

Portrayal of Incidents of Intolerance on Electronic Media and its Relation with the Youth of Pakistan

By

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Student I.D.: 090303-014

A Thesis Submitted for the Degree of B.S. Mass Communication



School of Social Sciences and Humanities

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DEDICATION

To my father

For all the times you gave opinion on news, during our afternoon tea sessions.

ACKNOWLEDGMENTS

First and foremost, I would humbly offer my gratitude to Almighty Allah for giving me countless great learning opportunities, for guiding me throughout my life and for blessing me with all the good that this world has to offer.

I am thankful to my supervisor, Mr. Rashid Khan, Assistant Professor, School of Social Sciences and Humanities, UMT, Lahore for guiding me through every step of this research project. He has been a source of immaculate knowledge in the field of study I was focusing on during this study, and a consistently resourceful support in solving any research related issues and queries.

All Teachers, who have guided me through four years of university, due to whom I am at this final stage of my degree, a special thanks to them and to an amazing friend who was with me every step of the way during research and completion of this thesis.

I would also like to thank, Maryam Shafiq, Ms. Tahreem Nasir, Sana Qadeer, Amal Ahmed, Mahrukh Ahmed Shoaib and the Executive Committee of Debating Society of University of Management and Technology for helping me through my research and for their support. Sana Tahir, for taking out time to help me during long hours of focus group session.

Everything I have achieved so far, and all that is to come in my future has been made possible due to the constant support, love and trust of my parents and siblings. A heartiest thanks to them for their endless support and understanding.

I appreciate in general, all those who have been a part of this research one way or another.

Fatima Zahid

ABSTRACT

The youth of Pakistan forms majority of population in the country. They are a major part of market consumers, and have become a crucial part of an evolutionary awakening process for the country. This research is based around them, and another important factor in the current scenario and future of Pakistan, the electronic media.

During a survey conducted through the process of this research, more than 85% of youth as a result of the study showed that they rely on TV news channels for latest information. The purpose of this study was to find out how media portrays incidents of intolerance (violent, abusive, sensitive, or harsh stories) on TV, how that affects youth of Pakistan and what are the consequences or result of that impact on youth of Pakistan with regards to how they feel for media; trust or distrust. Hence how those news stories and media overall impacts them and the result of that impact is the purpose of this study.

The research was conducted in four private universities of Lahore, Pakistan. Qualitative methods were applied to find the basics of this research project, whereas quantitative methods of research were applied in the form of survey to affirm the findings of qualitative research. Hence the essence of this research and basic methodology is that of qualitative research.

The results of both methods were crucial in order to affirm aptitudes of youth found during research towards media. The youth reached during research was enthusiastic about their views of media, and although the results showed that they had crumbling trust on media, nevertheless they still depended on news given on electronic media for current information if not for opinion on news. Hence the conclusion however not completely positive gave some very insightful views on what can be done in order to make news items more worthy (trust and compatibility wise) for the youth of Pakistan.

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INTRODUCTION

In recent years Pakistan has seen more revolution on TV and in media than any in other aspect of life. This media revolution, along with the dissipation of channels all over the cable networks has led to free flow of communication and news to flow from everywhere, and to everywhere. With these eased flow of information many consequences have come forth. Media has become a powerful tool in all the ongoing national matters of Pakistan. Its effects are debated as to be whether they are more positive or tend to have a more negative or abrupt outcome or effect on the general populace or let's say the people.

By positive we are taking here the meaning or effects and impact of media on the general populace, which leads them to be objective towards the common national goals of a nation; to become more modern, advance in terms of technology and towards the development of the nation as a whole, as well as giving a sense of satisfaction to its audience, along with the completion of a story. Another thing to be considered while taking the impact of media as positive would be the fact what sort of reaction arise in people after watching news stories, and the level of confidence and trust they have on what they see on TV.

The negatives would be complete opposite of those things given in the positive as well as dissatisfaction, paranoia, distrust on news content or credibility of news anchor persons, or media stories. Finding out these things is the main objective of this research. Now in order to concentrate on a certain part of material we see on TV, and the content; incidents of intolerance (religious or otherwise) were highlighted mainly during the research.

So for the basic part of research, the concentration is on news channels and the content they show related to incidents of intolerance, in Pakistan. This research measures, figures and talks about what kind of impact does the portrayal of incidents of intolerance by the media brings

forth in the youth of Pakistan who watches TV, or follows news event of a story. The methodology of research follows basic patterns of both qualitative and quantitative research in order to reach a basic consensus.