

## Advocating for Changing Stereotypical Image of the Status of Women in Pakistani Society



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**Abstract:** *The role of media organs especially TV channels is very important in the rise and fall of any society. This study significantly discusses two variables; one is the media portrayal of women and the other is women's image and status in society. This study uses qualitative approach based on the "Delphi method" identifying approaches of media advocacy for disrupting the stereotypical image of women. The current research concludes that Pakistani media is on the path of commercialism and currently reporting on women's unequal balance between media portrayal and her actual status in society and portraying violence, sexism, commodification, patriarchal system, low self-esteem that the faithful, obedient and timid characters. Even the character of the well-educated strong woman is shown as a weak character. They should have programs where women inspire. There are so many such female role models here in this country that usually highlight their achievements in Pakistani media.*

**Key Words:** Media Advocacy, Stereotypical Image, Women, Delphi Method, Television

### Introduction

In this era of high-speed technology and the media, it is important to note that messages and information through the media can reach tens of millions of miles in minutes and seconds. The world has become a global village and institutions are borderless, not only is information transmitted in milliseconds to urban areas of countries worldwide but also in villages and hamlets, where basic human needs are difficult to meet, but the media has arrived before essential (Khan, A. Y., et al, [2013](#)). Media is a very fast and powerful medium, just like the double-edged sword which has the power to cut from both sides which has positive and negative features (Keating, [2011](#)). Media plays a vital role in creating or depicting the image of all aspects and characters of society, not only plays an important role in shaping the values of society but also reflects those values (Ottosson, Cheng, [2012](#)).

Media has become a big part of people's daily lives, there are a variety of media outlets such as TV, newspapers, movies and advertisements. It affects

people in two ways. One is their vision and point of view about themselves and the other is about the world. It also includes portrayals of both sexes, men and women and shows their separate representations and characters which greatly affects people immensely and also influences their perspectives (Ottosson, [2012](#)). Mass media plays a crucial role in today's society as an agent of change in people's lives and has profound effects on society as a whole which is undeniable and creates an indelible mark in every field of life (Maria R, & Malik, K. [2012](#)).

The history of Pakistan has been very glorious in terms of the status of women, but later it was not known that the dignity of women, and their image was declining. Instead of the women's active participation in society improving over time, they have been pushed back under the influence of Indian society and their image and status have been tarnished.(Munir, Shehzad, Sahi, [2014](#)). Women of Pakistani society are oppressed, lack access to education and health care, their rights are being violated and they are being harassed but there are also a large number of women

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who are blessed with their rights. They have had the opportunities to move forward and their families have also supported them. The role of media advocacy in community prevention cannot be overlooked. Non-professionals and professionals alike can benefit from learning how to work effectively with the media. (Holder, Andrew, Treno, 1997)

.Awareness of women's issues has increased in Pakistan and today women are more visible in various social sectors than ever before. At the state level, it is being made possible for women not only to get education but also to have access to basic health care services. Skill development programs are also working to empower"( Akhter, Ali Akber, 2016).

Pakistan's first democratic female Prime Minister Benazir Bhutto was a welcome change for women. She worked hard for the advancement of women including many decisions, she established the Ministry of Women's Development in 1989. In order to stabilize the economy she established the first women's bank and introduced micro-credit, which benefited women. Separate police stations were set up for women (Batool, 2018).

This is a roadblock to the advancement of women and the elevation of their social status. It urges governments and social welfare agencies to support the advancement of women. As a result of women's empowerment, society as a whole is empowered ( Akhter, Ali Akber, 2016). The women's boom in electronic media and TV channels hasn't had a remarkably positive impact on women's portrayal as they are mostly used as objects of beauty and desire, predominantly with stereotypical archetypes. Although the increasing inclusion of women in programs related to current affairs is something to be celebrated, it cannot be overlooked that commercialism is the biggest factor driving women's portrayal in the media. A good portrayal of women in media not only benefits women but is also profitable for media companies themselves(Batool, 2018)

Television mostly uses females for feminine attraction and as a result of this, women and girls are unable to see the importance of intellectual development and, rather than physical attractiveness, in their lives (Ullah, 2014).In order to benefit from the media's influence on public policy, communities can benefit from this tool. Media messages have a hard time being measured, yet the press may not be

successful much of the time in instructing people what to think and how to think, but it is spectacularly successful most of the time (Jernigan, Patricia, 1996). The current study aims to understand the stereotypical image of women in Pakistani television. The study will also identify the approaches to media advocacy for disrupting the stereotypical image of women.

## Literature Review

Women played an extraordinary role in the history of Pakistan, especially during the struggle for independence from British rule. Women had participated in this movement. In Pakistani society it has never been possible for women not to participate side by side in the process of development and nation-building. Instead of women's active participation in society improving over time, they have been pushed back under the influence of Indian society and their image and status has been tarnished (Munir, Shahzad, Sahi, 2014).

Men in the home often cause problems for women, even if they belong to a civilized and educated family, it is difficult for them to avoid some of the negative attitudes of society. The steps taken in this regard in the last few decades are commendable and have had positive effects. Awareness of women's issues has increased in Pakistan and today women are more visible in various social sectors than ever before. At the state level, it is being made possible for women not only to get education but also to have access to basic health care services. Skill development programs are also working to empower women. On the other hand, efforts are being made to facilitate women to uplift society through their contribution( Akhter, Ali Akber, 2016)

In addition to empowering women, it is essential to the overall development of society and the nation. The definition of empowerment is to provide equal opportunities for women in all walks of life because they are underrepresented in nearly every area of society. The term "empowerment" refers to a multifaceted social process that aids individuals in taking charge of their destiny (Mandal, 2013). There is always a wide range of definitions when looking at local terms for empowerment worldwide. The ability to stand up for one's rights, self-reliance, self-control, and self-power are all examples of self-strength. Those definitions are part of the cultural context in which

they're used. In both its intrinsic and instrumental value (Ahmad, [2020](#)).

A multi-dimensional social process that helps people gain control of their own lives is one definition of empowerment. By taking action on issues they see as important, this method helps people develop the confidence and skills they need to make a difference in their own lives, communities, and society as a whole. The term has been defined in a very similar way. (Trangenstein, [2020](#)). Women's organizations such as the Women's Action Forum, the Pakistan Women Lawyers' Association, and the Business and Professional Women's Association were formed in the early 1980s as a result of their own initiative. In the history of women's activism in Pakistan, the Women's Action Forum, also known as Khawateen Mahaz-e-Amal, is perhaps the most influential organization in the country (Weiss, [1993](#)).

Economically, "women's empowerment" means that women, no matter where they are in their health, have enough to meet their needs, as well as the needs of their families and communities. Women's empowerment has been examined from various angles by legal experts and lawyers. In this regard, the empowerment of women (Boeck, Julliard, Dicker, Joseph & Sakran, [2021](#)). The government of Punjab's "Women Empowerment Package" (2012) explicitly supports the empowerment of women. A fixed quota for women in government jobs, a three-year age relaxation at the stage of a fresh appointment, posting at the same station where the husband is working and the availability of daycare centres for women's children are all part of the women empowerment package. However, there is a need to keep an eye on how rules are applied in the real world (Akhter, Ali Akber, [2016](#)).

Most importantly, Islam grants equal legal rights to women and fundamental equality. Buying, selling, and making a living are all activities she can engage in on her own. In Islam, a woman's legal identity is distinct from her father, husband, or brother, and her responsibilities are separate from those of her family members. In Islam, women have the right to inherit both movable and immovable property after the death of their male relatives (father, husband, and brother). Even in a divorce, women who have given birth to children are entitled to spousal support. The idea of equality has been replaced by gender discrimination and inequality (Bhattacharya, [2014](#)). According to

Islam, men and women are both considered equal in the eyes of God. Personal superiority in Islam is determined solely by righteousness, not by a person's gender, women have the right to education and pursue careers outside (Holder, Andrew, Treno, [1997](#)). Many European scholars have incorrectly associated the low status of Muslim women with Islam (Saleh, [1972](#)).

It's not just "sex object" roles that are being examined in these particular issues, but other stereotypical portrayals of women, such as a "traditional female" role that appears in the media frequently. Finds that the gender disparity in Indian television commercials isn't particularly pronounced. A female predominance of 43% and a male predominance of 57% were found among the 627 characters analyzed. Even though housewives weren't the norm, women were depicted more frequently in relationship roles and as products for the body or clothing than men. Male products like automobiles and electronics were also on display. This shows that simple solutions like there will not be "better," "fair," or realistic portrayals if there are more women in the media. The positions that women played in television advertisements continued to be those that were traditionally associated with them, even in South Korea where women were not underrepresented. Housekeepers remained almost exclusively played by women, while professionals, including office workers, were almost exclusively played by men (Lakerveld, [2020](#)).

Female models are hired to sell gent's products and electronic products where they are not needed and engaged just to increase the sex appeal of the advertisement. Pakistan Advertising Association has concluded in their research that 83% of females hired for the advertisements were unnecessary, 88% of women were engaged in product promotion, 75% of all advertisements depict women as main customers of kitchen and bathroom products, and 56% of advertisements represent women as house help or house maker, while Men are shown in 43% as professionals (Malik, Kiani, 2012). The media has no policy or procedure regarding women's empowerment and gender inequality, though the Constitution of Pakistan gives women two basic rights, equality and non-discrimination towards gender. Most of the stories in the movies and dramas are about women doing home chores or portraying themselves

as fashion and beauty-conscious and painting their picture as if there is no serious issue for them in life, except or besides their marriage. Since the launch of private channels on the horizon of Pakistan, many TV programs have too much flow of new productions to broadcast. Generally, morning shows feature glamorous celebrities who attract common viewers (Rameez, Amber, 2020).

One thing that must be kept in mind is that the dynamics and qualities that are used to define traditional trends in Pakistani electronic media have undergone a revolutionary change. Despite the foreign networks' best efforts, the private sector in electronic media is holding its own. Increasingly, female news anchors report on current events on TV and FM radio stations, and are hear reports of female reporters working in newsrooms, studios, and in the field. To portray women as limited and coping with highly politicized home regulations is a common theme in the show. Even in a modern professional setting, women's inherent feminine appeal is emphasized. Even if the appearance of female models in ads for men's products or devices is unnecessary, they are regularly used to enhance the ad's sexual appeal and pull in viewers (Malik, Kiani, 2012).

To raise community awareness and support local policy through media advocacy. As a general rule, people are likely to have most of their interactions with diverse groups via media, which serves to fill in for the lack of direct experience. This is especially plausible when considering how much time people spend in front of a screen these days (Mastro, 2015). Media advocacy is primarily a means of influencing public policies and strategies. In order to benefit from the media's influence on public policy, communities can benefit from this tool. Media messages have a hard time being measured, yet the press may not be successful much of the time in instructing people what to think and how to think, but it is spectacularly successful most of the time (H. Jernigan, Patricia A, 1996). The role of media advocacy in community prevention cannot be overlooked. Non-professionals and professionals alike can benefit from learning how to work effectively with the media. It's essential to recognize that local news organizations are interested in their community and events, happenings, and processes that are of local significance, or "local news," according to media advocacy. There is a correlation between the type and scope of local news coverage

and the number of people who get their news from print (Holder, Treno, 1997).

A piece of theoretical and practical evidence about the outcomes of exposure to women's under-representation is suggested as the second step in the process. Additionally, there is a lack of data on the effects of exposure to sexualized or stereotypical portrayals of young audiences. Further research into new media content, including that produced and disseminated by users, is encouraged. There might be advantages to having more women in the media. However, it's also critical to think about how they're portrayed in order to prevent the spread of stereotypes or unfavourable portrayals that could be very damaging to viewers (Collins, 2011). By focusing on policy or the environment Media advocacy focuses on filling the power gap rather than the knowledge gap. More control over the policy environment is thought to be more important than simply increasing one's knowledge of healthy habits for improving one's health status (Wallack, 1994).

Practically speaking, there is only one limit: Media advocacy relies too heavily on journalists working for commercial media outlets to reach policymakers and citizens on a more than episodic basis. Then there's the issue of limitations in terms of perspective. Media advocacy misses the critical role media resources and strategies play in local social change movements because it implicitly endorses an elitist theory of democracy and concentrates on mainstream journalism (Gibson, 2010). Because media advocacy initiatives are more concerned with advancing public policy approaches than changing individual behaviour, they have the primary target audiences. Those with the authority to effect the desired change are the primary (Wallack L. & Dorfman, I. 1996).

During the planning of a Dangerous Promises press conference, one advocate reminded colleagues. Right now isn't the time to change the media; instead, focus on getting your message across to the people you hope to affect. Media must advocate, understand and accept the business constraints of news-making to maximize the power of the media. To put it another way, media advocates begin by delivering the components of good stories to the journalists (Woodruff, 1996). Females are portrayed as being undervalued, inferior, and utterly reliant on men, both financially and emotionally. Even though she's the

story's protagonist, she lacks any absolute human values noted. There is a disparity between the depiction of women in fictional television content and the depiction of women working in traditionally male occupations, even if they are employed. A woman's problems, interactions, and activities reveal her home- and family-centered orientation (Parvez, [2010](#)).

## Theoretical Framework

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Stereotyping basically is a construct but is sometimes used as a theory. Negative stereotypes and devaluing media content, according to the stereotype theory, degrade the cognitive and educational achievement of members of negatively depicted groups, but non-stereotyped recipients are unaffected or even have the opposite effect. In this study, the stereotype is also touched on to some degree. Negative stereotypes and devaluing media content, according to the stereotype threat theory, degrade the cognitive and educational achievement of members of negatively depicted groups, but non-stereotyped recipients are unaffected or even have the opposite effect (Appel, Weber, [2017](#)). Stereotyping basically is a construct but is sometimes used as a theory.

There are disparities in the coverage of media male and female political figures the, stereotype theory also focuses on gender biases in political broadcast and news coverage, or if female politicians are treated differently in the media because of their gender. This refers to differential treatment and excludes variances in coverage resulting from differences in men's and women's political positions, because women are stereotyped as being excluded from public life and politics, a flood of personal coverage demands have arisen. The focus on women politicians' personal backgrounds, physical attractiveness, marital status, and children (or lack thereof) emphasizes women's identification with their private lives, physical beauty, and supportive obligations (Aldering, J Vel Der, [2018](#)).

## Research Questions

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**RQ1:** What is the stereotypical image of Pakistani women the media has created?

**RQ2:** How to portray the status of women through media?

**RQ3:** How to use media advocacy for constructive image building of women in society?

## Methodology

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This research is qualitative research in nature. Each exploration requirement includes an unequivocal, restrained, precise way to deal with discovering the most suitable outcomes. Qualitative research is inductive in the environment besides the analyst, for the most part, investigates implications and bits of knowledge in a certain circumstance (Heidi M., et.al., [2017](#)). It alludes to a scope of information assortment also investigation methods that utilization purposive examining and semi-organized, open-finished meetings (Nora Dudwick, [2006](#)). The researcher (Shank, [2002](#)) describes a qualitative study as "a form of systematic empirical inquiry into meanings". Through systematic he signifies "planned, ordered and public", keeping guidelines established by individuals from the qualitative investigation system. Through investigation, it suggests that this kind of appeal is to deal with the territory of practice. The analysis hooked on significance declares specialists' effort to perceive in what way others understand their practice (Denzin, [2000](#)). Pledge that qualitative study comprises an explanatory also realistic approach: This means qualitative researchers study things in their natural settings, attempting to make sense of or to interpret, phenomena in terms of the meanings people bring to them (Ospina, [2004](#)).

In answer to the research question, the Delphi research methodology is used. This is explored by interviews with journalists and professionals. The goal of best Delphi requests is the solid imaginative investigation of thoughts or the generation of appropriate data aimed at basic leadership. The Delphi Method rests on a prearranged process aimed at assembly also purifying information after an assembly of experts by approaches for the development of polls mixed with well-ordered feeling criticism (Adler, [1996](#)). As indicated by (Helmer, [1977](#)), Delphi speaks to a helpful specialized gadget among a gathering of specialists and therefore encourages the development of gathering a judgment.

## Population and Sampling

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In this research, the population is the media and women's issues related experts, who are knowledgeable and motivated or willing to participate in the research like the leadership of women welfare NGOs, senior journalists, youth, seniors of media-

related academia, and policy maker personals. The sampling technique utilized for this examination was non-probability sampling. Non-probability sampling is conducted using estimation methods and is generally utilized in subjective research. This is used in experiments where due to time or cost constraints it is not possible to draw a random chance sampling (Sharma, [2017](#)). Purposive sampling is broadly utilized in subjective research for the distinguishing proof and choice of data-rich cases identified with the marvel of premium. In spite of the fact that there are a few diverse deliberate examining techniques, standard testing gives off an impression of being utilized most regularly in usage. The researcher has opted for purposive sampling in which the population has been selected by the researcher to find out the best solution and the answers to the questions by the experts on the related subject (Palinkas, et al., [2015](#)). People from four sectors and five groups were added for the interview of research questions, are senior Journalists, leaders of women welfare NGOs, youth activists, and seniors of media-related academia. A total number of fifteen persons who are experts in the concern field were selected. Data collection through one-to-one talks with groups and individuals, through Zoom meetings and in the form of written and recorded answers.

## **Analysis**

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Women always played a crucial role in any society in the same way at the time of the formation of Pakistan, the role of women of the subcontinent was remarkable. Still, after formation, surprisingly, the memorable roles of such women became less and less gradually. It is amazing how those who were so active in a struggle later became extinct and disappeared from the scene after the formation of Pakistan. It turns out that reality is somewhat different. However, women do not have good health opportunities, especially in education. Also, cruel and unjust customs and laws regarding women are enforced in the tribal areas, villages, and sometimes urban too for incense Karokari, forced and mismatched marriages, prohibition of divorce, honour killing, marriage with Quran, do not give inheritance of women, Due to the weak judiciary system, and weak law and order system, people have qualms about these rituals. Like this, in urban areas, many women are suffering about their rights and are also underrepresented in so many

sectors especially in media staff and in journalist's organizations. In the past cases of women were usually delayed in the courts, especially in family cases where most women suffered from divorce and custody of children. In these cases, the women had to suffer a lot. Some communities have very hardcore customs against women, but it does not mean that all the women of Pakistan are very backward and undermined. They have not made any progress in the last few years, nor have they played an excellent role, nor have any extraordinary achievements been made. It is not the case that there was male domination in all the families, and women were not given any space. Even after the formation of Pakistan, women have played a pivotal role in the beginning. Examples of this are women's organizations which have worked hard not only for the refugees but also for the education and development of women. "The All Pakistan Women's Association (APWA), Pakistan's oldest and most famous women's organization, has been working diligently since the country's founding, not only for the welfare of women, but also in the formulation of legislation, women's empowerment programs, and health care policies"(Shah, N. A [2020](#))

Still, in every era and every field in Pakistan, so many women have played a significant role. It has helped uplift these women, advocating for women and competing with society and the system, also struggling with those laws that can support women. Women could participate in politics and had 10 seats in parliament in 1985, increasing to 20 seats and now 33% seats in parliament. International women's sports teams play a significant role.

The role of media organs is paramount in the rise and fall of any society. The newspapers of the subcontinent before the independence movement and the Pravda newspaper of the Soviet Union are vivid examples of the media's impact and influence. Media is always a primary source of information for the general public or people. Despite the rapid growth of social media, people still believe in traditional media. Media is a significant source that creates people's thoughts, ideas, and attitudes. Through this medium, roles in society are often formed and deteriorated. Societies can never progress in a society where the media does not play its role responsibly. This role of the media is talked about all over the world. And rules and codes of conduct are being made for the media.

Whenever there is a global revolution, the media has a significant role in this change. Initially, Pakistan's media consisted only of newspapers and radio, then Pakistan Television was started, which was for a limited time only. At that time, there were a lot of restrictions on the media, not only in the news but also in the dramas, and shows, and all content was in line with the government's policy. If women were portrayed as weak and oppressed, then some good roles were also shown to be played by women, or it can be said that at that time, it was not perfect, but it was a reflection of Pakistani society.

Pakistan is known for its values, traditions, and religious beliefs. This is the core reason why Pakistan came into being just to protect these values comprehensively. At the time of partition people who preferred to migrate from India to Pakistan were to secure their values and protect their identity by all means. However, it was observed that after living a long time under the influence of Indian society some of their effects are still visible in Pakistani society, especially in the villages and rural areas where so many cruel customs are imposed particularly for women. It is also noted that there are many homes and families where women have been given respect and a good status and also play significant roles in the economic and social field. Nevertheless, there are still some areas in Pakistan where people neither have proper education nor culture and also still follow those traditions that don't comply with ethical values.

The wrong and oppressive laws that are imposed there, especially regarding women, could not be abolished. Even despite the presence of men and women in assembly as the area representative, no improvement has been observed. If seen in the role of the media in the context of these conditions of women, this situation is highlighted in the media but without any solution or guidance which only creates frustration. Even when only one TV channel PTV (Pakistan Television) was working, women were also present on the screen, but at that time the ratio of negative to positive was not so unbalanced as current scenario. At that time women were objectified in advertisements but not so much that even products which are not related to women were shown. The portrayal of women in the news is really quite confusing. There is hardly any news about women in the media unless there has been some crime where they have been abducted, run away, raped or

murdered. And in all these instances, somehow it is implied that the woman was at fault. Either she was too naive or she was of a loose character. For a long time, there was a debate over these things until the news died down, which psychologically pressured the audience. In dramas and shows, there was also a portrayal as a cruel or oppressive woman but was portrayed as a very brave constructive character and a good and honourable woman too who could be a role model for people. For instance, Uncle Urfi, Shahzori, Angantehra, Uroosa etc. even English movies were shown after being censored. While it is not good to restrict the media for political and personal gain now here are talking about women's portrayal and social benefit and progress.

Over time, when Indian content was shown through the dish antennas, Pakistani producers and directors, etc., came under its influence, and then when the private media channels came in 2002, the TRP race between the media channels started so the media forgot its role as an opinion maker they usually try to take the cake from each other by showing the newswoman related crime in the news bulletin especially they repeat and repeat these news in sensational style. In the same way, the role of women in entertainment shows is also quite distorted. Pakistani media. In the drama shows, women are mostly dealing with the patriarchy of the family. Their life is difficult and unhealthy and revolves around domestic politics. Or they are shown to be enticed by a toxic lover for whom they are willing to sacrifice everything.

For example *Jalan*, *Deewangi*, *Bichu*, *Bebaak*, *Fasiq*, *Budnaseeb* etc moreover, on the other hand, If a woman's good character is shown, then she is elevated to a higher position than the angel, she was making only sacrifices, even ignoring her self-respect and human values think the problem is multilayered, take for instance that how many genres do have in the drama industry, all the dramas revolve around women either oppressed crying women to super villain saas and husband and parents. For example, *Babasi* and *Qissa Meherbano* etc this is what production houses and producers and sponsors want but women in real life are not always the victims or vampires. When one sees dramas, it seems as if women are always confined to domestic politics at home like Indian plays. While the counter-narrative is not present at all. (which have been viewed by dish antennas and other means for

many years and gaining popularity) and they don't have any serious work to do or their life revolves around makeup, fashion, and trying to cook different types of dishes, even when women politicians are portrayed in the media as having serious issue usually left behind and their clothes, style, fashion, handbag and personal life highlighted. Misrepresentation of women in the media is shaping destructive attitudes of disrespect and violence towards women.

Pakistani TV shows show very few women heroes of the nation almost a glimpse rather than highlighting those aspects which only make a negative impression about them. Even sometimes shown engaging them in shameful activities instead of enhancing the prestige of relationships with women, their image is tarnished. Our news channels and entertainment channels are watched all over the world and people's perception of Pakistani women is the same as that shown through the media and literature and that is why in the Global gender parity index ranking Pakistan stands at number 151 out of 153 and the last no among SAARC countries which is only one level above Afghanistan. Media is such a powerful medium that it can take up whoever it wants and bring down whoever it wants and that's what it does.

If the media so desires, it can expose the customs and oppressive attitudes towards women in such a way information that helps to find the way for their improvement, hope, and determination to grow instead of despair, frustration and disappointment, should show also survivor not only victim. If the media deviates from the path of commercialization and goes on the path of building and developing the society, and protect its values norms it can expose those elements who are not allowing this system of oppression to end for their interests. The media as an opinion maker should present good role models to society instead of the traditional negative and worn-out roles of women so that the status of women in society is elevated so that people will respect them. Our media should promote those characteristics that a dignified character should emerge as a good professional woman, a good homemaker and good in science, education and other fields so that her viewers would envy her and learn from her. In our news, the incidents of harassment and abuse of women must be shown, but instead of exaggerating and fulfilling their commercial objectives and in stereotypical image, present them with respect and privacy in mind, also bring out the news where

the positive and enviable image of the woman can be portrayed.

## Conclusion

Men and women are two basic characteristics of every society. This study shows that women in Pakistan do not have the image and status that they deserve and that society needs. The role of the media is very important in this regard. Women should be seen as a creature who can pave the way for the prosperity of society by raising great human beings. Women should be seen as the basic element of the existence of family and society, these are formed by the union of both man and woman, and both of them play a pivotal role in its emergence and survival in the atmosphere of home, workplace and everywhere. The peace and tranquillity of all around it depends on the woman and her feminine temperament. If the people and institutions, who are around them support her when required, then she will reach the goal of a real nation-builder. In the current scenario, the media is the most powerful organ all over the world including in Pakistani society, and the most powerful it is the most responsible and accountable.

The astonishing development of the media has deeply affected Pakistan as well as the rest of the world and has profound effects on people. There is no denying the fact that social attitudes have changed due to the powerful influence of the media. Today's era is called the age of media because of the immense impact of the media on society. The current research concludes that Pakistani media is on the path of commercialism and currently reporting on women's unequal balance between media portrayal and her actual status in society and portraying violence, sexism, commodification, patriarchal system, and low self-esteem that the faithful, obedient and timid characters of mother, sister, daughter and wife. Even the character of a most well-educated strong woman who works in an office or runs her own business is shown as weak and giving in before the male characters. If she is shown as a strong woman, usually she is also a villain. If a girl is shown as bright, she is also shown as a jealous soul who schemes against others and is busy making life difficult or miserable for others. This is what production houses and producers and sponsors want but women in real life are not always the victims or vampires.



They should have programs where women inspire and are shown as role models. There are so many such female role models here in this country that usually highlight their achievements in Pakistani media. Media advocacy can be a source of significant change.

Only responsible media can show and lead the path of society towards betterment because unfettered media creates undue competition.

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