed se hain and khabarnaak as compared to Hasb-e-haal. Majority of audience about 62% find language in Hum sab umeed se hain indecent as compared to 23% of audience who find language in this program

alright .58.5% of audience consider giving title to all government officials 'HisaMangainSabhi' improper .Either majority of audience about 60% also did not like presenting Meera as an individual who has many lovers .Relatively lesser percentage of respondents among audience i.e.41% believed that language used in hasb e haal is indecent. There is prominent segment in audience about 24 % who has demonstrated their opinion with neutrality. One reason could be that audience has great level of interest in this program so they are unable to decide anything about language used in this program. And there is also a big portion of audience who is satisfied with the language used in hasb e haal .It clearly supports their level of interest and likeness for this program. Majority of audience did not support any name calling to be alright in this program they have stated such acts of media like giving other titles like 'teelipehalwan' to be indecent. 74% of audience considered calling senior anchor person Tariq Aziz as Farig Aziz to be indecent. Only 14.5% of audience did not find any odd in this .Audience of 72% has given their opinion regarding comedians calling each other with bad names as indecent in khabarnak .Former presedient Musharraf to be called as neula is also agreed by most of audience (about 68.5%)as indecent act of media.It is observed that most of audience find bad name calling in these programs as lack of ethical standard.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Cultural Values

Indicators for Cultural Values are listed below.

Figure 14 Indicators for Cultural Values

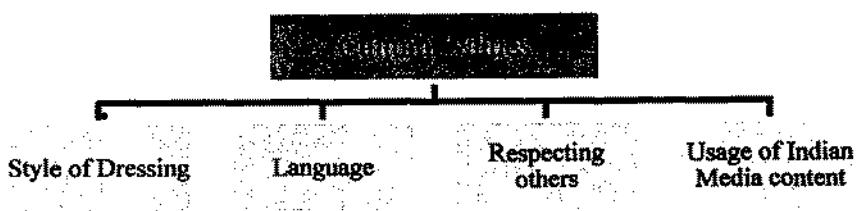


Table 4.3 Perceptions of audiences on Cultural Values

Indicators Cultural Values	Public Perceptions		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Caricature shown in despicable	27%	24%	49%
Qaim Ali Shah in costume of superman	24%	20%	56%
Mixing answers from real interviews	27.5%	15.5%	57%
Film lip singing and dance on parody songs	16%	16%	68%
Editing Bollywood movies adding caricature of politicians	16.5%	15%	68.5%
Name segments on bollywood movies	22.5%	17%	60%
Fun of physical disabilities	10%	11.5%	78.5%
Hasb-e-Haal			
Language used	23%	19.5%	57.5%
Azizi way of dancing	35%	16.5%	49.5%
Caricature shown in despicable	19.5%	20.5%	60%

Khabarnak			
Language used by comedians	14.5%	16%	69.5%
Dressing of comedians	40.5%	21.5%	38%
Language used by caricatures	42%	27.5%	30.5%

*Table above indicates only striking ethical issues

Above table indicates that audience perceive that Program Hum Sab Umeed se hain lacks a lot of cultural values . About 49% of audience agrees that presentation of caricature of males and females are shown in despicable.A considerable portion of audience i.e. 24% are unable to judge about representation of caricature and they have given their opinion in neutrality .56% of audience do not think that presenting Qaim Ali shah in costume of superman is congruent with our culture .about 57% of audience agreed that mixing answers from real interviews of any personality with different questions in program Hum Sab Umeed Se Hain shows disrespect for particular person .68% of audience also find female lip singing and dancing on parody songs to be objectionable in comparison to only 16% of audience who don't find it unpleasant .Majority of audiences i.e. 68.5% agreed that it is objectionable to edit Bollywood movies and adding caricature of Pakistani Politicians in them and creating new scenes for example editing dabang .Most of audiences (about60%) agreed that naming segments on names of bollywood movies like rab ne bana di Jodi etc goes against our cultural values .A very big majority of audience has demonstrated their opinion regarding making fun of physical disabilities as unethical act of media . A vast majority of 78.5% of audience has agreed that making fun politicians based

on their physical abilities is against our cultural values whereas only 10% disagreed to this statement.

Most of audience i.e. 57.5% says that language used in hasb e haal is compatible with our culture it is also proves likeness of audience for this program. Regarding Azizi way of dancing 49.5% of audience did not find it compatible with our culture whereas as another second majority of audience i.e. 35% disagreed such notion to be objectionable. A major portion of audience is not satisfied with the language used in khabarnaak and they have demonstrated their opinion in agreeing to the statement posed to them that language used in khabarnaak is not compatible with our culture .42% of audience disagree that language used by comedians in khabarnaak is compatible with our cultural values .Overall this table reveals that audience don't believe that cultural values present in these programs are congruent according to our society .Interestingly we see that an important portion among the respondents have demonstrated their opinion in neutrality it might be because audience are less aware about ethical standards or they watch these programs too carelessly just for fun .

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Morality

Indicators for Morality are mentioned below

Figure 15 Indicators for Morality

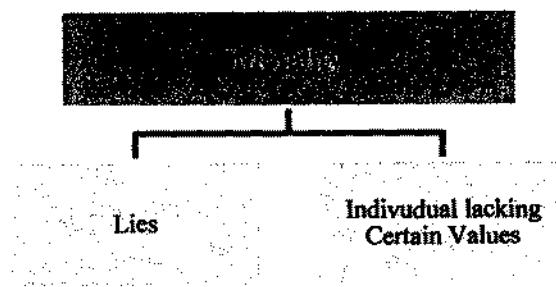


Table 4.4 Perception of audience on Morality

Indicators	Public Perception		
	Agree	Neutral	Disagree
Hum Sab Umeed Se Hain			
Musharraf as a liar	27.5%	16%	56.5%
Misquoting facts more often	20%	28.5%	51.5%
Hasb-e-Haal			
Misquoting facts more often	30%	46%	24%
Khabarnaak			
Misquoting facts more often	17%	38.5%	44.5%

*Table above indicates only striking ethical issues

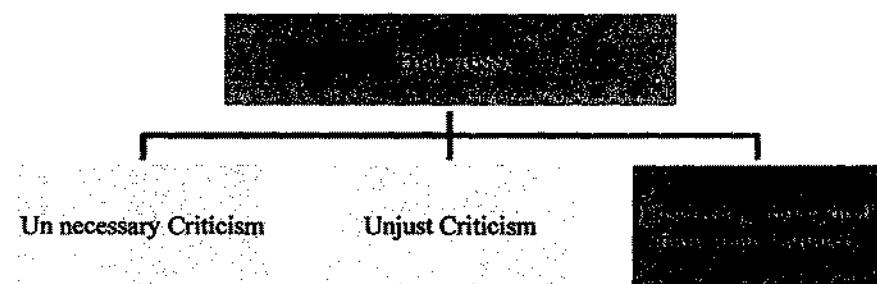
Above table indicates an interesting picture about one of the dimensions of our variable 'morality' Majority of audience (about 56.5%) agree to statement posed to them about to Represent former President Musharraf as someone who says he is not afraid of bombing but as soon as he hears voice of a blast he fears and ran away .Among audience 51.5% agree with the statement that political comedy program Hum sab umeed se hain misquote facts more often . Very small portion

of audiences i.e. 20% perceives facts presented in this program to be truth .In program hasb-e-haal response of majority of audience (46%) in neutrality shows their level of interest in this program .majority of Audience has selected this program to be very interested so they don't find and lacking in misquoting facts but they are confuse and have mix feelings towards this part of the show , so they have opted for neutrality . Most of audiences have agreed that khabarnaak misquotes facts more often but we also see that 38.5% of audience has opted for neutrality .It might be that audience don't find much flaws in these programs when they are quoting some facts or figures.

Biasness

Following were the selected parameters for biasness.

Figure 16 Indicators for Biasness



An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.5 Perception of audience on Biasness

Indicators	Public Perceptions		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Portrays politicians as demeaning	12%	12%	76%
Discusses particular politicians more than required	14%	11%	76.5%
Hasb-e-Haal			
Portrays politicians as demeaning	34%	21%	45%
Discusses particular politicians more than required	15%	17%	68%
Khabarnaak			
Portrays politicians as demeaning	14%	22.5%	63.5%
Discusses particular politicians more than required	15.5%	25%	63.5%
Discusses Meera more than any other celebrity	11%	22.5%	66.5%

**Table above indicates only striking ethical issues*

Above table indicates an interesting picture about perception of audience on our fifth variable 'Biasness'. Great majority i.e. 76% of common audience considers that hum Sab Umeed Se hain portrays politicians as demeaning and much below the standard of a civilized person. 12% of audience is satisfied with portrayal of politicians in this program and 12% of audience is also unable to decide that how to take dramatization of politicians in this program and they have demonstrated for neutrality. Most of audience i.e 76.5% believe that hum sab umeed se hain discusses a particular politician more than required. No prominent difference in opinion of audience regarding program hasb e haal portrayal of politicians is observed among those who

thing it is present in program and those who disagree that hasb-e-haal portrays politicians as demeaning. 45% of audience agree to statement posed to them and for them there is no biasness in this program. 34% of audience disagreed to this statement. 68% of audience who agreed that hasb-e-haal discusses a particular politician more than required. Only 15% of audience believed that there is no such act present in this program. 63% who agree to the portrayal of politician as below standard of civilized person. Very small portion of audience (about 14%) disagree to this indicator. This result shows that for audience this program has biased practice. Audience (about 63.5%) believe that khabarnaak discusses a particular leader more than required and it also discusses politicians in a way that as if they are much below standard of civilized person. A good majority of audience also find it biased to discuss Meera. A major portion of audience has also given their opinion in neutrality it shows that a big portion of audience also need to be educated about ethics or it might be that audience just see this program for enjoyment they are not too concerned for biasness in these programs.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table4.6Audiences' purpose of viewership and perceptions on ethical

Purpose of Viewership and ethics	Perception of Audiences		
	Disagree	Neutral	Agree
Taking useful messages from comedy shows	56%	16.5%	27.5%
Only enjoying comedy from these shows	18%	13.5%	68.5%
Sufficient ethical standards	74%	15%	10%

Above table reveals opinion of audience on different statements posed to them .56% of audience disagree that they take any useful message from comedy shows. 27.5% of journalists agree that these comedy shows are means of useful messages for them .Only 16.5% of audience is neutral about taking useful messages from comedy shows.18% of audience disagree with the fact that they only enjoy comedy from these shows. 68.5% of audience agree that their purpose of watching comedy shows is only humor. A huge majority of audience i.e. have demonstrated their opinion in disagreeing to the statement and they don't think these shows have sufficient ethical standards. Only 10% of audience believes that these programs have sufficient ethical standards. 15% of audience is still unable to decide about ethical standards present in these programs.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

RQ2 : What are perceptions of Journalists on ethical standards of political satirical programs.

In order to find our perception of journalists on ethical issues of satirical Program for this research following indicators were selected and analyzed through survey to know opinion of journalists on certain acts of media which relates to variable defamation , Indecency, Cultural Values, Morality and Biasness.

Table 4.7 Perception of Journalists on Defamation

Indicator	Perception of Audiences		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Politician blaming rigging for his every failures	48%	16%	26%
MaulanaFazlulRehman Greedy for food	40%	11%	44%
Zardari as money lusty individual	46%	9%	46%
Hasb-e-Haal			
Shah MehmoodQureshi as over confident	49%	21%	30%
Politician who is all time after changing party	54%	15%	31%
MaulanaFazululRehman flirting with female hosts	44%	13.5%	40%
Khabarnaak			
Police officer drunk	50%	7%	43%
politician stealing	52%	11%	37%
Yusuf RazaGillaniincharge of dummy museum	55%	17%	28%
Sheikh Rasheed having romantic feelings for Reema	27%	17%	56%

**Table above indicates only striking ethical issues*

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Above table reveals perception of journalist about our one variable defamation .48% of journalists disagree that it is objectionable to represent a politician in a way that he blames rigging for his every failures.26% of journalists say that such representation is defamatory .16% of journalists have given their opinion in neutrality .44% of journalist which is majority has responded in agreeing that dramatizing Maulana FazlulRehman in a way that he is greedy for food and putting food in his pocket during a press is a miss use of media freesom, 40% of jounrlists consider such act of media to be under positive use of media freedom.46% of journalist agree that there is no odd in representing Zardari as money lusty indiyidual.46% of journalists also say that showing zardari as money lusty individual is defaming hum .Majority of journalists (49%) disagree that showing shah MehmoodQureshi as lusty money individual is defamatory .30% of journalists agree that such act of media is objectionable .amng journalists 44% don't find dramatizing MaulanaFazlulrehman flirting with female hosts as objectionable whereas 40% of journalist agree that such act of media goes against ethical practice .50% of journalist don't find any problem in showing all police daprtment corrupt they may find it as their right of freedom.40% of journalist agree that such representation does harm reputation of concerned department .Only 7% of journalists responded with neutrality .A big segment among journalist i.e.52% agrees that the concept that showing present caricature of any politician stealing wallet and watch of other guest does not comes under defamation.37% of journalist agree that such representation of a Politian injures

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

their reputation.55% of journalists disagree that that there is no harm in showing former prime minister Yusuf Raza Gillani as in charge of dummy meusum.28% of journalist agree that such representation is not fair .17% of respondents are confuse to agree or disagree with the statement posed to them.56% of journalists agree that showing Sheikh Rasheed as someone having romantic feelings for Pakistani actress Reema is a defamatory act of media .27% of journalist don't find any problem in such representation which is lesser than those journalist who think such representation is unfair and it leads to defamation .

Table 4.8 Perception of Journalists on Indecency

Indicator Indecency	Perception of Audiences		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Indecent Language for politicians	40%	23%	36%
Title to government officials' 'HisaMangainSabhi'	50%	15%	35%
Making fun of Meera's fun way of talking	45%	19%	36%
Hasb-e-Haal			
Indecent Language for Politicians	55%	23%	22%
Calling Rehman Malik Uri Baba	47%	19%	34%
Khabarnaak			
Calling Tariq Aziz as 'Farig Aziz'	36%	17%	47%
Comedians calling eachother with bad titles	36%	21%	43%

**Table above indicates only striking ethical issues*

Above table reveals interesting picture of perception of journalists on variable 'Indecency'. It is indicated through table that 40% of journalist disagree that political comedy show Hum SbUmeed Se hain uses indecent language for

politicians. 36% agree to the notion that this program uses indecent language for politicians. 23% of journalists are uncertain about this issue and have opted for neutrality. 50% of journalists don't find it objectionable to title all government officials as 'Hisa mangain Sabhi'. 35% of journalist believe giving such title as indecent. 15 percent of journalist have opted for neutrality regarding this name calling. 45% of journalist don't find it indecent to make fun of Meera's way of talking whereas another bog portion among journalist i.e. 36% agree that such act of media is indecent.

A major portion of journalists i.e 55% disagree that hasb-e-haal uses indecent language for politicians. 22% of journalists believe that indecent language is used in this program. 23% of journalist are unable to decide anything about language used in this program for politicians and have opted for neutrality. 47% of journalist disagreed that it objectionable to call Rehman Malik Uri Baba. About 34% of journalist agree that such name calling is indecent. 19% of journalist opted for neutrality. About 47% of journalists agree that calling Tariq Aziz as Farig Aziz is indecent. 36% of journalists don't believe it to be objectionable. When Journalists were asked about language used by comedians in program khabarnaak 43% of journalist believe that comedians use indecent language. It is believed by 36% of journalist that comedians calling each other with bad titles is not unpleasant.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.9 Perception of Journalists on Cultural Values

Indicator Cultural Values	Perception of Audiences		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Dressing is compatible with culture	33%	17%	50%
Qaim Ali Shah in costume of superman	39%	29%	32%
Editing Bollywood movies adding caricature of politicians	26%	30%	44%
Name segments on bollywood movies	41%	13%	36%
Fun of physical disabilities	47%	11.5%	78.5%
Hasb-e-Haal			
Language used in hasb e haal	22%	21%	57%
Way of Interviewing caricature shows disrespect	48%	23%	29%
Azizi way of dancing	61%	16%	23%
Khabarnaak			
Caricatures shown in despicable	54%	19%	27%
Language used by caricatures	23%	19%	50%
Dressing of comedians compatible with culture	23%	20%	57%

**Table above indicates only striking ethical issues*

Above table reveals opinion of journalists on cultural values regarding political comedy shows. Among journalist 50% agree that dressing of program Hum Sab Umeed Se Hain is compatible with our culture. 33% of journalist found dressing in this program in appropriate. About 17% of journalist has neutral opinion about dressing shown in Hum Sab Umeed Se Hain. 39% of journalist disagree that there is any objection in dramatizing Qasim Ali Shah in costume of superman. 32% of journalists believe that this act of media violates our 'Cultural Values'. 44% of journalists agree that editing Bollywood movies and adding caricature of Pakistani politicians.(for example editing dabang) is objectionable . A major

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

portion among journalists about 30% has demonstrated their opinion with neutrality it seems that this portion of journalists take ethics too carelessly to categorize them as ethical or unethical. Majority of journalists i.e. 41% don't consider it objectionable to name segments in program Hum Sab Umeed Se Hain on bollywood movies.36% of journalists agree that such act goes against our cultural values. A huge segment among journalists i.e. 78.5% agree that it is not fair to make fun of physical abilities of individuals like Ch Shujat or Javed Hashmi.

Overall journalist believe that Program Hasb-e-haal follows cultural values.57% of journalists agree that language used in hasb-e-haal is compatible with cultural values.48% among journalists disagree that interviewing and way of questioning caricature of any politician or a personality in hasb-e-haal showing much disrespect for particular person .61% of journalists disagree that azizi way of dancing on set to be objectionable .54% of journalists also don't believe that caricatures of male and females guest in Hasb-e-Haal are shown in despicable of much below standard of civilized person.

Majority of journalists are more inclined towards the opinion that khabarnaak follows cultural values 50% of journalists believe that language used in khabarnaak is compatible with our cultural values.57% of journalists also believe that dressing of comedians is compatible with our culture unlike 23% of

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

journalists who believe dressing of comedians in program khabarnaak as not suitable with cultural values

Table 4.10 Perception of Journalists on Morality

Indicators	Journalists' Perception		
	Disagree	Neutral	Agree
Hum Sab Umid Se Hain			
RanaSannaullah as a liar	50%	19%	31%
Misquoting facts more often	45%	28.5%	32%
Hasb-e-Haal			
Misquoting facts more often	55%	29%	16%
Khabarnaak			
Misquoting facts more often	54%	26%	20%

**Table above indicates only striking ethical issues*

Above table indicates interesting picture of perceptions of journalists on variable Morality. About 50% of journalist disagree that there is any problem in representation of present Member of Provincial Assembly Rana Sana ullah giving a statement but then his kid caricature inside him says something opposite which is true. 31% of journalists agree that such representation goes against morality. Most of Journalists i.e. 45% disagree that Hum Sab Umeed Se Hain misquotes facts more often. 28.5% of journalists are neutral about Hum Sab Umeed Se Hain misquoting facts more often. 55% of journalists have demonstrated their opinion - in disagreeing that Hasb-e-Haal misquotes facts more often. A big segment among journalists i.e. 29% have opted for neutrality. Only 16% of journalists agree that this program misquotes facts more often. 54% of journalists disagree

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

that khabarnaak misquotes facts. About 26% of journalists have given their opinion in neutrality .We see that in all programs there is a major portion of journalists who have demonstrated their opinion in neutrality. It gives the image about journalists that they don't take facts seriously it is not their concern for these comedy shows.

Table 4.11 Perception of Journalists on Biasness

Indicators Biasness	Journalists' Perception		
	Disagree	Neutral	Agree
Hum Sab Umeed Se Hain			
Portrays politicians as demeaning	49.5%	16%	35%
Discusses particular politicians more than required	36%	31%	33%
Hasb-e-Haal			
Portrays politicians as demeaning	55%	23%	22%
Discusses particular politician more than required	45%	28%	27%
Khabarnaak			
Discusses particular politicians more than required	38%	21%	34%
Discusses Meera more than any other celebrity	38%	24%	38%

**Table above indicates only striking ethical issues*

Above table indicates viewpoint of journalists on variable biasness related to comedy shows.49.5% of journalists disagree that Hum Sab Umeed Se Hainportrays politicians as demeaning and much below the standard of a civilized person.35% of journalists agree with this statement. Only 16% of journalists are neutral about Hum Sab Umeed Se Hain portraying politicians in this way.36% of

journalists believe that Hum Sab Umeed Se Hain discusses political leader more than required which leads towards biasness.33% of journalists believe there is no such biasness present in this particular program. A prominent group of journalists about 31% has demonstrated their opinion in neutrality.

Most of journalists i.e. 55% disagree that Hasb-e-Haal portrays a political leader as demeaning .Only 22% of journalist agree about such representation. 23% of journalist have opted for neutrality regarding portrayal of politician as demeaning .45% of journalists disagree that Hasb-e-Haal discusses a particular leader more than required .28% of journalists have given neutral opinion on it.

38% of journalists disagree that khabarnaak discusses particular politician quite often.34 % of journalists agree that khabarnaak has element of biasness.38% of journalists also agree that khabarnaak discusses Meera more than any other celebrity.

Here we also see that major portion among journalists has opted for neutrality it seems that journalists are not sure about these ethical practice which indicates that Journalists need to be educated about ethical standards to get clear picture about certain acts of media.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table4.12 Journalists' purpose of viewership and perceptions on ethical standards

Purpose Of Viewership And Ethics	Perception of Journalists		
	Disagree	Neutral	Agree
Taking useful messages from comedy shows	34%	11%	55%
Only enjoying comedy from these shows	39%	9%	52%
Sufficient ethical standards	40%	17%	43%

Above table reveals perception of journalists regarding comedy shows. 34% of journalists disagree that they take useful message from comedy shows .Most of journalists i.e. 55% agree that these programs are beneficial for them in order to take beneficial messages. 11% of journalists are neutral about this useful purpose of comedy shows. On a statement posed to respondents 52% of journalists agree that they only enjoy comedy from these shows .39% disagree to this notion of only enjoying comedy from these shows. Only 9% of journalists have demonstrated their opinion in neutrality .43% of journalist agree that these programs have sufficient ethical standads.17% of journalists are confuse to categorize these programs as ethical or unethical interestingly a big segment among journalists about 40% also believe that these programs don't have sufficient ethical standards .

RQ : 3 What is difference in ethical perception of audience and journalists about political satirical Shows

To analyze what is difference in ethical perception of audience and journalist about political satirical shows .Opinion of audience and journalists on all indicators of variables were compared and analyzed.

Hum Sab Umeed se hain

Following indicators were selected from program Hum Sab Umeed se hain for variable defamation.

Table 4.13.1Representation of politician as over ambitious

	Disagree	Neutral	Agree
Journalists	45%	22%	33%
General Audience	26.5%	32.5%	41%

Above table indicates an interesting picture about one of the dimensions of our variable 'defamation' which relates to representation of politicians as over-ambitious. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 45%) disagree with the notion that showing politicians as over-ambitious as defamatory in contrast to 41% of common audience who considers this act of media as defamatory.

Interestingly, a considerable proportion of common masses (about 32%) suffer from ambivalence on the statement posed to them. One obvious reason could be that people have never educated on standards of ethics in the recent past and are somehow confused as how this act of media be taken. Additionally, disapproving such media act would possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that people like such shows. On the other hand, relatively lesser amount of journalists are confused or have opted for neutrality to demonstrate their opinion on the issue posed to them. For them, it could be an exercise of their right of criticism of political players of the system.

Table 4.13.2 Representation of Politician that he blames rigging for failures

Percentage of the perception on representation a politician that he blames rigging for every failures			
	Disagree	Neutral	Agree
Journalists	48.0%	16.0%	26.0%
General Audience	20.0%	22.5%	58%

Above table reveals an engrossing image about other dimensions of variable 'defamation' which relates to representation of politician when he blames rigging for his every failures. There is a notable difference of opinion between the perception of journalists and general audience on this matter. Majority of journalists (about 48%) disagree with the belief that showing politicians as over-

ambitious is defamatory in contrast to 58% of common audience who regard representation of politicians as defamatory.

Interestingly, pretty large proportion of General masses (about 23%) seems to be unable to make choice on this statement. One obvious reason could be that people have same kinds of negative and positive feelings existing together towards such representation of politician .It shows that general masses are perplexed about how such act of media it should be taken. On the other hand, somewhat lesser amount of journalists has opted for neutrality. This response of journalists can also be evidence of their opinion that for journalists it is their right to criticize politicians and political system.

Table4.13.3 Representing all Police Department corrupt

Percentage of the perceptions on representing all the Department of Police corrupt			
	Disagree	Neutral	Agree
Journalists	32.0%	11.0%	57.0%
General Audience	19.0%	11.5%	69.5%

Results in above table are catching attention regarding representation of all police department corrupt. There is a notable difference of opinion between the perception of journalists and general audience on disagreeing with this matter. Journalists (about 32%) disagree with the concept that portraying all police department corrupt is unfair in contrast to opinion of general masses almost 70% agrees to it and judge such image to be defamatory. It is pretty large portion of

general mass who clearly perceives this act of media to be wrong. It shows that 32% of Journalist may take it as their right to condemn department of police. Interestingly, similar portion of journalists and audience that is about almost 11.5 % is neutral about such representation of police department. It can also be because this particular both of respondents take this kind of act of media carelessly or they have already some pre notions for this department due to which they are confuse and unable to select this behavior of media in any category.

Table 4.13.4 Showing Former Prime Minister attending dance

Percentage on the perceptions on representing Former Prime Minister ChaudhryShujaatHussain, attending dance of Madhuri Dixit through mixing of scenes and video editing from Bollywood movie

	Disagree	Neutral	Agree
Journalists	36.0%	16.0%	43.0%
General Audience	16.5%	10.5%	73%

Above table reveals compelling description of one another facet of our variable 'defamation' which relates to characterization of Former prime Minister ChaudhryShujaatHussain, to be shown, attending dance of MadhuriDixit through mixing of scenes and video editing from Bollywood movie. There is a significant difference of opinion between the perception of journalists and general audience on this motif. Majority of Audience (about 73%) Agree with the thought that such kind of illustration is disgracing for former prime minister as defamatory in

contrast to 37% of Journalist who disagree with such act to be against practice of ethics.

Interestingly, there is only 16.5 % of audience who disagree with statement above in contrary to Journalists. It clearly depicts that journalist don't take mixing of bollywood songs and showing political personalities to be part of that in category of defamation. About 16% of journalists are neutral about this which shows that they might be too careless about this act of media. We see only 10% of audience is confuse and not able to make any judgment about these programs to be defamatory or not.

Table4.13.5 Showing MaulanaFazlul Rehman Greedy for ministries

Percentage on the perceptions on misuse of media-freedom to show MaulanaFazlulRehman greedy for food in a way that he is giving a press conference and putting food in his pocket

	Disagree	Neutral	Agree
Journalists	40.0%	11.0%	44.0%
General Audience	22.0%	15.0%	63.0%

Above table also indicates an interesting picture about one of the dimensions of our variable 'defamation' which relates to representation of MaulanaFazlulRehman greedy for food in a way that his is giving a press conference and putting food in his pocket. There is a significant difference of opinion between the perception of journalists and general audience on the subject. journalists (about 45%) disagree with the notion that showing

Maulana Fazlul Rehman as greedy person to be miss use of media freedom defamatory in contrast to only 22% of common audience who also disagree to the above statement .

Interestingly, a considerable proportion of common masses (about 63%) has explicitly marked such work of media as defamatory .Whereas as about 40% of journalist claim such portrayal of minister as injuring reputation and consider it as their right to indicate faults of a politician in this manner.

Table 4.13.6 showing Chief Minister Killing Terrorist in his dreams

Percentage on the perceptions on showing chief minister Sindh Qayim Ali Shah killing terrorists in his dreams			
	Disagree	Neutral	Agree
Journalists	42.0%	12.0%	46.0%
General Audience	26.5%	16.5%	57.0%

Results in above table are compelling to reveal difference in perceptions of journalists and audiences.Their response to statement that it is improper to show chief minister Sindh Qayim Ali Shah killing terrorists in his dreams is very different in both groups of respondents' .About 42% of journalists disagree and consider such act of media to be improper in comparison to 26.5% of general masses who also take this act of media to be proper.

There is a notable difference of opinion between the perception of journalists and general audience on ho declare this kind of representation to me improper .Interestingly, pretty large proportion of General masses (about 57%) clearly

Hasb-e-Haal

Following indicators for variable defamation are selected from program Hasb-e-Haal

Table 4.13.8 Representing Shah MehmoodQureshi as over confident person

Percentage on the perception on representing Member of National Assembly Shah Mehmood Qureshi as someone who is over confident about himself			
	Disagree	Neutral	Agree
Journalists	49.0%	21.0%	30.0%
General Audience	38.5%	26.0%	35.5%

Above table indicates an interesting picture about one of the dimensions of our variable ‘defamation’ which relates to representation of member of National Assembly Shah Mehmood Qureshi as someone who is over confident about himself. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 49%) disagree with the notion that showing politicians as over-ambitious as objectionable in contrast to 35.5% of common audience who considers this act of media as objectionable.

Interestingly, a note able proportion of common masses (about 26%) go through confusion dilemma on the statement posed to them. One obvious reason could be that people have never been educated on standards of ethics in the recent past and are somehow confused as how this act of media to be taken. Additionally, disapproving such media act would possibly reduce their inclination to watch

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political satirical shows. The viewership is also one of the indicators that people like to watch such shows. On the other hand, relatively fewer amounts of journalists have opted for neutrality to demonstrate their opinion on the issue asked from them. For them, it could be an exercise of their right of criticism of political players of the system.

Table 4.13.9 Showing a political leader as a non credible person

Percentage on the perceptions on representation Political leader as a non credible person as someone who talks about dharnas (protest) which never take place			
	Disagree	Neutral	Agree
Journalists	29.0%	22.0%	49.0%
General Audience	47.5%	16.5%	36.0%

Above table reveals interesting picture of perceptions of journalists and Audience. About 29 % of Journalist disagree to statement above in contrast to 36% of general mass who claim this role of media to be objectionable .On the other hand we also see that 49% of journalist also believe such image representation of a politician to be objectionable whereas almost 48% of audience disagree statement posted to them objectionable .It makes us feel that there is blurred line matching between the intelligence of both groups of respondent .

We also see that 22% of journalist are unable to decide whether this representation of a politician in such programs should be taken defamatory or not .It might be because they are confuse or they are unconcerned for such act of

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media .In comparison to journalists there is less audience who is perplexed to express their perception on statement posted to them

Table 4.13.10 Representing Maulana Fazlul Rehman greedy for ministries

Percentage of the perceptions on representation Member of National Assembly Maulana Fazlul Rehman is always greedy for ministries			
	Disagree	Neutral	Agree
Journalists	37.0%	18.0%	45.0%
General Audience	34.5. %	15.5%	50.0%

Above table reveals that 45 % of journalists agree that it is fine to represent member of National Assembly Maulana Fazlul Rehman that he is always greedy for ministries. In contrast to this 34% of audience disagree with this statement and consider it as defamatory. Surprisingly we observe that 50% of Audience also agrees that it is fine for political comedy programs to give such representation in comparison to less amount of journalist 37% who disagree and perceive this act of media as defamatory.

Here we see insignificant difference in perceptions of audience and journalists. Comparatively huge numbers of respondents consider this portrayal of politician to be fine. It can be because of pre notions of pre image audience have in their minds about the particular politician or overall all political system .So they don't find any odd in such representation .Journalists might take it as their right to exercise such freedom , here it reveals mental compatibility of journalists with audience on this issue

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Table 4.13.11 Representing a political leader as someone always after changing party

Percentage of the perceptions on representation of any political leader as someone who is all the times after changing party whenever it is beneficial for him/her			
	Disagree	Neutral	Agree
Journalists	54.0%	15.0%	31.0%
General Audience	35.5%	15.5%	49.0%

Above table indicates an interesting picture about one of the dimensions of our variable 'defamation' which relates to representation of political leader as someone who is all the times after changing party whenever it is beneficial for him/her .Above table reveals that 54 % of journalists disagree to above that it is objectionable in contrast to 49% of general mass who agree that such representation of a political leader as defamatory. Majority of journalist i.e. think it as their right to highlight this kind of trait in a political leader.

Interestingly we also see that equal percentage of audience and journalist i.e. 15 % us confuse to declare this statement to be objectionable or not objectionable ,It is might be because journalist and audience both groups of respondents take this behavior of media carelessly .They don't seem to pay much attention towards such characterization of political leader .

Table 4.13.12 Representing former Prime Minister always after important official designation

Percentage of the perceptions on representations of Former Prime minister Chaudhry Shujaat Hussain in a way that he is always after some important official designation			
	Disagree	Neutral	Agree
Journalists	33.0%	27.0%	30.0%
General Audience	29.5%	22.5%	48.0%

Above table shows that 33% of journalists don't agree that it is alright to represent former Prime Minister Chaudhry Shujaat in a way that he is always after some important official designation. It indicates that journalists consider that it is against practicing code of ethics to characterize a politician this way. On the other hand we see that almost 30% of audience belief same that it is defamatory to make such illustration of Chaudhry Shujaat Hussain.

Interestingly, a considerable proportion of common masses (about 48%) responded such act of media to be alright and they agree to this statement. It might be because audience has some pre notions about the politicians and consider such act by media to be justified. The response is also one of the sign that people like such shows. On the other hand, relatively lesser amount of journalists have agreed to this statement.

Table 4.13.13 Showing caricature of Maulana Fazlul Rehman flirting

Percentage of the perceptions on Caricature of Maulana Fazlul Rehman flirting with female hosts.			
	Disagree	Neutral	Agree
Journalists	44.0%	16.0%	40.0%
General Audience	25.0%	13.5%	63.5%

In above table we observe noteworthy difference between opinion of Audience and Journalists .About 44% of journalist don't consider unpleasant to show caricature of Maulana Fazlul Rehman flirting with female hosts whereas in contrast 63% of audience consider such display by media to be unpleasant.

Interestingly we see a significant difference in understanding of journalist and audience in taking this program unpleasant .we see that 40% of journalist agree to this statement in contrast to almost 25% percent of audience it depicts that general mass is very clear about considering this way of representing caricature of Maulana Fazlul Rehman flirting with female hosts. For general masses it might go against their ethical standards to characterize a political leader who is also have some repute due to his religious affiliations but we see and they don't believe such image portrayal be justified for media .This result from respondents clearly indicates that journalist don't consider this notion to be defamatory in comparison to audience who have explicitly marked the statement that it is unpleasant to show Caricature of Maulana Fazlul Rehman flirting with female hosts as defamatory

Khabarnak

The following indicators for variable 'defamation' were selected from Program Khabarnak.

Table 4.13.14 Present caricature of police officer drunk

Percentage of the perception on representing caricature of traffic police officer drunk.			
	Disagree	Neutral	Agree
Journalists	50.0%	7.0%	43.0%
General Audience	27.0%	12.0%	61.0%

Above table also indicates an interesting picture about one another dimensions of our variable 'defamation' which relates to representation of traffic police department as drunk. There is a huge difference of opinion between the perception of journalists and general audience on this matter. Majority of journalists (about 50%) disagree with the opinion that showing traffic police department as drunk to be defamatory in contrast to 61% of common audience who clearly defines it to be as defamatory.

Interestingly, a considerable proportion of common masses (about 12%) suffer from ambivalence on the statement posed to them. One obvious reason could be that people have never educated on standards of ethics in the recent past and are somehow confused as how this act of media is to be taken. Additionally, disapproving such media act would possibly go against their own perception about police department. The viewership is also one of the indicators that people

like such shows. On the other hand, relatively lesser amount of journalists are confused or have opted for neutrality to demonstrate their opinion on the issue posed to them. For them, it could be use of their right of freedom to criticize these departments of country.

Table 4.13.15 Presenting president zardari as ‘Umroayaar’

Percentage of the perceptions on representing caricature of former president Zardari as “Umroayaar”.			
	Disagree	Neutral	Agree
Journalists	32.0%	13.0%	45.0%
General Audience	27.0%	16.5%	56.5%

Above table shows a note able difference between perceptions of audience and journalists .About 32% of journalists don't agree that it is disrespectful to represent caricature of former president Zardari as “Umroayaar” in comparison to almost 56.5% of audience who clearly state such act of media to be defamatory . It indicates a prominent and clear difference between perceptions of audiences and journalists.

Table 4.16 Showing a caricature of politician stealing

Percentage of the perceptions on caricature of any politician stealing wallet and watch of other guest.			
	Disagree	Neutral	Agree
Journalists	52%	11%	37%
General Audience	17.5%	15.5%	66%

This table indicates engrossing picture about one of other dimensions of our variable 'defamation' which is about dramatization of representation of caricature of any politician stealing wallet and watch of other guest. There is a sufficiently great difference of opinion between the perception of journalists and general audience on the matter. Majority of journalists (about 52%) disagree with the concept that showing present caricature of any politician stealing wallet and watch of other guest to be referred as defamatory in contrast to 66% of common audience who considers this act of media as defamatory, which is a huge difference. It depicts that audience are well aware of ethical standards even though their viewership to these programs is a lot. Still they know where media lacks, while representation of different individuals and personalities.

About 52% of journalists demonstrating this issue not to be ethical prove that it could be a practical implementation of their right to criticize of politicians.

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Table 4.13.17 Making fun of senior anchor persons

Percentage of the perceptions on taking interview of caricature of other senior anchor persons in a way to make fun of their style of anchoring.

	Disagree	Neutral	Agree
Journalists	49%	17.0%	34.0%
General Audience	23.5%	15.0%	61.5%

Above table reveals an interesting image about dimensions of our variable 'defamation' which relates to showing of caricature of other senior anchor persons in a way to make fun of their style of anchoring. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 49%) disagree with the idea that making fun of style of senior anchors as defamatory in contrast to 61.5% of common audience who considers this act of media as defamatory.

Interestingly, a proportion of journalist (about 17 %) suffers from equivocation on the statement presented to them. One obvious reason could be that people this portion of journalist don't consider standards of ethics carefully and are somehow confused as how this act of media be taken.. The viewership is also one of the indicators that journalist like such shows.

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Table 4.13.18 Calling former Prime Minister in charge of dummy museum

Percentage of the perceptions on representing former Prime minister Yusuf RazaGillani as in charge of dummy museum			
	Disagree	Neutral	Agree
Journalists	55%	17.0%	28.0%
General Audience	26.5%	14.5%	59%

Above table explains that 55% of Journalists disagree to statement it is intolerable to call former Prime minister Yusuf RazaGillani in charge of dummy museum in contrast to 59% of journalist who take this dramatization by media to be defamatory .It clearly reveals significant difference of perceptions between audiences and journalist This table shows that 55% of journalists dealwith such roles as their right of freedom .As compared to only 28% of audience who understand such representation of former Prime minister Yusuf RazaGillaniincharge of dummy museum as defamatory , but this portion of journalist is lesser than those journalist who take it as an exercise of their right of criticism of political players of the system.

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Table 4.13.19 Represent member of national assembly having romantic feelings for Pakistani actress

Percentage of the perceptions on representing Member of national assembly Sheikh Rasheed as someone who has romantic feelings for Pakistani Actress Reema			
	Disagree	Neutral	Agree
Journalists	27%	17%	56%
General Audience	49%	13.5%	37.5%

Above table reveals that 56% of journalists agree to the statement posed to them in contrast to 49% of general mass who disagree and declare this act of media as defamatory .It tells about significant difference on perceptions of journalists and Audience in taking this kind of representation of individuals to be categorized in defamation .

Only 27% of journalist disagree to statement posed to them .It tells that lesser amount of journalist are educated or well defined ethics and its practice in their field .This table also tells that 37.5% of general masses consider this act of media to be alright and perceive that it does not harms reputation of an individual.

Indecency

Indecency was second variable on which perceptions of audiences and journalists were analyzed .

Hum Sab Umeed Se Hain

Following indicators were selected from Program Hum Sab Umeed Se Hain for variable Indecency

Table 4.13.20 Indecent language used in Hum Sab Umeed se hain for politicians

Percentage of the perceptions on Hum sab umeed se hain using indecent Language for politicians			
	Disagree	Neutral	Agree
Journalists	40 %	23%	36%
General Audience	23%	15%	62%

Above table indicates an interesting picture about one of the element of our second variable 'indecency' which is regarding language used by political satirical program hum sab umeed se hain. We see a considerable difference of opinion between audience and journalist regarding this matter. Majority of journalists (about 40%) disagree with the statement that Language used in hasb e haal is indecent in contrast to 41% of common audience who state this act of media as indecent.

Interestingly, a considerable proportion of journalist (about 23%) suffers from ambivalence on the statement posed to them. One obvious reason could be that this portion of journalists is not educated about ethics or might be that they have mix feelings for such behavior along with a good viewership with these programs. Additionally, disapproving such media act would possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that

people like such shows. On the other hand, relatively lesser amount of audience is confused or has opted for neutrality to share their opinion on the statement posed to them.

Table 4.13.21 Calling Former President Zardari as President Zordari

Percentage of the perceptions on Calling Former President Zardari as "President Zordari" is unpleasant			
	Disagree	Neutral	Agree
Journalists	47%	13%	40%
General Audience	37%	17.5%	45.5%

Above table reveals very thought provoking results here we don't see any significant difference between perception of audience and journalists. About 47% of journalists disagree with the statement that Calling Former President Zardari as "President Zordari" is unpleasant, and even a little lesser 45.5% of general masses agree such name calling for former president to be indecent.

We also see that 40% of journalists also believe that this concept of calling Former President Zardari as "President Zordari" is unpleasant. As here we do observe some similarity in perception of audience and journalists but those general masses who disagree with the statement asked from is 37%, and it is relatively lesser than journalists who disagree with such name calling to be indecent. So we can say that there is somehow nearness to understanding of audience and journalists on this matter .It might be because most of journalists and audience already have some negative judgment for the particular politicians

that when they see him to be called by such name or title in television it is justified for them .

Table 4.13.22 Calling Parvaiz Khattak as 'Teeli Pehlwan'

Percentage of the perceptions on Calling Chief Minister Khyber Pakhtoon Parvaiz Khattak "Teeli pehlwan"			
	Disagree	Neutral	Agree
Journalists	34%	12%	50%
General Audience	21%	11%	68%

Above table exhibits very clear picture of difference of view point of journalists and audiences on calling Chief Minister Khyber Pakhtoon Parvaiz Khattak "Teeli Pehlwan". Here we see very small number of journalists i.e. 34% disagree that such name calling is objectionable in dissimilarity to huge number of 68% of audience who agree that such function of media is indecent.

Here we can notice that general masses seem to be pretty much clear and aware of ethics. Their response in agreeing to this statement also shows that general masses don't like this manner of criticizing media. For audience it is not alright to make fun of any politician based on their physical appearance in these political comedy shows .Such response also indicates that if political comedy shows continue this trend of bad name calling on a physical appearance of politicians, it may results in reduction of viewership of general mass with the passage of time.

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Table 4.13.23 Entitling Government officials as ‘Hissa Mangain Sabhi’

Percentage of the perceptions on Giving title to all Government officials “Hissa Mangain Sabhi”			
	Disagree	Neutral	Agree
Journalists	50%	15%	35%
General Audience	21%	20.5%	58.5%

Above table shows that 50% of Journalist disagree that it is improper to give title to all Government officials “Hissa Mangain Sabhi” in difference to 58.5 % of audience who agree to the statement posed to them. This response by both groups indicates the huge difference of viewpoint in them .This response also shows that audience take interest in these programs and are able to indicate right and wrong presented by media. But these kinds of gap between audience and journalist may lead to less viewer ship by audience

Table 4.13.24 Making fun of meera’s way of talking

Percentage of the perceptions on making fun of Meera’s way of talking			
	Disagree	Neutral	Agree
Journalists	45.0%	19.0%	36.0%
General Audience	40.0%	13.5%	47.0%

Above table also indicates an interesting picture about one another dimensions of our second variable ‘indecency’ which relates to making fun of Pakistani actress meera. There is a significant difference of opinion between the perception of journalists and general audience on the subject. journalists (about 45%) disagree with the notion that it is unbearable to make fun of Meera’s way of talking in

contrast to 47 % of audience who agree that this work of media is indecent .We also see that there is a huge percentage of audience i.e.40% who define such act of media to be justified .This almost equal division of general masses approving and disapproving this act of media might be reason for these programs to carry on such representation.

And we also see that relatively larger percentage of journalist i.e.19% have marked the statement as neutral as compared to audience which is 13.5%.

Table 4.13.25 Showing Meera as someone who has many lovers

Percentage of the perceptions on showing Meera as someone who has many lovers			
	Disagree	Neutral	Agree
Journalists	43.0%	19.0%	38.0%
General Audience	19.0%	21.0%	60.0%

Above table indicates an engrossing picture about one of another dimension of variable indecency which relates to showing Pakistani actress Meera as someone who has many lovers. Here we can see a noteworthy difference of opinion between the perception of journalists and general audience on matter posed to them. Majority of journalists (about 43%) disagree with the belief that showing meera in a way that she has many lovers is unlikeable in dissimilarity to 60% of common audience who considers this image presentation by media as indecent. Only 19% of general masses disagree from such act of media to be identified as indecent. Additionally,we see that 21% of journalists and 19% of audience are

having mixed feelings for such representation of Meera and are unable to decide to declare it to be ethical or unethical.

Hasb-e-haal

Following indicators were selected from program Hasb-e-Haal for variable 'indecent'.

Table 4.13.26 Indecent language used in Hasb-e-haal for politicians

Percentage of the perceptions on Hasb e haal using indecent Language for politicians			
	Disagree	Neutral	Agree
Journalists	55.0%	23.0%	22.0%
General Audience	34.5%	24.5%	41.0%

Above table indicates an interesting picture about one of the element of our second variable 'indecency' which is about language used by political satirical program hasb-e- haal . We see a considerable difference of opinion between audience and journalist regarding this matter. Majority of journalists (about 55%) disagree with the statement that Language used in hasb e haal is indecent in contrast to 41% of common audience who state this act of media as indecent.

Interestingly, a considerable proportion of General masses (about 24.5%) and 23.5 % of journalists and suffers from ambivalence on the statement posed to them. One obvious reason could be that most of respondents watch this show with

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great interest. So it is difficult for them to agree or disagree with this indicator of variable indecency.

Table 4.13.27 Calling Rehman Malik ‘Uri Baba’

Percentage of the perceptions on Calling Former Interior Minister Rehman Malik “Uri Baba” is objectionable			
	Disagree	Neutral	Agree
Journalists	47.0%	19.0%	34.0%
General Audience	32.0%	19.5%	48.5%

Above table exhibits very clear picture of difference of view point of journalists and audiences on calling Former Interior Minister Rehman Malik “Uri Baba”. Here we see very relatively less difference in perception of journalists and audience. 47.0% of journalists disagree such name calling to be objectionable and 48.5% of audience totally agree that this practice of media comes under indecency.

Here we see that almost same number of journalists and audience have responded to this dimension of indecency presented in program hasb e haal with neutrality. One reason could be that this portion of journalist due to likeliness towards this program is unconcerned for such acts shown in the following political comedy shows .

Khabarnak

Following indicators were selected from program Khabarnak.

Table 4.13.28 Calling caricature of Musharraf ‘neulla’

Percentage of the perceptions on calling caricature of former President Musharraf “neulla” (mongoose).

	Disagree	Neutral	Agree
Journalists	46.0%	14.0%	40.0%
General Audience	20.5%	11.0%	68.5%

Above table reveals very engrossing results here we see a major difference between perception of audience and journalists. About 46% of journalists disagree with the statement that Calling Former President Musharraf ‘neulla’ is objectionable, in difference to 68.5% of general masses who categorize such media practice to be to be indecent.

We also see that only 20.5% of audience disagree that such name calling is objectionable. It clearly depicts that majority of general masses is quite well defined of ethics that they expect media practitioners to follow. 40% of journalists also believe that this concept of calling Former President Musharraf as ‘neulla’ is unpleasant.

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Table 4.13.29 Calling Tariq Aziz as 'Farig Aziz'

Percentage of the perceptions on calling Senior Anchor person Tariq Aziz as "Farig Aziz"			
	Disagree	Neutral	Agree
Journalists	36.0%	17.0%	47.0%
General Audience	14.5%	11.5%	74.0%

Above table exhibits very clear picture of difference of view point of journalists and audiences on calling a senior anchor person Tariq Aziz as "FarigAziz". Here we observe a significant difference in perception of journalists and audience. 36.0% of journalists disagree such name calling of senior anchor person to be objectionable in contrast to 74% of audience totally agree that this practice of media comes under indecency .

It clearly shows that there is huge percentage of audience who don't like this practice of media related to a senior anchor person. If media continues to this t might lose their heavy viewership for this kind of comedy shows .It also depicts that majority of masses are aware and very clear about ethics they demand from media

Table 4.13.30 Comedians to call each other with bad titles

Percentage of the perceptions on comedians to call each other with bad titles			
	Disagree	Neutral	Agree
Journalists	36.0%	21.0%	43.0%
General Audience	15.5%	12.5%	72.0%

Above table indicates an interesting picture about one of the dimensions of our variable 'indecency' which relates to common practice in khabarnak. It is when comedian in this comedy program call each other with bad titles .this table reveals a significant difference in approach of journalists and audiences. Majority of General mass (about 72 %) agree with the notion that it is unpleasant for comedians to call each other with bad in comparison to lesser percentage of journalist i.e. only 36% who disagree and don't consider this act of media to be indecent . About 43% of journalists also agreed that calling comedians each other with bad title is offensive. For them, it could be an exercise of their right of criticism of political players of the system.

Interestingly, a considerable proportion of journalists (about 21%) suffer from ambivalence on the statement posed to them. One obvious reason could be that usually journalist are not that much concerned for ethics or they take such media practice too carelessly to even think and comment on it .

Cultural Values

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Perceptions of journalists and audience were also analyzed from variable Cultural Values .

Hum Sab Umeed Se Hain

Following indicators were selected fr cultural values from program Hum Sab Umeed se hain

Table 4.13.31 Caricature are shown in despicable in Hum sab umeed se hain

Percentage of the perceptions on Caricature of males and females guests are shown in despicable			
	Disagree	Neutral	Agree
Journalists	23.0%	23.0%	54.0%
General Audience	27.0%	24.0%	49.0%

Above table indicates an interesting picture about one of the dimensions of our third variable 'Cultural Values' which relates to representation of caricature of males and females guest shown in this program . There is a significant difference of opinion between the perception of journalists and general audience on the subject. About 49% of audience agrees that presentation of caricature of males and females are shown in despicable in contrast to relatively very less percentage of journalists i.e. 23% among journalists who think caricatures shown in this program don't violate our cultural values. Above table also reveals that there is a big portion of journalists (54%), who also agree and categorize representation of males and females caricatures in this program as indecent.

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Interestingly, a considerable proportion of common masses and journalist are confuse about statement posted to them .About 23% of journalist and 24% of audience demonstrated their opinion in neutrality .It might be because they have never noticed the presentation of caricatures in these programs critically.

Table 4.13.32 Compatibility of dressing used in ham sab umeed se hain with culture

Percentage of the perceptions on Dressing of hosts and actors compatible with our culture in ham sab umeed se hain			
	Disagree	Neutral	Agree
Journalists	33.0%	17.0%	50.0%
General Audience	37.5%	20.5%	47.0%

Above table indicates that 50% of journalist agree with the concept that dressing of host and actors is compatible with our culture in ham sab umeed se hain in difference to 37.5% of audience who disagree with this notion and believe that dressing in this programs lacks our cultural values .Dressing is one of major component of one's culture .We also see that majority of audience (about 47%) believe that dressing shown in this program is fine and it is compatible with our culture .We also see that there is a bog portion of journalist and audience who have demonstrated their opinion in neutrality .

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Table 4.13.33 Presenting Former Cricketer Wasim Akram wearing Sherwani

Percentage of the perceptions on representing Former Cricketer Wasim Akram as cricket coach but wearing Sherwani (Wedding dress)

	Disagree	Neutral	Agree
Journalists	39.0%	19%	42.5%
General Audience	23.0%	28.5%	48.5%

Above table indicates an interesting picture about one of the aspects of our variable 'Cultural Values' which relates to representation of Former Cricketer Wasim Akram as cricket coach but wearing Sherwani (Wedding dress) . There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of audience (about 48.5%) agree with the notion that such representation of senior cricketer goes against our cultural values in contrast to 39% of journalist who disagree with such act of media to be objectionable .

Interestingly, a considerable proportion of common masses (about 28.5%) suffer from ambivalence on the statement posed to them. One obvious reason could be that people have never educated on standards of ethics in the recent past and are somehow confused as how this act of media be taken. Additionally, disapproving such media act would possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that people like such shows. On the other hand, relatively lesser amount of journalists are confused or have

opted for neutrality to demonstrate their opinion on the issue posed to them. For them, it could be an exercise of their right of criticism.

Table 4.13.34 Showing Chief Minister Sindh Qaim Ali Shah in costume of superman

Percentage of the perceptions on showing Chief Minister Sindh Qaim Ali Shah in costume of superman			
	Disagree	Neutral	Agree
Journalists	39.0%	29.0%	32.0%
General Audience	24.0%	20.0%	56.0%

Above table reveals a major difference between perception of audiences and journalists on the statement posed to them about characterization of Chief Minister Sindh Qaim Ali Shah in costume of superman. Majority of general masses i.e. 56% agrees that such representation is objectionable and referred as against cultural values whereas only 39% of journalists disagree to this notion.

Here again we see that there is a great majority of journalist(29%) who have demonstrated their opinion as neutrality .It shows that still a great number of journalists have mix feelings for such programs .It seems difficult for them to be on any one side. This great percentage of neutrality shows there confused state of mind.

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Table 4.13.35 Compatibility of Language used in Hum Sab Umeed Se Hain with culture

Percentage of the perceptions on compatibility of Language used in se hum sab umeed se hain with our culture			
	Disagree	Neutral	Agree
Journalists	26.0%	30.0%	44.0%
General Audience	44.5%	18.5%	37.0%

Above table indicates difference in perceptions of journalists and audience when the above statement was posed to them. This table reveals result of dimension of our variable cultural values. Respondents were asking about language used in Hum Sab Umeed Se Hain. Here we see equal difference in perceptions of journalists and audiences in agreeing to above statement .About 44% of journalist agree that language used in this program is compatible with our culture in contrast to 44.5% of general audience who perceive it differently and disagree to this statement. Surprisingly here we see a big portion of journalist (30%) has demonstrated their opinion with neutrality .It also shows carefree attitude of journalists towards practice of ethics that they are unable to decide whether its language goes against cultural values or it is according to our culture values.

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Table 4.13.36 Mixing answers from real interviews

Percentage of the perceptions on Mixing answers from real interviews of any personality with different questions shows much disrespect for particular person.

	Disagree	Neutral	Agree
Journalists	45.0%	20.0%	45.0%
General Audience	27.5%	15.5%	57.0%

Table above specify significant difference of opinion of perception between journalists and audiences on the statement asked from them regarding another act of media. They were asking to give their view point about mixing answers from real interviews of any personality with different questions in hum sab umeed se hain shows much disrespect for particular person. Results show that there is a noteworthy difference in perceptions of audiences and journalists. Majority of audiences (about 45%) agree that such act of media goes against our cultural values in contrast to 45% of journalist who disagree to this notion that it does not shows disrespect for an individual. In comparison to audience i.e. 15.5% relatively more journalist (about 20%) has demonstrated their opinion in neutrality.

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Table 4.13.37 Females lip singing and dancing on parody songs

Percentage of the perceptions on Females lip singing and dancing on parody songs			
	Disagree	Neutral	Agree
Journalists	36.0%	21.0%	43.0%
General Audience	16.0%	16.0%	68.0%

Above table demonstrates very interesting results on a statement posed to respondents regarding female lip singing and dancing on parody songs .Results indicate noteworthy difference between viewpoint of journalists and audience. Majority of Audience (about 68%) agree that such act by media is objectionable and it goes against our cultural values in contrast to 36 % of journalist who disagree to the above statement .Most probably this percentage of journalists among audience find such practice as their right and they find no odd in presenting females in this manner. About 21% of journalists have stated their opinion in neutrality and lesser percentage of audience (about 16 %) have same view point.

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Table 4.13.38 perceptions on editing Bollywood movies and adding caricature of Pakistani politicians

Percentage of the perceptions on editing Bollywood movies and adding caricature of Pakistani politicians.(for example editing dabang)			
	Disagree	Neutral	Agree
Journalists	38.0%	24.0%	38.0%
General Audience	16.5%	15.0%	68.5%

Above table indicates an interesting picture about one of the dimensions of our variable 'cultural Values' which relates to the media practice of editing Bollywood movies and adding caricature of Pakistani politicians in them and creating new scenes (for example editing dabang). There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of audience (about 68.5%) agree with this approach of editing Bollywood movies and creating new scenes in comparison to 38 % of journalists who considers this act of media according to our cultural values.

Interestingly, a considerable proportion of journalists (about 24%) suffer from ambivalence on the statement posed to them. One obvious reason could be that journalists are confuse as how this act of media be taken. Additionally, disapproving such media act would possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that journalists like such shows. On the other hand, relatively lesser amount of audience are confused or have opted for neutrality to demonstrate their opinion on

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the issue posed to them. For them, it could be something which they are too unconcerned.

Table 4.13.39 Naming segments in hum sab umeed se hain on Bollywood movies .

Percentage of the perceptions on naming segments in hum sab umeed se hain on names of Bollywood movies.(Rab ne bana di Jodi, Diltoubachahaiji)			
	Disagree	Neutral	Agree
Journalists	41.0%	13.0%	36.0%
General Audience	22.5%	17.0%	60.0%

From above table we can see that there is a big difference in opinion of journalist and audience on ethics. On a statement poised to respondents to know their perception on about naming segments in hum sab umeed se hain on names of bollywood movies Rab ne bana di Jodi, Dil tou bacha hai ji. We see a major difference in results majority of audience (60%) agree that such media practice is objectionable in contrast to 41 % of journalists who find this media practice to be unobjectionable. It shows that majority of audience are well aware of ethical issues. This response also shows interest If audience in these programs.

We also see that 36% of journalists also agree that such practice does not go along our culture in contrast to 22.5% of audience who disagree to this statement.

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Table 4.13.40 Making fun of physical abilities of politicians

Percentage of the perceptions on making fun of physical disabilities of politicians(Ch. Shujat , Javed Hashmi)			
	Disagree	Neutral	Agree
Journalists	47.0%	12.5%	41.0%
General Audience	10.0%	11.5%	78.5%

Above table explains opinion of journalists and audience on making fun of politicians based in their physical abilities .Majority of audience (about 78.5%) with a great difference has clearly declared such act of media objectionable in contrast to relatively 47% of journalist who disagree and don't categorize such media practice against cultural values .This huge percentage of audience agreeing to the statement posed to them shows significant difference of opinion regarding between both group of respondents in this matter. It clearly tells about the awareness of ethics in general masses. Audience have good interest in these shows with great viewership but at the same time they are aware if such practice not going along culture .There is only 10% of audience who disagree to the above statement which is very less.

Hasb-e-Haal

Following indicators for variable cultural values were selected from program Hasb-e-Haal

Table 4.13.41 Compatibility of language used in Hasb-e-Haal

Percentage of the perceptions on compatibility of Language used in se hasb e haal with our culture.			
	Disagree	Neutral	Agree
Journalists	22.0%	21.0%	57%
General Audience	23.0%	19.5%	57.5%

Above table indicates difference in perceptions of journalists and audience when the above statement was posed to them. This table reveals result of dimension of our variable cultural values. Respondents were asked about language used in Hasb-e-haal. Here we see similarity in perceptions of journalists and audiences. About 57% of journalists agree that language used in this program is compatible with our culture and to 57.5% of general audience who agree to this statement. Table also indicates that 22% of journalist disagree to this statement in contrast to 57.5% of audience who is satisfied with the language used in this program .Only 23% of audience have categorized language of this program against cultural values . Surprisingly here we see a big portion of journalist (21%) has demonstrated their opinion with neutrality .It also shows carefree attitude of journalists towards practice of ethics that they are unable to decide whether its language goes against cultural values or it is according to our culture values.

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Table 4.13.42 Way of interviewing of any politicians in hasb-e-hal

Percentage of the perceptions on Interviewing and way of questioning caricature of any politician or a personality in hasb e haal showing much disrespect for particular person			
	Disagree	Neutral	Agree
Journalists	48.0%	23.0%	29.0%
General Audience	20.5%	25.5%	54.0%

In above tables findings revealed that majority of journalists (About 48%) disagree to the statement posed to them in difference to 54% of general masses who agree that Interviewing and way of questioning caricature of any politician or a personality in hasb e haal shows much disrespect for particular person in a way that It goes against our customs and traditions. Table also shows that 29% of journalist know about their ethical boundaries and for them way of interviewing caricature in this program goes against our culture and traditions .Interestingly around 26% of audience have demonstrated their response as neutral .It seems that due to good viewership for this program audience is not able to decide what is right and what is wrong.Among journalist 23.5 percent have responded with neutrality.

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Table 4.13.43 Azizi way of dancing on set

Percentage of the perceptions on Azizi way of dancing on set			
	Disagree	Neutral	Agree
Journalists	61.0%	16.0%	23.0%
General Audience	35.0%	16.5%	49.5%

Above table indicates an interesting picture about one of the dimensions of our variable 'cultural values' which relates to dancing way of azizi on set. Azizi is the only and very famous comedian of program hasb-e-haal. There is a significant difference of opinion between the perception of journalists and general audience on the subject. In above table it is revealed that there is a difference in opinion in viewpoint of journalists and audiences .Majority of journalists (About 61%) believe that Azizi way of dancing is not objectionable in contrast to 49.5 % of audience who perceives this act of media as objectionable and against cultural values.Almost equal number of audience and journalists have responded with neutrality .It seems that this portion of respondents have mix feeling and are confuse to make a decision.

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Table 4.13.44 Caricature of guests shown in despicable in hasb-e-hai

Percentage of the perceptions on caricature of males and females guests shown in despicable			
	Disagree	Neutral	Agree
Journalists	54.0%	19.0%	27.0%
General Audience	19.5%	20.5%	60.0%

There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of audience(About 60%) agrees that presentation of caricature of males and females are shown in despicable in contrast to relatively very less percentage of journalists which is 54% who believe that caricatures shown in this program don't violate our cultural values. Above table also reveals that there is a very small portion of journalist (27%), who also agreed and categorized representation of males and females caricatures in this program as indecent.

About 19% of journalist and 25% of audience demonstrated their opinion in neutrality .It might be because they have never critically noticed the presentation of caricatures in these programs.

Khabarnak

Following indicators were selected from Program Khabarnak.

Table 4.13.45 Language used by comedians in Khabarnak

Percentage of the perceptions on Language used by comedians in khabarnak			
	Disagree	Neutral	Agree
Journalists	43.0%	23.0%	34.0%
General Audience	14.5%	16.0%	69.5%

Above table indicates difference in perceptions of journalists and audience when the above statement was posed to them. This table reveals result of dimension of our variable cultural values. Respondents were asked about language used by comedians in Khabarnak. Here we see that majority of audience about 69.5% has demonstrated to their opinion as objectionable and agreed that language used in this program is not compatible with our culture in contrast to 43% of journalist who disagree with the notion above . Surprisingly it is a major difference of opinion between both groups of respondents. Among Journalists 34% agree that language used by comedians of this program is objectionable in contrast to only 14.5% of audience who also find language used by comedians in this program compatible with our cultural values.

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Table 4.13.46 guests shown in despicable in khabarnak

Percentage of the perceptions on caricature of males and females guests shown in despicable			
	Disagree	Neutral	Agree
Journalists	44.0%	21.0%	35.0%
General Audience	23.5%	22.0%	34.0%

This table reveals result of dimension of our variable cultural values. Above table indicates that majority of journalists (44%) disagree about representation of Caricature of males and females guests are shown in despicable in contrast to relatively less audience of 34% who agrees that illustration of caricatures in these programs are in despicable way In general masses portion of 23.5% disagree with the notion that khabarnak shows caricature of males and females in despicable . Around 21% of journalist have shared their opinion as neutral as compared to 22% among audience.

Table 4.13.47 Dressing of comedians compatible with culture

Percentage of the perceptions on compatibility of dressing Comedians compatible with our culture.			
	Disagree	Neutral	Agree
Journalists	23.0%	20.0%	57.0%
General Audience	40.5%	21.5%	38.0%

Above table is indicator of our variable 'cultural values'. There is a prominent difference of opinion between the perception of journalists and general audience on the subject. It indicates that 57% of journalist agree with the concept that

dressing of comedians is compatible with our culture in khabarnaak in difference to 40% of audience who disagree with this notion and believe that dressing of comedians in this programs is different from our culture .Dressing is one of major component of one's culture .We also see that a major portion of audience and journalists have expressed their opinion in neutrality.

Table 4.13.48 Compatibility of language used by caricatures with culture

Percentage of the perception on Language used by caricature of different personalities			
	Disagree	Neutral	Agree
Journalists	23.0%	19.0%	50.0%
General Audience	42.0%	27.5%	30.5%

Above table indicates difference in perceptions of journalists and audience when the above statement was posed to them. This table reveals result of dimension of our variable cultural values. Respondents were asked about language used by caricatures of different personalities inKhabarnaak. Here we see that majority of audience about 42.5 %has demonstrated their opinion as disagree that language used caricature of different personalities in this program is not compatible with our culture in contrast to majority of journalists which is 50% of agree with the notion above . Surprisingly it is a major difference of opinion between both groups of respondents. .Among audience 27.5% suffers from ambivalence on the statement posed to them. One obvious reason could be that people have never educated on standards of ethics in the recent past and are somehow confused as how this act of media be taken. Additionally, disapproving such media act would

possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that people like such shows. On the other hand, relatively lesser amount of journalists are confused or have opted for neutrality to demonstrate their opinion on the issue posed to them. For them, it could be an exercise of their right of criticism of political players of the system.

Morality

Perceptions of audiences and journalists were analyzed through variable Morality

Hum sab umeed se hain

Following indicators were selected from Program Hum Sab umeed se Hain

Table 4.13.49 Representing Rana Sana ullah as a liar

Perceptions on presenting Member of Provincial Assembly Rana Sana ullah giving a statement but then his kid caricature inside him says something opposite which is true.

	Disagree	Neutral	Agree
Journalists	50.0%	19.0%	31.0%
General Audience	25.0%	21.5%	55.0%

Above table indicates an interesting picture about one of the dimensions of our variable 'morality' which relates to representation of present Member of Provincial Assembly Rana Sana ullah giving a statement but then his kid caricature inside him says something opposite which is true. There is a obvious difference of opinion between the perception of journalists and general audience

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on this concern . Majority of audience (about 55%) agree with the notion that showing Member provincial assembly in this manner is objectionable in contrast to 50% of journalists who don't find any odd in this.

Table 4.13.50 Representing Musharraf as a liar

Perceptions on representing former President Musharraf as someone who says he is not afraid of bombing but as soon as he hears voice of a blast he fears and ran away.			
	Disagree	Neutral	Agree
Journalists	51.0%	24.0%	25.0%
General Audience	27.5%	16.0%	56.5%

Above table reveals prominent difference in opinion of audiences and journalists . Majority of audience (about 56.5%) agree to statement posed to them about to Represent former President Musharraf as someone who says he is not afraid of bombing but as soon as he hears voice of a blast he fears and ran away in comparison to 51% of journalists who disagree to statement asked from them . It also indicates that such act of media does not matches with ethical perception of audience regarding morality . It shows a significant gap between opinion of journalists and audience

Interestingly, a considerable segment of journalists (about 24%) has mix feelings towards this program to demonstrated them with agree or disagree option therefore they have opted for neutrality . Relatively lesser percentage of audience (about 19%) has responded with neutrality regarding such act of media.

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Table 4.13.51 Hum sab umeed se hain misquotes facts more often

Perceptions on Hum sab umeed se hain misquoting facts more often.			
	Disagree	Neutral	Agree
Journalists	45.0%	23.0%	32.0%
General Audience	20.0%	28.5%	51.5%

Above table tells that majority of audience (51.5%) agree with the statement that political comedy program Hum sab umeed se hain misquote facts more often. Whereas major portion among journalist(45%) have opted for disagree and they don't find and wrong presentation of facts in this program .It indicates towards a prominent difference of opinion among the journalists and audiences .Very small portion of audiences i.e. 20% perceives facts presented in this program to be truth .Table also tells that in comparison to journalists larger portion of audience(28.5%) has opted for neutrality.One reason can be that this portion of journalists don't take facts presented in these programs serious or in careful manner .

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Hasb-e-haal

Following indicator was selected from program Hasb-e-Haal

Table 4.13.52 Hasb-e-haal misquotes facts more often

Perceptions on hasb e haal misquoting facts more often.			
	Disagree	Neutral	Agree
Journalists	55.0%	29.0%	16.0%
General Audience	30.0%	46.0%	24.0%

Above table reveals very engrossing picture about the perception of audiences and journalists. Majority of journalists 55% have disagreed that hasb-e-haal misquotes facts more often in contrast majority of journalists have demonstrated their opinion in neutrality .only 24% of journalists have agreed to this indicator of morality .in above table 30% of audience have disagreed to the statement posed to them .

Response of majority of audience in neutrality shows their level of interest in this program .majority of Audience has selected this program to be very interested so they don't find and lacking in misquoting facts but they are confuse and have mix feelings towards this part of the show , so they have opted for neutrality .

Khabarnaak

Following indicator was selected from program Khabarnak.

Table 4.13.52 Khabarnak misquotes facts more often

Perceptions on khabarnak misquoting facts more often			
	Disagree	Neutral	Agree
Journalists	54.0%	26.0%	20.0%
General Audience	17.0%	38.5%	44.5%

Above table indicates an interesting picture about one of the dimensions of our fourth variable 'morality'. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 54%) disagree with the notion that Khabarnaak misquotes facts more often in contrast to 44.5% of common audience who considers this act of media as defamatory.

Interestingly, even at this point a considerable proportion of common masses (about 38.5%) suffer from ambivalence on the statement posed to them. One obvious reason could be that people have never educated on standards of ethics in the recent past and are somehow confused as how this act of media to be taken. Additionally, disapproving such media act would possibly reduce their inclination to watch political satirical shows. The viewership is also one of the indicators that people like such shows. On the other hand, relatively lesser amount of journalists are confused or have opted for neutrality to demonstrate their opinion on the issue

posed to them. For them, it could be an exercise of their right of criticism of political players of the system.

Biasness

Perception of audiences and journalists were also analyzed on basis of Biasness

Hum sab umeed se hain

Following indicators were selected From Program Hum Sab Umeed Se Hain

Table 4.13.53 Hum sab umeed se hain portrays political leader as demeaning

Perceptions on portrayal of the political leaders in hum sab umeed se hain			
	Disagree	Neutral	Agree
Journalists	49.5%	16.0%	35.0%
General Audience	12.0%	12.0%	76.0%

Above table indicates an interesting picture about one of the dimensions of our fifth variable 'Biasness' which relates to portrayal of the political leaders as demeaning and much below the standard of a civilized person in program ham sab umeed se hain. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 29.5%) disagree with the notion this program presents political leaders in this in contrast to great majority 76% of common audience who considers this act of media as biased. Around 35% of journalist also agree to statement posed to them.

Above table shows that 12.0% of audience have demonstrated their answer with

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neutrality which is comparatively lesser than journalists who have opted for neutrality as well.

Table 4.13.54 Hum sab umeed se hain discusses particular political leader more than it is required

Perceptions on Hum Sab Umeed se hain discussing particular leader more than required.			
	Disagree	Neutral	Agree
Journalists	36.0%	31.0%	33.0%
General Audience	14.0%	11.0%	76.5%

Above table specifies a prominent difference of viewpoint between audience and journalists. Majority of journalists 36% have disagreed to statement formulated for them regarding hum sab umeed se hain discussing a political leader more than required. Whereas vast majority of audience of 76.5% has agreed that these programs are biased in discussing political leaders more than required. It shows that majority of audience is clear about this biased behavior of comedy program.

Hasb-e-haal

Following indicators were selected from program Hasb-e-haal

Table 4.13.55 Hasb e haal portrays political leaders as demeaning

Perceptions on portrayal of the political leaders as demeaning and much below the standard of a civilized person			
	Disagree	Neutral	Agree
Journalists	55.0%	23.0%	22.0%
General Audience	34.0%	21.0%	45.0%

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Above table reveals opinion of journalist and audience on a statement posed to them .According to majority of journalists 55% they believe disagree with the notion that Hasb e haal portrays the political leaders as demeaning and much below the standard of a civilized person in comparison to relatively less audience of 45% who agree to statement posed to them and for them there is no biasness in this program .second majority if journalists have disagree that Hasb e haal portrays the political leaders as demeaning and much below the standard of a civilized person .Further 23% of journalists has demonstrated their opinion as neutral in compare to relatively lesser audience i.e.21% .

Table 4.13.56 Hasb e haal discusses a particular leader more than required

Perceptions on hasb e haal discusses particular political leader more than it is required			
	Disagree	Neutral	Agree
Journalists	45.0%	28.0%	27.0%
General Audience	15.0%	17.0%	68.0%

Above table shows result on statement posed to respondents related to our variable biasness. Major part of journalists disagree that hasb e haal discusses particular political leader more than it is required in contrast to 68% of audience who agreed to above statement and considers this program to be biased in terms of discussing a particular individual more than required .It indicates a huge difference between opinion on perceptions of audiences and journalists. Second major part of journalist (28%) have adopted their opinion as neutral which is

relatively greater than percentage of audience (17%) who have voiced their opinion with neutrality .It shows that majority of journalists are not very concerned about representation of any particular leader more than required .

Khabarnak

Following indicators were selected from program khabarnak.

Table 4.13.57 Khabarnak discusses a particular leader more than required

Khabarnak discusses particular political leader more than it is required			
	Disagree	Neutral	Agree
Journalists	38.0%	21.0%	37.0%
General Audience	15.5%	25.0%	63.5%

Above table indicates an interesting picture about one of the dimensions of our variable 'Biasness'. There is a significant difference of opinion between the perception of journalists and general audience on the subject. Majority of journalists (about 38%) disagree with the notion that Khabarnak discusses a political leader more than it is required in contrast to 63.5% of common audience who considers this act of media as biased.

A considerable portion of journalists (about 37%) also agree that this program has element of biasness. We see that a good percentage of journalists also find such ethical problem in this program it also be a reason that majority of journalists (about 34%) responded that they are not interested in this program. If this trend continued in this program it might lead to very less viewership. Interestingly, pretty large proportion of General masses and audience seems to be unable to

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make choice on this statement. One obvious reason could be that people have same kinds of negative and positive feelings existing together towards such representation of politician. Secondly as most of respondents from both groups has demonstrated their level of viewership as not interested therefore audience don't even care to look with concentration for what is shown in this program.

Table 4.13.58 Khabarnak portrays political leader as demeaning

Perceptions on khabarnak portraying political leader as demeaning person and much below the standard of a civilized person			
	Disagree	Neutral	Agree
Journalists	38.0%	25.0%	34.0%
General Audience	14.0%	22.5%	63.5%

Above table reveals a significant difference in way of perceiving acts of media in the political comedy shows between journalists and audiences. Majority of journalists about 38% disagree that Khabarnak portrays the political leaders as demeaning and much below the standard of a civilized person in contrast to huge percentage of audience i.e. 63% who agree to the statement posed to them. Very small portion of audience (about 14%) disagree to the statement above.

This result shows that for audience this program has biased practice. It is reflected from results in table that majority of journalists consider their right to criticize politicians any way they want but audience is not satisfied from this act of media. Or might be journalists don't even realize that they are doing any such practice.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.13.59 Khabarnak discusses Meera more than any other celebrity

Perceptions on Khabarnak discussing Meera more than any other celebrity.			
	Disagree	Neutral	Agree
Journalists	38.0%	24.0%	38.0%
General Audience	11.0%	22.5%	66.5%

Above table reveals opinion of journalists and audiences .Respondents were posed a statement that khabarnak discusses Meera more than it is required .Majority if audience (about 66.5%) agreed and stated this act of media biased in contrast to 38% of journalists who disagreed to this notion .we see that equal portion of journalists (38%) also agree to this that khabarnak discusses Meera more than it is required .only 11% of audience had disagreed it seems that they enjoy discussion on Pakistani actress Meera .Major portion of respondents among journalists and audiences have demonstrated their opinion with neutrality which shows they have mix feelings towards this notion or they are too unconcerned to give this matter serious attention .

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.13.60 Taking useful messages from these comedy shows

Percentage on perceptions on taking many useful messages from these comedy shows			
	Disagree	Neutral	Agree
Journalists	34.0%	11.0%	55.0%
General Audience	56.0%	16.5%	27.5%

Respondents were posed statements to know that whether they take useful message from these comedy shows. In response majority of journalists about 55% agreed to the statement posed. It reveals that most of journalists believe these programs to be useful in terms of delivering useful message. In comparison we see that majority of audience about 56% disagree that they take many useful message from the political comedy shows .This response from both group shows the gap in perceptions between journalists and audiences .Table also indicates that 16.5% of audience has demonstrated their opinion as neutral .One reason could be that this percentage of journalists has never been concerned for any meaningful or constructive usage of watching these comedy shows.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.13.61 Only enjoying comedy from these comedy shows

Percentage on perceptions of only enjoying Comedy from comedy shows			
	Disagree	Neutral	Agree
Journalists	39.0%	9.0%	52.0%
General Audience	18.0%	13.5%	68.5%

Comedy is the solepurpose of these shows along the purpose of delivering information .Respondent was posed a statement to know about their purpose of watching these comedy shows. In response to a statement among journalists majority of them about 52% agreed that they only enjoy comedy from these shows which is relatively lesser than response of audience .As from audience about 68.5% agree that they only enjoy comedy from these shows. It tells that most of respondents watch these programs only for entertainment.

On the other hand we see that 39% of journalists have demonstrated their opinion by disagreeing to the statement posed which is comparatively greater than response of audience (about 18%) in same manner. There is still a larger portion as compared to general audience who view these programs for some other purposes as well. Journalists seem to be viewers of these programs also to collect some information or to know about the most top news or gossip about the political leaders of political system.

An Analysis of Perceptions of Journalists and Audiences on Ethical Issues

Table 4.62 Ethical standards in these programs

Percentage on perception on ethical standards of these programs			
	Disagree	Neutral	Agree
Journalists	40.0%	17.0%	43.0%
General Audience	74.5%	15.0%	10.5%

Main purpose of this research is to know the opinion of audiences and journalists regarding ethical issues in these programs. Respondents were posed a statement to know their view point .Majority of Journalists (about 43%) agree that these programs have sufficient ethical standards. In contrast to 74.5% of audience who don't consider that these programs have ethical standards and they have opted disagree to the statement asked.

Interestingly here we see that 40% of journalist also consider ethical standards in these programs to be insufficient .It reveals that there are two kind of groups in media both with a good population one is satisfied by the ethical standards of these programs and one group is not satisfied with the ethical standards of political comedy shows. But in case of general audience we see that there is a vast majority who disapproves that there are sufficient standards in these programs .It clearly shows the significant difference between perceptions of audiences and journalists.

CHAPTER 5

SUMMARY, DISCUSSION, CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

5.1 SUMMARY

The present study is aimed to critically evaluate the comedy shows broadcasted on news channels and the perception audiences as well as journalists have attached with such shows. The study was focused on the ethical issues related to these comedy shows. The research is focused on difference of ethical standards among audiences and journalists on ethical issues. The research was quantitative in nature and survey method is employed to conduct the research. The results of analysis of comedy programs revealed that there is significant difference in opinions of journalists and audience on ethical issues concerning political comedy shows. The research recommends that journalists may improve the understanding and implementation of ethical regulations.

5.2 DISCUSSION

Media has powerful societal and political influence on the mass audience of Pakistani society. With the advancement of time, globalization has also affected the media as well as masses of Pakistan. Advancement in communication technology has changed the way of broadcasting news. It has changed its prime goal of providing information to infotainment. One of new emerging trend of journalism in Pakistan is political based comedy shows. Such shows are growing

in quantity with time. These shows include more and more news now about politics. These shows include jokes about political personalities and political events. More political personalities are discussed in these political shows (Naseer, 2012). Beyond the shadow of doubt these programs have good viewership. Ethical concerns are one of the prime subjects of such shows.

On posing different statements related to variable defamation, difference of opinion in journalists and audiences was observed for most of journalists representing a politicians over ambitious and over confident or when they are shown as individuals who always blame rigging for their failures was not a problem but audience found such act of media defamatory. Further it was analyzed that audience were not agreeing with the representation of police department as corrupt whereas, majority of journalists considered that to be ethical. When respondents were asked about their view point of mixing scenes and video editing from bollywood movies and showing a politician greedy for food, majority shared their opinion as harmful for the reputation of a person. On the other hand journalists consider it as an exercise of their right of criticism of political players of the system. Mostly themes adopted by media to represent politicians by showing a politician killing terrorist in his dreams, caricature of senior politician flirting with female hosts or having romantic feelings with a Pakistani actresses, making fun of style of anchoring of senior anchor persons were analyzed as different by audiences and journalists. Majority of journalists consider such dramatization to be unobjectionable in contrast to majority of

audiences considered that as disrespectful act of media towards the personalities. Interestingly it was also pinpointed that when a statement posed to respondents about showing former president Zardari's lust for money, majority of audience considered such representation to be harmless rather pleasant. Hence the results and critical analysis of the research reveals that there is significant difference in the perception of journalists and audiences.

Further opinions on the perceptions of journalists and audiences on different themes of political comedy shows which lead to Indecency as it is mentioned in Pemra code of conduct no program shall be aired which is indecent (PEMRA, 2002). It was found that journalists take matters like calling politicians with bad names very casual. For journalists calling chief minister Khyber pakhtoon "teeli pehalwan" was not objectionable whereas with a difference of huge majority of audience totally demonstrated their opinion in negativity for such media act it was observed that audience are not in favor of focus of these programs on individuals physical features and traits . Majority of journalists don't consider that language used for politicians in these programs is indecent or they don't take such scenes in political comedy shows as going against ethics. Journalists consider this act of media a common practice and integral part of these shows .As now it is common trend in these programs that apparently discussing social and political evils, content of political comedy shows now prominently focus on the physical features

personality traits of politicians in comparison to main focus on real problems and issues (Young.D.G, 2004).

It was analyzed through survey method that what are opinions of journalists and audiences regarding cultural values followed in these programs and that how much they are or they are not congruent with each other .Through survey perception of audiences and journalists were determined .Major part of journalists were contended with the cultural values followed by these political programs. They were satisfied with language used in these programs .Huge part of journalists believed that dressing of host is also in accordance with our cultural values. It was found that public perception is not congruent with journalists' perception. Majority of audiences believed that these program lack cultural values caricatures of males and females guests are shown in a way as they deserve to be hated and of contempt. Majority of Public also don't find the dressing style of individuals shown in these programs to be compatible with our cultural values. Audience was also not satisfied with the usage of Indian content in the political comedy shows.

Perceptions of journalists and audiences on 'Morality' were analyzed. Interesting results were revealed .It was observed that opinion of journalists showed that most of journalists don't take it very serious .Streamline of journalists gave their opinion in neutrality in several indicators when they were asked about reliability of political comedy shows regarding quoting of facts. Many journalists were also satisfied regarding presence of morality in these programs. Almost same kind of

opinion was observed by audience that they also demonstrated their opinion regarding misquoting facts and representing a politicians as a dishonest person in as neutral .It shows that even audience are not very careful about this authenticity of information in these programs their purpose of watching political comedy shows has nothing to with their reporting of facts and figures . Difference of perception of audiences and journalists was also observed in analyzing variable Biasness. Audience believe that these programs do a lot of unnecessary and unjust criticism .A Particular individual is sometimes discussed a lot without any meaningful purpose .Whereas as among journalists it was analyzed that there is relatively greater part in journalists who don't find biased behaviors in these comedy shows .

Further analyzing audience purpose of watching these shows is only comedy instead of getting useful information but Journalists find these programs very informative .There was a significant difference among perception of journalists and audiences towards ethical standards of these programs. According to most of journalists these programs have sufficient journalistic ethical standards whereas most of respondents among audience disagreed towards the statement.

5.3 CONCLUSIONS

Following conclusions were drawn from the finding of research.

1. Perceptions of journalists and audiences towards defamation was significantly different.According to journalists these programs do not defame any public

figure whereas audiences perceive certain aspects of these programs as defamation.

2. Journalists believe that content of political comedy shows is not indecent whereas audiences perceived content and various acts in these programs as indecent.
3. Opinions of journalists reveals that these programs follow and promote cultural values whereas audiences believe that these programs are not in accordance with cultural values .
4. Journalists believe that content of political comedy shows does not lack in morality whereas audiences perceived content and various acts in these programs violate morality.
5. Perceptions of journalists and audiences towards biasness was significantly different. According to journalists these programs are not biased whereas audiences perceive these programs as biased.

5.4 RECOMMENDATIONS

Following recommendations are proposed after conducting the research:

1. Only those individuals may be hired as journalists who have studied journalism.
2. Journalists understanding and implementation of ethical regulations may be improved through trainings and workshops.
3. Media groups may consider PEMRA code of conduct while formulating ethical standard.

4. Television channels violating ethical codes may be given penalties warnings and punishments.

5.5 Limitations of Study

Limitations of the Study are as follows:

1. The study was limited to the viewers of political satire programs only.
2. The study was limited to the journalists of Rawalpindi and Islamabad because of time, money and travelling constraints.
3. Ethical issues related only to politically satire programs were investigated in the study.
4. The study was limited to TV news channels of Islamabad only.
5. Only males were selected as media students and media professionals.

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Questionnaire for AudienceAn analysis of perceptions of journalists and audiences on ethical issues

Dear Respondents,

This study attempts to examine the perceptions on ethical issues of audiences and journalists on ethical issues about political satire (Political Comedy Programs). Your perceptions/ responses are important to us because they will add to our understanding.

The researcher would highly appreciate if you could kindly spend some time to answer all the questions, considerably. There is no right or wrong answer; your answers will be kept strictly confidential.

Section A: General / Demographics (please tick correct option)

1. Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female		
2. Age:	<input type="checkbox"/> 18 – 26 years	<input type="checkbox"/> 27 – 35 years	<input type="checkbox"/> 36 – 43 years	<input type="checkbox"/> 44 years or above
3. Education:	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Under-graduate (BA, BSc, BBA, BS)	<input type="checkbox"/> Masters (MA, MSc.)	
4. Family Monthly Income:	<input type="checkbox"/> Less than 30,000	<input type="checkbox"/> Rs. 30,000 – 60,000	<input type="checkbox"/> Rs. 60,001 – 90,000	<input type="checkbox"/> Rs. 90,000 or above

Section B: Frequency

1. Political comedy shows: Viewing (per week)	<input type="checkbox"/> Less than 2 hours	<input type="checkbox"/> 3 – 4 hours	<input type="checkbox"/> 5 – 6 hours	<input type="checkbox"/> 7 hours or above
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Section C:

(i) How often do you watch the following private news channels?

No.	Channels	Don't Know	Not at all	Some times	Often	Very Often
1	Geo News					
2	Dunya News					

(ii) How much you are interested to watch the following political satire programs?

No.	Issues	Very Interested	Interested	Some what Interested	Not Interested	Don't Know
1	Hasb-e-Haal					
2	Hum sab umeed se hain					
3	Khabarnak					

Section C: Perceptions on ethical issues*Please rate the extent of your agreement to the statements below using the following scale**Strongly Disagree (SD=1), Disagree (D=2), Neutral (N=3), Agree (A=4), Strongly Agree (SA=5)*

(i) Defamation

S#	Statement	SD	D	N	A	SA
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HUM SAB UMEED SE HAIN

- 1 It is objectionable to represent a politician as over ambitious .
- 2 It seems bad to represent a politician that he blames rigging for every failures.
- 3 It is unfair to represent all the Departments of Police corrupt.

issues

4 It is disgracing for the Former Prime Minister Chaudry ShujaatHussain, to be shown, attending dance of MadhuriDixit through mixing of scenes and video editing from Bollywood movie

6 It appears to be a misuse of media-freedom to show MaulanaFazlulRehman greedy for food in a way that he is giving a press conference and putting food in his pocket.

7 It is improper to show Chief Minister SindhQaim Ali Shah killing terrorist in his dreams.

8 There is no odd when Zardari is shown as a money lusty individual in satirical political shows.

HASB E HAAL

1 It is objectionable to represent Member of National Assembly Shah mehmood Qureshi as someone who is over confident about himself

2 It is alright to show a Political leader anon credible person as someone who talks about dharnas (protest) which never take place

3 It is fine to show that Member of National Assembly MaulanafazlulRehman is always greedy for ministries.

4 It is objectionable to represent any political leader as someone who is all the times after changing party whenever it is beneficial for him/her.

5 It is alright to represent Former Prime minister Chaudry ShujaatHussain in a way that he is always after some important official designation

6 It is unpleasant to show Caricature of MaulanaFazlulRehman flirting with female hosts.

KHABARNAAK

1 It is objectionable to present caricature of traffic police officer drunk.

2 Is it disrespectful to present caricature of former president Zardarias "Umroayaar".

3 It is disgusting to present caricature of any politician stealing wallet and watch of other guest.

4 It is intolerable to take interview of caricature of other senior anchor persons in a way to make fun of their style of anchoring.

5 It Is intolerable to call former Prime minister Yusuf RazaGillaniincharge of dummy museum.

6 It is alright to present Member of national assembly Sheikh Rasheed as someone who has romantic feelings for Pakistan Actress Reema.

S#	Statement	SD	D	N	A	SA
HUM SAB UMEED SE HAIN						
1	Hum sab umeed se hain uses indecent Language for politicians					
2	Calling Former President Zardari as "President Zordari" is unpleasant					
3	Calling Chief Minister KyberPakhtoonParvaizKhattak "TeeliPehlwan" is objectionable					
4	Giving title to all Government officials "Hissa Mangain Sabhi" is improper.					
5	It is unbearable to make fun of meera's way of talking					
6	It is unlikable to show Meera as someone who has many lovers.					

HASB E HAAL

1	Hasb e haal uses indecent Language for politicians					
2	Calling Former Interior Minister Rehman Malik "Uri Baba" is objectionable					

KHABARNAK

1	Calling caricature of former President Musharraf "neulla"(mongoose) is objectionable					
2	It is objectionable to call Senior Anchor person Tariq Aziz as "Farig Aziz"					
3	It is unpleasant for comedians to call each other with bad titles					

(iii) Cultural Values

S#	Statement	SD	D	N	A	SA
HUM SAB UMEED SE HAIN						
1	Caricature of males and females guests are shown in despicable (Deserving hatred and contempt)					
2	Dressing of hosts and actors compatible with our culture in ham sab umeed se hain					
3	It is objectionable to present Former Cricketer WasimAkram as cricket coach but wearing Sherwani (Wedding dress).					
4	It is objectionable to show Chief Minister SindhQaim Ali Shah in costume of superman.					
5	Language used in se hum sab umeed se hain is compatible with our culture.					
6	Mixing answers from real interviews of any personality with different questions in hum sab umeed se hain shows much disrespect for particular person.					
7	Females lip singing and dancing on parody songs is objectionable					

8 It is objectionable to edit Bollywood movies and adding caricature of pakistani politicians by creating new scenes .(for example editing dabang)

9 It is objectionable to name segments in hum sab umeed se hain on names of bollywood movies.(Rab ne bana di Jodi, Diltoubachahaji)

10 It is objectionable make fun of physical disabilities of politicians(Ch.Shujat , Javed Hashmi)

HASB E HAAL

1 Language used in se hasb e haal is compatible with our culture.

2 Interviewing and way of questioning caricature of any politician or a personality in hasb e haal shows much disrespect for particular person in a way that It goes against our customs and traditions

3 Azizi way of dancing on set is objectionable

4 Caricature of males and females guests are shown in despicable (Deserving hatred and contempt)

KHABARNAK

1 Language used by comedians in khabarnak is objectionable

2 Caricature of males and females guests are shown in despicable (Deserving hatred and contempt)

3 Dressing of Comedians is compatible with our culture.

4 Language used by caricature of different personalities is compatible with our culture

(iv) Morality

S#	Statement	SD	D	N	A	SA
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HUM SAB UMEED SE HAIN

1 It is objectionable to present Member of Provincial Assembly Rana Sana ullah giving a statement but then his kid caricature inside him says something opposite which is true.

2 It is objectionable to Represent former President Musharraf as someone who says he is not afraid of bombing but as soon as he hears voice of a blast he fears and ran away.

3 Hum sab umeed se hain misquote facts more often.

HASB E HAAL

1 Hasb e Haal misquotes facts more often.

KHABARNAK

1 Khabarnak misquotes facts more often.

(v) Biasness

HUM SAB UMEED SE HAIN

1 Hum sab umeed se hain portrays the political leaders as demeaning and much below the standard of a civilized person.

2 Sometimes Hum sab umeed se hain discusses particular political leader more than it is required.

HASB E HAAL

1 Hasb e haal portrays the political leaders as demeaning and much below the standard of a civilized person.

2 Sometimes hasb e haal discusses particular political leader more than it is required.

KHABARNAK

1 Khabarnak discusses particular political leader more than it is required.

2 Khabarnak portrays the political leaders as demeaning and much below the standard of a civilized person

3 Khabarnak discusses Meera more than any other celebrity.

S#	Statement	SD	D	N	A	SA
1	I really take many useful messages from these comedy shows.					
2	I only enjoy Comedy from these comedy shows					
3	These programs have sufficient ethical standards					