

ROLE OF TELEVISION IN PERSPECTIVE OF SOCIAL RESPONSIBILITY THEORY IN PAKISTAN AND INDIA

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ABSTRACT

This study presents a comprehensive analysis of the role of television channels in Pakistan and India from the perspective of the Social Responsibility Theory. The core objective of this research is to determine whether television channels in both countries effectively provide adequate coverage of social issues and create awareness among the masses. Furthermore, the study compares public and state-owned television channels in Pakistan and India to explore the differences in their roles and performance in fulfilling their social responsibility to raise public awareness.

INTRODUCTION

The purpose of this study is to analyze television in the perspective of social responsibility theory in India and Pakistan, while keeping in view the socially responsible role of mass media in society as suggested by above mentioned normative theory, particularly in developing countries. A report of communication research indicated that media is an imperative social agent, which has potential to influence the views of the community (Smith, 2005). Similarly, another researcher believes that media is an essential pillar of social change and social revolution (Ravi, 2013). Nobody can deny the role of media in bringing social change (Joshi, 2015). Media have potential to educate, aware & entertain the public, and shape their attitudes or opinions about a certain issue (Sanson, 2013) (Bullock, 2001) (Kinder, 1998). Emerging media has great level of persuasion on the minds of the public, so this is the need of hour to emphasize social responsibility of the mass media to educate public in progressive way. Which means, media must be capable to promote and protect the public entity/assets rights (Braid, 1993) (Barnarte, n.d).

Masses have media only, to get information about current happenings of society, that's why responsibility of media might have been increased to bring about change in the attitudes of community about social issues. Evolving electronic media has its greater impact on public and information of electronic media has positive impact in promoting social systems (Jan, 2013). Persuasion of media is greater on masses in reshaping personal, national, intellectual, political and social life. In last few decades, people have experienced remarkable social and cultural change and interpersonal human relations particularly (Shafi, 2015). Misra (2010) wrote in his article that, media is the most powerful medium that has remarkable potential to inform, educate and entertain the masses. TV has deep impact on culture and way of thinking. Sargent (1997, as cited in (Misra, 2010) claims that television is the most important media for transmitting information in broadest sense. Meanwhile MacGregor (2007) believes that television has greatest impact on public than other famous media sources, because of its overwhelming grasp to the approximately 90% of the public and on the other hand it involves the more than two senses of a person at a time, i.e., watching, listening.

Reason behind rapid growth of cable television is easy access, low cost and heavy viewership interested in entertainment only (Zia, 2003). Television is an effective education medium of

the age (Schramm, 1968; Ravi & Devdas, 2013). People could learn and form their opinion about certain issues (Baum, 2002) (Kwak, 2004). Audio-visual transmission of television has instant effects, as communication medium television has wide range, reach and effect on its audience (Guru, 2013). Television has definite impact on the thought pattern of society (Kumari & Joshi, 2015) (Desai, 1996)

RESEARCH QUESTIONS

RQ1. Do the content of PTV Network & Geo TV from Pakistan and Doordarshan & Star network from India; represent the social issues of Pakistan and India respectively?

RQ2. Does the frequency of programs about social issues in the respective channels justify the Social Responsibility Theory?

RQ3. Are these channels fulfilling the role of Social Responsibility in highlighting the social issues according to their societies (by covering different dimensions of social issues)?

RQ4. Is there any distinction between the roles of Pakistani and Indian Channels in fulfilling social responsibility of media?

RQ5. Are there any differences between state owned and private channels in highlighting the social issues of respective countries?

RQ6. Do the television channels create awareness about social issues among masses?

LITERATURE REVIEW

An intensive research study examined the social responsibility theory with certain case studies from television and revealed that evocative, inoffensive, maximized functioning and non-intervening practices of media for compatible social structure and psycho-social consequences of region has been recapped by every media theory. These practices of media have time and again resulted in sensationalizing, misleading and instigating the public and crumpling the established law. This study concluded that freedom of media will be confiscated if social responsibility will not be deliberated by different sections of media (Ravi, 2012).

A study of media and social research was conducted on Using TV talk show for public health media advocacy. The researcher aimed to find the attention of media for changing public policy about health communication and concluded that media is an effective tool that can be used effectively for public health advocacy. (Stoneham, 2014).

A group of PhD scholars from different universities of Pakistan conducted a study on the role of electronic media in changing social value system in Pakistan. Results of the study comprehensively explained that electronic media is an agent of change but its direction depends on the reported content. And content of media is outrageous and unrealistic which needs to be changed (Ali et al, 2013).

Role of media is very significant in teaching the farmers about extensive agriculture technologies. Results of the study revealed that majority (52.80%) of the respondents were unacquainted about the regular television transmission of agricultural programs. Only 5.60% respondents were regular viewers of the agricultural programs, in fact prefer them on other programs. An appalling thing was exposed in results that, there is no feedback link between television organizations and farmers. Meanwhile, two other researchers believed that agricultural production can be increased significantly if media inform and educate farmers about the latest agricultural technologies. Findings of the study reveals that there is only one channel (Sohni Dharti), which is dedicated to agriculture out of 84 channels of that time. This was concluded with sharing major reasons of neglecting the agriculture sector, i.e., non-availability of advertisements, viewership, revenue and frequent arrangements of agricultural events (Zia & Khan, 2012).

A research report from Bangladesh was published about the use of mass media in increasing education in Bangladesh. Government and other organizations advertise in Radio, TV and newspapers about social issues to keep public aware of it. With the help of media, Bangladesh has experienced phenomenal growth in education sector, especially in rural areas. (Burke, 2014).

Two other researchers from NBER conducted a study on the power of TV and the status of women in India. Researchers wrote in their article that cable and satellite television is an emerging phenomenon and can alter and expose the behaviors and attitudes of the viewers by giving them information about the outside world. This paper explores the impact of cable television on the women of rural India, and the results revealed that there is significant decrease in domestic violence, son preference, and increase in women independence and decrease in fertility. Results also suggest that the exposure to cable television results in increase of children enrolment in schools and increasing role of women in household decision making (Jensen & Oster, n.d).

Academic research conducted in Bangladesh suggested that if farmers would be given right information on right time, GDP contribution can be increased. The study has conduct survey from three villages namely Hariapara, Amgachi and Gowrihar in Rajshahi district of Bangladesh. Researcher concluded that agriculture development depends on how much farmers aware of new techniques and technologies. Agricultural Information given by TV channels helping farmers in getting valuable information but it is not sufficient; TV channels should broadcast more information on agriculture. According to researcher, that is the only and best way to educate and aware farmers to put best efforts in agriculture development (Alam & Haque, 2014).

One of the top three presented papers at University of Michigan that was built on the relationship of viewing of television talk shows and political engagement revealed that entertainment talk shows have its impact on the political engagement of youth. Late night entertainment talk shows for political information were found relevant to all three variables of the study, i.e., political efficacy, political trust and vote likelihood. Finding of the data suggested that the use of late-night talk shows for political education may nurture the political inefficacy and mistrust among youth. In this scenario, role of television talk shows can be observed in the development of nation. However, television is being used to promote the ideology of ruling elites (Wahab. n.d).

Children spend a considerable amount of time on watching television programs. Parents and guardians have great responsibility to provide children better choice of programs. Mass media and television has great corporate social responsibility in promoting healthy personality in children. Children development by television is a scientific phenomenon and most of the behavioral scientist has examined that being heavy viewer of television programs would exclude other healthy activities from children's lives (Guru et al, 2013).

RESEARCH METHODOLOGY

The intention of this research is to find out the role of television in perspective of social responsibility in India and Pakistan, with a case study of PTV, Geo, Doordarshan and Star India. Every cable and satellite channel are publicizing for their better role than other TV channels; this study has analyzed how much responsibility these TV Channels are exercising in educating, informing and making aware the audiences of the both countries on certain issues. Content analysis examined the programs of both countries to check the role of media under perspective of social responsibility. Interviews of the media professionals of the both countries to evaluate the interest of TV channels and to better understand their strategy. To create a balance in the results of the study survey of the common citizens from the both countries have

also been done. Programs of PTV, Geo TV, Doordarshan and Star India were examined for the period between Dec 2014 to Dec 2015.

Unit of Analysis

Every program related to the concerned social, political and economic issues on the selected channels of PTV, geo, DD and Star India is the unit of analysis for this study.

Categories

During data analysis data analyzed on three-point scale i.e.

Positive (3)

Balanced (2)

Negative (1)

Positive: All the programs of the channels of both countries were categorized with positive with label/ value (3), as under:

- If program discuss any social, political and economic issue and give any kind of recommendations.
- If a social, political and economic program discussed an issue with all of its details, although without recommendations.

Balanced: All the programs determine by balanced and value (2) if a program discussed If any program fairly discusses any social, political and economic issue.

- If any other social, political and economic issue were discussed apart from the selected issue list
- Any current but important issue of social, political and economic category.

Negative: All the following programs given value (2), negative category:

- All the programs that did not discuss any recommendations for the solution of any social, political or economic issue.
- All the programs which are not clear about the topic area and discussion are considered negative.
- All the programs which are not related to the selected social, political and economic areas.

Sub-Categories: Data analysis was described by the sub-categories as frequency of the programs. These categories were assigned values as:

Discussion & Recommendation (1)

Discussion Only (2)

Fairly Presented (3)

Not Clear (4)

Program Categories: These categories are based on the theme of the program, such as Political, Social, Entertainment and Economic etc.

Entertainment (1): This category comprises on further categories as Fiction, Social Romantic, Crime Show, Reality Show, Cooking Shows, Morning Shows and Comedy.

Sports (2)

Religious (3)

Political (4): This category further encompasses on Personal Interviews, Current Affairs etc.

Economic (5)

Social (6): In this category Information, Education, health, children's issues, women issues, Travelogue, Documentary, Career Counseling, Domestic Violence and other issues of society are included.

Apart from these categories, one liner of every program has also been discussed to clear the concept of concerned program. One liner of the program is the short summary of the program

which has been developed by the researcher or the official website of the channel or description of the program on YouTube and Wikipedia. This one liner of the program made easy to include a program in some particular category.

THEORETICAL FRAMEWORK

This study has been conducted to analyze the role of television, especially the case of PTV, Geo TV, Doordarshan and Star India in Social responsibility programs. One thing needs to be clear that, this study is not based on theory testing, however this study is based on exploring the television role in fulfilling social responsibility theory. Core purpose of this study was to dig out the frequency and treatment of programs on social issues of the selected channels with certain dimensions to analyze how much responsible content was being broadcasted by the selected channels of both countries. This theory leads to establish press councils and code of ethics in every country to ensure a regulated media. Dennis McQuail (1987, as cited in Ravi, 2012; Davis & Baran, 2012) summarized basic principles of social responsibility theory:

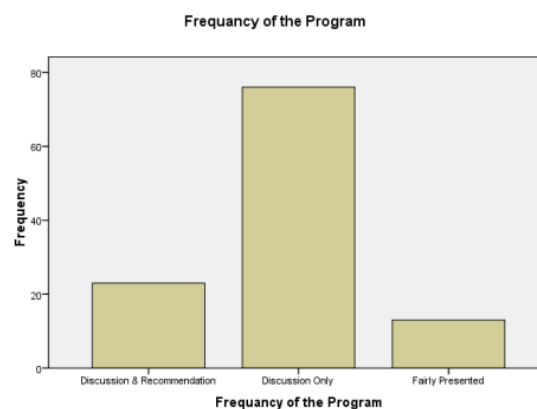
- Media should accept certain obligations of society
- These responsibilities must meet professional standard i.e., truthfulness, precise, impartial, accurate
- In put on these compulsions' media should be self-regulated
- Media should avoid such content i.e., crime, violence, civil disorder, that might hurt minorities
- Media should reflect the diversity of the society by giving rights of sharing opinion
- Public expect high performance, but it might be intervened by government in some certain circumstances to protect public interest

Journalist and media professionals should be liable to public. In the light of above-mentioned theory, researcher has expressed that social responsibility theory has established few obligations to follow by media. In this study, researcher will check that whether media is fulfilling those certain obligations (inform, aware and educate) or not? Researcher has analyzed the responsibility of media by examining the frequency and treatment of programs on private and state-owned channels.

At the end of the study, researcher has made recommendations on the basis of social responsibility theory for better performance of television programs and media professionals.

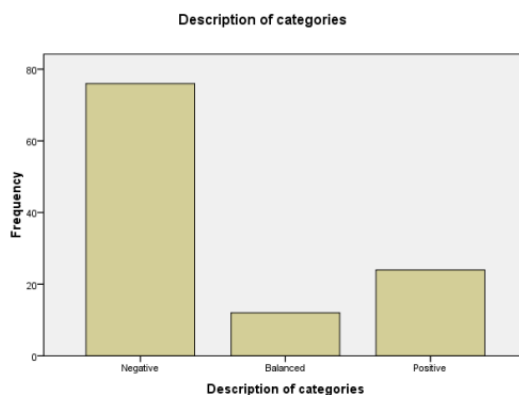
FINDINGS AND RESULT

(Pakistani State-Owned Channel PTV)

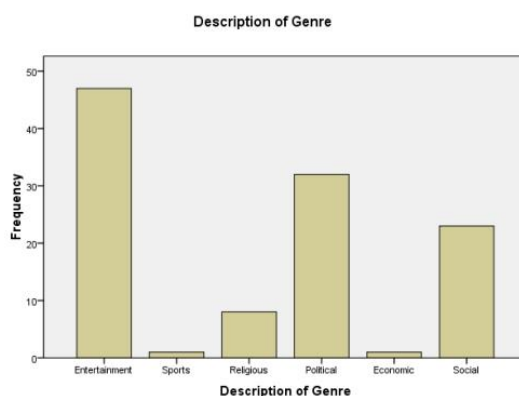


Above mentioned figure shows that about 67% of programs of PTV Home, were based on discussion of the issue of current affairs, with the leaders and members of different political parties, as the issue was just highlighted in these programs. Meanwhile, 20% programs discussed the issues and also suggest some recommendation to resolve the issue and mostly

leave the rest of opinion on audience. However, 11% programs, during last year, were fairly presented, as discuss the issue with certain dimensions to better highlight the issue.

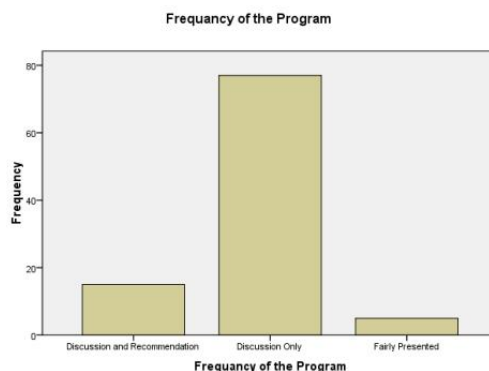


This figure indicates that 68% programs fall in negative category according to the set parameters of the research while other 21% programs presented positive information to aware public about the certain political, economic and social issues. Meanwhile, 11% program provides balanced information about the issues.

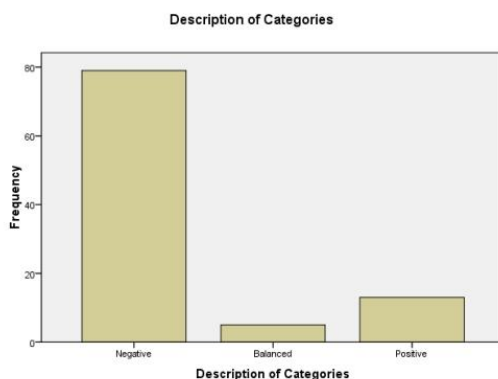


According to this chart, 42% programs of PTV were purely broadcasted for entertainment purpose but second highest majority of 20% shows that few programs also highlight the social issues within theme of entertainment. A lot of programs (28%) were based on political issues, but purely current affairs. However, 7% programs were based on religious information. 1% programs were also presented for economic and sports theme.

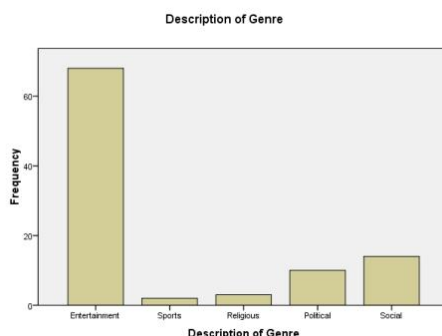
Pakistani Private Channels (Geo News)



According to this chart, a high number of 79% programs are based on discussion on the issues, instead of guiding people about the solutions. While the programs which are based on discussion but along with fair recommendations to aware and educate public about the certain solutions of the issues, are only 15%. Meanwhile only 5% programs are based on the fair discussion of the issues.

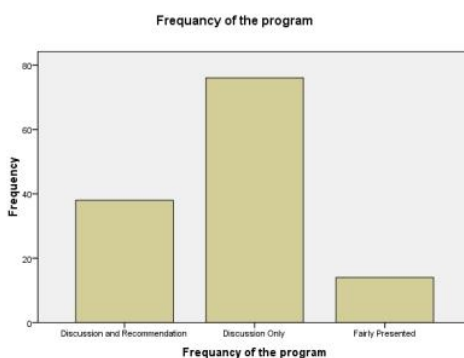


As per the above-mentioned chart, a highest majority of 81% programs are of negative category, according to the set parameters of this research. While very few programs, i.e., 13% is based on the positive discussion, and only 5% programs were fairly described among balanced category. This chart shows that there is high need of improvement in the program's quality and content.

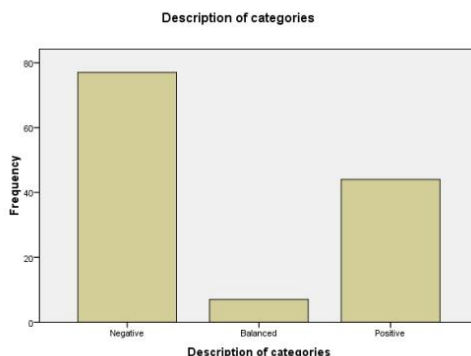


Above mentioned charts show that, the highest majority of 70% programs were entertainment based. Meanwhile the second highest majority of 10% programs are related to political and related issues. Other major category is social issues that includes 14% of programs and 2% programs are based on sports and related activities and 3% programs was having religious theme.

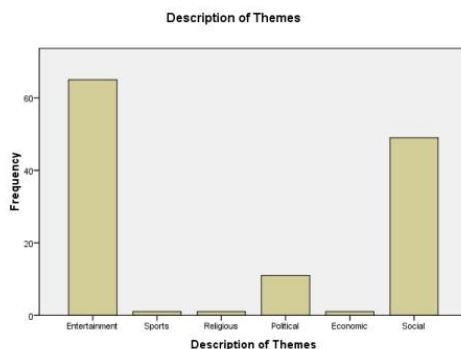
Indian Channels (State Owned Doordarshan)



In this variable, data were divided under 5 categories according to the treatment of the issue in a program. This chart shows that most of the programs (59%) are only discussion based and do not recommend any suggestions to solve the issue. 29% of programs have discussed certain suggestion about the issues like political, social, and economic issues to solve them with collaboration of audience, while 11% programs were fairly presented, that means these programs discussed the issue and also offer different dimension as the solutions of the issues.

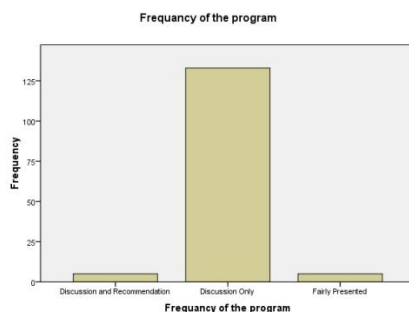


This chart shows that 60% of the programs are negative, according to the set parameters of this research. While other 34% programs are positive that shows that DD India is broadcasting enough programs to educate and aware public about the issues and their solutions. However about 6% program was balanced in the category.

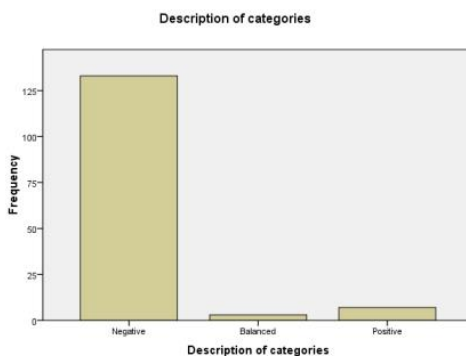


According to this chart, 50% programs were presented for purely entertainment purpose in the form of drams, music shows and other categories, while other 38% programs were broadcasted on social issues of the society, in this percentage drams were also included which were produced on social issues. 8% programs were based on political issues and other 1% programs were based on economic, sports and religious theme, respectively.

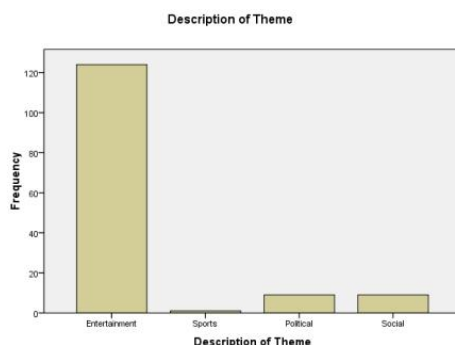
Indian Private Channel (Star TV)



According to this chart, about 93% of the programs of this channels only discussion based, as most of the programs were talk shows and discuss different issues of the society with different analysts. On the other hand, about 4% programs discuss the issue and also recommend certain suggestion to solve a problem. Meanwhile about 4% programs were fairly presented, although not given any suggestion but describe the problem with comprehensive details.



As per above chart have determined that, 93% programs of this channels were discussion based, that's why they fall in negative category, other 2% programs recommend certain suggestion and fall in positive category. Remaining 5% programs were fairly presented and relate to balanced category.



In this chart a clear draw can be seen of private channels, as about 86% programs of this were directly related to entertainment category, these entertainment-based programs include talk shows and news bulletin mostly which were based on the information of Bollywood and dramas of Star TV. Other 6% programs were based on political information and current affairs of the country and such programs include a discussion session with related politicians, as all know such discussion cannot find a solution to any problem. 6% programs were based on discussion on social issues, however about 1% programs were based on sports discussion, which was presented during cricket world cup.

For hypothesis testing of this study research was used the statistical software of SPSS and applied Chi- Square and T-test to check the relationship and difference of variables in the result of both countries. Chi-Square and T-test are the most suitable to test the hypotheses of this research work

Frequency of the program

Observed N	Expected N	Residu al
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Discussion and Recommendation	80	158.3	-78.3
Discussion Only	358	158.3	199.7
Fairly Presented	37	158.3	-121.3
Total	475		

Test Statistics

	Frequency of the program
Chi-Square	383.524 ^a
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 158.3.

Findings of the table determined that the level of significance is (.000), which is less than (.05). It means that there is no significant relationship between these channels and their role in creating awareness. So, the null hypothesis is rejected and alternate hypothesis of this research work “PTV & Geo TV and Doordarshan & Star Network lack in **creating awareness** regarding social issues in perspective of Social Responsibility Theory” is accepted.

Description of Themes

	Observed N	Expected N	Residual
Entertainment	300	79.2	220.8
Sports	5	79.2	-74.2
Religious	12	79.2	-67.2
Political	61	79.2	-18.2
Economic	2	79.2	-77.2
Social	95	79.2	15.8
Total	475		

Test Statistics

	Description of Themes
Chi-Square	825.029 ^a

df 5
Asymp.
Sig. .000
a. 0 cells (.0%) have
expected frequencies
less than 5. The
minimum expected cell
frequency is 79.2.

Findings of the table determined that the level of expected significance is (.000), which is less than (.05). It means that there is no proper significant relationship between dependent and independent variable. That's why the null hypothesis is rejected and alternate hypothesis "TV channels (PTV, Geo, DD & Star network) deficient in fulfilling the role of Social Responsibility in **highlighting the social issues** according to their societies" is accepted.

Paired Samples Statistics

			Mean	N	Std. Deviation	Std. Error Mean
Pair 1	State Owned Channels		3.15	240	2.187	.141
	Private Channels		1.75	240	1.616	.104

Paired Samples Test

		Paired Differences				95% Interval Difference		Confidence of the		Sig. (2- tailed)
		Mean	Std. Deviation	Std. Error		Lower	Upper	t	df	
Pair 1	State Owned Channels Private Channels	-1.40 0	2.654	.171		1.063	1.737	8.17 2	239	.000

Third hypothesis "State owned channels of Pakistan & India are **playing better role** in creating awareness regarding social issues than private channels" was accepted. As independent-samples t-test was conducted to compare the role of state owned and private channels of Pakistan and India in creating awareness about social issues. There was a significant difference in scores for State Owned channels (M=3.15, SD=2.187) and Private channels [M=1.75, SD=1.616; $t(239) = 8.172$, $p=.000$]. The magnitude of the differences in the means was significant.

DISCUSSION & ANALYSIS

The social responsibility of the media is to inform, educate, and raise awareness among the audience, enabling them to solve their own problems. These three functions are distinct in their performance and need to be accomplished individually and gradually, one by one. Journalists of Pakistan and India believe that the media, as informer and educator, is not heard by many

people, as they don't take interest in such media shifts, as they find these things a false exaggeration. This is happening because people are not aware of the problems of different sectors of society, or they know but ignore them. However, if the media start programs of social awareness, then a resident of an urban area will be aware of the problems of the rural public. After this education of finding solutions on their own, it can be helpful to unite a society and help one another to solve their problems, from small-scale to large-scale.

This research work was conducted under three main hypotheses. First hypothesis of the study was "PTV & Geo TV and Doordarshan & Star Network lack creating awareness regarding social issues in perspective of Social Responsibility Theory. Findings of the content have suggested that Doordarshan is performing a better job in highlighting social issues of the country, instead of any other selected channels. Meanwhile interviews of media professionals also revealed that role of Doordarshan is better in focusing on social issues and according to the survey results it was also determined that about 42% audience believe that Doordarshan is working better than any other channel of the list.

Second hypothesis of the study was "TV channels (PTV, Geo, DD and Star network) are deficient in fulfilling the role of Social Responsibility in highlighting the social issues according to their societies". Results of the content revealed that all the channels are working on social issues and also trying to resolve different problems of society, but on very small scale. According to the media professionals, eradicating the issues of society is not the responsibility of media, government and audience need to take part in the process and finding solutions of the social evils of society.

Third hypothesis was "State owned channels of Pakistan & India are playing better role in creating awareness regarding social issues than private channels". Main findings of the study determined that state owned channels are in better position to work for the social problems of the society, because these channels have not to worry about the commercial aspect of broadcasters. Meanwhile private channels are more anxious for commercial broadcasting because of the increasing number of satellite channels in Pakistan and India both. Survey results revealed that about 45% respondents believe on state owned channels while about 42% respondents agree with content of private channels.

Findings of the content revealed that the selected four channels from Pakistan and India are contributing to the development of society, but on a very minor scale. A countless number of private channels are functional in both countries, but the sad part is, about 90% of these channels just got licensed for entertainment purposes. Society has been converted to mature thinking to do fun and cultural disasters with so-called modernism and liberalism. Such cultural tragedies are causing so much malfunctioning of society and other societal problems for women, children, elders, and every class of society.

Media houses of both countries, Pakistan and India, are highlighting social issues of both societies, but on a small level. But the real problems are that, for earning TRPs, television channels broadcast such social evils in the genre of drama, which is an entertainment for the viewers. This portrayal of the evils of society cannot help eradicate that problem from society; in fact, it might help increase such incidents. These entertainment-based dramas produce a hero and villain category in the community, which in itself is evil. According to the collected data, about 70-80% of programs that are based on social issues are in the form of dramas, soaps, reenactments of crime show, and short films. Researchers have analyzed that these genres are not helpful in eradicating and eliminating societal problems in both countries.

Pakistan and India, both are the same countries, with reference of culture and old societies, and both of these countries have deep rooted societal problems, which needs a deep inside treatment to exterminate these problems from society. But collected data from all four channels has

exposed that, Doordarshan (News, India, Urdu, and National) is working for problems of society, with the genre of talk shows, discussion-based programs, documentaries and dramas. While Star TV is just working in the form of Soap operas, and discussion of current affairs like social issue in talk shows. In Pakistan, PTV is working on social issues, mostly in the form of dramas and very little in number, discussion-based programs. Meanwhile Geo TV also has dramas as genre for highlighting social issues, and little number of talk shows and discussion-based programs. Such programs are just making women an object, an oppressed part of society, nothing more than this. On the other hand, these few programs are not fairly presented to the media. Talk shows of both countries are purely discussion based, or based on a simple analytical review, which is not enough to eliminate a problem from society.

RECOMMENDATIONS

Researcher has suggested few recommendations for media and media professionals, government and regulatory bodies and thirdly for masses of both countries. These recommendations further categorized in the following:

Media Houses & Media Professionals

A lot of certain changes have been needed in media organizations to be made, and for media professionals to follow the commands of social responsibility theory, for performing a better role. Here are few suggestions:

- It is accepted that media cannot just focus on social issues, but media should give a little more space to the social issues of society. Two to three hours for the discussion of social issues should not be a burden on a twenty-four transmission.
- Political issues and current affairs are the most highlighted theme in the television channels of both countries. Space for political programs should be decreased to allot that space to other themes, i.e., social, economic, and cultural and so on.
- News bulletin has been broadcasted after every hour, which is like a bombardment of information on the audience. In such bombardment, social issues lost their attraction.
- Media should make collaboration with audience to solve the issues of society in best way.
- Programs like “Satyamev Jayate” of Star TV, India should be introduced in both countries, at least a season in a year.
- If TRPs are more important, then media should ensure a huge publicity of programs like “Satyamev Jayate”, to earn better TRPs by highlighting social issues.
- Media should investigate every aspect of the incident, especially social issues, before telecasting it, to avoid unauthentic and invalid news.
- Media should avoid unnecessary sensationalism and false exaggeration of an incident, to save time to highlight other important issues.
- Media just report or discuss a social issue, which is not right. Media should be connected with public from small scale to large, to discuss the solutions and convincing public to follow all these suggestions, given by media, to eradicate the social problems of society.
- Media should not just report an incident (ex. Traffic accident); they should also highlight the short and forthcomings of such incidents, to save lives of other people from such incidents.
- Media should aware public about their rights and the responsibilities of the political leaders, as most of the people of both countries are unaware of their rights and duties of politicians towards them, that’s why they could not question them.

- Media is the voice of masses, media and media professionals should raise voice on the behalf of public of both countries, as their problems might get considered by their leaders.
- Although social responsibility theory demands no censorship of any content, but safe limits should be ensured to be followed by all media organization.
- Media organizations should try to persuade government organizations to make efforts to eradicate the highlighted social issues in media.

Government & Regulatory Bodies

- Government should take action on the news of media to solve certain social issues; in fact, government should take action to eliminate those social problems from society.
- Government should give full freedom to broadcast any content, which is based on authentic reality, though is go against to the government. Within the limits of regulatory code book, authentic and fair media content should not be restricted by the government.
- Government should give freedom to the media organizations to make accountable check on the performance of the political leaders, as what they promised and what they have delivered.
- Government should not try to buy the affiliations of different media organizations, by threatening or bribing them, i.e., government should work honestly and let media do their work with full freedom, honesty and dedication.
- High profile Government leaders of should make sure a check and balance in the performance of regulatory bodies of both countries.
- Government leaders of both countries should not interfere in the role and duties of regulatory bodies.
- Regulatory bodies of both countries should permit needed censorship of media content, for secure law and order situation.
- Regulatory bodies of both countries should make a list of hard parameters to achieve, for getting license of new channels.
- Regulatory bodies should increase the annual license fees of private channels, as everybody could not apply for license easily.
- Annual performance report of private channels should be asked for regulatory bodies of both countries and for broadcasting minister to ensure the accountability of media.
- Government and regulatory bodies of both countries should force media organizations to highlight social issues of the society, instead of creating hurdles in the job of media.

CONCLUSION

Overall findings of the thesis have suggested that television channels of Pakistan and India are not able to fulfill the norms of social responsibility theory by broadcasting programs to create awareness among the masses about social issues in society. With the analysis of one year's content of about 15 channels of both countries, the researcher has found that society or the masses does not require any portrayal of social problems, but society needs to solve these problems on a very small scale to a large one. These deep-rooted problems can be solved if the trio of media, government, and masses works together with a collaborative and honest relationship. The media should not just report about the incident, but also highlight the shortcomings and the forthcoming of incidents. For example, the media should not just report a traffic accident, but should be aware public about all elements which cause that accident, i.e., Negligence of the driver, inactive traffic warden, broken roads, and inefficient government in issuing licenses without proper tests. To sum up this research, a quote from a media

professional would be perfect, as he said, “media (of Pakistan and India) is an honorable institute of an ill-advised state and stupid society”. It is an accepted reality that society cannot be changed all of a sudden, but to change society and eliminate social problems, one step each day is extremely needed from a “noble institute,” “ill-advised state,” and a “stupid society”.

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