



Social Responsibility of Media in Pakistan: Exploring the Audience Perception



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Abstract: *Media has some fundamental regulations, laws and ethics along with social responsibility to ensure the privacy of the public. Pakistani media is usually considered to be lacking in abiding by such responsibilities. This article aims to investigate that to what extent Pakistani media is socially responsible. It further explores audience perception regarding the erosion of culture through inappropriate foreign media content on Pakistani media. Data has been collected with the help of a questionnaire from 324 respondents. Results show that public perception regarding the social responsibility of media is different for different outlets. Television is considered more socially responsible for female respondents. Respondents (at home) and (graduated) believe that television is much socially responsible than radio, newspaper and magazines. However, television is considered the most harmful media regarding inappropriate foreign content. Respondents above fifty years of age, government employees and highly educated believed that television compromises social responsibility higher than other media.*

Key Words: Social Responsibility, Media Outlets, PEMRA, Media Ethics, Sensationalism, Political Economy of Media

Introduction

The word “Media” basically comes from the medium, which means mode or channels. The term media was rapidly used after the origin of Newspapers. Later on, this term expanded with the advent of radio, TV, the film industry and the Internet. Today, media becomes a fundamental

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part of our life as clothing and food. We can't neglect the significant and outstanding role of media nowadays. The basic functions of media are to inform, to educate and to give an entertainment in order to change the perception of the audience (Nasir, 2013).

What are the responsibilities of media outlets? Obviously, to the fact, to strengthen and ensure the privacy and dignity of public, to highlight what is wrong but equally enable that no one is perfect in the world, and lastly, to live entertainment, but also educate and inform. Also, avoid unethical, biased, giving hype to any news that creates anger in a particular sect; it should be free from rage, impartial and just not for the sake of gaining high ratings (Baker, 2004).

According to NajamudDin (2019), after the alleviation of broadcasting in 2002, there has been huge criticism towards commercial benefits gaining eminence in the media and professional journalism, giving way to exaggeration. Pakistani media is a trilingual medium landscape with a specific urban-rural imbalance. Publications mostly in the Urdu language have high readership than those in any other language. English print media readership is too short in comparison, but its publications have a considerable grasp among opinion-makers. English newspaper mostly made for urban-centric and usually tends to be more cumulative.

Media give updates to the audience by providing details of all major political aspects, resolutions and scenarios in order to create a better understanding regarding their integrity and make better resolutions for the future (Nasir, 2013). The media should be responsible according to its rules and regulations. The media should be capable of resolving any conflict or matter with a positive attitude rather than exaggeration and spreading sensationalism. The media considers itself as a mirror on behalf of society, and the basic media's responsibility is to reveal the entire world to its audience (Afzal, 2012).

Vital duties of media include; to make the audience updated regarding any type of happenings around the universe as well as recent updates regarding any topic, it may be sports, climate, legislations, battle, fitness, business, economy, music, style, etc. The excessive race to gain high rating created the fundamental need for television, radio and print media. With the advancement of technologies, now anyone can get approach to the latest news online, through TV, radio, and newspaper anywhere and anytime (Nasir, 2013).

Media Ethics

Media ethics is the part of applied ethics trade with the precise moral principles and standards of media, containing electronic media, film industry, theatre, arts, newspapers and the internet. Media ethics involve encouraging and shielding standards such as general esteem for life and the rule of law, equity and justice. Media has certain regulations towards the public, the content of media should be fair, truthful, objectivity and freedom of the press should be there, and government must play a role if under any circumstances media retarded the interest of public (McQuil, 2005).

According to Hakemulder (1998), exaggerated slogans and headers must be avoided. Content must be fair, unambiguous and fact-based. Indecent and vulgar items should be avoided as they

injure the audience's perception. If any update is received from any source, the source must stay protected and respected. Few things must keep in mind for all media expert about moral standards in executing his/her responsibilities. One of the foremost Communication scholars [Denis McQuail \(2005\)](#), summarized the basic principles of Social Responsibility Theory as follows:

- The media must accept and fulfil specific obligations to society.
- These obligations should meet the professional standards and criteria of informal, fair, unbiased, accuracy, objectivity and balance.
- The media should be working within the framework of laws and ethics.
- The media must avoid offensive content triggering crime, violence, or civil disorder or any harmful activity regarding minority groups.
- Media should be pluralist and reflect the multiplicity of their society, giving access to public rights and freedom of reply.
- Media correspondents and media experts must be answerable to the public and their owners.

This study aimed to investigate to what extent Pakistani media outlets are socially responsible in the eyes of the audience. Furthermore, the study explores that whether and to what extent foreign content is damaging our culture through inappropriate content and to what extent Pakistani media compromises its social responsibility of being fair, accurate, authentic, and highlight the basic issues and needs of the audience etc.

Objectives

1. To investigate that to what extent Pakistani media outlets are socially responsible in the eyes of the audience.
2. To elaborate on how foreign media is damaging our culture through indecent and inappropriate content on Pakistani media.
3. To bring to light that whether and to what extent the political economy of mass media compromises the social responsibility of media in Pakistan.

Literature Review

There is a tendency on the part of the traditional media to set an agenda to impose trends according to certain specifications. Resultantly, there is an overindulgence in lifestyle stories, celebrity-centred content and the like in the context of the economics of traditional media, trying to promote products, services and people with an eye on increasing advertising revenue ([Ravi, 2012](#)). According to [Nasir \(2013\)](#), mass media has the supremacy of educating and informing people, the good and the bad. Nothing can overcome the influence of media since it is affecting

the eyes, ears and the mind instantaneously. The media in modern and liberalized society must ensure a noble mission of illuminating people.

According to Khichi (2016), the media has a critical role in changing the views and thoughts of the public. The media should avoid giving hype to less important news that can create anger in the audience and ensure their content free from rage and impartiality. So, media should take care of the rights of media users by maintaining a high level of social, cultural and ethical standards. Media has a responsibility that is deeply associated with socio-economic conditions. Media organizations, including print, television, radio, audio, visual or web, have to be accountable towards their users. It must be checked that ethical standards are not compromised for sensational purposes. Freedom of media is a blessing for people. However, it can go worse when manipulations start. Institutions like the Press Council of Pakistan need to be attentive to stem the rot (Dutta, 2011).

Television is considered as most popular medium with plenty of information and programming ranging over almost all the aspects of life. Many of us believe that TV works as an effective medium playing a dynamic role in enhancing information and getting people aware of information in every single topic (Nity and Singh, 2017). A tangible expression of social responsibility leads to moral thinking at the level of media institutions. However, the constitutional variations in media perspective such as commercialization, growing competition and ratings seem crucial (Bardeol, 2004).

The media is powerful enough to alter public opinion and behaviour and after the inauguration of private T.V channels in Pakistan, commercialization and competition is at their peak, which ultimately damages the social responsibility aspect of the media. Current development demands the need for suitable and responsible aptitude because the on-going trend of achieving ratings is creating a huge gap between customs, rules, values and the moralities of responsible journalism in Pakistan ([Khan et al., 2013](#)).

McQuil (2005) says that social Responsibility theory comes with certain principles, including media ownership as a public trust, and media must fulfil some essential obligation towards society. The content of media, especially news, should have objectivity, relevance, truthfulness. He further elaborates that there should be freedom of the press and freedom of expression, but there should be check and balance as well as self-regulation. [Middleton \(2009\)](#) argues that exploring the concept of social responsibility in the media is to assess specifically which aspects of current media regulation/legislation affect issues of social responsibility and how they have been applied.

Social responsibility of media must follow the new techniques in order to establish two way or dual interaction-based forum along with having social, moral and ethnic values (Zhang, 2017). Indecent and inappropriate exposures in broadcast media, which forcefully suppress and compromises social norms, beliefs, customs and moral standards, must be strictly prohibited ([Shahid 1994](#)).

Research Questions

- RQ 1:** To what extent Pakistani media outlets are socially responsible in the eyes of the audience?
- RQ 2:** How far the foreign content is harming our culture through Pakistani media outlets as perceived by the audience?
- RQ 3:** Whether and to what extent the political economy of mass media compromises the social responsibility of media in Pakistan in the eyes of the audience?

Theoretical Framework

In this research study, the researchers sought the help of social responsibility theory.

Social Responsibility Theory

The social responsibility theory of the press was developed in the mid 21st century, which is linked with the Commission on Freedom of the Press' in the United States around 1949. Siebert, Peterson and Schramm, in their book of "Four Theories of Press" stated that 'pure libertarianism is antiquated, outdated and obsolete. Afterwards, Libertarian theory was restored by Social Responsibility theory. Social responsibility refers to the free press without any censorship, but the media must accept the agreement from public interference, as well as the content of the media should be discussed with the public panel. Social responsibility theory has private ownership, and it gives fact-based, interpretative reporting or investigative reporting. This theory helps journalists with a high degree of accuracy and truth happenings (Siebert, Peterson & Schramm, 1949).

According to [Ravi \(2012\)](#), the media should identify their responsibility to resolution engagement through dialogue and promote public rights and significant social comforts. [McQuail \(2003\)](#), in his book, stipulated that the term social responsibility not only has contrasting meanings but also implies "differences of the location of a given responsibility within the whole organizational complex". Media responsibility can thus be located on distinct levels; media institution as a whole, the owners, the organization with its management, the professional worker and the individual author or company.

Social responsibility of the press includes three universal principles, i.e., respect for human dignity, truth-telling and non-violence. Different countries affirm their human dignity in a different pattern, but being together, they believe that no one has dedicated stature without deviation. Truth-telling is the unrevealed principle. Non-violence describes as no harm to the innocent (Christian and Nordenstreng, 2004).

Financial interests change the standards and motivation of news away from serving the audience and try to gain the interest of the public for the purpose to drive ratings and profits ([Day, 2006](#); [McChesney, 2003](#)). Under the light of the social responsibility theory of the press, a journalist ensures the public interest, provides critical awareness and easy to understand

information. Social responsibility theory also tells the newsworthiness criteria and suggestions for professional journalism codes of ethics ([Hodgkiss, 2017](#)).

Basic Functions of Social Responsibility Theory

- Construct the codes, rules and guidelines of the press.
- Protect and secure a journalist's interest.
- Upgrade the standards of journalism.
- Take serious actions against those who damage any code, rule or custom.

Social Responsibility Theory Focuses on

1. Freedom to say anything.
2. Professional ethics.
3. Recognize private rights.
4. The government must ensure to sustain public service.
5. The media should fulfil all social responsibilities; otherwise, the government will do it.

Methodology

This is quantitative research work. The study has been conducted through a survey with the help of a questionnaire. The self-administered questionnaire was comprised of variables regarding demographic characteristics of respondents, exposure to Pakistani media, the objectivity of Pakistani media, interests of Pakistani media, the credibility of Pakistani media, perception regarding the social responsibility of Pakistani media, etc. The population of the study was the residents of Islamabad, who get exposure to the traditional media regularly, and their age must be minimum of 20 years. The sample size was 324 respondents. All the respondents of the questionnaire were from Islamabad. Convenience Sampling has been used in this study.

Data Analysis

After the collection of data with the help of the survey tool, the data has been analyzed by applying appropriate descriptive and inferential statistics with the help of SPSS. This research work adopted a survey method, simple percentage statistics, frequencies, mean, standard deviation etc., to analyze data to meet the objectives of the study.

Demographic Information of the Sample

The percentage of male respondents was 57, while the female was 43 percent. These results showed that a greater proportion was male. Fifty-eight percent of respondents were single, and 42 percent were married. Most of the respondents were young, educated, media professional, expert and knew the basic responsibilities of Pakistani media. Furthermore, respondents who attempted the questionnaire were from diverse age group, almost all ages of people participated

in this survey, but most of them were young associated with different universities, offices and faculty areas. Regarding variable of age group, 61 percent of respondents were from the age group of 21-30years, 19 percent were from 31-40 years, 11 percent were from 41-50 years, 5 percent were from 51-60 years, and 5 percent were from above 60 years. About the education variable, 5 percent were from Matric level, 11 percent were from intermediate, 40 percent were from Graduation, 26 percent were from Masters and 18 percent were from MPhil/PhD level. This shows that most of the respondents were educated and more than 80 percent were minimum have graduation level.

Table 1. Demographic Characteristics of the Respondents

Variable	Categories	Frequency	Percentage
Gender	Male	185	57.1
	Female	139	42.9
Age	21-30 years	196	60.5
	31-40 years	61	18.8
	41-50 years	34	10.5
	51-60 years	17	5.2
	Above 60 years	16	4.9
	Matric	17	5.2
Education	Intermediate	37	11.4
	Graduation	129	39.8
	Masters	83	25.6
	MPhil/PhD	58	17.9
	Private job	74	22.8
Occupation	Government job	36	11.1
	Businessman	48	14.8
	At Home	59	18.2
	Professionals	51	15.7
	Student	58	17.3
Area of Residence	Rural	71	21.9
	Urban	178	54.9
	Semi-Urban	75	23.1
Mean Monthly family income	M = 3.53	Mean 3.53 is near to 76000-100,000.	

Social Responsibility of Media in the Eyes of Audience

According to the results, the higher mean of television in all the demographic variables showed that television had been considered as more socially responsible than the other three Pakistani media outlets.

Table 2. Social Responsibility of Pakistani Media Outlets in the Eyes of Audience

Demographic Variables	To what extent do you feel that following Pakistani media outlets are socially responsible?							
	Television		Radio		Newspaper		Magazines	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Gender								
Male	3.37	1.389	3.22	1.202	3.30	1.187	3.01	1.287
Female	3.18	1.241	3.13	.992	3.35	1.076	2.89	1.178
t-test	5.693		8.509		1.509		1.094	
p- value	.018		.004		.220		.296	
Monthly Family Income								
Up to 25,000	3.93	1.086	3.32	.819	3.46	.881	3.79	1.067
26,000-50,000	3.94	.754	3.00	.986	3.19	.980	3.50	.971
51,000-75,000	3.86	.941	3.11	1.050	2.99	.958	3.46	.913
76,000-100,000	4.72	5.684	3.28	1.158	3.20	1.138	3.50	1.220
Above 100,000	4.04	1.084	3.19	1.219	3.04	1.246	3.38	1.218
ANOVA	5.118		.850		1.138		2.635	
p- value	.001		.495		.338		.034	
Education								
Matric	4.06	.966	3.71	.588	3.29	.588	3.76	.903
Intermediate	3.86	1.032	3.22	1.294	3.19	1.151	3.84	1.141
Graduation	4.46	4.576	3.35	1.051	3.22	1.077	3.59	1.094
Masters	3.98	.927	2.86	.952	2.99	1.030	3.19	1.087
MPhil/PhD	3.98	1.051	3.10	1.280	2.98	1.263	3.34	1.148
ANOVA	1.412		2.119		1.188		1.459	
p- value	.230		.078		.316		.215	
Occupation								
Private Job	3.92	1.004	3.16	1.007	3.19	1.043	3.47	.982
Government Job	4.11	.887	2.94	1.308	2.89	1.141	3.67	1.171
Businessman	4.02	1.000	3.46	1.129	3.40	1.144	3.60	1.086
At Home	4.85	6.715	3.07	1.112	3.05	1.121	3.41	1.219
Professionals	3.98	.927	3.16	1.102	2.78	1.101	3.20	1.114
Student	3.98	.904	3.27	1.036	3.32	.956	3.61	1.073
ANOVA	1.045		1.262		2.331		.845	
p- value	.391		.280		.042		.519	

Male respondents also believe that Pakistani media outlets are more socially responsible except the newspaper. While results showed that radio is the least socially responsible Pakistani media outlet in the eyes of the audience may be due to its lower numbers of listeners. Television’s

t-test value (5.693) and p-value (.018) and radio's t-test value (8.509) p-value (.004) significant values regarding gender variables showed that both male and female respondents have a difference between their means, a male believed that television and radio are much socially responsible. Newspaper and magazines considered as occasionally responsible (Sometimes responsible, sometimes not). As regards Monthly family income, respondents having more than 100,000 monthly family income considered television is more socially responsible.

RQ 1: To what Extent Pakistani Media Outlets are Socially Responsible in the Eyes of their Audience?

Answer: Results showed that the audience thinks that television and magazines are showing higher social responsibility than radio and newspaper. Significant t-test values of television and radio regarding gender responses showed that their responses were different. Television's ANOVA value (5.118), p-value (.001) and magazine's t-test value (2.635), p-value (.034) regarding monthly family income also showed significant values, which mean the responses of respondents were diverse. On the other hand, the newspaper's t-test value (2.331), p-value (.042) regarding occupation shows significant value as well. A higher mean of female respondents showed that they think television is more socially responsible than all other Pakistani media outlets.

Effects of Foreign Content through Pakistani Media Outlets on Our Culture

Newspaper's t-test value of (8.603), p-value (0.004) showed the difference between respondents feedback; a male believed that foreign content is harming our culture. The higher mean of television showed that television is damaging our culture through its foreign content. While the results of radio and newspaper are almost equal and observed as normal regarding harming our culture by showing foreign content.

Table 3. Effect of Foreign Content through Pakistani Media on Our Culture

Demographic Variables	To what extent do you agree that foreign content is harming Pakistani culture?							
	Television		Radio		Newspaper		Magazines	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Gender								
Male	4.11	.896	3.29	1.043	3.37	1.046	3.57	1.097
Female	4.01	.901	3.09	.989	3.09	.944	3.46	1.009
t-test	.000		1.842		8.603		.700	
p- value	.896		.176		.004		.403	
Occupation								
Private Job	3.92	1.004	3.16	1.007	3.19	1.043	3.47	.982

Demographic Variables	To what extent do you agree that foreign content is harming Pakistani culture?							
	Television		Radio		Newspaper		Magazines	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Government Job	4.11	.887	2.94	1.308	2.89	1.141	3.67	1.171
Businessman	4.02	1.000	3.46	1.129	3.40	1.144	3.60	1.086
At Home	4.85	6.715	3.07	1.112	3.05	1.121	3.41	1.219
Professionals	3.98	.927	3.16	1.102	2.78	1.101	3.20	1.114
Student	3.98	.904	3.27	1.036	3.32	.956	3.61	1.073
ANOVA	.409		.420		1.469		.570	
p- value	.843		.835		.199		.723	
Area of Residence								
Rural	4.06	.998	3.49	1.094	3.45	1.156	3.87	1.027
Urban	3.97	.929	3.08	1.083	3.04	1.057	3.35	1.095
Semi-Urban	4.64	5.974	3.12	1.115	2.99	1.059	3.43	1.117
ANOVA	.269		3.330		2.439		2.606	
p- value	.764		.037		.089		.075	

RQ 2: How Far the Foreign Content is Harming our Culture Through Pakistani Media Outlets as Perceived by Audience?

Answer: Higher means of radio and television showed that their foreign content is harming our culture through. The higher amount of means of male, at home and rural residents (respondent’s responses) showed that they believe that foreign content is being shown at a high rate which is harming our culture.

Compromises of Social Responsibility on Media

When we observe the results regarding the level of suppressing/compromise on the social responsibility of media, the radio’s t-test value (3.042) p-value (.018) showed that responses regarding the age of the respondents are different and similar results showed by magazines with p-value (.000) regarding gender variable. High means regarding television in the age of respondents showed that television compromises higher on social responsibility than other media outlets. Magazines considered as the least compromiser rather than other media outlets of Pakistan.

Table 4. Media Compromises on Social Responsibility for the Sake of Political Economy of Mass Media

Demographic Variables	To what extent media outlets compromise the social responsibility of the media for the sake of political economy of mass media?							
	Television		Radio		Newspaper		Magazines	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Age of the respondents								
21-30 years	4.07	.990	3.67	.958	3.66	1.018	3.57	1.146
31-40 years	4.08	.640	3.84	.820	3.84	.778	3.93	.680
41-50 years	4.26	.864	4.09	.830	4.00	.816	4.24	.699
51-60 years	4.65	.493	4.24	.831	4.18	.883	4.41	.618
Above 60 yrs.	4.38	.619	4.00	.632	4.00	.516	4.00	.632
ANOVA	2.206		3.042		2.353		6.385	
p- value	.068		.018		.54		.000	
Education								
Matric	4.29	.849	4.00	.866	3.76	.827	3.76	1.251
Intermediate	4.03	1.118	3.86	1.032	4.00	.882	3.73	.902
Graduation	4.02	.901	3.69	.891	3.63	.961	3.67	1.033
Masters	4.17	.838	3.73	.828	3.72	.888	3.73	1.037
MPhil/PhD	4.40	.748	4.00	.991	4.02	.946	4.09	.942
ANOVA	2.157		1.527		2.389		1.775	
p- value	.074		.194		.051		.134	
Occupation								
Private job	4.18	.881	3.77	.930	3.77	.930	3.80	1.147
Government job	4.31	.822	3.89	.976	3.78	1.017	3.94	.955
Businessman	4.27	.707	3.94	.861	3.94	.783	3.90	.905
At Home	4.02	1.222	3.86	.973	3.81	1.058	3.80	1.013
Professionals	4.20	.800	3.73	.918	3.69	.969	3.75	.935
Students	3.95	.883	3.63	.822	3.66	.880	3.52	1.062
ANOVA	1.277		.834		.560		1.063	
p- value	.273		.526		.731		.381	

RQ 3: Whether and to What Extent the Political Economy Compromises the Social Responsibility of Media in Pakistan in the Eyes of the Audience?

Answer: Higher mean of television in all variables showed that television is being considered as the most compromising media outlet of Pakistan as regards social responsibility. While the low mean of newspapers in all variables showed that it compromises social responsibility very rarely.

On the other hand, significant values of magazines and radio showed that their responses of respondents area almost diverse to each other.

Discussion

The media has some basic and fundamental rules, regulations, ethics and laws. Social responsibility of media includes strengthening and ensuring the privacy and dignity of the public as well as to highlight what is wrong. But nowadays, media is totally focusing on their own corporate benefits, personal desires of media owners, make strategies according to sponsors and media governing bodies. This study has the basic purposes of analyzing to what extent Pakistani media is socially responsible in the eyes of the audience regarding objectivity, authenticity, ensuring moral beliefs and societal norms. This study has also been conducted to find out how Pakistani media compromises their social responsibility for the sake of the own financial benefits of media owners and media controllers.

Respondents who participated in the survey had different occupations; 23 percent were doing the private job, 11 percent were government employees, 15 percent were businessman, 18 percent were at home, 16 percent were professionals, and 17 percent were students. This shows that the data has been collected from all segments of society. 23 percent of respondents were doing private job shows that huge numbers of people were in private sectors. Similarly, 22 percent were rural respondents, 55 percent were urban, and 23 percent were Semi-urban respondents. This means that this survey covers almost all types of public in Pakistan. 55 percent were enjoying new technologies, modern tactics, and updated daily use item, which creates their mentality more critical and experienced. At last, in the demographic variables, the monthly family income of the respondents according to mean was 3.53 that show that the monthly family incomes of respondents were near above 76000 Pakistani rupees.

This study refers to the statement said by [Shahid \(1994\)](#) that “Vulgarity is synchronized not only by prescription but perhaps more productively by the written and oral codes”. All indecent exposures in mass media, which are against the social norms and values of the society and against the journalistic ethics, such wicked material considered regretful in the society will be counted as atrocious and vulgar, should be evaded from the media. The result of the study showed that television is focusing and showing a higher amount of foreign content while results of radio and newspaper are almost equal and observed as normal regarding harming our culture by showing foreign content. This result interlink with the work of Bittner (1989), who writes about the responsibility theory that “a press has the right to criticize government and institutions but also has certain basic responsibilities to maintain the stability of society”.

According to the results, the higher mean of television in all the demographic variables showed that television is more socially responsible than the other three Pakistani media outlets. While results identified that radio is least socially responsible in the eyes of the audience may be due to its less listening trends among the audience. Newspaper and magazines almost considered as occasionally responsible (Sometimes responsible, sometimes not). In the variable of Monthly

family income, television and magazines p-values showed significance value. This shows that there is a significant difference between their mean and values ([McQuail, 2005](#)).

The higher mean of all the media outlets, including television, radio, newspaper and magazine, shows that respondents think that all the media outlets of Pakistan give much priority to their financial interest rather than fulfilling their social responsibility. Results showed that television pays more priority to its financial interests as compared to other Pakistani media outlets. Newspaper and radio comparatively considered as giving less priority than television and magazines because advertisers and sponsors are fully dependent on these two media outlets. This result refers to the Herman and Chomsky statement that the majority of the revenue media gains from advertising by following financial benefits and biased strategies regarding media content (Herman and Chomsky, 1988).

Result also showed that television is giving higher priority to financial interest by compromising its social responsibility than any other media outlets. The audience is also not satisfied with the quality of Pakistani media content. The audience also opines that television is also promoting sensationalism and exaggeration on less important issues. Besides these facts, the audience is totally dependent on television because of its diversity of programs, dramas, sitcoms, awards, films, serials etc. ([Siraj, Hussain, 2017](#)).

Conclusion

Results of the research study show that the average monthly family income of respondents from Islamabad was between 76000-100,000 Pakistani rupees (Mean 3.53). Television is the most used media (up to 4 hours per day) while the magazine is the least used (up to 1 hour) medium among the respondents of this study. Television viewers pay a higher percentage (73.5%) of exposure and attention (75.9%) than the other three media outlets, i.e. radio, newspaper and magazines. Results regarding the level of agreement regarding the presence of foreign content on Pakistani media and its harm to our culture, all three demographic variables (gender, occupation, area of residence) showed that television is the major outlet that is harming own culture by showing foreign content extensively.

Television is the best outlet regarding social responsibility in Pakistan (mean is almost above 3.75) in four demographic variables, including (Gender, occupation, family monthly income and education). Televisions also suppress/compromises the social responsibility of the Pakistani media greater than radio and print media. So, we can conclude that overall, the audience in Pakistan are not satisfied with the level of social responsibility which the Pakistani media outlets are following.

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