

Exploring the Effect of Electronic Media on the Society: A Case Study of District Mardan (KPK)

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ABSTRACT

Pakistan media has been more educational than any time in recent memory. Media in country make real open illumination about genuine issues like wellbeing, training, disinfection, joblessness, condition of the nation and expanding costs of fundamental items. In this era media has acknowledged the work of a guide in step-by-step life of everybody. It is utilized as instrument of strategy by the public authority. The volume of yield of electronic media is essentially overpowering. The media in Pakistan consistently shapes and reshapes our assessment, discernments and mentalities. This study aimed that how much effective role play by Pakistani media in our society. For this purpose, researchers used primary data in the shape of survey and secondary data like internet, library books, journals, and course books etc. to conduct this research. The study concluded that the electronic media is generally compelling and quickest source of communication with the majority and mass media assume a critical part in molding popular assessment in regards to any issue.

Keywords: Impact, Electronic media, Society, Mardan, KPK

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Introduction

Pakistan Media Historical Background

Pakistani print media appeared on the scene with a mission to proclaim Pakistan as the best available alternative for British India's Muslim minority, as well as a form of self-assurance against the Hindu majority. Like the newspaper Dawn, set up by Quaid-e-Azam and first circulated in a long time, dedicated to countering "against Muslim proclamation" and the conservative paper, the Muslim elite's mouthpiece, Nawa-e-Waqt, was established in 1940, and both were the most grounded partners for an independent Pakistan. The emphasis on Islam as a major pillar of public character produced a federation between Islam's guardians, the strict pioneers with the army, the common organisation, and the insight administrations. This nexus of these public guardians has affected media as they endeavored to use to monitor their inclinations and the public personality. Strict pioneers have proclaimed irreverence laws that have limited the ability to express themselves, through the combination of media legislation, the enabling and positioning of public resources for advertisements, the insight administrations have controlled the media, and the common organisation has been used to control the media. Different military systems in Pakistan have a vested interest in controlling the media. Field Marshal Ayub Khan, the country's then-military ruler, established the Press and Publication Ordinance (PPO) in 1962, which laid the groundwork

for the country's media legislation. The law gave experts ability to seize newspapers, shut down news organisations and detain columnists. Ayub Khan nationalised large sections of the press and seized control of more than one of the two new largest workplaces. Different organizations were driven into crisis where and expected to search for financial assistance from the public authority.

From 2002, media went up against an unequivocal improvement that would provoke an impact prepared to gain political clout in Pakistani electronic media. The state's stranglehold on electronic media was broken by new liberal media regulations. Private news organisations were granted TV broadcasting and FM radio broadcasting licences. The military's motivation for changing the media allowed was to ensure that Pakistani media could be used to promote public welfare and fight India's threat. The public authorities, academics, security agencies, and the military all believed that Pakistan was left with no choice but to retaliate because its electronic media were unacceptable in comparison to India's. Later on, a better electronic media restriction was required, and the electronic media market was accordingly altered. In any event, this evaluation was erroneous, as the media, particularly the various new television channels, transformed into a remarkable force in society. The media played an important role in the demise of Musharraf and his administration. The media planned to play a key role in assembling a regular society by giving extensive coverage to the 2007 Lawyers Movement's fight to reestablish fundamental value. With a large number of Pakistanis coming to the streets in support of an independent judiciary and democratic governance, Musharraf found himself with little support from civil society and the military. He had to call elections at some point. As a result of the recent renewed interaction between civil society organisations, the Legal Adviser's Movement, and the electronic media, Pakistan's new President, Asif Zardari, was forced to bow to popular and political pressure and restore the major equity. In Pakistani history, the rise of great common society performers is unusual. These could not have grown in power without the media, which should continue to play an important role in Pakistan's efforts to build a more grounded majority rule system, more solidity, and the ability to adapt to socio-political changes. Pakistanis' only hope is that the media would continue to rally people. The media has done an outstanding job, even if they are occasionally unprofessional, and must accept the boundaries between journalism and political activity.

Print Media, Television and Radio in Pakistan

In earlier decade print media was show basic reform. For a long time, frame papers were the only selected media that gave state subject area experts a free and essential stay. Print media is available in 11 dialects, with Urdu and Sindhi being the most common. The print media is also divided into Urdu and English media. In the nation zones, Urdu newspapers are the most widely circulated medium. They are conservative, folkloristic, severe, and exciting, and they are by far the most read and persuasive among the general public. English print effected among assessment creators, lawmakers and the local area business of society in public. Urdu language daily newspaper 'Nawa-i-Waqt' was the biggest readership in the nation. The Nation English newspaper was right wing of the Nawa-i-Waqt group. The Dawn Group of papers is Pakistan's second largest media conglomerate, and it distributes a variety of publications, including the Star, Herald, and its flagship paper, Dawn. Dawn is regarded as a liberal, mainstream publication with moderate views. Association All Pakistan Newspapers Society (APNS) established in 1953 and addresses the main spearheading authors and publishers of the day to work with the trading of perspectives among authors and to secure the rights of newspapers. Presently, Association All Pakistan Newspapers Society fundamental objective is to safeguard the business interests of its cooperation if a publicist defaults on installment, the news association protests to the Association All Pakistan Newspapers Society.

Pakistan Television Corporation conveys began in 1964. Pakistan Television Corporation state imposing business model was finished when the electronic media market shifted in 2004. This provoked the blast in new private TV groups that today send cleansers, news, sensations, and syndicated programs a great many watchers. The private channels have been given licenses for connection or satellite just, which infers that PTV is the solitary station that offers natural sorts of help to the general population. This endowments

PTV, as most of the provincial populaces don't move toward the electric channel that send through connection or satellite. It furthermore shows that the public authority really wishes to have order over the private TV stations, as connection affiliation and satellite transmission can be successfully be shut down. That the public authority not simply hoped to change the electronic media on its own terms, yet furthermore expected to control and use the media as a gadget to sustain public interests, is similarly obvious from the way that the public advisement monetary arrangement is designated. In hard and fast Pakistan has forty-nine TV stations of which fifteen are news stations, thirty-two generally amusement and two strict. Haroon bunch at any rate actually has the twenty-four-hour English news channel Dawn News that is notable among the metropolitan first class. Geo TV, moved by the Independent Media Corporation, is auxiliary with the Jang Group of Newspapers. Geo News is Geo TV's lead. The Urdu channel is conceivably the most popular and has a tremendous group.

Radio is a lively and dominant medium in many provincial regions where television is not available due to high transmission costs or, more simply, a lack of power in rural areas. People are too busy to sit in front of the television and instead listen to the radio on their commute to and from work, so radio is growing more popular in metropolitan areas. Radio was a syndication constrained by the state until 2002 when the Musharraf freed the media and PEMRA opened for private FM radio station by selling of licenses to the most noteworthy bidder. This incited the ascent of more than 40 FM stations that have shown up at a colossal number of Pakistanis both in provincial and metropolitan zones. Most tremendous media bunches were from the outset revolved around getting TV licenses, yet at this point they have gotten enthused about radio moreover.

Media Ethics

To keep the sensible name of the profession, the media experts follow certain ethical codes which are recorded underneath:

- **Accuracy:** Data gave by media people in the print media, radio, TV or web must be exact. On the off chance that mistaken or outlandish data is given, it can hurt the interests of people, institutions and nation. For being exact, media individuals need to affirm the rightness of their real factors.
- **Confidentiality:** A media individual keeps up secrecy of data uncovered by different sources.
- **Protection of sources** given secret data ought never to be uncovered.
- **Right to protection:** A columnist should respect the advantage of an individual to have security. That would suggest that a writer ought not to expound on the private existence of customary residents.
- **No instigation to viciousness:** Mass media ought not propel or incite individuals to enjoy savagery or wrongdoing. Recognizing viciousness in works ought to likewise be stayed away from.
- **No foulness:** Mass Media should not form, show or broadcast whatever is appalling or foul.
- **No Communal synthesis:** In India where people follow various convictions and religions. Our Constitution believes in secularism, which means respect for all convictions and religions. It is straightforward for the media to make issues between zones with different convictions and religions by clarifying them or broadcasting issues which can propel aggregate issues. There have been a couple of occasions when aggregate ruckuses and killings have happened subject to media reports. The media needs to ensure that it works considering a genuine worry for general society.

Media Laws and Constitution of Pakistan 1973

Different legislative and regulatory mechanisms clearly and by suggestion impact media. The Printing Presses and Publications Ordinance of 1988, the Freedom of Information Ordinance of 2002, and the Pakistan Press and Publications Ordinance have all been combined into these statutes. The Press Newspapers, News Agencies, and Books Act of 2002, the Defamation Ordinance of 2002, the Contempt

of Court Ordinance of 2003, and the Electronic Media Regulatory Authority (PEMRA) of 2002. The laws that regulate the country are the Registration Ordinance of 2003, the Press Council Ordinance of 2002, the Intellectual Property Organization of Pakistan Ordinance of 2005, and the Access to Information Ordinance of 2006. Every citizen has the right to freedom of expression and the press, subject to any reasonable restrictions imposed by law in the interest of Islam's glory, Pakistan's integrity, security, or defence, friendly relations with foreign states, public order, decency, or morality, or in relation to contempt of court, defamation, or incitement to an office. In 1996, the Information Minister Javed Jabber presented a law "Option to know". But this law did not follow in long term. In October 2002, when worldwide donors demanded legislation on individuals' entitlement to know, an ordinance called the Freedom of Information Ordinance was speedily declared by General Musharraf's administration. The way that the parliament that had appeared around then was intentionally skirted in making the law illuminates the negative mentality of the government of the day on the issue.

Mass media has both positive and negative effect. The positive outcomes are to give news, data and teach the general population. Media helps a democracy work adequately. They advise general society that how government strategies or projects can be helpful for society. Media forward the individuals demand which was the important improvements in the government approaches or projects. Media can help to improve projects and promote trade and industry through advertisements. While negative impacts are that the conventional culture of a nation is unfavorably influenced by mass media, promote violence and appeared on TV and Media can entertain people. The main purpose of this study is to find out information about the importance of electronic media and to find whether the media has positive or negative impacts in our society. After year 2000 private media channels have gained much more importance in our country, electronic media has very much impact in our lives, behaviors, attitude and culture. Also, to analyze the negative impact of media in our society Pakistan is a Islamic country and that is very important to how much Pakistani media has adopted Islamic rules in our broadcasting.

Area of the Sample and Survey Design

A micro level survey was conducted in the individual of tehsil Takhtbhai which is part of district Mardan and in the provinces of Khyber Pukhtunakhwa (KPK). According to 2017 census the total population of Mardan District is 2.373061 million. (Pakistan Bureau of statistics). District Mardan is further divided into three administrative units (Tehsils) namely tehsil Katlang, tehsil Talkhtbhai and tehsil Mardan. The population of Takhtbhai Tehsil is 91,504. The primary data collected through a well-defined questionnaire which covered the impact of media in culture, religion, role of media (positive or negative) reforms of media and others. The main purpose of this survey research was to collect people opinion about electronic media.

Literature Review

Khan *et al.*, (2013) examined the role of media in our society and argued that media has very much influence in our society and provide very useful information about every field of life. Further Safdar *et al.*, (2018) statement that electronic media create awareness and provide latest situation information in our country as well as whole world. Also revealed that media has very importance in democratic society people express own opinion and media play a bridge role between people and government (Safdar *et al.*, 2015; Safdar *et al.*, 2015a; Shabir *et al.*, 2015).

Safdar *et al.*, (2018a) studied that media is not only bound to specific territory. Shabir *et al.*, (2018) Media has provided whole information to the viewers but not only base on positive impact of media author also highlight the negative impact of media if the usage of media for wrong purpose they very bad impact because mass media has capture large audience and they are much effected by the propaganda.

Safdar *et al.*, (2016) analyzed the part of media and its impact on brains and hearts of people. The investigation result show that electronic media is an incredible instrument for bringing apparent changes, in the perspective, standpoint, disposition and premium of individuals. Safdar *et al.*, (2016a) Media

centers on financial, political and philosophical issues and pinpoints the ills and indecencies winning in the general public. Most recent long-term Pakistan confronted psychological warfare and the Media assumes critical part in the conflict against illegal intimidation in the country and in achieving the joining in the country (Shabir *et al.*, 2015; Shabir *et al.*, 2015a).

Safdar *et al.*, (2015c) argued that media has responsibility to protect our culture and promote own culture in all over the world. According to the Chen, media is like an ambassador in foreign country through broadcasting. It is the responsibility of the media to present good picture of own culture to foreign country. Rosempta (2013) also investigated that the present world, it is sure that media expects a huge part in influencing our lifestyle, our economy and our overall point of view on the world.

Duffy (2016) conducted meeting with different press club and both print and electronic journalists and collect information about the print and electronic media in Pakistan. Nasir (2013) In this research Pakistani media has a very much impact on society but the rules and regulations are not enough for print and electronic media especially private media channels are very much independent in own work. He criticized government policies and do not follow the ethics of journalism. He has also pointed out the biases in media. Some channels openly supported opposition, political parties and some channels support government policies the Pakistani media (Chen, 2012; Amide, 2015; Nicoleta, 2008).

Shabir *et al.*, (2013) said that the media provides education to society which is very much effective because the media has gained more importance in last two decades in Pakistan. Raffat *et al.*, (2015) The spread of awareness is the duty of media they provide latest news, current affair programs informative documentaries and much more which is very beneficial for society.

Khan (2013) revealed that media has become a critical space of the economy of the latest 17 years producing income for the economy, pulling in speculation, giving immediate just as circuitous work for individuals and adding to GDP of the country. Wassan (2007) The most widely recognized wellspring of broad communications diversion for all age bunches in Pakistan is TV.

Research Design & Methodology

Data Collection Procedures

In month of February, 2019, the random sample method was selected and collect 400 families' data in Tehsil Takhtbhai, for those respondents which age is 17 to 50 years and have educated at least metric level. The study adopts state preference approach and interpersonal method, based on all questions is closed ended. In time of data collection meet with every individual not only taking answers as well as to meet individual they give some more detail answers which is very helpful in research although interpersonal method is very time consumed but as well as you collect huge data. In interpersonal method meet different type of people which is thinking on different style some time they give very useful information and you don't expect them. In the literature most of author used this method such as (Sahar, 2003; Duffy, 2016).

Descriptive Analysis

The descriptive analysis show that out of 400 sample more than 60% respondents are agree that media has great source of news they provide every type of news gossip, informative programs and played positive role in our society. While 40% respondent explain that media not follow the society rules and regulation especially private media, they not follow the basic principle of society. Further analysis show majority of people said Pakistani media have not follow the Pakistani culture and traditions and 49% people is satisfy that role of Pakistani media as according to Islamic principle and 51% people is disagree with this statement.

The 60% of Pakistani population is based on youth that is the power of country if their skills are utilized positively then the country should be on success track. According to TJ. Walker media is power & that power should use for the betterment of the children, youth, society and county. In this study survey 207

respondent of total samples is agree that media do not provide healthy activity for children and youth there is no doubt that the media has very much quick impact on society children and youth.

Electronic Media is an instrument which is use for different purposes like delivering of information, news, reports, message, social information's and much more. The most important question the impact of media in our society. The present study revealed that 63% respondent statement that television media has more impact compare with radio and newspaper because television is most effective way of communication both listen and watch qualities on other side 27% respondent statement that media has not always say truth most of the time media reports are fake and not trustable. Further the study arises propaganda related question, more than 60% people answer that propaganda is always effective tool against other. According to the media studies expert said bullet is injured body but the propaganda has destroyed whole human because propaganda is damage human by mentally.

According to previous literature television journalism is most effective compare with radio and newspaper because televisions provide more real picture of event. "Television is the most effective invention in 20th century today television is like a family member in every house people watch on television different dramas, news, movies, documentaries reports, cricket matches music programs and much more. Further study also finds out the most of people want to reform media and give suggestion that the first reform in media is should promote Islamic culture and traditions second not promote vulgarity and unethical programs third not propaganda against state institutions like army and judiciary forth not promote violence fifth not debate on wastefully issues that is some reforms which is very necessary in electronic media.

In Pakistan here are two media group's private and public do they play same role in society? 261 respondents out of 400 said, PTV not play role like private channels the reason is PTV is the government channel and government pay salaries to the channel staff how they can highlight the government failures? The PTV slogan is "everything is Ok". They not highlight main issues they not discuss main problems and always support government point of view no thinking what is true and what is wrong and other side private media highlight main issues and problems also discussion on them because that is the responsibility of media to point out the problems in society and give suggestions to the government for problem solution.

Media have creating great awareness in society the most private media channels broadcast transmission 24 hours and give a lot of information to the people from everywhere that is the positive sign of media. Today every person is aware not only about national issues as well as international politics because of electronic media. The media has great advantage if the usage is positively media has educated people, informs about national and international politics, provide latest news from anywhere of the world. In the survey only 94 respondents out of total is not agreed with this statement according to theses media create violence through news and programs media not provide accurate information and the biasness is conspicuously in electronic media.

Final question finding that every person watching or listening news and programs but the media tools are different like some watching television and some listening radio and some people read newspaper it means that information is need of every person today television is the most permanent member of our houses every person watching news, talk shows, debates and other informative programs on television.

Conclusion

From this study it was concluded that the significance of media in today's world can't be denied. The electronic media is the most powerful and quickest sources of communication with the majority. In Pakistan, the electronic media, particularly private electronic media, was presented somewhat later than the remainder of the world, yet, in a brief timeframe, it acquired a lot of promotion and hype. The electronic media is quite possibly the most persuasive methods of communication in the world today. At the point when it began to accumulate significance in the last 50% of the twentieth century, it acquired a

transformation the universe of media. While the print media had existed for quite a long time, the electronic media began acquiring substantially more consideration, importance and acknowledgment in a fairly brief timeframe. The electronic media, which incorporates radio, TV, PC, and so forth, end up being a quicker, more valuable instrument of communicating with the masses. The print media does not have the speed of conveying the occasions as they are going on, in light of the fact that it requires some investment to compose, alter, print and afterward convey the papers to individuals, while the electronic media can report occasions as they are going on.

In this survey most of the people realize that media has much importance in our society and over all media have play positive role in our society. The people of this survey completely reject of media propaganda most of the people think propaganda created violence in our society also the reforms of media is most imported in media because media is power and if you not maintain this power according to law, they will be creating problems in society also the people of this survey is agreed to the awareness in society which is possible through electronic media. The overall result of this survey show that media is the fourth pillar of the state and they have much importance is our life also the media is big responsibility to work according to the law not created violence in society also not play a hatred role because millions of people watching TV and listening radio that is the responsibility of media should highlight problems for the society betterment and improvements.

To administer the electronic media in Pakistan, PEMRA was set up. Up to this point, shockingly, PEMRA has not had the option to completely practice its control on account of a horde of reasons. Political obstruction is a major obstacle in the working of PEMRA as an autonomous body.

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Conflict of Interest

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