

**MASS MEDIA AND HUMAN RIGHTS IN PAKISTAN:
AN ANALYSIS**



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**MASS MEDIA AND HUMAN RIGHTS IN PAKISTAN:
AN ANALYSIS**

by

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DEDICATION

Success is a journey and not a destination, but this journey becomes memorable when we have the unconditional support and guidance of family and teachers.

My humble research contribution is dedicated to

My Teachers

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I humbly thank ALLAH Almighty, the Merciful and the Beneficent for achieving this goal and I would like to offer Durood-o-Salaam to HAZRAT MUHAMMAD (*Peace and Blessings of Allah Almighty Be Upon Him*).

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Abstract

People often refer to the media as "the fourth estate," which means that they believe it to be the most important institution after the legislative branch, the executive branch, and the judicial branch. People have, for a very long time, been aware of how crucial it is to protect human rights. The goal of the study was to investigate both the current state of human rights in Pakistan as well as the response of the media to this crisis (2008-2018). This investigation went all the way back to the year 2008, which was during the time that Pakistan was under the rule of the military and there were extremely serious abuses of human rights. Print media, for the most part, merely reports on current events without making any attempt to contextualise the discussion or educate readers on issues related to human rights. This is the case the vast majority of the time. As a direct result of this, the media is failing to fulfil its responsibility of eliciting compassion from the general populace for the victims of violence in the country. The laws governing the media, such as the PEMRA, Press Council, Defamation, and Press Registration laws, should be examined to determine whether or not they are in accordance with Article 19A of the Constitution, also known as the Eighteenth Amendment. Portions of the Telecom Act, the Telegraph Act, the Post Office Act, and the PPC that restrict access to information must be reviewed and amended in order to be in line with the intent of Article 19A of the Constitution. In short, concerns regarding human rights that are brought up in the media are important to people, yet there is not a lot of in-depth reporting on these topics in Pakistan. There is a dearth of knowledge and training among journalists, which makes it difficult for them to investigate and report on issues related to human rights. Concerns of human rights are covered by a relatively small fraction of journalists. The rest of them either don't care or aren't sure what to think about these kinds of things. The setting isn't exactly terrible by any means.

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CHAPTER 1. Introduction

Background

In Pakistan, both the printed and the electronic media, in both Urdu and English, exhibit and discuss a number of different ways human rights problems are presented and addressed. The way that the news, magazines, and television represent human rights concerns, those who care about these rights, abuse victims, and abusers all have an impact on the feelings of those who watch and read these mediums. In addition to this, it has an impact on the formulation of laws and regulations. The purpose of this study is to gain an understanding of the perspectives held by Pakistani news organisations and journalists towards issues pertaining to human rights, as well as the methods through which they report on these issues. On the other hand, people have made an effort to comprehend.

how the general public, human rights organisations, and human rights activists believe human rights themes should be covered in the media.

People all around the world rely on the internet as one of their primary methods of communication because it is currently one of the most effective methods available. In spite of the fact that more than half of the world's population does not have access to the internet, the web continues to spread around the world. Because the Internet is accessible to everyone and enables people to connect with one another, it is becoming increasingly difficult to ascertain the origin of communications and ensure that they are reliable. Because of the internet and various forms of social media, people from all over the world are now more connected than at any other time in history. Because of the vast number of applications for which the internet may be put to use, it carries with it the potential for both positive and negative outcomes. It is being utilised more frequently by extremism as a recruitment tool for new members. On the other hand, it seems to be the most successful strategy for preventing young people from growing up to be extremists or radicals.

The media has the capacity to tell a variety of stories, influence and normalise particular opinions, points of view, and social behaviours, and spread new ideas. Because of these options, the media has the ability to either explicitly reject views that are potentially dangerously extremist or radicalised, or to discreetly favour them. In order to make the world

a better place, people of many ages, races, and religious persuasions can collaborate in libraries. Civilizations are able to learn new things and discuss them by looking at, sampling from, and remixing the information they already possess. People can find historical descriptions of significant events or developments in society in libraries. These descriptions can be very helpful. In order to distinguish the several perspectives that exist, libraries can also be used. As a result of these problems, many individuals have a tough time getting along with one another. Books, videos, and databases are just some of the things that may be found at today's libraries. Because library materials have been digitised, individuals are now able to access library collections regardless of their location. Young people who are at risk of becoming radicalised can benefit from the quantity of information that can be found in libraries. Young readers can benefit from the life lessons that can be learned in libraries, which in turn can help policymakers and other professionals in their fight against violent extremism (Clark, 2008).

In addition, the poll intends to find out how well journalists are able to practise informed journalism, carry out research, and concentrate on human rights issues. In the meantime, research on the ways in which people think about human rights issues has centred on how the media now reports on these issues. It has been investigated and written about how journalists approach human rights issues, how they report the news, and how they feel about victims. Specifically, this has been done with regard to these strategies. In order to better aid readers in comprehending the manner in which the media covered the event, we have merged snippets from several news articles, reports, editorials, and discussions with an analysis of the various points of views and materials. We also investigated the environment in which journalists' research and report on matters pertaining to human rights to determine what kinds of threats and limitations make it difficult for journalists to do their jobs. Another goal was to gain an understanding of the workings of the media and the perspectives of journalists about the reporting of human rights issues (Arat, 2006).

A great number of publications and reports have been written about the state of human rights in Pakistan. In addition, there is a substantial amount of data and facts pertaining to a wide range of subjects that may be accessed. Human rights organisations in Pakistan and around the world monitor, bring attention to, and protest human rights violations on a regular basis. These violations include unlawful killings, violations of the rights of women and children, arbitrary detentions, enforced disappearances, harassment of the families of missing persons, and excessive use of force by government agents. When big events take place, organisations

dedicated to defending and advancing human rights, such as Amnesty International, Human Rights Watch, the Asian Human Rights Commission, and Hum, get to work to promote and safeguard those rights. In addition to this, they produce and disseminate human rights reports, which are then published in Pakistan's print and electronic media, where they are the subject of discussion.

Media groups are an additional resource for information, opinions, and news regarding the state of human rights in Pakistan. Right now, there are a lot of problems with the rights associated with electronic media as well. Reports in the Pakistani media concerning enforced disappearances, illegal detentions, and rights violations that have been imposed as a result of the declaration of a state of emergency have all contributed significantly to the media's efforts to educate the public about human rights issues. In numerous publications, articles, and data sets pertaining to human rights issues in Pakistan, the topic of rights being abused and exploited is addressed. On the other hand, majority of the time, the media does not investigate these issues, report on them, or make any kind of attempt to figure out what is going on. That is something that will be looked into as part of this study. The purpose of this study is to analyse the ways in which human rights issues are covered by the media in relation to the internal and external environments in which those organisations operate (Branigan, 2011).

Introduction

People often refer to the media as "the fourth estate," which means that they believe it to be the most important institution after the legislative branch, the executive branch, and the judicial branch. The most important weapon for educating people about human rights, keeping them informed, and uniting them to fight for those rights is now the media. It is the method that is the most effective and well-organized in terms of reaching the target audience right away and, as a consequence, convincing a big number of people. As a consequence of this, it is accurate to describe the media as the "watch dog" of human rights and the "mirror of modern society" (Dainton, 2011).

A media that is informed about current events is better able to bring the issue of human rights to the attention of a greater number of people. In order to accomplish this goal, media organisations need to maintain their autonomy and independence while still remaining sensitive, well-versed in human rights issues, and dedicated to the betterment of society. The influence that the media and press have on society is stronger, more long-lasting, and more

widespread than that of all government agencies combined. Because it is now easier and more efficient for citizens and governments to connect with one another as well as with citizens, the media has taken on additional tasks and obligations in recent years. People are able to discuss important public issues in a protected setting, and it strikes fear into the hearts of those who commit wrongdoing or violate human rights.

As a nation, Pakistan is still in the process of maturing. Even the most fundamental of human rights are routinely disregarded in our nation as a direct result of the many people who live in poverty and the issues our economy faces. In the future days, the role of the media in the fight to defend human rights will expand as a result of the growing number of people in our country who get their news from the media. According to a research conducted by the World Association of Newspapers, the rise of the internet has resulted in a decline in the popularity of print and electronic media in Western countries. In Pakistan, on the other hand, this is not the case. There is a rise in consumption of many forms of media in Pakistan, including newspapers, television, radio, and the internet (Branigan, 2011).

Human rights are "generally moral rights claimed by everyone and held against everyone, especially those who rule social institutions," as defined by the United Nations (UN) (Orend, 2002:37). Since the United Nations General Assembly passed the Universal Declaration of Human Rights (UDHR) in 1948, the notion of human rights has been given a great lot of attention and thought all throughout the world. In accordance with the Paris Principles and in order to perform Pakistan's international commitments, the country was required to construct a National Commission for Human Rights (NCHR) The basic purpose of the Act was to limit the likelihood of a repeat of the tragedies that were brought about by egregious abuses of human rights and extensive violations of the integrity of the frontiers of the country.

In addition to the work that Pakistan performs on its own, the country is largely considered as an important player in the defence and protection of human rights. Regrettably, countries are typically the ones who hold the major duty for defending the rights of their populations. To clarify, while the nation as a whole has the primary responsibility for problems pertaining to human rights (Addo, 1999), other societal organs, such as companies, are also actively involved in the protection of human rights.

Despite the presence of international human rights agreements, which are designed to serve as a "shared standard of success for all people," human rights infractions are nonetheless constantly reported from governments all over the world. When non-state actors provide their

implicit consent to these transgressions, it is feasible that they are either directly implicated in the breaches themselves or that they are indirectly supporting them. The following is a list of assertions made by non-state actors: "Individuals, unorganised groups, organised groups, continuous groups, ad hoc groups, and continuous groupings all have the potential to play the role of violators, guardians, or middlemen in a given situation. Because individuals are ultimately responsible for the consequences of their own acts, it is necessary to conduct an inquiry before holding individuals accountable for their behaviour. Equally as important is conducting research on the variables that contribute to states' lack of adherence to human rights obligations (Arat, 2006:15-18).

The role of mass media in promoting human rights and democratic values

On a national and international scale, the importance of the media cannot be overstated. Pakistan is optimistic that it would be able to accomplish its goals for human rights. The systematic disregard for human rights in Pakistan is giving rise to an ever-increasing level of concern. For example, in the most recent few years, the province of Baluchistan has been torn apart by allegations of egregious violations of fundamental human rights. There have been a lot of reports about religious extremists, genocide, ethnic cleansing, and witch hunts in the media, on television, and on social media.

The number of nations around the world that recognise human rights is steadily increasing. As a direct consequence of this, an increasing number of news organisations are publishing stories about the infringement or violation of human rights (Nickel, 2007). The 1990s were the first decade to see an increase in the phrase's frequency of use, which continued into the 2000s (Ramos et al, 2000). The attention that the media pays to matters connected to human rights is crucial for the reason that it sheds light on the magnitude of abuses that are taking place in different parts of the world (Cole, 2000). It is of the utmost importance that there be no more violations of human rights. Human rights violations are a horrifying and horrible occurrence in every meaning of the term, and there are many strong reasons for us to work toward preventing or rectifying them "Orend argues his position all throughout the book (2002:34).

In order for democracy to work, the people involved, need to be able to speak & think freely about what they want. Both the United Nations Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR) recognise this as a human right. Both of these documents can be found here (ICCPR). The right to information (RTI) is a vital component of having an opinion, and the role that independent and diverse media play in educating the public and providing them with the tools they need to have an opinion is extremely important. However, a legal framework that is supportive is necessary in order to enhance and defend people's access to information, limit or prevent the government from keeping things hidden, and guarantee that the media is both free and diversified.

In both the 1956 and 1962 constitutions of Pakistan, individuals were given the right to freely express themselves verbally and in writing. People in Pakistan have the right to say and write whatever they want, as guaranteed by Article 19 of the Constitution that was ratified in 1973. However, the Eighteenth Amendment, which was ratified in 2010, stated that people have a fundamental right to know things. This right to know was established by the amendment. However, a lot has changed in the information and media environment of Pakistan during the course of the preceding ten years. More than 140 private FM radio stations and more than 90 commercial satellite TV networks are already operating in the country. In accordance with the 18th Amendment to the Constitution of Pakistan, citizens now have the legal right to access any and all information. In the past, there were limitations placed on the ways in which information could be collected in Baluchistan, Sindh, and the central government. In 2013, following the ratification of the Eighteenth Amendment, the provinces of Khyber Pakhtunkhwa (KPK) and Punjab each approved their own laws regarding the "right to information" (Caplan, 2007).

Over the past thirteen years, Pakistan's media landscape has seen significant transformations, as was mentioned above. One of the most important factors contributing to the expansion of the media sector is the Pakistan Electronic Media Regulatory Authority (PEMRA) Ordinance of 2002 (amongst other things). The government has passed additional press legislation, such as the Press Council Ordinance of 2002, the Defamation Ordinance of 2002, and the Press, Newspaper, News Agencies, and Books Registration Ordinance of 2002. All of these pieces of legislation were enacted in 2002. The Newspaper Employees (Conditions of Service) Act of 1973 added more protections for workers in the newspaper industry. Other laws that have an impact on the media include the Pakistan Penal Code, which was enacted in 1860, the

Telegraph Act, which was enacted in 1885, the Post Office Act, which was enacted in 1898, and the Contempt of Court Act, which was enacted in 1898.

Press freedom and free expression are topics that are discussed in certain sections of both the Pakistan Telecommunication (Re-Organization) Act of 1996 and the Pakistan Press Act of 1973. According to the findings of the research, all legislation pertaining to the media, including PEMRA, Press Council, Defamation, and Press Registration, existed prior to the passing of the Eighteenth Amendment, also known as Article 19A of the Constitution. None of these laws, with the exception of a few sentences here and there, devote a significant amount of attention to the freedom of information or the right to information. The compilation and dissemination of annual reports by government agencies is mandated by a significant number of these regulations. PEMRA's primary objective was to "promote accountability, transparency, and good governance by ensuring free flow of information," which was also one of the organization's purposes. The rules and regulations of the organisation made this quite clear. These restrictions, in general, do not restrict the free flow of information; but, some of them do impose specific constraints or are subject to particular conditions. Many regulations that date back to the early 20th century, such as the Pakistan Penal Code, the Telecom Act, the Telegraph Act, and the Post Office Act, are more concerned with the protection of secrets than they are with openness (Burns, 2010).

In light of these results, the report makes the recommendation that each of these laws be scrutinised in order to determine whether or not they are in accordance with Article 19A of the Eighteenth Amendment to the Constitution of the United States. In order for Article 19A to make sense, certain provisions of other laws, such as the Telecom Act, the Telegraph Act, the Post Office Act, and the PPC, which limit access to information, need to be analysed and maybe amended. It is important to emphasise and keep in place some aspects of these regulations, such as the ones that call for reports to be submitted annually and that encourage transparency and information exchange.

The concept of human rights states that every person living in this planet is entitled to a set of basic liberties and protections against harm. Human rights are fundamental rights that everyone possesses, irrespective of race or ethnicity, country of origin, gender or sexual orientation, language or religion, or any other factor. These rights are known as human rights. No one may be denied access to their most fundamental rights, regardless of the circumstances. These rights are inviolable, and each and every one of them is dependent on

the others. The concept of human rights emerged from the struggle that individuals must wage on a daily basis in order to preserve their humanity. Every society, for a very long time, has fought against oppression on multiple fronts, including political, economic, social, and cultural issues, as well as ongoing injustices and inequalities. Everyone, without a shadow of a doubt, is born free and equal in their aspiration to be respected and to have their fundamental rights realised in their lifetime. They should consider one another to be their brothers because of their intelligence and the fact that they have a conscience.

Since 1948, when the United Nations Declaration of Human Rights was adopted, many formerly unofficial rights of individuals and groups have been made legal and are now protected by international and state legislation. On June 15, 1215, King John of England put his signature on an old document that would later become known as the Magna Carta. As a result, these rights have been protected for a significant amount of time. However, it is important to keep in mind that the concept of human rights was first broached in Islam in the 1400s, which is a significant amount of time before the Magna Carta or the United Nations Declaration of Human Rights. However, since the United Nations Declaration on the Rights of Indigenous Peoples in 2007, the idea of explicit legal protection has just recently started to gain traction around the world (Burns, 2010).

Since the United Nations Declaration on the Rights of the Child, other international treaties on human rights have been developed, and an increasing number of nations are signing on to them.

People have said that we are living in a right period because human rights are becoming increasingly significant in our moral, legal, and political lives. The reason for this is that people have stated that human rights are becoming increasingly significant in our lives.

To begin, think of human rights as the basic rights that are automatically bestowed upon every man and woman upon birth, regardless of the region of the world in which they are raised. The concept of human rights serves as the taxonomic umbrella under which humanitarian law is organised. The first concern is with the fundamental rights that are guaranteed to all people at all times and in all places. The second issue relates to the protection of the legal rights of those who are wounded, ill, or imprisoned as a result of armed conflict or hostilities (Burton, 2005).

The concept of human rights seemed considerably differently in the year 2000 compared to what it would appear to be in the year 2020, when there would be more institutions and

individuals working on more themes in more exciting ways. In spite of the fact that there are a great number of NGOs and institutions working in the field of human rights, enforcement is getting worse, and an increasing number of people are reporting abuses of human rights. As a consequence of this, philosophers and other wise people have, not only in modern times but also over the course of history, placed a significant emphasis on the protection of human rights. In societies governed by democratic principles, it is generally accepted wisdom that free press and media can play an important role in the reduction of instances of abuse and abuses of human rights. When it comes to addressing problems with human rights, the media may be of tremendous assistance.

"Sar e Am," which is produced by ARY News and airs every evening at 10 o'clock, is a programme that is part of the Panorama series. The show, which follows an investigative reporter as he travels across the country, focuses mainly on numerous violations of human rights, including human trafficking, throughout its length. In light of this fresh new incident, what kind of an impact do you anticipate it having on the media? As a direct consequence of this, to what extent do you believe the media plays a role in the protection of human rights? In this particular situation, the media played a crucial part in bringing attention to violations of human rights and, maybe, putting an end to such violations. This narrative serves as a good example of the function that the media plays in bringing attention to concerns connected to human rights.

The duration of 2018-2023 might have been chosen for studying Mass Media and Human Rights in Pakistan due to several reasons

1. Relevance

This period encompasses recent years, allowing for an examination of current developments, trends, and challenges within the field of mass media and human rights in Pakistan. It offers the opportunity to analyse real-time events and their impact on these areas.

2. Emergence of Digital Media

The rise of digital media during this timeframe has significantly transformed the way information is disseminated and consumed. Investigating how digital platforms have affected human rights reporting, freedom of expression, and the role of traditional media could be a crucial aspect of the study.

3. Socio-Political Changes

The years 2018-2023 have seen various socio-political changes in Pakistan, including shifts in government, policies, and public sentiments. These changes can have a direct influence on media freedom, censorship, and the protection of human rights. Studying this period can provide insights into the interplay between media and governance.

4. Critical Events

The selected timeframe includes significant events that could have impacted mass media and human rights, such as elections, protests, and legal cases related to freedom of speech and press. Analysing the media's role in shaping public discourse during these events could offer valuable insights.

5. Legislative Reforms

Pakistan has seen efforts to reform media and human rights-related laws during these years. Studying the formulation, implementation, and effects of these reforms can shed light on the legal landscape and its impact on journalistic practices and human rights protection.

6. International Context

The years 2018-2023 fall within a broader global context of discussions around fake news, disinformation, and the role of media in shaping public opinion. Investigating how these global trends have affected media and human rights in Pakistan can provide a comprehensive perspective.

In summary, the selected duration of 2018-2023 for studying Mass Media and Human Rights in Pakistan offers a unique opportunity to examine recent developments, technological advancements, legal reforms, and their collective impact on the media landscape and human rights protection within the country.

School of Thoughts of mass media about Human rights

It should come as no surprise that the media may cover as much ground as possible on the subject of human rights by utilising a variety of different types of media. The violations of human rights that would have occurred in the past but gone unreported have also been brought to light as a direct result of social media.

The Western and Islamic schools of thought are the two primary schools of thought when it comes to human rights. It is possible that we will gain a more accurate understanding of the human rights issue if we compare and contrast the two approaches to its resolution (Ellinas, 2010).

The Western Approach

The majority of people in Western countries believe that they came up with the idea of fundamental human rights. They said that the Magna Carta was responsible for the rights that we have in today's society. In the year 1215, King John penned this document; yet, it was nothing more than a piece of paper that had no impact on the power that the King wielded during the middle Ages. In point of fact, nobody realised until the 17th century that the Magna Carta contained restrictions that required the King to relinquish some rights, acknowledge that the law may limit the King's wishes, and respect the legal system's monitoring of parliament's right to tax until that time.

These restrictions required the King to recognise that the law may limit the King's wishes and respect the legal system's monitoring of parliament's right to tax. They would be shocked to find out that they had been mentioned in their own writings if the people who wrote the Magna Carta were still living today and discovered that they had been referenced in their own writings. This illustrates that prior to the 17th century; people in the West were worried about the rights of other people. These ideas are not put into practise and shown to be effective until the latter half of the 18th century, and even then, only in the constitutions of France and the United States. After the United States and France established comparable rights in their respective constitutions, a number of other countries quickly followed suit (Frohardt, 2007). On the other hand, the people did not actually possess these rights; rather, they were merely stated in a document.

The Universal Declaration of Human Rights and the regulations to prohibit it were both ratified by the United Nations in the middle of the twentieth century. On the other hand, it is abundantly clear that the function of United Nation is to bestow these rights and to safeguard them. It is now against the law to violate the rights of other people because there are so many regulations and resolutions in place. However, none of the resolutions can be put into action because they are nothing more than words on paper that have no significance (Arat, 2006).

There have been multiple violations of United Nations resolutions in various parts of the world. Kashmir and Palestine are two major issues that demonstrate that the United Nations has not done what it promised to do to address human rights violations. The UN has failed to do what it said it would do.

The Islamic Approach

Everyone is welcome to practise Islam, and its beliefs for the protection of human rights are crystal clear. Not only did Islam bestow the concept of a noble person upon all people, irrespective of their caste, colour, or religion, but it also brought back everyone's dignity and made it possible for all people to coexist in the same space. The people were not only brought back to their rightful places in society; in addition, they were rendered holy and protected from harm.

According to the Quran, “if you kill one person, you have effectively killed all of mankind.” This is the most specific and all-encompassing remark that you could possibly make. When Muslims speak about human rights, they do so in a serious manner. God has made it abundantly clear to us that these blessings belong to us. They are neither produced by the government, nor by a monarch or queen, and they are not legal tender. The King and the legislative assembly share equal power in terms of their ability to bestow and take away privileges. For instance, dictators are able to confer or revoke rights at any time, and they are also able to violate rights of their subjects at any time. On the other hand, the religion of Islam asserts that every one of a man's rights originates from God. They are immune from alterations or removals made by either the government or the legislature. These are the rights that each and every Muslim has. Everyone who identifies as Muslim as well as the government is obligated to acknowledge, recognise, and adhere to them (Clark, 2008).

The essential human rights that must be granted to all Pakistani citizens, men and women, regardless of where they are, are outlined in the constitution of Pakistan, which was established in 1973. These rights must also be extended to anyone who is visiting or staying in Pakistan for a short or long period of time. It is the responsibility of the executive branch to protect these rights, while the judicial branch must be on the lookout for any violations of these rights and offer potential solutions in response to individual grievances or take note of any blatant violations of collective rights that occur on its own (called "Suo Moto" notice).

Right to Information: Fundamental for Freedom of Expression

In order for democracy to work, the people involved, need to be able to speak and think freely about what they want. Article 19 of the United Nations Declaration of Human Rights (UDHR) states that every individual possesses the right to freedom of expression. The clause from the Universal Declaration of Human Rights that we just went through may be found in Article 19 of the International Covenant on Civil and Political Rights (ICCPR). The declaration emphasises that "the right to free expression shall be guaranteed to all individuals." People are able to "search for, receive, and communicate information and ideas by all means and across any borders," according to the Universal Declaration of Human Rights (UDHR). Because having access to "information" is such an important factor in the process of formulating an opinion, the right to have an opinion as well as the ability to freely express that opinion is an essential component of the concept of freedom. Two key shifts took place in the 18th century that laid the groundwork for the right to information (RTI) being a "basic part of being able to have an opinion" as a result of two changes that occurred in the 20th century.

The Freedom of Information Act that was passed in Sweden in 1766 comes in first, followed by the First Amendment to the Constitution of the United States of America (1791). Many people around the world believe that Sweden has the most advanced legislation regarding the freedom of information. The phrase "freedom of expression" is found in the First Amendment, and it states that individuals have this right. This right implies that individuals should be able to obtain any information they so desire. In a similar fashion, the nation of Columbia, which is located in South America, passed a law in the year 1888 that granted citizens access to the archives of the government. In 1951, Finland passed a law that required the government to provide its citizens with information regarding its activities. Although this

statute was passed before the International Covenant on Civil and Political Rights (ICCPR), the Universal Declaration of Human Rights (UDHR) was signed in 1948. UDHR stands for the Universal Declaration of Human Rights (1966) (Frohardt, 2007).

The United Nations Special Reporters on Freedom of Opinion and Expression gave their support to Article 19's Freedom of Information Principles in the year 2000, stating that "the law should give a range of ways to deal with the problem of a culture of secrecy within government."

Because it gives people the opportunity to educate themselves and express themselves, it is also essential to have a free and diversified media. As a result of this, a legislative framework is required in order to promote and safeguard people's access to information, to restrict or limit concealed government practises, and to guarantee that the media is both independent and diverse.

The information and media landscape in Pakistan has seen significant transformation over the course of the past thirteen years. Before the year 2002, there was no statute in this country that established the public's right to access any and all information. The government either ran or controlled all of the print and electronic media outlets in the country. On the other hand, President General Musharraf passed a number of regulations and rules concerning the media in the year 2002. A notable example of this is the Freedom of Information Ordinance that was passed in 2002. Satellite television and FM radio stations in Pakistan have been made available for private ownership ever since the Pakistan Electronic Media Regulatory Authority (PEMRA) Ordinance was passed in the year 2002. More than 140 private FM radio stations and more than 90 commercial satellite TV networks are already operating in the country. In 2010, Pakistan's government passed the Eighteenth Amendment, which established the freedom of information as a basic right for all citizens. In 2013, legislation guaranteeing citizens' constitutionally protected right to information was enacted in both Punjab and Khyber Pakhtunkhwa (KP) (Caplan, 2017).

Nevertheless, in spite of everything that has been stated, there remain significant worries surrounding the freedom of the press and speech in this country. This movement in policy is not adequately supported by media legislation, despite the fact that accesses to information laws in two of the provinces have made a considerable transition from secrecy to openness. Concerning the right to information, several laws pertaining to the media either mention nothing at all or say very little. Freedom of information is not mentioned in the PEMRA law,

which aims to "improve the quality of information, education, and entertainment" and "promote accountability, openness, and good governance by maximising the free flow of information." However, PEMRA also aims to "improve the quality of information, education, and entertainment." The Official Secrets Act of 1923 is still in effect today and can be found in publications on the law.

This study's objective is to investigate the media laws of the nation in order to determine the level of emphasis placed on citizens' constitutionally protected access to information. The figures also reflect the degree to which the rules governing the media help or hinder the flow of information. In addition to this, it seeks to initiate a discussion regarding the possible repeal of media regulations that restrict the free flow of information (Dainton, 2011).

Constitutional Protections for Individual Rights to Information and Expression

To begin, Pakistan's constitutions of 1956 and 1962, both of which were only in effect for a brief period of time, discussed a range of personal liberties, one of which was the right to freedom of speech and expression. It is plainly stated in the Constitution of Pakistan from 1973, which is still in effect today, that both the people and the press have the freedom to talk freely and publish what they choose. Article 19 of the Constitution details the restrictions that might be placed on one's ability to have freedom of speech as well as freedom of press. It says here:

Under the condition that they do not infringe the law, all citizens have the right to free expression as well as the right to the press. In order to protect Islam's honour, the integrity, security, or defence of Pakistan or any section of it, friendly relations with other nations, public order, decency, or morality, or to prevent contempt of court, the commission of, or instigation to, a crime, the law may set reasonable limits. In spite of the fact that the Article makes a particular reference to the freedom of the press, it provides no information whatsoever about either the right to information or the freedom of information. Many individuals were under the impression, which was entirely incorrect, that the right to free information was a component of the right to free expression and speech. Article 19's "freedom of expression" provides that people have the right to access information as long as they do not breach the standards, according to the Supreme Court's interpretation of the

provision. This advantage must be guarded at all costs (PLD 1993 SC 473, Muhammad Nawaz Sharif vs. President of Pakistan).

Article 19A was added to the Constitution in 2010 as part of the Eighteenth Amendment. This was done because Article 19 does not explicitly specify the "right to information" (RTI). The Right to Information (RTI) has been recognised as an official fundamental right in Pakistan, making it one of the few countries to do so. In accordance with Article 19-A, every individual has the right to obtain information regarding any and all matters of public concern, provided that doing so does not constitute a violation of the law or an act that is irrational. In the well-known Memo Gate Case, the Supreme Court stated that "Article 19A of the Constitution has given power to the people of Pakistan by making access to information a justifiable right of the people." This was in reference to the fact that access to information was made a justifiable right of the people (PLD 2012 SC 292). The Supreme Court has stated that this article "has enabled everyone to become independent of power centres that used to suppress information on topics of public concern"(Dainton, 2011).

Legal Framework on Right to Information in Pakistan

The legal system in Pakistan decides what citizens are allowed to do with their right to know and how they can exercise it. The Naib Amir of Jamaat-i-Islami, Professor Khurshid Ahmed, first proposed a Private Members Bill in the Senate in 1990, and ever since then, Pakistan has been actively working to establish the right to know. However, the House did not consider the bill at any point during the process. At the tail end of the 1990s, former Prime Minister Benazir Bhutto selected Malik Qasim to head a panel that was tasked with fighting corruption. It was intended to figure out why there was corruption in the first place and how to stop it from happening again in the future. The committee's recommendation that there ought to be a freedom of information act was among the most important recommendations it made. However, during the years 1996 and 1997, the caretaker government of Malik Miraj Khalid was able to establish a law that simplified the process by which citizens may gain access to information.

The ordinance proposed by Malik Miraj Khalid for a caretaker government was unsuccessful because the administration of Nawaz Sharif, who served as prime minister from 1997 till 1999, did not submit it to Parliament for ratification. The Freedom of Information (FOI)

Ordinance of 2002 was the first piece of legislation to provide a legal entitlement to unrestricted access to information. The Freedom of Information Ordinance was published by President General Musharraf in October of 2002. It only applies to the government of the United States of America. In 2005, Baluchistan became the first province in Pakistan to legalise freedom of information, and Sindh did the same the following year (2006). Groups representing civil society said that these rules were unsuccessful due to the fact that it was impossible to put them into practise, that they did not cover a sufficient number of possible scenarios, and that it was difficult for citizens to access the information that they required. As a consequence of this, when work started on the Eighteenth Amendment to the Constitution, civil society lobbied for the right to RTI to be included in the Constitution. The year 2010 saw the addition of Article 19A to the Pakistani Constitution (Burns, 2010).

There has been a shift in the manner in which people in the country discuss access to information ever since Article 19A was added to the constitution. In the past, the right to know was the most important topic that needed to be discussed. People started talking about their "right to information" as a direct result of Article 19A. Article 19A states that there should be more laws that specify how to get information and what information is considered "exempt." As a direct consequence of this, each province as well as the federal government are required to enact legislation that will control the right to information within their respective territories. In 2013, people in KP and Punjab were granted the right to knowledge as a result of recently enacted and highly effective rules. The Punjab Transparency and Right to Information Act of 2013 and the Khyber Pakhtunkhwa Right to Information Act of 2013 are the names given to the respective pieces of legislation.

The Centre for Peace and Development Initiative (CPDI) developed a score sheet in order to evaluate the positives and negatives associated with Pakistan's laws regarding the right to obtain information (Branigan, 2021).

Both Punjab and Khyber Pakhtunkhwa (KP), according to this Score-Sheet, were awarded 140 points out of a possible 145 for the RTI legislation that they have in place. This Score-Sheet reveals that the Freedom of Information (FOI) legislation enacted by the federal government, Sindh, and Baluchistan only received 32 out of 145 possible points. Both the Punjab and the KPK recommendations are founded on the principle that the general people should have access to the greatest amount of information that is relevant to them. Information may be obtained quickly, easily, and cheaply because to these regulations, which also make it

crystal apparent what the permissible exclusions are. People who are interested in acquiring information have the ability to use these laws in order to lodge a complaint with the person who is in control of the information. The statutes also detail the penalties that will be imposed on individuals who are found to be in violation of the Information Commission's directives. An annual report must be written and distributed by each and every public entity in the province, as specified by the legislation. These statutes, along with many others, do not mandate the provision of an in-depth justification for the necessity of the information at the time it is sought. You are also permitted to inspect the records as a result of these laws. Because these laws have such a significant effect, they have precedence over any other laws that are written in a way that is inconsistent with their purpose.

1.1 Aims and Objectives of study

Following are some of the major aims and objectives:

The goal of this investigation is to determine the extent to which the media has an influence on the state of human rights in Pakistan.

To investigate about some of the optimistic developments in the role of mass media in human rights.

To find out why journalists do not cover violations of human rights in a proper manner-

To investigate about the addition of Article 19A to the Constitution in 2010 as part of the Eighteenth Amendment and its effects.

1.2 Research questions

Following is a list of research questions that will be discussed in relation to the evaluation of the role that the media plays in the advancement of human rights. These topics will be based on the documentary.

The subject matter of the thesis is shaped in such a way that it encourages readers to adhere to human rights. How exactly does the documentary accomplish this?

What position do Pakistan's media take on the issue of human rights within the context of public discourse in Pakistan? Does it support or oppose them?

What are some of the optimistic developments in the role of mass media in human rights?

Why journalists do not cover violations of human rights in a proper manner?

How Article 19A was added to the Constitution in 2010 as part of the Eighteenth Amendment and what were its effects?

1.3 Statement of the problem

The issue can be summed up as follows in accordance with the assertion, which is as follows:

The vast majority of journalists, when it comes to reporting on violations of human rights, fail to do it in an appropriate manner. Even when there have been no actual violations of human rights, the media frequently fails to include human rights programmes in its broadcast practises. This is despite the fact that the media has ample opportunity to do so. This is not a method that is generally accepted in the industry. It shouldn't come as much of a surprise to find out that profits are prioritised over the wellbeing of the society that is served by the media as it should come to find out that this is the case. According to Lustgarten and Debix (2005:364), who assert that this is the reason why the public is less involved, it is claimed that the desire of the media for "flashy audience-grabbing and ratings-soaring image or tale" is the reason why the public is less concerned in issues that are of public significance. This assertion is based on the fact that Lustgarten and Debix (2005:364) assert that this is the reason why the public is less involved. They point to this as the reason why there is less involvement from the general population.

According to Article 18, "The State shall not pass any law that takes away or limits rights," the state cannot pass any laws that do either. Because of this, it is impossible for the government of Pakistan to enact laws that restrict the freedom of its citizens. On the other hand, not a single instance was provided to illustrate either what the press is or what it is not. It was never mentioned that any of these two groups existed. Recently, something that is being referred to as the "Pakistani Model" of journalistic independence has emerged as a brand-new standard that should be adhered to. This paradigm can be seen of as one in which the government does not act as a barrier or stumbling block in any way. According to Whitten-Wood (2009), there are four different ways in which you might categorise "free media": legally, politically, financially, or professionally. These are the several categories of it. It is impossible to make advantage of human rights in a location where there is no freedom of the press because of this. In a similar vein, news organisations that wish to perform their

jobs effectively and live up to the responsibilities placed upon them by society are required to maintain their financial autonomy.

1.4 Importance of the Study

Studies that examine both the media and human rights frequently investigate the frequency with which concepts related to human rights appear in the media, such as newspapers and magazines. None of them, or at least the vast majority of them, focus on conducting in-depth analyses of television broadcast programmes to determine whether or not these shows feature an implicit or in-depth portrayal of human rights issues. This is one of the most common areas of focus for human rights organisations.

Additional research is necessary in order to produce an improved version of this list, which includes content ranging all the way up to 2018. Due to the fact that this study solely utilised television and newspapers as mediums, the scope of the investigation was restricted to just those two forms of publication.

1.5 Delimitation

As a consequence of this research, a strategy will be provided for programmes dealing with human rights to use in order to attract attention in an era in which a large number of other media programmes are fighting for attention. This strategy will be given in an environment in which human rights programmes will be competing with a large number of other programmes for viewers' attention. This study will be very important for human rights because it will enable us to make policy proposals that are based on what we've learned in the field of mass communication about how the media not only inform and educate the public, but also set the agenda. These policy proposals will be able to take into account what we've learned about how the media not only inform and educate the public, but also set the agenda. Given what we've learned about how the media not only inform and educate the public but also set the agenda in the realm of mass communication, we can say that the media not only set the agenda but also inform and educate the public.

In addition to this, the results of the research will provide an actionable approach for engaging in human rights advocacy in the form of reporting on issues that are related to human rights. Our inquiry is intended to shed light on the numerous ways in which the media works to improve human rights, and we have high expectations that this will be the case. By using chocolate as an example, it will be shown that anyone, regardless of whether or not

they are aware of their involvement, can be complicit in the violation of human rights in some way. This will be done in order to demonstrate that everyone can be complicit in the violation of human rights in some manner.

1.6 Data collection method and analysis

The study of alleged abuses of human rights in Pakistan was made possible thanks to the results of an anthropological content analysis of documentaries produced by ARY. The interview process with key ARY staff members who were involved in the development of the programme included the use of open-ended questions as a component of the interview process. Both the information obtained from the event and the interviews will serve as the foundation for the research that will be conducted.

1.7 Analytical framework

In order to have an understanding of the role that the media plays in the progress of human rights, a number of variables need to be taken into consideration. Carrying out study in order to provide answers to questions like "Does the media have any kind of effect or influence?" The topic of whether or not it is appropriate for the media to exert influence, and if it is, the question of how they should go about doing so if it is permissible for them to do so. It is also an extremely crucial decision to determine whether or not the media should be responsible for the promotion of human rights or for the resistance of human rights breaches.

When it comes to the role that the media plays in forming and influencing the behaviour of individuals, there is a broad spectrum of opinions to choose from. Regarding the problem of violence in the media, there are some writers who argue that it does not have an effect on young people because they are unable to distinguish between fiction and reality, which leads to them, engaging in behaviours that are comparable to what they see on television (Bushman, 2001). It is impossible to overestimate how much assistance and abetment the media provided to those responsible for the killing of Shia in Pakistan. This assistance and abetment included spreading false information about the killings. Therefore, despite the fact that the preceding seems to exceed the negative power of the media, this study asserts that the media have the capacity to transform bad impact into good or constructive activity, as seen in

the promotion of human rights. This is due to the fact that the media possesses the capacity to transform destructive influence into positive or productive action.

The media must rely on the principle of "press freedom" in order to "seek, receive, and communicate information and ideas." This is because the concept of "press freedom" not only permits them to do so but also enables them to pursue and publish news items. As a direct result of this, an investigation on the degree of freedom enjoyed by the media will be carried out. This is a huge shift, particularly when one takes into account the fact that some news organisations have been criticised for being dishonest, offering incorrect information, and even totally fabricating articles. Although it may appear at times as though the media is more concerned with creating a sensation than reporting on significant stories, this is not always the case (Hargreaves, 2005).

Under a society that is both free and democratic, it is possible for there to be a vibrant media community; yet, such a community would not be viable in a state that is either authoritarian or totalitarian. It is necessary to remind journalists, as Hargreaves in 2005 points out, that the freedom of the press, which is important to the work that they do, can only be defended and maintained by a society that is both free and democratic. This is an important reminder because the freedom of the press is important to the work that journalists do. It is conceivable that the development of human rights will benefit from an increased knowledge of the role that the media plays within a democratic society.

The agenda-setting theory of the media is going to be used as a theoretical framework for the research that is going to be done. Numerous studies show that the public's perspective on a subject is influenced by the media's coverage of that issue. This lends credence to the idea that this notion is correct because it demonstrates that the public's viewpoint is influenced by the media's coverage of the issue. We are going to look into this notion to find out how much involvement there is from the media and to assess what the repercussions would be if they were unable to promote the human rights agenda.

1.8 Content of chapters

The following is a synopsis of each chapter as well as the primary ideas presented in the thesis;

In the first chapter, both the historical context of the study and the methodology used for the analysis are broken down and analysed. We are going to talk about the media, reporting, and the role that the media plays in current society in the second chapter of this Thesis. This line of investigation brings up a number of ethical dilemmas, each of which will be examined in further depth in the following chapter 3. In chapter 4, the data will be displayed, and in chapter 5, both the results and some suggestions will be presented. In chapter 5, an analysis of the data will accompany the display of the data.

CHAPTER 2.

Literature Review and Theoretical framework

2.1 Introduction

This chapter, with the help of research done in the past, presents a framework for understanding the function that the media plays in the human rights movement. The objective of the study, in addition to the research questions, makes considerable use of a wide range of subjects that were the subject of investigation in earlier research. The International Council on Human Rights Policy defines "media" as individuals or organisations that engage in a range of modes of mass communication in order to reach their target audiences. These methods of communicating with a large number of people include, but are not limited to, the utilisation of printed or electronic media, radio, television, the internet, as well as the production of film and video (ICHRP). (2002:20).

In my opinion, religion and the media are not one and the same. There is no way to separate them anymore; their roots are so entwined that it's impossible. One of the most momentous occurrences of media and "religious" history took occurred at this summit. It's not only a matter of how religion is portrayed in the media or how believers and religious adherents engage with the media that's at issue here. We've observed a shift in the influence and authority of spiritual institutions since the mid-20th century. Public belief in organised religion is eroding, and with it, the clergy's power. In Pakistan, at least in major religious bodies, religious involvement is dropping. Parallel to this development in materialism, Pakistani spiritual social scientists have seen a rise in excessive self-indulgence as well. Today's folks, particularly the younger generation, are quick to modify their thoughts and interests. In the so-called "new age religion," one can find an example. As a result, a non-secular buffet or "restaurant religion" has evolved, one that is more definitive in its evaluation than devoted preachers or beliefs. In this approach, religious traditions are not discarded. People are more prone than ever to gravitate to the sources that appear to be the most "authentic" when establishing their own religions, making them more essential than ever. With so many languages, symbols, and institutions, the religious world is growing to resemble a banquet. The extent to which a person takes use of these things is mainly up to

that individual, and this is something that is especially true of younger people. There are currently two categories of religion, namely political and religious. When I talk about "politics," I'm talking to both public and private activities in the world (Coulson, 2013).

Alterations have been made in both religious practises and media depictions over the course of time. It should come as no surprise that the most effective technique is to rely on new technologies. It is no longer sufficient to merely have a television channel, a print publication, or a DVD on the shelf; now there is a multitude of new channels and media merchants from which to choose. Because of these advances, the reach of the media has increased over the entire planet. There are three primary repercussions that can be inferred from this. To provide a point of departure, the expansion in the number of channels has reduced the traditional dominance held by a restricted set of publishers and broadcasters. Up until relatively recently, members of religious communities had limited access to the media. The borders are decreased, the access targets are lowered, and the pricing are lowered when channels are updated. The shift in the media landscape has resulted in an increase in the number of distribution channels, which in turn suggests that new forms of media material can now be made available to the public. If there were merely "broad facts," then there would be a place for spiritual thoughts and values to reside. For the first time, major religious and spiritual personalities from all corners of the globe are able to make their voices known and be recognised in the media. Thirdly, as a direct result of the shift that the media have undergone, they are becoming more receptive to the distribution of content that is both non-secular and non-religious in nature. Because the boundaries of the media sector have grown less obvious, the objectives and preferences of the persons who watch and listen to diverse media outlets have become of the utmost significance. As a result of this demand, there has been an increase in the number of spiritual and religious goods that are readily available. In addition to this, new manufacturers are joining the market in order to satisfy the requirements of these consumers in order to stay competitive. Utilizing various forms of digital media, such as the Internet, Web 2.0, and "social media," which is expected to become very popular in the near future, is one way to expedite this process (Saeed, 2014).

Those who are in charge of administration and leadership inside religious or spiritual communities will feel the effects of this. This is happening as a result of the fact that, for the first time in the history of humanity, religions are losing the capacity to impose their will on

the lives of their adherents and on the wider world. The deciphering of spiritual languages and symbols has been made possible, in great part, thanks to the contributions of popular culture and subculture. In opposed to the conventional opinion, there is also something known as the conventional wisdom. Madonna, an American music diva, has been politically active ever since she was a youngster, taking part in movements to reject, redistribute, and separate the religious symbols with which she was brought up and which were present in her environment. Over the course of two years, we have been running these initiatives. Because of the work that she did, the signs and jargon that people living in the second century associated with Christianity are now being discredited or rethought as a result of her efforts. This is occurring as a direct result of the work that she has been doing. There are a great number of diverse spiritual traditions and faiths, each of which has a degree of importance and significance that varies from the others. Both evangelicals and Pentecostals are enthusiastic supporters of emerging forms of media such as radio, film, and television, and now the internet as well. Evangelicals and Pentecostals share this support. Religions that place a high emphasis on hierarchy and authority have been slow to accept new means of communication because of this significance they place on these aspects of their faith. Third, non-secular leaders in today's society are "resurrecting" practises that are analogous to those of the past. This is the effect that is most substantial and has the most far-reaching repercussions as a result of the style. As a result of the growth of the market for products and services that "intervene" in other people's lives, the importance of religious authority and the teachings that they impart in regard to concerns of spirituality is declining (Mahajan, 2012).

This phenomenon, which is also known as the "process of globalisation," is referred to as "globalisation," which is short for "globalisation".

We live in a world that is "globalising," not just in terms of the economy, but also in terms of culture; this phenomenon is growing increasingly prevalent. To begin, the ability of holding a "private talk" is therefore no longer available due to this. However, as time has progressed, membership in these organisations and societies is now available to each and every individual. In the past, only a select few people were allowed to join these organisations and societies. To begin, non-secular businesses have very little or even no influence over the forms or languages that they use in an environment that is worldwide and does not involve the participation of the media. Religious leaders are unable to talk to the masses and therefore cannot fulfil their function as instructors when the complete event is available to the public and when the media continuously exaggerates and twists these teachings. On top of this,

globalisation has the ability to increase people's awareness of the numerous religious and spiritual practises that are practised all over the world. For example, the media helps immigrant populations all over the world to maintain a feeling of belonging in their communities and contributes to the development of genuine voices and national organisations. Recent examples include Islam, which now benefits from new satellite states by having access to large-scale broadcasting and sponsored "television" across the Middle East. This benefit was made possible by the proliferation of new states. They are, as a direct result of this, propagating something that is absolutely novel: a global Islamic voice or set of views that can be handled by conventional authorities all by themselves! The world's Islamic youth culture is connected in a way that has never been seen before thanks to well-known radio stations such as these, in addition to hundreds of informal and user-generated broadcasts and a variety of internet platforms. This connectivity has allowed for the development of a global Islamic youth culture. It's possible that in order to provide a clearer explanation of all of the points I want to make, I'll use what happened following the Arab Spring movement as a case study. My argument receives additional weight in light of the recent decision made by the government to recognise religion as a valid form of religious practise. Despite the fact that Islam is the primary impetus behind the movement, Muslims are beginning to think differently about the relationship between religion and politics, which is resulting in a wide range of distinct outcomes (Mahajan, 2012).

2.2 Is the press free to write what it wants?

When analysing the role that the media plays in all facets of societal life, one must ensure that they do not neglect to take into account the importance of protecting the freedom of the press. It is essential for there to be prosperity among the media in order for them to successfully carry out their roles. The freedom of the press entitles news organisations to the flexibility to format their shows in whichever manner they deem appropriate and to employ whichever method of reporting they consider to be most effective. This freedom allows for a variety of perspectives to be presented in the news (Jacobsen, 2008). Even though some academics believe that the phrase "freedom of the press" refers to an abstract concept that can be interpreted in a number of different ways, Article 19 of the First Amendment guarantees the right to press freedom. This is true despite the fact that some academics believe that the phrase "freedom of the press" refers to the right to press freedom.

Article 18, which states that "The State shall not adopt any law which takes away or abridges the rights," prevents the government of Pakistan from passing legislation that impairs the liberty of its inhabitants. On the other hand, there was not a single example to illustrate either what the press is or what it does not supply. Neither of these categories were discussed. What is currently being referred to as the "Pakistani Model" of journalistic freedom has just emerged as a new norm to be followed. One possible definition of this model is one in which there is no interference from the government. According to Whitten-Wood (2009), "free media" can be categorised in one of four different ways: legally, politically, commercially, or professionally. These are the categories. In light of this, the utilisation of human rights is utterly impossible in an environment where there is no freedom of the press. In a similar spirit, in order for media organisations to successfully carry out their responsibilities within society, it is imperative that they maintain their financial autonomy (Keel and Wyss, 2008).

Is there an honest effort made by the media to avoid being biased? Corporate interests, advertising, civic press groups, publishers, and editors regularly work to suppress press freedoms in the majority of democratic nations, despite the fact that governments in these nations rarely take any of these groups into consideration. This is because corporate interests, advertising, and civic press groups are all funded by corporations (Apodaca, 2007:10). Burton (2005:54) contends that even though media organisations are, in theory, immune to the influence of market forces, this is not the case in practise because television owners are required to pay licensing fees in order to support media organisations. This is despite the fact that media organisations are, in theory, immune to the influence of market forces. Historically, a number of companies have sponsored numerous television shows, radio shows, and podcasts. According to Burton, there has been a growing correlation between the interests of corporations and the attention of the media as a direct result of this tendency. This correlation has been growing over time. The public interest will be put ahead of commercial goals, which will have repercussions including a lack of diversity in point of view as well as the loss of public support. This will occur because the public interest will be put behind commercial goals (Proffitt, 2007). There is a possibility that one of the contributing factors is the inability of members of the media to carry out their jobs in a courageous and impartial manner, free from the influence of external factors. There is proof that human rights have been violated or that other corrupt practises have taken place, and the media has a responsibility to expose this information. To what extent, if any, would any media outlet research any of the companies that they work with to sell advertising?

2.3 What are the real constraints on press freedom?

Despite appearances to the contrary, the media does not have access to the same amount of unrestricted freedom of expression as other parts of society. The freedom of the press is under risk from a number of different dangers, two of which being censorship and unpredictable political contexts. When it comes to issues of government censorship, authoritarian governments are notorious for increasing the degree to which they exert control over the content of the media. This is one of the most notable characteristics of authoritarian governments. They frequently delete content that violates the policies that they have created, as this is against their terms of service. Before a report is released, it's possible that the government either controls the media outlet in question or offers financial assistance to the publication. They are a potential consideration that may be made during the editorial board selection process for a variety of news organisations. To give one concrete example, the communist party in China is the owner of the media networks that serve as its "mouthpiece." The situation is just like this in China. This newspaper will not publish any articles that provide anything but positive news (Hong, 2008). As a consequence of the strict controls that are imposed on the country's media outlets, a number of journalists have been fired from their jobs (Branigan, 2011). Before publishing or airing a story, a news organisation that engages in the practise of self-censorship will make editorial decisions by weighing the possible consequences for the organization's continued survival. This occurs before the organisation decides whether or not to publish or broadcast the story.

The unpredictability of politics and the volatility of the economy both have the potential to act as roadblocks in the way of the free exercise of the rights of the press. The concentration of economic and political power in the hands of a few oligarchs has had a detrimental impact on the freedom of the press and is destructive to both the general public and society as a whole.

It is possible that journalists will be dissuaded from exercising their constitutionally protected right to freedom of expression if legal action is taken against those responsible for the incident. Even if privacy regulations make it harder for investigative journalists to uncover criminal activity, these limitations should not be used to obstruct vital public interest breakthroughs. This is because the public interest should come first. Priority should be given to the welfare of the general public (Human Rights Education). It is still difficult to pin down exactly what the general population wants when it comes to matters that are in the best

interests of the general population as a whole. The fact that there are laws against libel and slander, and that breaking those laws can result in legal consequences, may also discourage people from engaging in such behaviour. A violation of human rights is committed whenever there is an infringement on the freedom of the press; the only exception to this rule is when the freedom in question stands in direct contradiction to human rights. Cohen-Almagor(2001) continues by stating that journalists should consider the values of avoiding inflicting harm to others and respecting individuals as part of their work.

If the ethics of those working in the media are taken into mind, the media has the potential to become an effective weapon in this regard. The study of ethics focuses primarily on developing an understanding of the distinctions between right and bad behaviour. The media are "moral actors that have the ability to behave ethically and/or unethically," and as a result, in order for them to be considered ethical, they are expected to conform to particular standards of behaviour. It has been said by Waisbord (Oosthuizen, 2002:5). Infractions of human rights can be avoided if those in charge of gathering and disseminating information give the processes involved in doing so the careful attention they deserve.

"Deception, false identities," and other unethical tactics of collecting information, according to Waisbord (2001:15), damage the credibility of the general public in the media. In journalism, bribery and other unethical practises are considered to be violations of journalistic ethics, and journalists who participate in these practises are responsible for breaking journalistic ethics. The use of unethical practises such as this one can be used to smear information relating to violations of human rights or the reporting of those violations in the media. This is one example of how this can happen. Investigative journalists are in a unique position to unearth some of the gravest abuses of human rights since they are able to conduct their work while hiding their identities or wearing masks. If, on the other hand, the journalists were to divulge their genuine identities, it would be extremely difficult to discover who was responsible for these violations. For instance, the research team from Sar e Am unearthed a variety of previously unknown facts during their investigations into child slavery and human trafficking in Pakistan. These investigations were carried out in Pakistan. To put it another way, it is possible that the issue of phoney identities will not be seen as a threat to the faith of the general public in the media. This is something that needs to be considered.

2.4 What should the social responsibility of the media be?

After it was realised that the media had the capacity to influence the perspectives, attitudes, and actions of individuals in regard to critical issues, the concept of media social responsibility was conceived of as a response to the need for a solution to the problem. It all started with the idea that newspapers and other forms of media, due to the impact they wield, have certain responsibilities toward the society in which they operate. Instead of acting as a "mouthpiece for individuals with specific interests or political purposes," every news organisation should present news that is truthful and objective in order to meet the wide range of needs that are posed by the general public. This will allow the news organisation to better serve the public.

When journalists engage in "committed journalism," which places an emphasis on concepts such as "free choice, openness, morality, and serving the greater good," the media's social responsibility is strengthened while they report on issues pertaining to politics, society, the economy, and culture. This is because "committed journalism" places an emphasis on concepts such as "free choice, openness, morality, and serving the greater good." This helps the media fulfil their commitment to the public that they have. The role of the media in serving the public as a watchdog is the quintessential example of "committed journalism," and it is also among the most effective illustrations of this phrase (Lusgarten and Debrix, 2005:365). As long as the media continues to make genuine efforts to adhere to the professional rules of conduct that govern their industry, it is possible that the concepts of "media social responsibility," "committed journalism," and "watchdog journalism" will be insignificant parts of the role that is envisioned for the media in the promotion or protection of human rights. This is the case insofar as the role that is envisioned for the media in the promotion or protection of human rights. All of these factors have the potential to strengthen the capability of the media to investigate and report on abuses of human rights, in particular through the practise of investigative journalism. It is the obligation of investigative journalists to search for and uncover the truth; doing so serves the public interest and, if done properly, can pave the path for positive change to take place (Hugo de Burgh, 2000). The role that the media plays in modern society is closely tied to the expansion of human rights (Wasserman, 2009). The public's ideas of human rights are unfair, inaccurate, and inconsistent when information is not distributed through the media in a "fairly, accurately, or consistently" manner (Heinze and Freedman, 2010: 492).

How much of an impact do the media have on the way that the average person in the public thinks about certain issues?

The belief that the media are utilised to influence public opinion by "setting the agenda in public conversation" is referred to as the "setting the agenda in public discourse" theory. It is a widely held belief that the majority of people in a population will come to recognise the significance of a topic if it receives a sufficient amount of coverage in the mainstream media.

"The public does not respond to actual environmental happenings but to pictures in our brains," as stated by Walter Lippman (1922) (Little John and Foss, 2008: 293), who also asserted that "news media shape our perspective of the world" (Little John and Foss, 2008: 293). "The public does not respond to actual environmental happenings" (Little John and Foss, 2008: 293). The public response is not based on the real events that are taking on in the environment but rather on mental images (Coleman et al., 2009, p. 147.)

According to the information presented on page 293 of LittleJohn and Fouss (2008), after some time had passed a study that was carried out in 1972 by McCombs and Shaw demonstrated that Lippmann's concept was, in fact, accurate. According to their findings, voters who characterised themselves as "undecided" and those who described themselves as "decided" both placed a similar level of attention on various campaign subjects that were emphasised by the media during the election campaign. After that time, "the media will form political reality" (Brown and Deegan, 1998:25). According to the premise that "whatever the media concentrates on becomes essential in the image of the world held by the audience," the media sets the agenda for what gets covered in the news (McCombs and Ghanem, 2006:67). It is necessary for the media to pick and choose particular aspects of the news in order to prompt their audience to think in a certain way so that they can successfully sway public opinion. This is necessary for the media to do in order to have any chance of successfully swaying public opinion. Because of this, several aspects, such as the topics that the media chooses to cover and the way in which information is presented, are woven into the notion (Fourie, 2001). What should and should not be called news is a decision that must be made by the gatekeepers of the news, who include journalists, writers, and editors (Dainton and Zelly, 2011). The fact that the majority of significant news stories are given headline treatment on the front page of a newspaper is a good indicator of how prominent a piece of news is. This fact is a good indicator of how prominent a piece of news is because it provides

a good indicator of how prominent a piece of This suggests that "things deemed by editors or news directors to be of somewhat lesser relevance or newsworthiness" dominate the back pages of newspapers, or at least the second half of the show, in broadcast media outlets like television and radio stations. This is also true of the second half of shows on television and radio stations (DeFleur, 2010:159). As a result of the fact that it has weathered the test of time and the fact that various studies have proved that it is legitimate as a theory of mass communication, it has been demonstrated that it is "deep and comprehensive." This has led to the assertion that it is "deep and comprehensive" (Coleman et al, 2009: 147).

2.5 To what degree can the media influence the public agenda?

The reasoning behind the creation of the agenda is primarily predicated on two assumptions:

The media consistently distorts and skews images of reality rather than presenting it in a manner that is accurate.

Because the media concentrates on a relatively small number of topics in a reasonably consistent manner over an extended period of time, the general public is given the impression that some concerns are more significant than others (Weaver, 1984).

In spite of the fact that the media are the ones who are meant to be the ones who establish the public agenda, it has been observed that "the people's agenda occasionally influences the media's issue agenda." There are times when "the people's agenda" has an effect on "the issue agenda" of the media (Uscinki, 2009:797). Uscinki asserts that this is the reason why academics have developed two "competing frameworks." One studies how readers and viewers have an impact on what should be reported in the news, while the other focuses on deciding what should be covered in the news and how it should be handled (p.2).

Journalists, when gathering information for their stories, aim for "exciting dramatic situations such as violence, conflict, controversy, or disaster" that will spark the attention of their readers and viewers (Uscinki, 2009). If news articles are reported according to how applicable they are to a wide range of contexts, the audience will have a voice in determining what topics are covered by the media. This will give the audience a sense of agency. Uscinki believes that "environmental clean-ups" will encourage reporters to cover stories that are relevant to issues concerning the environment. For instance, the media may pick up on and

use as the basis for news stories the remarks made by the president of a country on issues that are of significance to the nation. Alternately, a collection of interest groups could be in a position to set the agenda by virtue of the attitude that they adopt towards a specific matter. (Straubhaar et al., 2010) When the media is deemed to be a part of the elite, the agenda of the media will be subject to the power of the elite, as stated by both Little John (2008:295) and Foss (2008:295). According to the author's opinion, "dormant ideology is typically on the public agenda."

Even while the news media frequently produce stories that are dependent on the preferences of the audience, the audience members themselves may develop such preferences as a result of the information that they receive from the media. Concerning Uscinki's "clean-ups," one can ponder what it was that initially piqued the audience's interest in the environment, as well as how and where they acquired their environmental knowledge. Additionally, one can think about what it was that Uscinki did to pique their interest in the environment. The responsibility ultimately lies with the media, despite the fact that the general public can (at least to some extent) exert some influence over the editorial agenda of the media. Even while the general public has a say in what "interesting, engaging, and intriguing information" they want to hear about in the news, the media is the one that ultimately selects which stories deserve that honour (Uscinki, 2009:798). The sentence should actually read "think about what they're told," but it gives the idea that people "think about what they're told" (Mcquail, 2010:512-).

The safeguarding of human rights

Various articles and stories

The breaking news cycle dominates the coverage provided by Pakistan's electronic media. Instead of concentrating on the significance of the case for human rights, it attempts to make a big deal out of minor violations of human rights. This is because human rights are the subject of the case. The headlines in the media that are written in Urdu are far more interesting to read than those that are written in English. They are more concerned with police brutality, criticism of the government's lack of action, journalistic opinion in a religious, political, or social context, or an individual's expression or opinion, even if it breaches fundamental human rights and the Constitution of the state. Words that could potentially lead

to acts of violence or other violations of people's rights are occasionally printed or uttered on the news. After this was spoken about the Qadiyani community on a well-known television network in 2008, three members of the Qadiyani community were killed as a result. A further finding from the monitoring of the media was that the personal viewpoints of journalists sometimes masked the truth. Even while the news text most of the time gave the sense of that, the headlines sometimes indicated personal prejudice (Dainton, 2011).

Electronic Media Reports and Programs

The electronic media gives more publicity to topics pertaining to human rights than the print media does. During the process of monitoring the media, it came to light that at least two of the privately owned television networks aired programmes or chat shows that were broadcasted on a regular basis and focused on human rights. The programmes that were shown were AuratKahani on ARY One TV and Sachka Safar on TV One. However, concerns pertaining to human rights were not given their own pages in the printed media. On occasion, even television programmes broadcast on different stations brought up the topic of people's rights. The victims and/or their families' reactions to the events that had taken place were portrayed through the electronic media, which also offered more information. On these shows, experts and campaigners for human rights were asked to speak on a variety of human rights-related topics. The majority of the time, the anchors and staff of some television shows did not conduct sufficient research, which resulted in more empty rhetoric as opposed to in-depth analysis (Frohardt, 2007).

Language, Style and Tone

There are a wide variety of different types of people who read and watch media in English and Urdu, and each of these people have their own unique set of problems, viewpoints, and worries. The kinds of people who take an interest in reading various works of fiction help to shape the method in which tales are related. There are certain Pakistani people and civil society organisations, as well as human rights organisations and civil society organisations that are concerned about rights violations in the country as a whole. The vast bulk of the information that pupils need to know may be found in English-language media. The Urdu media has a responsibility to take into account how a large number of people feel as well as

what concerns them. It is of the opinion that the concerns should be addressed in a straightforward manner in order to make the reports and news items more easily digestible. The English media has a lot of latitude in discussing human rights concerns in a manner that is appropriate thanks to the fact that readers of English are well educated and up to date on current events. The society might put language-related pressure on the Urdu media, but it really depends on the story. It is not possible to broach the subject in a manner that will infuriate people. The fact that this information is presented in a variety of ways, including the language that is used, the analytic framework, and the delivery method, demonstrates that there are multiple ways to report (Caplan, 2007).

During the process of monitoring the media, it was found that, in contrast to the English media stories, the Urdu media reports only contained narrative. There was a dearth of unique investigative reporting in the Urdu print media. The majority of the works were adaptations of novels or magazines originally written in the English language. The same split may be seen in the various electronic media. The primary aspects of the Urdu electronic media were that it reported on events, made them appear interesting, and recounted stories without carrying out any research. On the other hand, talk shows and programmes that focused on human rights were good to electronic media as a whole. It was shown that English reporters had a deeper understanding of human rights issues, despite the fact that reporting on human rights does not fall under any one category of reporting specialization.

2.6 Can the media influence the human rights agenda?

If it can be argued that the media can set the public agenda by reporting one news story in place of another, then, the media can take up the human rights agenda by publishing or broadcasting human rights programmes. In the words of Apodaca, “the media can disseminate human rights information, mobilize human rights NGOS, strengthen popular participation in civil society, promote tolerance, and shine a light on government activity” (2007:151).

The media and human rights NGOs are helpful to each other in the fight against human rights violations. These NGOs serve as “monitors” and “sources of information” for human rights stories. The NGOs can use the global media to highlight abuses, which in turn will

“shameabusers” to put an end to their attitude (Cmiel, 2004 and Apodaca, 2007), while information released by them could be used by the media as news stories (ICHRP, 2002).

It is possible that there could be a window of opportunity for the advancement of human rights if the media is successful in changing public opinion by favouring certain news stories over others. According to Apodaca (2007), the media "can disseminate information about human rights; they may also mobilise human rights non-governmental organisations; they can boost public engagement in civil society; they can promote tolerance; and they can shed light on the behaviour of governments." The media and organisations who are working for human rights often collaborate in order to address issues relating to violations of human rights. The fact that these non-governmental organisations (NGOs) "create information" in addition to serving as "monitors" of human rights demonstrates the significant contribution they provide. NGOs are able to use the worldwide media to "shame" abusers and force them to change their methods, while the media are able to use material supplied by NGOs as the basis for news stories (Cmiel, 2004 and Apodaca, 2007). NGOs have the ability to use the worldwide media to "shame" abusers and force them to change their methods (ICHRP, 2002).

2.7 The interplay of media and democracy in safeguarding human rights

Even though "everyone can be a reporter," especially if they have access to a modem, the journalists in question are trained professionals who are "dedicated to the essential shared ideals of the practise of journalism." Even though "anyone can be a reporter," especially if they have access to a modem, this is the case despite the popular notion that "anyone can be a reporter" (Hargreaves, 2005:132, 14).

Elliot, from page 28 of his book that was released in the year 2009 Therefore, "journalism entails active learning, critical and creative thinking", as stated in the article. Furthermore, they need to be able to "collect material relevant to the work at hand, evaluate its reliability and validity," as stated in the same article (Burns, 2002:33).

Although neither of these statements is accurate, people have a tendency to believe that "human rights and democracy go hand in hand" or "are related by definition" (Freeman, 2002:71). In particular, the freedom of the press is essential to the operation of democracies

since it makes it possible for information to be disseminated through the media, which in turn connects "mass publics," elites, and the government (Whitten-Woodring, 2009:595).

The fact that President Carlos Andres Pérez of Venezuela was forced to retire as a result of secret scandals that were disclosed by a group of journalists in Venezuela is evidence that the press may be a "force for change," as stated by Manzella and Leon (2010:71). Pérez tendered his resignation as a result of the scandals that were brought to light, to put it another way. The use of social media contributed to the overthrow of a totalitarian government in Egypt during the recent events that took place there. Through the utilisation of social media platforms like as Gmail and Twitter, protesters were able to remain in communication with one another as well as the rest of the globe (Himelfarb, 2011). This role has been taken over by social media, which has evolved into a "socio-political tool" in the ongoing fight for democratic governance (Menon, 2011). The electoral markets are effectively controlled by the media's iron grip. In addition to this, they are able to assist aspiring politicians in developing their reputation and authority, so making them more appealing to the voting public (Ellinas 2010:3). Given that this is the case, it should come as no surprise that the media plays a key role in making certain that democracy is successful. ' There is a trend in the media to advocate for "collective rights" whenever marginalised communities are given the opportunity to participate in public discourse (Erni, 2009). As a direct result of this, a protected environment has been established in which the promotion and defence of human rights can now take place. As a result of media deregulation and privatisation, it's probable that the democratic-fostering role of the media will become more constrained in the future (Chambers, 2000:92).

2.8 The Media: violators of human rights?

According to Fallows (1996), the news media do not contribute to democracy since they render it impossible for citizens to discuss "public issues." Fallows (1996) is of the opinion that a free press is essential for a healthy democracy, despite the fact that this is a viewpoint held by a large number of individuals. A philosopher by the name of Dr. Onora O'Neill argued that media conglomerates have acquired control of public discourse under the guise of press freedom, which enables them to spread lies without being questioned while simultaneously tarnishing or enhancing the reputations of others. Both the public dialogue and life in general are tainted when lies are widely disseminated through the media (Hargreaves, 2005:6).

What exactly does this entail when it comes to ensuring that human rights are respected? According to various reports in the media, this comprises working toward "peace, worldwide understanding, and the battle against racism, apartheid, and instigation to war" (Masmoudi, 2008). The media has a considerable influence on both the thoughts and deeds of individuals, which demonstrates the importance of its role in society. As evidenced by the genocide that took place in Rwanda, the media have the potential to be effective weapons of mass violence if they are not kept in check (Frohardt and Temin, 2007). This was made clear by the events that took place in Rwanda. This displays the power that can be contained within these weapons.

2.8.1 The media's role in the Rwandan genocide

Anti-Shia animosity has been nurtured by a variety of Pakistani media channels, which was something that was to be expected. The engagement of the official media on this topic has been relatively minimal because the government has been providing clandestine assistance for organisations that are hostile towards Shia. It is more likely that privatised organisations will be involved because many of these organisations give far-right activists and conspiracy theorists an excessive amount of airtime in the media. This is one of the reasons why the likelihood of involvement by privatised organisations is higher. There are also many people who embrace the traditional quasi-denialist approach, which is to blame other nations and people rather than asking regular Pakistanis to take responsibility for these significant socioeconomic issues. There are also many people who embrace the traditional quasi-denialist approach.

The liberalisation of Pakistan's television media business in the year 2002 is not necessarily a negative thing; rather, it has contributed to the amplification of some organisations' exceedingly repugnant views. It is common knowledge that sensationalist and alarmist reporting in the media results in an increase in the number of viewers. As a consequence of this, marches organised by the SSP and the LeJ are frequently broadcasted, this contributes to the dissemination of the radical ideology held by both organisations.

A media outlet does not need to be sympathetic to a cause in order to assist it in gaining traction. This is true even if the majority of Pakistanis disapprove of what was said at the protest in order to normalise the views and dull the public's response. This is something that can be done to assist the cause in gaining traction. Building a platform is the only thing that is really required of you at this point. Because there is no credible watchdog in Pakistan that can

hold media corporations accountable for unethical journalism, the problem will simply continue to get worse, which will give extremist groups more power in Pakistan.

Furthermore, attacks on the media have an effect on the coverage that is published each day. The Taliban and anti-Shia parties both stand to benefit from the destruction of media facilities due to the fact that this action has political repercussions and that these two groups share many interests in common. As a result, the Taliban and anti-Shia parties both stand to gain from the destruction of media facilities. Bombings and suicide bombings have the effect of creating an environment of dread, which in turn causes people to self-censor themselves in response to the threat. Recently, one of the most notable Hazarajournalists in Pakistan was subjected to such a high level of intimidation that he was compelled to leave the country. Since August of 2013, the Express Media, which has its headquarters in Karachi, has been the target of four separate attacks.

Even though some other media outlets claim to support the Shia cause, they report on the massacre in a more passive manner while also distorting and confusing the information. This is despite the fact that they report on the massacre. The use of phrases like "mysterious waves of terrorism" and "Taliban policy cannot be divorced from the current atrocity" is only intended to serve the aim of disguising the underlying roots of anti-Shia prejudice in the United States of America and other nations. In point of fact, the issue of sectarian violence in Pakistan is significantly worse than it is in any of the countries that are immediately adjacent to Pakistan. This is the case for all of these countries.

Internet activists take advantage of the many various kinds of social media available in order to rapidly and readily polarise any political unrest that may be occurring. Following the violence that took place in Rawalpindi in 2013, users of various social media platforms collaborated to create a "declarations book" to explain why a perpetrator was considered to be "Shia" or "Sunni." In this way, the Manichaeian worldview of taker fanatics can be moulded into any civil strife, regardless of whether or not the conflict involves tensions between Shia and Sunnis. In other words, the Manichaeian worldview can be moulded into any civil strife.

There is a possibility that the Pakistani government's efforts to combat terrorist ideology through the use of the internet will be successful in terms of the outcomes they bring about. It came as a bit of a surprise to me as a direct result of this, which is a direct consequence of this. There has been very little to no effort made so far to curb the online presence of extremist organisations like the SSP and the LeJ, which use social media platforms like

Twitter and Face book to spread their message of genocide. This is despite the fact that these organisations use these platforms to recruit new members and spread their message. This could be construed as implying that no effort has been made at all to solve the problem. The government should not raise any objections to the removal of videos showing beheadings if it is already willing to do so in some instances. This is true even if there has been some discussion about actively screening content on the internet.

2.9 Factors militating against human rights coverage by the media

Is it a step in the right direction for society when matters relating to human rights become topics of conversation in the media? Ovsiovitich (1993) asserts that the media makes a conscious decision to ignore human rights issues, even if these topics are frequently discussed in the news. It is not uncommon for the concept of human rights to be left out of the headlines of news stories, despite the fact that certain phrases are frequently utilised when referring to human rights. This is the case regardless of whether or not it is generally accepted. Because of this, there is reason to be concerned because they do not provide a comprehensive grasp of human rights.

Due to their inability to comprehend human rights and the significance of the agreements that they have signed, journalists have a tendency to view human rights from the perspective of the military. This is because journalists are not privy to the full context of human rights. They are not well-versed in human rights treaties; they are concerned that presenting information on these accords in their reporting could lead to allegations of "political bias." This is because they do not know much about human rights treaties. It is fairly uncommon for journalists who are not knowledgeable about human rights issues to come into contact with issues related to human rights on a regular basis without even being aware of it. This is something that might take place in any one of a variety of settings. The vast majority of news outlets in the west paint a picture of the world as a hostile place in which individuals' basic rights are constantly abused. On the other hand, circumstances quite similar to that can be found right here in our own backyard. Due to restrictions on available space, the media are unable to adequately address issues that pertain to human rights (ICHRP, 2002). Reporting on human rights in

2009 was difficult for a number of reasons, including a lack of available journalists and the inherent risks associated with doing so during times of crisis. 2009 was a challenging year for human rights reporting (Schimmel, 200).

"Any premium that might be placed on comprehensive human rights coverage overrides any need to draw reader interest and respond to the most important and controversial themes," write Heinze and Freedman (2010: 493) in their article. "any premium that might be placed on comprehensive human rights coverage overrides any need to draw reader interest and respond to the most important and controversial themes." Another problem that arises in the context of media coverage of human rights issues is the disproportionate weight that is given to civil and political rights in comparison to economic, social, and cultural rights. This is an issue that needs to be addressed (ICHRP, 2002).

Even if stories pertaining to human rights do not have a "inherent commitment" to be covered by the media, news organisations are free to publish whatever they see fit because they are "under no duty to prefer human rights stories above other issues" and therefore "free to publish whatever they see fit." This statement, rather than the concept of a "inherent commitment," more accurately defines the situation. Reporters have been quoted as saying that they would cover human rights issues if they were interesting enough to warrant their attention. [Citation needed] [Citation needed] In addition, there is a pervasive notion that the outcomes of so-called "reader surveys" are not favourable to the defence of human rights (ICHRP, 2002:17-50).

Even if concerns related to human rights aren't seen to be "newsworthy" in the conventional sense, shouldn't it be the responsibility of the media to bring these issues to the notice of the general public and make them appear to be more significant? The outcomes of the study indicate that news pieces covering current events ought to make human rights the primary focus, regardless of how inconsequential the issue might appear to be.

Media and Media Law in Pakistan: Legal Framework on Freedom of Expression (FOE)

Over the course of the past thirteen years, there have been several changes to the landscape of Pakistan's media environment. One of the most important factors contributing to the expansion of the media sector is the Pakistan Electronic Media Regulatory Authority (PEMRA) Ordinance of 2002 (amongst other things). Private businesses in Pakistan were given the green light to operate FM radio stations and satellite television thanks to the PEMRA Ordinance of 2002. The government has placed a significant number of constraints on the various forms of media. The Press Council Ordinance of 2002, the Defamation Ordinance of 2002, and the Press, Newspaper, News Agency, and Books Registration Ordinance of 2002 are some of the statutes that fall under this category. Nevertheless, Pakistan has already enacted rules governing the press. Both democratically elected governments and dictatorships have passed a great number of laws pertaining to the media and journalists over the course of history. Two of the most significant pieces of legislation are the Newspaper Employees (Conditions of Service) Act of 1973 and the West Pakistan Press and Publications Ordinance of 1963. Both of these pieces of legislation were passed in 1973 (Dainton, 2011).

The Newspaper Employees (Conditions of Service) Act of 1973 was considered in Parliament, despite the fact that none of the laws connected to the media were. The following statutes are included in this category:

1. The Newspaper Employees (Conditions of Service) Act of 1973 is a significant illustration of this principle.
2. The Order of the Press Council from 2002
3. Ordinance of 2002 Relating to the Press, Newspapers, and News Agencies, as well as Books (PNNBR)
4. Act of 2002 Relating to Defamation (d)
5. In the year 2002, an ordinance laid the groundwork for the Pakistan Electronic Media Regulatory Authority.

In addition to the ones that are discussed in this article, there are a great number of other statutes and regulations that pertain to the media. The following is a list of some of these statutes, but not all of them:

1. The Pakistani Penal Code from the year 1860
2. In the year 1885, this regulation was made official
3. The Act of 1898 Concerning the Postal Service

4. The Act for the Punishment of Contempt of Court from 1973
5. Act of 1996 Regarding the Reorganization of Telecommunications in Pakistan

All of the aforementioned restrictions apply to all forms of media with the exception of the PNNBR Ordinance (which governs private broadcast and electronic media such as television, cable, and radio) and the PEMRA Ordinance (which governs the press, newspapers, books, and new agencies). These statutes were already in place before Article 19A was inserted into the constitution. Before the Freedom of Information Ordinance was passed in 2002, most of the legislation had already been enacted, with a few notable exceptions being the PEMRA, Defamation, Press Council, and PNNBR Ordinances. If you look closely at the laws, you will notice that the majority of them were enacted by the government in order to control, manage, and regulate the media. This is something that you will notice if you examine the laws carefully. Nonetheless, protecting people's access to information was not the primary goal of the legislation that were passed. The rules that regulate information freedom and the media are going to be outlined in the next sections of this research (Caplan, 2007).

Regulatory Framework for Digital and Analog Media

The Pakistan Electronic Media Regulatory Authority Ordinance, 2002

In 2002, a piece of legislation was passed that led to the establishment of the Pakistan Electronic Media Regulatory Authority.

A piece of legislation passed in 2002 called the Pakistan Electronic Media Regulatory Authority Ordinance is responsible for regulating the airwaves in Pakistan. The law intends to "raise standards of information, education, and entertainment" and "guarantee accountability, openness, and good government" by making it simpler for information to move freely. 6 The Ordinance proposes the establishment of a 12-person Authority that will be responsible for "managing the formation and operation of all broadcast media and distribution services in Pakistan." The Authority will be responsible for "managing the formation and operation of all broadcast media and distribution services in Pakistan." "Control distribution" is another responsibility that falls under the Authority's purview (Ellinas, 2010).

The Pakistan Electronic Media Regulatory Authority Ordinance, 2002

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The Ordinance outlines the processes, requirements, and qualifications that must be met before a broadcasting or distribution licence can be issued. Additionally, it details the steps necessary to acquire a licence in order to provide broadcasting or distribution services. The Ordinance details all of the requirements that must be met in order to obtain a licence to provide broadcast media and distribution services. ¹⁰ In addition, the law details the procedures that must be followed in order to file a complaint against a licensee and calls for the establishment of "Complaints Councils." Aside from the introduction, the Ordinance does not include anything that speaks to the right of citizens to be informed (Dainton, 2011).

Laws Having Provisions relating to Media and Information

There are laws that only concern the media, in addition to several more laws that have some connection to the media in some way. The main goal of these hodgepodge guidelines is to govern and regulate the information that is disseminated through the media.

This is a synopsis of what each of these rules state.

The Pakistan Penal Code, 1860

The Pakistan Penal Code 1860 is a comprehensive piece of legislation that defines criminal offences along with their associated penalties. Nevertheless, the Code has a number of restrictions that prevent information from freely moving in any direction, either directly or indirectly. It is against the law to sell, rent, or give away obscene books, pamphlets, papers, drawings, paintings, images of people, or any other obscene items, as stated in Section 292 of the Penal Code. This law also applies to images of people. On the other hand, the Code does not specify what constitutes obscenity. In the same vein, according to Section 501 of the Code, it is against the law to print or engrave anything that has the potential to be defamatory. According to another provision of Section 502, it is illegal to sell the content that is believed to be libellous (Ellinas, 2010).

The Telegraph Act, 1885

It's possible that the Telegraph Act of 1885 was the very first regulation in the United States that regulated how to send and receive messages. The Act mandated that the telegraph system in the country be established, operated, and kept in top-notch operating condition at all times. In accordance with the Act, the term "telegraph" refers to "any instrument, equipment, or plant used to transmit, emit, make, or receive signs, signals, writing, speaking, sounds, or information of any type via wire, radio, or a visual or electro-magnetic system." According to the Act's definition, a "Message" is any written, printed, graphic, or spoken message that is delivered by telegraph or that is given to a telegraph operator to be sent or not sent. Messages can be written, printed, graphic, or spoken. This phrase covers everything that was brought up during the course of the conversation. In Pakistan, the unauthorised installation, operation, or use of a telegraph is considered a criminal offence that can result in incarceration as well as a monetary fine. Both Section 20 and Section 21 of this Act make this point clear. According to

Section 24 of the Act, it is unlawful to get prior authorization in order to learn the contents of a message. This is a serious criminal offence that might land you in jail. In addition, it is against the law to transmit a message that contains false information, is completely made up, is impolite or profane, or is offensive or vulgar. In that case, you risk going to jail in addition to paying a fine. It is important to point out that the Act does not provide a definition for the phrase "indecent or obscene" (Frohardt, 2007).

The Post Office Act, 189

The Post Office Act of 1898 is the primary piece of legislation that was enacted to regulate the functioning of the Pakistan Post Office. The Act, on the other hand, makes it illegal to transmit any indecent or obscene (a) printing, painting, photograph, lithograph, engraving, book, or card; or (b) postal product that contains indecent, obscene, seditious, scurrilous, threatening, or excessively offensive words, marks, or patterns. Newspapers that are printed and sold in Pakistan but do not comply with the standards of the Press and Registration of Books Act, 1867, are prohibited from being mailed according to another provision of the Act. Any piece of mail that a designated official of the Post Office believes may contain I a newspaper or book as defined by the Press and Registration of Books Act, 1867, or (ii) a document containing treasonous or seditious material, that is, material whose publication is punishable under Section 123A or Section 124A, as applicable, of the Pakistan Penal Code, can be held to be a treasonous or seditious document in accordance with the Act (45 of 1860) (Ellinas, 2010).

The Contempt of Court Act, 1973

The Supreme Court and the High Courts have the authority to punish "anyone who:

- abuses, interferes with, or obstructs the Court's process in any way or disobeys any order of the Court;
- Scandalises the Court or does anything else that brings the Court or a Judge of the Court into hatred, ridicule, or contempt." The Supreme Court and the High Courts have the authority to punish "anyone who: a) abuses, interfere
- Engages in behaviour that has the potential to sway the Court's decision regarding an ongoing case; or

- Engages in any other conduct that the law classifies as an affront to the judicial system.

2. The Contempt of Court Act of 1973 provides additional guidance regarding the legal consequences that come with disobeying a court order. The following is how "contempt of court" is defined under Section 3 of the Act:

"Whoever disobeys or ignores any order, direction, or process of a Court that he is legally required to obey; or commits a wilful breach of a valid undertaking given to a Court; or orders anything that is intended to or tends to lower the authority of a Court or the administration of law, or interferes with or obstructs or interrupts or prejudices the due course of any judicial proceedings, or interferes with the process of law or interferes with the administration.

The Act's Section 9 stipulates that the events that take place during a "closed hearing" cannot be disclosed to the general public. The Act, on the other hand, allows for certain exemptions from the contempt penalty in the event that the publication in question qualifies as one of the situations described in Section 3. The following are some of these defences; however, the list is not exhaustive:

- a) The dissemination to the general public of a report that is both accurate and objective regarding any court proceedings.
- b) Statements made in an official capacity by any authority, such as during a disciplinary investigation, in an inspection notice, on a list of good and bad persons, or in a confidential report; these types of statements can be found in a variety of contexts.
- c) A comment made by a judge in all honesty and good faith on anything that has nothing to do with his responsibilities as a judge (Caplan, 2007).

The Pakistan Telecommunication (Re-Organization) Act, 1996

The Pakistan Telecommunication (Re-Organization) Act, 1996, or more commonly referred to as the "Telecom Act," is a law that was passed in 1996 with the intention of modernising Pakistan's telephone network. The National Telecommunications Act (NTC) requires the establishment of the National Telecommunications Corporation, the Pakistan Telecommunication Authority, and the Frequency Allocation Board (NTC). The Act additionally details the proper administration of the telecommunications industry as well as the procedures that must be followed by other enterprises in order to acquire telecommunications services. Before the PEMRA was established, the PTA was in charge of doling out licences to national cable providers. This role was later taken over by the PEMRA. A cable transmission system, a cable TV transmission system, and terminal equipment are all included in the definition of "telecommunication system" that may be found below (Clark, 2008).

According to the Telecom Act, any electrical, electro-magnetic, electronic, optical, or optio-electronic system for the transmission, switching, or reception of any intelligence within, into, or from Pakistan is considered a "telecommunication system," regardless of whether the intelligence is rearranged, computed, or put through any other process while the system is operational. This definition applies even if the intelligence is received from a foreign country.

The term "telecommunication service" is also defined by the Act. A "telecommunication service" is defined as any service that involves the transmission, switching, or reception of any intelligence within, into, or out of Pakistan via any electrical, electro-magnetic, electronic, optical, or optio-electronic system, regardless of whether the intelligence is reorganised, computed, or subjected to any other process during the service. This definition applies to any service that involves the transmission, switching, or reception of any intelligence via any electrical, electro-magnetic, electronic, optical, the term "intelligence" can refer to any speech, sound, data, signal, text, picture, or video. This definition comes from the Telecom Act (Dainton, 2011).

The Telecom Act grants the Federal Government the authority to provide the PTA with policy directives on "national security" and "relationships with other States and Governments/Territories outside of Pakistan." This authority can be exercised in accordance with the provisions of the Telecom Act. However, the Act does not provide any clarification regarding the meaning of these words. Consequently, while the statute is being interpreted, the government may interfere with the right of the people to know. In the name of

maintaining national security, it is essential to be aware that the federal government possesses the right to "intercept conversations and messages or trace calls through any communications infrastructure." This knowledge is essential. The PTA is required to "report to the Federal Government on the account of its business" each year in accordance with Section 18 of the Act. Additionally, it is obligatory of the Authority to deliver copies of its annual report and audit to the National Assembly on a yearly basis. In addition, Section 33E stipulates that the Universal Service Fund is required to be maintained and subjected to audits. In addition, it specifies that the report of the audit as well as the report of Pakistan's Auditor General shall be delivered to the National Assembly. A yearly report on research and development, as well as one on universal service, must be produced by the federal government as a requirement of the legislation (Arat, 2006).

2.10 Conclusion

In the previous chapter, we talked about the role that the media plays in the defence and advancement of human rights. The media has the potential to be an extremely effective tool for doing good, particularly with regard to the advancement of human rights. This is especially the case when it comes to the promotion of LGBT rights. On the other side, it is open to the possibility of misuse. It will be possible to bring the number of violations of human rights down to a more manageable level in the event that the media constantly complies with ethical norms.

CHAPTER 3. Methodology

3.1 Introduction

In this section, the research methods that were used for the study are broken down in great detail. This section addresses the limits of the study as well as any ethical problems that may have been brought to light as a result of it. Documentaries titled "Sar e am" were analysed and characterised using ethnographic content analysis so that researchers could respond to the concerns posed by the study. In addition to that, in-depth interviews were carried out with a number of different journalists. This chapter also discusses the various criteria and processes that were used in order to collect and analyse the data for the study. These were utilised in order to complete the collection and analysis of the data. ARY News's "Sar e am" is an excellent example of a qualitative case study because the purpose of the study is to determine why and how certain mass media outlets choose to promote human rights. This makes "Sar e am" an excellent illustration of a qualitative case study. Investigating this subject using a method such as a qualitative case study would be an excellent choice.

It is possible that this study could have taken a different approach, such as looking at media responsibility, the relationship between the media and corporations or the media's ability to influence other actors to uphold certain kinds of human rights, or the study of all forms of media or society's reception of media programmes. Another possibility is that this study could have looked at the reception of media programmes by society. The reception that members of society give to various forms of media is another aspect that may have been investigated in this study. On the other hand, the study focused primarily on the methods utilised by the media to raise public awareness as well as their perspectives regarding the roles that they play in society. This was done in order to compare and contrast these two aspects.

3.2 Research method

Because of the qualitative method's better versatility, it is recommended to use the qualitative approach rather than the quantitative approach (Silverman, 2005; Priest, 2010). Since the data collected from respondents is verbatim, the conclusions are presented "in words rather than figures" rather than using statistical language. It is not necessary to limit qualitative data

analysis to a single method because several methodologies can be utilised instead, the selection of which is determined by the purpose and scope of the study. It is not necessary to restrict qualitative data analysis to a single method because it is possible to use several methodologies at the same time. According to what it says, both descriptive and critical methodologies were utilised in order to conduct the analysis of the observations that were recorded. When working with qualitative data, the primary purpose should be to identify the most important recurring themes within the collected information. A "theory-driven" way of approaching analysis is also required, in addition to this need (Priest, 2010:162).

The method that will be used to collect the data for this study is one that has been examined in great detail by previous researchers. The findings of the test will be created using either quantitative or qualitative monitoring methods, depending on the kind of test that was conducted, after the researcher has finished analysing the test data. In order to conduct research that is supported by evidence, a variety of methodologies and characteristics are utilised. Each of these is necessary for the investigation's purpose and will be discussed in greater depth in the following paragraphs. Every researcher needs to be familiar with this method of study because it is required for conducting this kind of research. There may be advantages to be gained from incorporating methods of quality and quantity control into experimental research. A random sampling of data, which may or may not contain numerical information, is employed in the process of doing research and analysis for this project. Research that is based on theories and more open-ended is called theoretical research, whereas research that is more focused and precise is called experimental research. In the realm of science, experimental research is the method of choice for determining whether or not an intervention is effective (Lantz, 2010).

Interviews and direct observations are typically regarded as the two primary types of data that are considered to be of the utmost importance, while surveys are typically used to collect quantitative data from participants. Additional information can be obtained by watching documentaries and conducting searches on the internet, both of which will contribute to the completion of the image (online documents and books).

Sampling

It was decided that the survey questionnaire would be made after a thorough review of the relevant literature and taking into account what the participants had to say. Professionals from two different institutions who had worked in the pharmaceutical industry before looked at both the way the document looked and what it said. This was done so that it could be seen if the instrument in question was real or not. If the participants did what the experts told them to do, they might be able to better understand the issues at hand by making some simple changes to the way they talk.

The research was conducted over a period of four months, beginning on July 1, 2008 and concluding on November 30, 2008. For the purposes of monitoring and analysis, a representative sample of 35 daily newspapers, weekly magazines, and monthly magazines published in English and Urdu was chosen. From July through October of 2008, an increase in viewership was seen across all nine television news networks. Additionally, the manner in which individuals discussed the problems at hand and provided their perspectives via written and digital media was analysed. In addition to reading historical publications and remaining current on world events, this research also included polling and questioning of journalists and human rights activists.

Participating in the poll were a total of 108 journalists, both print and broadcast, from the cities of Karachi, Lahore, Peshawar, Quetta, and Islamabad. There were questions that could be responded to in any way imaginable, and there were also ones that could only be answered with a yes or a no. A study that was similar to this one was carried out with a sample size of 221 people who were considered to be representative (Burns, 2010).

People in these cities to get a sense of how they feel about dealing with human rights issues in general and reporting on issues related to them. Up to fifteen interviews with seasoned journalists, experts, and human rights advocates were carried out in order to acquire as much information as possible regarding the topic. The data obtained from the project's surveys, interviews, and archives were analysed during the project's last month. If the researchers had conducted better and more comprehensive media monitoring for at least half a year and included monitoring of regional media, they might have had a clearer picture of how human rights stories were reported over the course of time (Urdu, Pashto, Sindhi, and Baloch media). In addition, members of the government were only permitted to watch television programmes, talk shows, and significant news broadcasts for a single hour every day. In a

similar vein, members of the general public as well as local journalists or correspondents could take part in surveys and interviews. However, time was the most important factor in this particular circumstance.

Tools used

The methodology for studying Mass Media and Human Rights in Pakistan might involve various tools, such as content analysis of media coverage, surveys to gauge public perceptions, interviews with journalists and human rights activists, and comparative studies with international standards. Additionally, digital tools for sentiment analysis and social media monitoring could be used to understand online discourse. Keep in mind that specific tools can vary depending on the research focus and available resources. This study is a good illustration of narrative research because it summarizes, provides explanations, and describes the data. The references from the text that have been taken out will be used as evidence to support the thesis of the study. Within the confines of my theoretical framework, I will do research and analysis on the most important subjects. An examination of the subjects' personalities is an essential part of this inquiry.

Data collection

In conducting this inquiry, we are able to make use of two different kinds of data.

Primary data

Primary data are facts that can only be gained via careful study or investigation of the book. The information collected directly from the primary source is referred to as "primary data."

Secondary data

Information gleaned from previous investigations or publications that have been published, in addition to a number of other noteworthy titles.

Methodology and Approach

The research was carried out between the 1st of July and the 30th of November in 2008. For the purposes of monitoring and research, a sample size of 35 daily, weekly, and monthly publications written in English and Urdu was chosen as a representative sample. From July through October of 2008, people watched news broadcasts on nine different television networks. The subjects were also analysed in terms of how they were covered in print and electronic media, in addition to how the general population debated them.

In addition to reading old newspapers and being abreast on recent events, interviews and polls with journalists and human rights advocates were carried out. The poll was completed by 108 journalists working for print and electronic media outlets in the cities of Karachi, Lahore, Peshawar, Quetta, and Islamabad. On the questionnaire, there were both open-ended questions and questions with predetermined answers. A survey with the same purpose was carried out in these cities with the participation of a representative sample totalling 221 people in order to ascertain the general public's perspective on human rights issues and how the media portrays them. In order to gain further insight into the subject matter, up to fifteen interviews were carried out with well-known journalists, experts, and rights activists. In the final month of the research, the data obtained from the interviews, the surveys, and the archival sources were analysed.

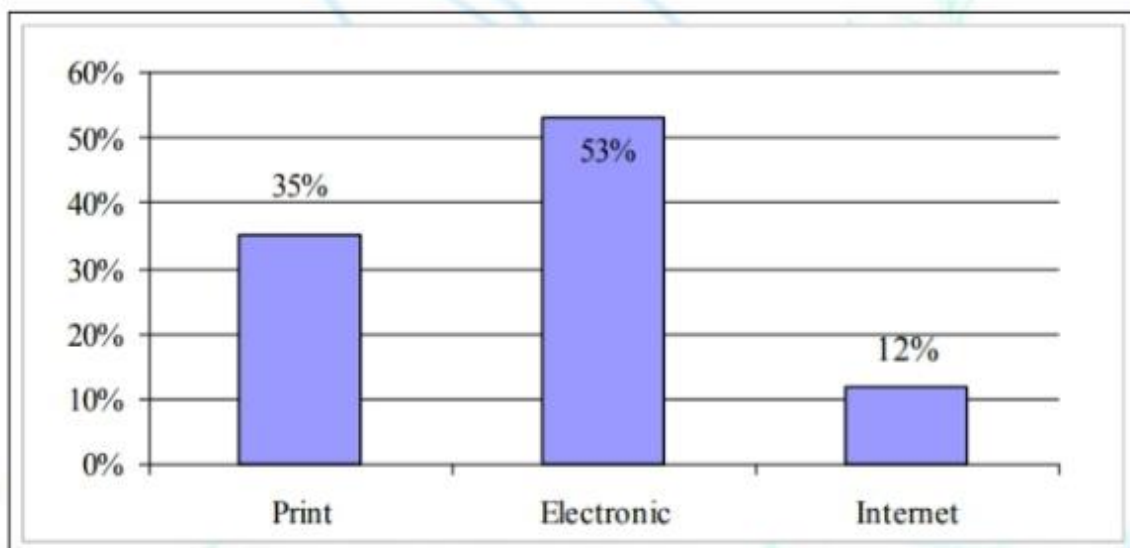
Source	Responses %
Mosque	3%
Home	10%
Media	21%
Syllabus	9%
All Sources	50%
None of these	7%

It would have been straightforward to assess how media outlets that report on human rights in Urdu, Pashto, Sindhi, and Baluch do so if there had been widespread monitoring of these outlets for at least six months. In addition, the government was only allowed to watch chat shows, news broadcasts, and entertainment programming for a total of sixty minutes every day. It would also be possible to conduct surveys and interviews with members of the general

public and local journalists. However, time constraints proved to be the most difficult challenge.

What different people think the media should be doing to portray human rights?

21% of people who participated in the survey said that they were aware of human rights through their exposure to the media. Fifty percent of the 221 people who were questioned about their knowledge of human rights in one of five cities said that they obtained that information from the media, television, their households, or other places like mosques. 10% of respondents heard about human rights issues at home, 3% learned about them in a mosque, and the other 9% learned about them in school. 7 percent of respondents stated that they did not acquire any knowledge regarding human rights from any of these sources (Table 1). When asked how they preferred to learn about human rights issues, 53% of respondents selected electronic media, 35% selected print media, and 12% selected the internet (Chart 1). 11 percent of respondents were not satisfied with how human rights issues were covered in the media, despite the fact that 85 percent of those polled were pleased with how these issues were covered (Chart 2).



Which is your preferred media for information ? (Chart:2)

What do the media have to say about civil and political rights?

According to the findings of the PIPS study, the level of awareness regarding human rights issues among journalists was similar to that of the general public.

Almost half of the journalists, or 48%, are of the opinion that human rights are about meeting the fundamental requirements of individuals, improving the quality of their life, and ensuring that everyone has the same possibilities. One responder out of every seven indicated that they believed social freedom and human rights were synonymous terms. Only one in five people (16%) believe that human rights pertain to how people should be treated, whereas one in five (19%) feel that Islam supports these rights. The responses that 108 journalists from different parts of the country gave to a questionnaire were used to compile Table 2, which displays the journalists' perspectives on human rights.

Investigative Techniques and Procedures

In this particular study, the planning of how the research would actually be carried out made use of a content analysis. According to Walizer and Wiener, content analysis refers to any approach that can be used to determine the content of recordings, whether audio or video.

Only for the sake of educating oneself about the world The analysis of the content of texts, photographs, videos, and other types of spoken, written, or visual communication is referred to as content analysis. Content analysis is a type of documentary methodology. Both qualitative and quantitative approaches can be taken to accomplish this goal (Burton, 2005).

3.3 Selection of interviewees and documentaries

As part of the investigation that was being carried out, there were a total of five people who were questioned. Due to the fact that there was no other means to get in touch with any of the other persons, the only interviews that could be performed were with them. From the pool of ARY employees who had played a key role in the creation of the documentary programme, a total of three of them were chosen to participate in the selection process. Respondents were chosen through a process known as intentional sampling because it was decided that their

participation was essential to ensure the success of the inquiry. This determination was made after it was determined that their participation was necessary.

On the ever-present topic of the part that the media plays in the progression of civil and political rights, other journalists have been invited to provide a perspective that is more all-encompassing. A method known as snowball sampling was used to choose the journalists for the project. A researcher who looked into the media came to the conclusion that these should be incorporated. In accordance with this technique, certain members of the group of interest are utilised in order to identify further members of the group. After then, they were contacted through email and requested to take part in the investigation that was being carried out at the time. When the researcher initially proposed the concept for the study to the three volunteers, only two of them were willing to take part in the investigation. The third journalist's email answer auto responder indicated that he was currently unavailable to respond to any inquiries at this time.

Documentaries were selected to be viewed for the purposes of this research in order to investigate the reasons behind, as well as the processes behind, the decision made by the media to either promote or demonise human rights. It was determined that in order to answer the questions raised by the research, it would be necessary to watch documentaries and conduct interviews with different persons. After a great deal of thought and consideration, we decided that documentaries would serve the objective of the research the best. In spite of the fact that there may be additional films that are concerned with the same theme, only a select few of these films were chosen to serve as a topic that can be researched. A single documentary enables the viewer to have a more in-depth understanding of the subject matter as well as how the media influences human rights. This is accomplished by focusing on a single concern throughout the entirety of the documentary. It's probable that the documentary film's decision to focus on multiple cases prevented it from undertaking a comprehensive examination due to time restrictions (Gerring, 2007).

3.4 Data collection

An investigation into the data was carried out for the aim of this study utilising both primary and secondary sources in its course of action. Accounts of a phenomenon that are offered by individuals who have not personally experienced the occurrence themselves are examples of secondary sources (Merriam, 2009: 152). These data were obtained with the assistance of the relevant literature from the study, which includes sources that are both printed and online,

such as books and journals. These sources were used to gather the information. During the course of this inquiry, the policy document created by the ARY was analysed. Primary data sources are defined as those that "transmit personal first-hand experience with the problem that is being examined," and first-hand accounts supplied by the document's author are considered to be examples of sources that fall under this category. Interviews were conducted with the members of the Sar e am cast in order to get the necessary information.

3.4.1 Interviews

An interview for research is a conversation that takes place one-on-one between a researcher and a subject matter expert (Hart, 2005). According to Keats, an interview is "a controlled atmosphere in which one person, the interviewer, asks a sequence of questions to another person, the respondent." Keats defines an interview as "a controlled atmosphere in which one person, the interviewer, asks a sequence of questions." (Keats, 2000:72). Conducting interviews could be helpful when trying to "know what other people believe" or "examine the bases and motives for people's attitudes and ideas." Both of these phrases mean "know what other people believe." The word "interview" can refer to a variety of distinct activities depending on the circumstances surrounding its use. There are several examples, some of which include "special objective," "specific individual" and "specific set of replies." There are also many other examples. Through the use of follow-up or probing questions posed by the interviewer, it is possible to determine the interviewee's rationale for their answers and to increase the validity of their responses. This is possible because of the validity increase.

For the objective of information gathering, interviews based on a semi-structured framework were conducted with the participants. According to Byrne (2004), the utilisation of questions that are open-ended and flexible "is more likely to elicit a more studied response...and as a result, allows better access to interviewees' viewpoints, interpretations of events, understandings, experiences, and opinions".

The three interviewers from ARY utilised a wide range of techniques in order to elicit the maximum amount of information from the people they spoke with. Because the involvement of the lead investigative reporter in the documentary was considered to be more extensive and comprehensive than that of the other two participants in the documentary, the questions asked by the lead investigative reporter were slightly different from those asked by the other two

participants in the documentary. It was generally agreed upon that he was in a more advantageous position than others to find solutions to a number of important challenges. The researchers only asked the journalists one question regarding the role of the media in general, and that question was roughly a decade ago. Each of the five people being interviewed were asked the same question by the interviewer.

3.4.2 Ethnographic Content Analysis

Ethnographic content analysis includes, as one of its components, "dialogue and visual imagery in part to build themes and frames." This is a method for compiling information from many sources. This method does not require the creation of "particular count categories," which is necessary for more traditional forms of content analysis (Altheide, 1996). According to the researcher, some of the things that it may be used for include the analysis of reflexive and active personalities, as well as the principles underlying the process of data acquisition and interpretation. Documentation, communication comprehension, and the analysis of theoretical connections are all possible uses for it (Altheide, 2008:97). "The investigator is always vital" when it comes to the conduct of research, regardless of whether or not techniques are ultimately utilised. On the basis of an ongoing comparison of significant events, places, and styles; visuals; meaning and subtlety; as well as a persistent quest for information that is essential to the topic at hand (Altheide, 2008:97). As the investigation progresses, it is possible that "reconceptualizations" in the analysis, which require additional data, will cause the need for additional data. In this case, additional data will be required. The gathering of additional data is going to be required as a result of this allows for the integration of a bigger number of data points than the latter does (Tesch, 1990: 26). "Printed, auditory, and visual media are used to collect information on individuals and organisations, as well as cultures and society," says the description of this technique, which is both adaptable and descriptive (Hall, 2019).

Content analysis can be utilised to provide "in-depth, nuanced appraisals of social events" in large-scale documentary accounts such as ethnographies. (Hodson, 1999: 6). This approach is particularly useful for studies that involve the analysis of policies and the media (Tesch, 1990: 26). The material was learned by carefully focusing one's attention while repeatedly watching the documentary in question and paying attention to the major topics pertaining to human rights that were highlighted during the course of the presentation. An intriguing

pattern emerged in which a significant number of people who advocate for human rights were present in adequate numbers. These advocates for human rights were present in adequate numbers.

It was considered that watching films and participating in interviews would be beneficial in answering the research questions that were provided by the study. Interviewing people was the only method to discover the response to one of the questions that we had. The case study that illustrates how journalists make use of a variety of kinds of media to advance human rights may benefit from including both the interviews and the documentaries as complementing components of the study. In this study, an effort was made to comprehend the journalist's point of view regarding the reasons why they included certain documentaries and the information that was presented in the documentaries. This was done by analysing the information that was presented in the documentaries. The interviews were conducted in a variety of ways, each of which had their own distinct style. One of the participants requested that the questions be emailed to him rather than being asked in person because he was out of town when two members of the ARY team conducted the in-person interviews. These interviews were carried out by two members of the ARY team. His remarks were forwarded to me in an email that he had previously sent me. Due to the fact that their schedules were so full, the journalists made the decision to do their interviews over the phone rather than in person. After the interviews were finished, the transcripts were put together using the notes that were taken during the interviews.

The length of time devoted to each individual interview was close to twenty-five minutes. There was always one question that was asked in each and every interview that was the same, even if the interview process was different each time. This was true regardless of how many times the interview procedure was changed. The feedback that was provided via email as well as the comments that were provided verbally was each written down prior to being utilised as data.

3.5 Data analysis

The research on these examples was carried out by employing a technique known as "close reading," which is when a piece of media is experienced in the same way that an observer would experience a real-life social situation. Documentaries served as one type of visual

media data that was utilised in the process of achieving this objective (Priest, 2010: 172). According to Priest, "there is no single, well-accepted, widely tested, systematic social scientific approach that predominates," and as a result, visual data analysis should be guided by a theoretical perspective and a specific research question in order to limit the seemingly limitless observable themes that are inherent in visual analysis.

The priority that is placed on the promotion of human rights was a primary consideration in selecting significant topics for documentaries, so the examination of human rights actors and their roles, in addition to how they are portrayed, took place in the films. This is because how they are portrayed is also a significant factor. As a direct result of this, the information gleaned from movies that address problems relating to human rights was utilised in the process of carrying out the analysis. Inquiries such as the following were very helpful in contributing to the topic descriptions: Are there any references to human rights in this piece of work that you are able to locate? Is there a story that can be recounted about how they came to be known by that name? Have any depictions been made of persons who take responsibility for the actions that they have taken? Do you have any idea who was tasked with the responsibility of enforcing the rights and obligations that were outlined?

We decided to use the Miles and Huberman model in order to perform an analysis on the remaining interview data when the time came. In addition to the reduction and visualisation of data, the paradigm also covered the process of deriving conclusions and confirming those conclusions (1994:10).

"Data reduction" is the process of refining, organising, sorting, concentrating, and discarding the information in order to arrive at clear findings that can be tested and proven (ibid: 11). The amount of information that was gathered for the study was first streamlined and reduced in size so that the results could be interpreted more clearly. This was achieved by focusing on the most significant concepts and points of view that were presented by the respondents, and removing any information or points of view that were thought to be redundant. After that, it was arranged and presented in a format that other people can use to evaluate the findings and the results of the study. This was the final step in the process. This was done with the goal of making information easily accessible, beneficial, and understandable to as many people as possible. The responses that people gave in response to a survey are the primary source of the data that is shown here. This was done with the intention of making it easier for the audience to recall the most essential ideas that were discussed throughout the presentation. In order to

complete the investigation, we were required to arrive at a verdict and verify that our results were accurate (Miles and Huberman, 1994: 11). Evidence-based inferences that are completely clear and unambiguous in their findings "was an element included in it. The conclusions were arrived at after the data had been processed, organised, and condensed in a way that was clear and concise and after the process had been completed (Lancaster, 2005: 171). The analysis was redone and reviewed in a new way so that the data verification would have a higher quality once it was improved. It was determined that a combination of interview data and documentary evidence was required in order to arrive at the results that were ultimately arrived at.

3.6 Ethical issues

At each and every level of the investigation, we made it a point to ensure that we took ethical considerations into account. "Ethics are the behaviour in research standards," according to Walliman's interpretation of the phrase (2006:148). The following ethical criteria were adhered to throughout the process of collecting and analysing the data:

The problem of obtaining permission that is free, prior, and informed was examined and taken into account from an ethical point of view. According to Israel and Hay, in order to obtain the participants' informed consent, the research must first be explained to the participants, and then the participants must demonstrate that they understand both the research and their role in it. Only then will the researchers be able to obtain the participants' consent (2006:61). Email invitations to take part in the study's interviews were sent out to the participants in order to provide them the option to take part in the research. It was essential to reassure them that the research was being carried out solely with the academic aims of the document in mind. This was of the utmost importance. One of the participants expressed their reservations about the various ways in which the data could be utilised in the future. Because the student had assured him that the information would only be used for academic purposes, he felt betrayed by their request to meet with him. As a result, he was dissatisfied with their request to meet with him. When he found out, many years later, that one of the teachers at the school where he had worked had written a book utilising some of the interview responses he had provided, he was taken aback because he had been unaware that this had taken place. There was also the chance that the student was unaware of the actions taken by the educator. This was another possibility.

Participants whose responses were collected before the inquiry ever began were informed that this would be the scenario before the investigation was ever carried out. They freely and knowingly consented to have their mental processes recorded after being given the opportunity to do so. Every single participant was given the unequivocal reassurance that their anonymity would be protected at all times over the course of the experiment. This was done to ensure that they would not be put in danger (Parker, 2005). Throughout the entirety of the investigation, the names of the participants as well as any other information that could be used to identify them were concealed from view. This was done to ensure that the research adhered to the ethical standards of confidentiality and anonymity that had been established for the study. There is a good chance that their names have been mentioned on a number of websites, one of which is the website for Panorama, and this likelihood is very likely.

Safety, the right to freely express oneself, and access to the media are all in jeopardy. The proper operation of a democratic society is dependent upon individuals' rights to freedom of information and speech. The safeguarding of other human rights is largely dependent on the existence of a free press. Reporters working on the front lines of the war against terrorism have uncovered appalling cases of violations of human rights, such as the use of torture, bigotry, and corruption. Making the facts public is the first and most important action that needs to be taken in order to ensure that governments are held accountable for their violations of human rights.

A number of countries in Europe have displayed worrisome signs of forms of repression as well as violations of the freedom of the media. Freedom in the media and plurality in the media are being strangled to death by various forms of media control and coercion. There are persistent reports concerning journalists who have been detained as a direct result of their job. Harassment, intimidation, violence, and even murder have all been documented occurrences of this problem. During her country visits and ongoing engagement with national authorities, media professionals, and civil society, the Commissioner collects information, identifies areas of weakness, and offers suggestions on how to improve media freedom as well as the safety and security of journalists. Specifically, she focuses on ways to improve the safety and security of journalists.

In her view, the establishment of self-regulatory groups is of equal importance to the various programmes aimed at elevating the level of professionalism and ethical reporting within the media.

A war is being fought against civic society, as well as the right to speak one's mind without interference. Due to this worry, the media has been unable to report on government security personnel in addition to terrorist organisations. This is because both subjects are considered too dangerous to cover. In 2018, as a response to the increasing number of terrorist incidents and threats, journalists started engaging in self-censorship. The government issued directives to the various sources of the media instructing them to refrain from reporting on a wide variety of topics, including criticism of the judicial system and other government institutions. In the past, regulatory organisations within the government have prevented cable providers from spreading networks that carry vital programming to a wider audience.

The journalist GulBukhari, who had been taken hostage in Lahore in the month of June, was freed by intruders who remained a mystery to everyone. An assault on a television journalist by the name of AsadKharal took place in Lahore on the same night it occurred.

During the month of July, Norwegian police officers physically assaulted journalist KadafiZaman while he was reporting a political rally. This happened in Norway, in case you were wondering. After three days had passed since his detention, Zaman was finally allowed to go free.

In the year 2018, Human Rights Watch received a number of genuine allegations alleging that members of the government were harassing, intimidating, and eavesdropping on a variety of non-governmental organisations. Because of the stance taken by the Pakistani government toward international humanitarian and human rights organisations, it was against the law for international non-governmental organisations (INGOs) to register or operate in Pakistan. This was because of the government's attitude toward these organisations.

As a direct consequence of Pakistan's stringent blasphemy laws, at least 17 people have been sentenced to death, and hundreds more are now in the process of having their cases tried. The majority of those who are accused of blasphemy are members of minority religious communities.

AasiaBibi, a Christian woman from the province of Punjab who had been on death row for eight years, had her conviction overturned by the Supreme Court of Pakistan, which resulted in her being freed from her imprisonment. Bibi had been sentenced to death for a crime she did not commit. The death penalty had been imposed on Bibi. In order to express their dissatisfaction of Aasia's release, they took to the streets, where they smashed public and

private property, vandalised public and private property, and threatened the Supreme Court justices, government officials, and military leadership with violent vengeance.

In 2018, allegations of blasphemy were used more frequently, along with the terminology that is typically associated with such accusations, by both private actors and government authorities. This trend was seen in both private and public settings. Instead of making reforms to the law, the government pushed for unfair prosecutions and other forms of abuse against people who had the most need for protection.

SajidMasih, age 24, and PatrasMasih, age 18, were both arrested and charged with blasphemy at the beginning of this year in Lahore, Pakistan. Both men are from the Masih family. SajidMasih said that he was making an attempt at suicide when he leapt out of the window of the interrogation room in which he was being held. He expressed his displeasure with the constant harassment he endured at the hands of the law enforcement officers while he was locked up. In spite of receiving multiple severe wounds, he was nevertheless able to make it out of the battlefield alive.

3.7 Limitations of study

When conducting this kind of study, one must be conscious of the inherent limits of the methodologies used to gather and analyse qualitative data. It is imperative that these constraints be taken into consideration. On a number of occasions, the validity of qualitative research has been questioned, both in terms of its capacity to generalise its findings and its level of reliability. This is the case for both of these aspects of the research.

It is possible that the results of qualitative research cannot be generalised because the sample sizes used in qualitative research are typically much smaller. The external validity of the study, which is defined as "the amount to which the findings may be generalised to a larger population, instances, or situations," was impacted as a result of the study. The results of the study served as the basis for selecting a particular number of interviewees and videos from a pool that had been previously defined. These considerations were particularly significant with regard to the members of the ARY team who were selected as a direct result of their involvement in the production of the documentary. Because snowball sampling was the only method that could guarantee participation from a greater number of journalists in the study, this is how the journalists who took part in the research were selected. Because of this, it is

difficult to use a few films to represent the vast number of media documentaries produced by various media outlets around the world; similarly, the five journalists will not easily be considered as representing other journalists and their points of view. As a consequence of this, it is difficult to use a few films to represent the vast number of media documentaries produced by various media outlets around the world.

Interviews have the potential to introduce bias into the research process because they give the researcher the opportunity to react to the situation in a variety of different ways. This gives the researcher the opportunity to respond to the situation in a variety of different ways. As a direct consequence of this, the interviewee's answers to the questions are affected as a direct result of this. The research might be difficult to duplicate because of how readily it could be changed to different circumstances. Participants who spoke with the researchers by email were instructed to limit their comments to no more than two lines each, and there was no option to obtain further information from them by asking them more in-depth questions. Because it was not possible to employ the same interview technique, which might have been a source of trouble owing to unanticipated circumstances, the questioning approach could not be used. On the other hand, the utilisation of a single interview question for the entirety of the interviews helped to secure the acquisition of significant data. After being acquired verbally or via email, responses were subsequently transcribed into textual form before being used as data. The journalists who took part in the interview were from a diverse range of countries and had a range of various cultural backgrounds. Because the interviews would have taken place in the same location or vicinity, it would have been appropriate to question a few more journalists than what was actually done. It may appear that the use of a large number of different interview methods is a limitation; however, these apparent limitations were overcome by the utilisation of a key core question.

When qualitative researchers recruit participants by using purposive sampling, they risk undermining both the internal and external validity of their findings. This study makes an effort to address this issue by providing a full description of the sample strategies that were utilised as well as the individuals that participated in the study (Goodwin and Goodwin, 1996).

When the then-Interior Minister AhsanIqbal was attending an election rally in the Narowal region of the province of Punjab in the month of May, an individual with ties to an anti-blasphemy group opened fire on him. The rally was being held in the city of Narowal.

An irate mob that was led by clergy who were opposed to blasphemy attacked and set fire to two historic Ahmadiyya religious buildings in the month of May. There is a failure on the part of the Pakistani print media to adequately promote the mission of promoting human rights in developing countries. This failure is evidenced by the fact that the mission of promoting human rights in developing countries is not being adequately promoted. They have no influence whatsoever on the decisions that are made regarding the way forward for the advancement of human rights in Pakistan. Only print media report on news related activities to rectify violations of human rights, as well as comments and meetings regarding violations of human rights and their damages. The weight that is placed on laws protecting human rights, efforts to counsel and steer people away from violence, and other preventative measures is decreasing. After conducting a study of English and Urdu newspapers for a period of four months and making observations about the data obtained, researchers came to the conclusion that Urdu and English print media largely neglected agenda building and framing theory when reporting on topics related to human rights in the news. This was the conclusion reached after the researchers made observations about the data obtained. In addition, there is a lack of a diverse range of news items in print media that are intended to serve the purpose of elevating the general public's understanding of human rights issues. They did not consider issues connected to human rights to be among their highest priorities. The idea of setting the agenda gave higher priority to issues that merit considerable discussion. Our print media only fill their space by printing some news items just to fill the news sack in addition to some statements from officials and politicians, despite the fact that a literature review discovered that print media still has a large readership and, as a result, the potential to change people's minds. Despite the fact that our printed media merely fill their space by printing some news items just to fill the news sack, this is still the case.

The idea that the information that individuals obtain from the media might have an effect on the thoughts that they have is one that is widely held. Mostly as a result of the fact that members of Congress routinely acknowledge the power of the news media to influence public policy. Several different studies have come to the conclusion that the media should play a significant role in the process of developing human rights all around the world. The promotion of human rights by the media has, for the most part, been carried out in a manner

that is neutral and unprejudiced. A substantial amount of information regarding the extension of human rights has been disseminated as a result of the efforts of various media sources located all over the world. According to the results of this research project, Pakistan's print media devotes a little amount of attention to discussions about issues related to human rights. As can be seen from the facts and figures provided in this article, the improvement in the situation regarding the violation of human rights in Pakistan receives a comparatively small amount of attention in the printed media. The overwhelming majority of people in general.

Print media, for the most part, merely reports on current events without making any attempt to contextualise the discussion or educate readers on issues related to human rights. This is the case the vast majority of the time. As a direct result of this, the media is failing to fulfil its responsibility of eliciting compassion from the general populace for the victims of violence in the country. This failure is having a detrimental effect on the victims of these crimes. It is possible to make things better by choosing news articles that are connected to human rights and by applying agenda-setting theory and framing to the media. This might be a way to make things better. When reporting the news, the media should make a distinction between human rights journalism and human rights journalism (Berman, Gabrielle & Daniel Calderbank 2008). On the other hand, the Pakistani print media only reports on current events, in contrast to the human rights model (diagnostic empathy critical framework), which aims to persuade individuals to support and advocate for peace in their communities (Preston 1996). In the field of journalism, the Human Right Journalism model maintains a consistent path among the four pillars that comprise the Professional Journalist model (Lynch and McGoldrick, Galtung, and Johan, 2010) — selecting the truth rather than the lies, the common people rather than the privileged, and adding four more people as an explanation rather than a winner. Every single one of these is an excellent illustration of a good example to use the term “collective” in its most general meaning, it is fair to say that this more fundamental point of view is not shared unanimously by all of the members of the Professional Journalists as a group. The practise of using transmission and ritual as a technique of communicating reality through various forms of media is one that is common in many different parts of the world. According to Kempf (2002), “excellent” newspaper journalism in Pakistan strives for one thing and one thing only: to accurately portray the truth. This is the only goal of “excellent” newspaper journalism in Pakistan. This notion of what defines professional journalism is not shared by Pakistani journalists who work in a professional capacity. Kempf believes that the only way one may arrive at the truth is by

retaining their independence, objectivity, and detachment from the circumstances surrounding the issue. Journalists are aware that there is a need for change; however, they continue to apply the ideals of objectivity, impartiality, and detachment in their reporting even though they are aware of the shortcomings of these approaches. This is despite the fact that journalists are aware of the need for change. These ambitions, which should never be the goal of any endeavour, public or private, might occasionally result in violence, harshness, and societal divisions; however, they should not be the purpose of any endeavour. Rather, they should never be the goal of any endeavour. On the other hand, the overwhelming majority of working journalists refer to it as “human wrong journalism,” saying that it is incompatible with the human race and that it ought to be avoided. Many authors (Lynch and McGoldrick, 2005 or Hackett and Carroll, 2006) have expressed their concern that this could put the “reliability bonus” that is currently given to professional journalists in jeopardy. Hackett and Carroll (2006) are two examples of authors who have voiced their concerns (Kempf 2007, p7). Jorg Becker, a political scientist from Germany, is of the opinion that addressing political concerns should be the job of the media. That in order to promote world peace and tranquilly as well as human rights, the media should engage in, participate in, and advocate for these activities. He conveys the idea that reporting involves more than just giving the truth “as it is,” but rather creating truth, setting examples, and labelling voices in order to influence societal change. He says this in order to show that reporting involves more than just telling the truth “as it is.” He says this in order to demonstrate that reporting entails more than simply stating the truth “as it is,” which the purpose of his statement is. The third page of the manuscript written by Hanitzsch (2007). The nation has accepted the obligations that come along with being a signatory to the United Nations Charter, and as a result, it has the responsibility of advancing the cause of human rights. In this endeavour, the function that the media performs, in its position as a representation of the general people, is a role that plays a crucially important role.

Constraints about human rights through mass media

The right to free speech is extremely broad, although it can be restricted in some ways or even taken away entirely. This arises when an individual's right to free speech infringes upon the rights of others or runs counter to the norms that are generally accepted in society. When this occurs, the government has the ability to restrict or punish speech that is deemed

offensive. Slander, hate speech, obscenity, pornography, breach of public order or national security, exposure of confidential information or trade secrets, and infringement of copyright laws are all included in this category.

As a result of people's constitutionally protected right to free expression, the media are vested with a number of rights and obligations. People become aware of serious problems confronting society thanks to the media, which also serves as an ideal arena for discussion, investigation, and self-reflection. As a result, journalism as a profession and a free press are regarded as the "watchdog" of a democracy.

Concerning human rights and the manner in which the media should report on them

The following is an excerpt from Article 19 of the Universal Declaration of Human Rights: "Everyone is free to think and say whatever they want without interference. This right entails the liberty to seek out, access, and disseminate information and ideas in any format and across national borders, as well as the ability to do so freely." It is still up to the states to decide whether information held by the government should be made public or kept secret; nonetheless, the vast majority of people understand that free speech and expression are contingent on the existence of a free press and media.

As a consequence, the freedom to access the media is a fundamental right; but, what function do the media serve in connection to human rights? People are oblivious to what is going on in their communities, countries, and the world at large if they do not have access to a free press. They have difficulty responding to situations such as abuses of human rights and other rules and regulations because they lack comprehension of these things. The objective of a free press should be to disseminate information in a way that is open and straightforward so that it can be understood by the general public. In addition, it is the responsibility of the media to hold people in authoritative positions accountable. The scandal concerning the Catholic Archdiocese of Boston and allegations of sexual abuse is a perfect example of how the media may assist in the defence of the rights of individual people.

How the media covers story impacts human rights?

The media are obligated to tell the truth in addition to do their other duties. The way in which people perceive the world is significantly influenced by the media. The manner in which individuals talk about climate change is one of the most crucial factors. The impacts of climate change on human rights, such as the right to life, food, and development, as well as housing, are significant. These rights include the right to have a home. According to one study, at least 85 percent of the world is affected by climate change caused by humans. Furthermore, the World Health Organization projects that between the years 2030 and 2050, climate change will be responsible for approximately 250,000 additional deaths each year. In the past, coverage of climate change in the media has not shown an adequate amount of concern.

Rachel Wetts analysed 1,768 press releases that were issued by corporations, governments, and social organisations between the years 1985 and 2013. Her research was summarised in an article that was published in the Proceedings of the National Academy of Sciences. We ran a search for them using software that detects instances of plagiarism in order to find out how frequently they were featured in publications like USA Today and The New York Times. Press releases asking individuals, governments, and businesses to take action against climate change were reported by the media 7% of the time. The organisations who had the most scientific and technological expertise were the ones that distributed the news releases that received the least amount of attention.

Why is this happening when scientists have such a good understanding of how the climate is changing? Wetts proposes that this may be the case due to the fact that news reports typically include "all opinions." However, in the field of science, this method treats facts that are supported by evidence in the same manner that it treats opinions that do not have any proof. For decades, the media has given equal weight to opposing viewpoints regarding the science behind climate change, so contributing to the fabrication of a reality in which scientists continue to disagree about the subject.

Without a question, over 99.9% of research in the field of science that was published between 2012 and 2020 and subjected to peer review discovered that people are the principal driver of climate change. The rate was 97% in 2013; therefore, this is an increase from that point. It is made easier for individuals to dismiss the effects of climate change, or at the very least, the significance of climate change and its influence on human rights is diminished, when the

science is misrepresented. Things are getting better. The scientific consensus was correct in almost ninety percent of the tens of thousands of publications that were analysed by a study project in 2021 that looked at articles published between the years 2005 and 2019. In general, there is not a lot of coverage as of right now, but we are expecting the media to get more involved in the future.

CHAPTER 4. Findings and Analysis

4.1 Introduction

The conclusions and analysis are going to be presented in the following chapter, and it is going to be based on the interviews, films, and several other secondary sources such as pertinent literature and ARY statistics. Every one of these was examined on its own merits in light of the research questions that were posed. The replies from the interviews, together with those from other sources, were analysed, with both the objectives of the study and the existing body of literature being taken into consideration. We had to watch the videos more than once in order to get the knowledge we required to provide satisfactory responses to the questions. As a part of our research, we watched documentaries that were centred on people who campaign for human rights and the organisations that those people are a part of.

The following is a breakdown of the inquiry and presentation of the findings:

When conducting research and composing pieces, journalists are exposed to potential threats, pressures, and limits originating from both inside and outside of their media organisation. People's rights are routinely violated in several regions of Pakistan; however, the locals do not consider this to be unethical because it has been a common practise for a very long time. They believe that it is just the way things are. Second, the feudal framework and the widespread illiteracy make it simple to silence anyone who speaks out against the abuse of human rights. This is especially the case in rural areas of Sindh, Baluchistan, and the southern part of the Punjab. The officials in charge of the government might make an effort to stop media from reporting on problems involving human rights. According to a poll conducted by the PIPS media organisation, seventy-five percent of individuals interviewed reported that they had been threatened by the government or society as a result of inquiries or writings concerning human rights. In terms of internal constraints and censorship, fifty-four percent of journalists claimed that their editors or general managers gave priority to their reports on human rights issues, while forty-one percent of journalists said that their reports were merely convenient, and fifty-four percent of journalists said that their reports on these matters were completely disregarded.

Large cities, such as Peshawar, Lahore, Karachi, Quetta, and Islamabad, appear to be safer for journalists than remote areas and small towns, where a reporter can be killed for calling attention to human rights violations. Peshawar is the capital city of Pakistan. There is a larger

risk of harm to journalists working for Urdu media compared to journalists working for English media. The first group ought to think about how intelligent and educated they are because the vast majority of the people who read or watch their content have a low level of education or none at all. The media that primarily uses the English language, on the other hand, does not need to be as concerned about these concerns. According to the reporters, this is the reason why greater attention is being paid to topics pertaining to human rights in the English media. According to the findings of the survey, 72 percent of those who participated said that their reporting did not involve any investigations and was limited to the bare essentials. Only 28 percent of people were confident in their ability to ignore such effects (Burns, 2010).

It has been suggested by a number of scholars that politics can make it challenging for journalists to write about issues pertaining to human rights. According to Naureen Tawakkal, "Political parties continue to control Pakistani media, making it impossible to report in an objective manner." In democracies, the role of journalists is analogous to that of think tanks; they have the ability to influence the decisions that are made by the government. When it comes to reporting on human rights, other countries do a better job than we do. This is as a result of a lack of professionalism among our country's political class, those in authority within the media system, and journalists. An authority named Peter Jacob asserts that the Pakistani media is in a lot poorer state than it was in the past due to the absence of both money and organisations that are not biased.

Data analysis

Multiple sources, together with the dependability of each of them

During the process of monitoring the media, it was discovered that the vast majority of the news and articles about matters pertaining to human rights that were published in the print media came from unnamed sources. Many papers that have authors' bylines also cite sources without names³². Regional journalists were responsible for producing the great majority of the human rights news and reporting that was published in electronic media. Journalists make use of the following resources in order to educate themselves on human rights issues and to report on those issues:

a) Policemen

a) Statements to the press and addresses to the public

c) Reports from organisations that focus on human rights

d) The vast majority of comments are provided by people who are neither victims nor perpetrators in the situation being discussed. These individuals include those who fight for human rights, people who hold political power, members of the police and municipal government in the area where the tragedy took place, and even journalists and commentators.

A significant number of reports and complaints on the infringement of the rights of individuals come from the police. The statements and press conferences accounted for over one quarter of the news and reporting that was carried out. It was concluded that the use of electronic media was the most effective method for contacting with victims and their relatives and conducting interviews with them. People had the impression that the English media was more trustworthy in terms of the sources from which they acquired their news and the methods they used to corroborate it.

What's the Role of the Media in Protecting Human Rights?

People are familiar with institutions dealing with human rights, such as the United Nations, governments, and non-governmental organisations (NGOs). In addition to this, a substantial role is played by the media. How? Any kind of media has the potential to raise awareness about issues pertaining to human rights, illustrate how those rights are being violated, and inspire citizens to take action. It's possible that the news poses a risk to human rights. It is essential to have a good understanding of the function that the media plays, whether in a favourable or negative way. This article will address the ways in which the media both influences and is accountable for human rights, as well as the ways in which it can do harm to individuals and the characteristics of a responsible media.

Right to Information and Media Laws: Key Findings

i. Laws pertaining to the media, such as the Press Registration Act, the Press Council Act, the Defamation Act, and the PEMRA, all predate the 18th Amendment to the Constitution (Article 19A).

ii. The Press Council Ordinance of 2002 includes references to "free flow of information" and "public awareness" in the preamble to the ordinance. If something is deemed to be against the "national interest," then "freedom of information and expression" cannot be guaranteed.

iii. The Press Council is required to prepare and publish an annual report in accordance with Section 20 of the Press Council Ordinance of 2002. This report must include a summary of the Press Council's activities for the previous year, a description of the standards of newspapers and news organisations, as well as the factors that affect these standards, and an audited statement of accounts. On the other hand, the Act does not elaborate much on issues of information access or freedom of information.

iv. The "right to or freedom of information" is not mentioned anywhere in the Press, Newspaper, News Agencies, and Books Registration (PNNBR) Ordinance of 2002.

v. The right to publish material with "Absolute and Qualified Privileges" is recognised as a valid defence against a defamation complaint under the Defamation Ordinance of 2002. Nevertheless, the Act does not include any reference to the right to be informed.

vi. The objective of the Pakistan Electronic Media Regulatory Authority Ordinance, 2002 is to "raise standards of information, education, and entertainment." This is supposed to be accomplished by making it simpler for people to get information. By carrying out these responsibilities, it also has the intention of "promoting accountability, openness, and good governance." Aside from the introduction, the Ordinance does not include anything that discusses the right of the people to be informed (Ellinas, 2010).

vii. Hingber of previous pieces of legislation, such as the Telecom Act, the Telegraph Act, the Post Office Act, and the PPC, had been enacted prior to the passing of the Freedom of Information Act in 2002. The purpose of these laws is to conceal information from the public rather than to educate them about what is taking place.

viii. The Pakistan Penal Code 1860 is a comprehensive piece of legislation that defines crimes and the associated penalties. Nevertheless, the Code has a number of restrictions that prevent information from freely moving in any direction, either directly or indirectly. According to Section 292 of the Penal Code, it is illegal to sell, rent, or give away any obscene books, pamphlets, papers, drawings, paintings, representations, or figures, as well as any other obscene products. This also applies to any other obscene goods. On the other hand, the Code does not specify what constitutes obscenity. In the same vein, according to Section

501 of the Code, it is against the law to print or engrave anything that has the potential to be defamatory. According to another provision of Section 502, it is illegal to sell the content that is believed to be libellous (Dainton, 2011).

ix. According to Section 24 of the Telegraph Act of 1885, it is a crime that can result in incarceration if the contents of a communication are discovered without the permission of the sender. This provision was included in the act. In addition, it is against the law to transmit a message that is false, deceptive, offensive, or vulgar. If you are caught doing so, you will be subject to a fine as well as possible jail time.

x. According to the Post Office Act of 1898, it is illegal to send any indecent or obscene (a) printing, painting, photograph, lithograph, engraving, book, or card, or (b) postal object that contains indecent, obscene, seditious, scurrilous, threatening, or grossly offensive words, marks, or designs. These restrictions apply to the transmission of indecent or obscene (a) printing, painting, photograph, lith Newspapers that are printed and sold in Pakistan but do not comply with the standards of the Press and Registration of Books Act, 1867, are prohibited from being mailed according to another provision of the Act.

xi According to Section 9 of the Contempt of Court Act of 1973, the proceedings of a "closed hearing" regarding a matter cannot be made public. This law was passed in 1973. On the other hand, one may have a right to a defence in the event that the publication in question fits less than one of the categories described in Section 03 of the Act.

Xii. The Pakistan Telecommunication Authority (PTA) is mandated to "report to the Federal Government on the account of its operations" once every year in accordance with Section 18 of the Pakistan Telecommunication (Re-Organization) Act of 1996. In addition, the Act stipulates that the Authority must give copies of both its annual report and audit to the National Assembly on a yearly basis. In addition to this, the Universal Service Fund needs to be overseen and audited. The National Assembly has to receive both the audit report and the report from the Pakistani Auditor General as soon as possible. By law, the federal government is required to compile and submit an annual report detailing the progress of research and development as well as universal service (R&D) (Frohardt, 2007).

xiii. The vast majority of legislation pertaining to the media were adopted through Ordinances by dictators, and Parliament was never given the opportunity to discuss them.

Language, Style and Tone

People that consume media in English and Urdu come from a variety of different origins and are concerned with a wide range of different issues. Who is listening has a bearing on how the news is presented to those who are listening. There is a relatively tiny segment of Pakistani society that is represented by human rights and civil society organisations due to their concerns with the abuse of rights. The media that is written or broadcasted in English is their primary source of information. The Urdu media has an obligation to take into account the feelings and worries of a significant number of people. It says that concerns must to be handled properly in order to make reports and articles easy to comprehend. When it comes to reporting on issues pertaining to human rights, the English media has a great deal of leeway because their audience is well educated and well informed. The society puts pressure on the Urdu media to use a particular language, and this pressure varies depending on the content of the media. It is not possible for it to convey the situation in a manner that might cause distress to other people. Reporting styles can be very different from one another depending on the language used, the way data is analysed, and the way information is presented.

Through observation of the media, it became clear that, in contrast to English media stories, Urdu media stories consisted only of tales. In the Urdu print media, there were hardly many investigative pieces of significant length or scope. The vast majority of the articles came from publications that were published in English, specifically newspapers and magazines. The gap was also visible in the digital media. The electronic media in Urdu regularly reported on events and made up articles without first doing any kind of study.

On the other hand, debate shows and other programmes focusing on human rights provide the electronic media an edge in general. It has been demonstrated that English reporters have a stronger awareness of human rights, despite the fact that human rights are not a specialised component of reporting.

4.2 Presentation of the findings and the analysis of the interviews

The following provides a high-level summary of the work that ARY does:

The purpose of this section is to conduct an investigation of the organisational composition of the policy documents that are associated with the ARY. In legal documents like this one, it is necessary to do this in order to integrate research relating to human rights. In order to conduct

an analysis that is consistent throughout, it would be helpful to have knowledge of what the records say, what the ARY journalists who were interviewed had to say, and what the documentary entails. Because of these reasons, this might be useful:

- According to what it describes as its mission, the major objective of the ARY is "enriching people's lives by presenting information, education, and entertainment programmes," and this is stated to be its goal. The following is a list of the six primary goals that society should strive toward:
- Assisting in the development of a civil society while simultaneously promoting active participation in civic life
- Assisting persons in their pursuit of educational advancement and providing support for those endeavours
- Fostering an atmosphere that encourages creative thinking and intellectual curiosity by providing a setting that is suitable to these activities
- To act as a representative of Pakistan and its people in matters pertaining to nations and territories that fall under Pakistan's jurisdiction in matters pertaining to countries and territories that fall under Pakistan's jurisdiction.
- Encouraging the development of cutting-edge communication technologies and services while also educating the general public about the benefits that can be gained from using such advances.

The payment of the licence fee supplies ARY with a sizeable share of its overall funding. This not only guarantees that the station will continue to give public service the highest priority, but it also prevents the station from having to compete with other stations for financial support. Because of the substantial influence that the organisation has over the formulation of public policy, it derives a significant portion of its revenue from the sale of licences. The article goes on to say that "any adjustment might result in a large shift in the ARY's stance and public involvement" (any change could result in a major shift in the ARY's posture and public involvement).

4.2.1 Background to ARY public purpose

The strategy, which is often referred to as the "purpose plan," for fulfilling each of the public goals is outlined in greater detail here, with the primary emphasis being placed on the significant aspects that call for further care and attention. It would appear, upon closer examination that concerns regarding human rights, in particular those that are particular to Pakistan, make up the vast majority of the public's desired outcomes. This is especially the case with regards to issues that are specific to Pakistan. It is a widely held belief that the primary focus of the media in Pakistan is on issues that are of concern only to citizens of Pakistan, such as the protection and promotion of their human rights. On the other hand, the influence of the media extends well beyond the borders of Pakistan, playing an important part in the promotion of human rights and change in other nations. Pakistan's media has a significant influence on the media in other countries. "Encouraging audience participation in activities that are targeted at achieving declared goals that benefit society" is an example of a government goal that falls under the heading "purpose priority." Other examples of government goals include "protecting the environment" and "improving public health." In order to accomplish the goal that has been set forth of "bringing Pakistan to the rest of the world and to the rest of the world," the Pakistani media has the responsibility of enlightening the general population of Pakistan about the cultures of other nations and the ways in which they live. This will allow the Pakistani media to accomplish the goal that has been set forth of "bringing Pakistan to the rest of the world and to the rest of the world."

The decision that the media has made to play a part in society was analysed through the lens of human rights in the paragraph that came before this one. It is possible for the media to make use of the public purposes as a sort of road map in order to fulfil their obligation.

4.2.2 Why did Pakistani media choose to produce documentaries on human rights?

As a direct result of this decision, various media sources in Pakistan have started making films concerning various aspects of human rights.

When people were asked this question, they provided answers that spanned a broad spectrum of topics and perspectives. On the other hand, when each of the responses was carefully examined, it was discovered that they were all very equivalent to one another. The

interviewer started off by inquiring about the respondent's work as an investigative journalist in the first question that was posed. Because of the level of involvement, he had in this situation, he was the only individual about whom the investigation concentrated its efforts to learn more. In his response, he gave the impression that he had been working in the field of journalism for the better part of twenty years. 15 out of the total number of years that he has been alive have been spent with him participating in a variety of studies. Investigations were carried out in each and every region of the nation, starting in the northernmost part of the country and working our way southward. Concerned about powerful governments, affluent individuals, and huge corporations misusing their positions of power and breaching human rights. Throughout the course of his work, he has written a significant number of exposés that have been published. According to him, covert videography is one of the methods that has been utilised throughout all of these investigations. This is one of the ways that has been used. Covert recordings and leaked documents are both effective methods that can be used to advance the development of a programme. Despite this, the purpose of the leaked documents is not to encourage other people to engage in illegal activity. The story will culminate in a showdown between the protagonist and the secondary character or individual whose guilt has been established via the progression of events up until this point.

What the media thinks and believes

(Attitude of the Journalists)

Inadequate levels of concern or belief

Some of the reasons why journalists who report on human rights lack conviction and dedication include a lack of training and professional education, cynicism about rights issues and rights groups, and institutional, organisational, or budgetary restraints. Another reason is cynicism about rights issues and rights groups. According to both the monitoring of the media and the survey, more than seventy-five percent of journalists who write about issues pertaining to human rights do not believe that their work is necessary and do not wish to conduct investigations. They did not make any effort to explore concerns regarding human rights or to bring those concerns to the attention of the public. The excitement that the journalist has about the topic ultimately results in a comprehensive report, as shown in the summary of a three-column in-depth report that follows. (Lahore) The guy's son was

responsible for the man, his father, and two of his sisters being held captive for fifteen years. They were finally freed by the law enforcement officials. An elderly man by the name of BabuNazir Ahmed was one of them who passed away (Caplan, 2007).

In the home that their brother, QaisarMehmood, is said to have secured from the outside, a WAPDA worker and his two daughters, Riffat, 35, and Nighat, 27, resided. Riffat was the eldest and Nighat was the younger. According to Rescue 1122, Riffat was found after the lock of a room was broken in order to get access to the room. Riffat was concerned that he would be unable to escape because the door was locked from the inside. TanveerAlam Butt, a member of the CMIT and the political secretary to the chief minister of Punjab, told reporters that several residents told the team that the accused Qaisar had kept the three victims locked up in the residence for 15 years. TanveerAlam Butt is the political secretary to the chief minister of Punjab. Some locals claimed that Qaisar, a former employee of WAPDA, had locked his father and sisters in a room and mentally tormented them. This was alleged to have occurred in the past. In addition to this, he would not permit them to leave the house.

However, SharifaanBibi, an older woman who stated that she was the girls' paternal aunt, informed Dawn that Qaisar had not imprisoned the girls. SharifaanBibi claimed that she was the girls' paternal aunt. She said that his one and only mistake was that he did not arrange weddings for either himself or his sisters. It was assumed that the victims were in too much pain to communicate with either the media or the paramedics because they were wearing offensive-smelling clothing. According to MPA Kiran Dar, who assisted in the release of the children and their father, some villagers had discussed the possibility of organising a gathering in order to tell authorities and the media that the children and their father were being held captive (Arat, 2006).

According to SP Faisal Ali Raja of the Saddar division, the medical records of the three fatalities will reveal what happened, if anything did, if there was anything that happened. On the other hand, it can be challenging to comprehend the level of concern that people have and the conviction with which they hold their beliefs. For instance, RaufKlasra is a journalist who wrote extensively on how five women were buried alive in Baluchistan, despite the dangers and difficulties that were there. The pressure that he was putting himself through while studying and writing about the event is demonstrated by the following sentence, which is taken from one of his pieces:

The police inspector general, known as IG Nawaz, was intimidating and said exactly what he believed. At one point, he made light of the situation by joking, "I have to know that you, Mr. Klasra, are the new champion of women's rights in Pakistan" (Burton, 2005).

Indifference

There was a lack of concern for human rights issues and violations among journalists, particularly those working in the Urdu media. A little less than half of the news and reports that people viewed had no investigation to back them up. There was nothing else that could be gleaned from the news stories except from the events that were taking place. The Urdu media frequently relied on reports from human rights organisations or translations from the English media because they did not conduct sufficient investigation or care enough about their articles. This was because the Urdu media did not conduct sufficient investigation or care enough about their articles. Even articles covering an entire page in length that were devoted to discussing human rights issues in Urdu media lacked significant research and analysis.

On September 8, a 150-word introduction to an article in Urdu about how Baluchistan abuses the rights of women was published by a publication in that language. A report written by the Asian Human Rights Commission used almost a thousand pages to describe the burial of five women who were still alive at the time. This consisted of a statement from the head of police in Baluchistan, which was 300 words long, a statement from the divisional inspector-general (DIG) of police, which was 500 words long, a statement from Sadiq Umrani, a Baluchistan Assembly member from Naseerabad, which was 250 words long, and a statement from the deputy chairman of the Senate. ¹⁴ The topic of human rights was discussed in a variety of articles written in both English and Urdu, which received a lot of attention. These articles were either summaries of significant events or copies of press announcements or reports from non-governmental organisations. Both types of articles were published (Burns, 2010).

Scepticism

When writing on circumstances involving human rights, journalists usually find themselves in a perplexing position due to the fact that different people have varying accounts of what took place. According to Zafarullah, who has worked as a journalist for a considerable amount of time, it is standard practise for journalists who cover issues related to human rights

to be required to put together different stories that do not make sense. The religion, customs, and culture of Pakistan have always been a conglomeration of different elements. In addition, many journalists held a negative view of human rights organisations, as they were under the impression that these groups were part of a Western effort to undermine Islam. When asked about their opinions on the training sessions offered by human rights organisations, several individuals expressed scepticism regarding the plans those organisations had in place. "Each and every NGO has its own set of goals. According to a journalist, the sole purpose of these gatherings is to give her the opportunity to make the acquaintance of new people. Some of the narratives provided a more elucidating response to this topic than others. These are some snippets from the news stories that were recently published (Clark, 2008).

More than seventy percent of Pakistan's population is forced to live in abject poverty due to the country's status as a developing nation. As the overall crime rate in the country climbs, an increasing number of children are sexually abused. It is now very challenging to protect the children and give them a safe environment in which they can develop. This makes it more difficult than ever before. One survey estimates that over 3.3 million children in Pakistan are working in jobs intended for adults. A recent meeting held in which a working group participated led to the discovery that more than 2 million youngsters have been sexually abused. Due to the fact that the vast majority of people in the NWFP adhere to various religious tenets, they typically do not alert anyone about events of this nature. The election of Pervez Musharraf as president and his use of the term "enlightened moderation" led to the establishment of a number of non-governmental organisations (NGOs) whose mission was to advocate for the rights of children, in particular in the NWFP. Under the guise of advancing the rights of women and children, national and international donors gave substantial sums of money to the non-governmental organisations (NGOs) in question. After conducting a thorough investigation, the government ought to take action against these NGOs and demand that they refund the money that they gave to charitable organisations.

ii) At the beginning of January month, Human Rights Watch (HRW) sent a letter to the then Prime Minister YousafRazaGilani in which they emphasised how essential it is to do away with the death sentence. Even though it is reasonable to question whether or not murder is a human act, the majority of non-governmental organisations (NGOs) in Pakistan argue that the death penalty is cruel. However, it is also reasonable to question whether or not murder is a human act. As a direct consequence of this choice, terrorists will act with greater audacity (to

commute the death penalty to life in prison). This judgement will help terrorists both here in the United States and around the world (Caplan, 2007).

The next news item, which is a two-column news item based on a similar "hint," is published in its full for the purpose of demonstrating how little information it offers on the occurrence and how poorly it is worded. Three further women are said to have been "buried alive" in Naseerabad, according to BaseerNaveed, who works for the organisation Asian Human Rights. The public will not be made aware of the identities of these women, according to the spokesperson. Allegedly, they were "buried alive" as a form of protest against the Naseerabad community's decision to bury three ladies while they were still alive (Branigan, 2011).

It would appear that the electronic media are eager to transmit the news, and this is the case even before the most important details are known. Information is added after interviews with local reporters, members of the police force, and other sources have been conducted by the media. When people are talking about topics related to human rights, they almost never ask questions. We are only aware of the nature of the event, the location in which it will take place, and the time at which it will occur. This kind of reporting, and frequently even analysis, is prevalent not only in the print media but also in specialised television programmes like talk shows.

4.2.3 Analysis

The capacity of journalists, and especially human rights journalists, to comprehend human rights norms is an essential component of human rights journalism. Comparison of human rights journalism and traditional journalism, journalism that focuses on human rights has a significant need for this competence. According to the International Consortium of Human Rights Reporters (ICHRP, 2002), the structure of an organisation and the career path of a reporter both have the potential to influence the amount of human rights coverage that is provided by an organisation. Specifically, the amount of coverage that is provided by an organisation can range from minimal to extensive.

It is believed that a tip received from an individual who wished to remain anonymous was the reason for initiating an investigation into human rights problems in Pakistan. There is a responsibility on the part of journalists who care about human rights to check the accuracy of

any and all information they receive, irrespective of the source of that information. Burns is the one who brings to our attention (2002:39) that the media tip-off was well-established and validated, and he does so in this passage.

The very first thing that needs to be done is to determine whether or not a tip is reliable, as well as whether or not the event in question actually took place.... this should be done as soon as possible.

The article will have a higher level of credibility after it has been published, and this will be the case regardless of whether or not it contains accurate information and has not been altered in any way.

After learning that people are concerned about issues such as child trafficking and child labour, the ARY came to the conclusion that it would be beneficial to produce videos that draw attention to these problems. The fact that ARY has a public mission makes it easier for journalists to undertake research on the topics that are discussed in these documentaries, which in turn facilitates the production of these films. In addition to that, it is probable that this is the result of the attempts that the ARY has made to maintain positive public relations. It's probable that the journalists were able to more easily get funding for their documentary projects as a direct result of Public Purpose's mission to bring the outside world inside Pakistan.

4.2.4 Challenges encountered during the production of the documentaries

It seemed as though those who were interviewed catered their responses to their own particular experiences. One source claims that Pakistani and ARY guidelines control the practise of covert filming. He stated that "privacy proof" was necessary in order to record someone in a covert manner. Concerning the issue of people who sell drugs, he provided the illustration of a person who uses illegal substances, makes contact with people who sell drugs, and then secretly films the suspect in order to collect evidence that cannot be refuted regarding the suspect's participation in the distribution of illegal substances. The difficulty lies in the fact that it takes a very long time to complete. He suggested that having the appropriate individual pose a particular query was necessary in order to make one's argument more convincing in that circumstance. One of his threats was to be beaten up by a mob while he was covertly taping an investigation into fixing. The second person who was interviewed

asserts that they were required to pay a fine before being allowed to continue their journey on the road after being pulled over by the police and having their vehicle searched. When the locals found out that the team was investigating possible violations of human rights in several of the villages in which they lived, they reacted very negatively, on average. There is no assurance that everything will be communicated to everyone who needs to see it. Due to the fact that it was created exclusively for Pakistani television, it can only be broadcast in that country, and only if other channels pay for the rights to do so."

4.2.5 Analysis

It takes a long time to investigate human rights violations thoroughly, as the interviewee noted. This is a difficult undertaking. Audiences outside of Pakistan can only watch the documentaries if they are paid for by other television networks, according to a final interviewer. Human rights coverage and distribution to the general public are hindered by this more because of the financial constraints.

4.2.6 Why were the documentaries successful?

One of those who was interviewed stated that money and media freedom were the keys to its success. According to him, one of the most important characteristics of the media is its independence. In addition, "the media is willing to spend a considerable amount of money on stories like that in order to expose them; if we didn't, many television firms would be unable to do so," says the author. This demonstrates that the media acknowledges the value of the investment."

The second responder agreed with the first respondent and pointed out that the videos were well-funded because the ARY put a significant amount of money and effort into producing them. In addition to that, he tossed in a little bit of luck.

According to the comments made by the third respondent, which are as follows:

The reactions of viewers, on the whole, tended to be quite powerful and passionate in response to these documentaries. There were other possibilities than doing what was right or wrong. He believed that his victims were in danger of starving to death, and as a result, he forced them to labour for him.

4.2.7 Analysis

According to research conducted in 1999 by the International Federation of Journalists (IFJ), editorial freedom is an essential component for the production of high-quality journalism in both public and private media organisations. According to Keel and Wyss (2008), in order for the media to play a peaceful role in society, media freedom and independence are required. However, this freedom does not preclude the need for some form of media control in order to prevent the abuse of power, encourage diversity, or protect minors. Because the group is able to keep its activities going thanks to the consistent fundraising efforts that it puts forth, it was in a position to be able to sponsor the films as well. As a result, this falls in keeping with the declared goal of exposing violations of human rights that the Sar-e-am has. Aside from simple good fortune, the achievements of the films may be attributed in great part to the financial support they obtained and the level of creative control they preserved throughout the production process. A significant financial commitment is required in order to fund investigations into violations of human rights or to promote awareness of such violations through the media. It can be challenging for smaller media sources, especially those that focus on publicising human rights violations, to effectively promote human rights.

4.2.8 Approaching the documentaries as a human rights story

A follow-up question regarding the documentary process was asked as part of an inquiry that was conducted as a follow-up. The information that "people don't like viewing human rights stories" was imparted to him in the course of a casual conversation that took place prior to the interview. He is of the opinion that narratives concerning human rights and immigration receive insufficient attention. He went on to say that although the number of people watching is of no consequence, the significance and impact of disclosing that particular activity must be taken into consideration. He said this after he had previously stated that the number of people watching is unimportant. He went on to say,"

The fact that this programme was so popular on television was due to the fact that it focused on a type of food that almost everyone eats, which means that we all have a connection to it. For instance, few people would be interested in human rights stories about copper mining because they believe we have no connection to it. However, this one caught my attention

because it involved chocolate, which is something that nearly everyone consumes on a daily basis.

People don't refer to a story as being good human rights story because the term "human rights" is uninteresting, he claims. This desire to uncover the truth about a few crucial themes led to the idea to tell the stories. If consumers learned how their chocolate was manufactured, they might be willing to pay a little extra to help those who are in need ", he insisted on stating.

To be clear, I don't find it boring, but I don't see how it helps us sell our narrative either. People may say things like, "That doesn't sound like the kind of programme that will brighten your spirits and better your life," when you say something like, "Tonight on television, we'll show you some human rights abuses." However, if you pretend it's a show on the process of making your chocolate, it can pique the curiosity of others. The most of us, if not all of us, regularly partake of this exquisite treat...

According to the second interviewee, some of the subjects that are covered in the documentary include protecting human rights, promoting free trade, and ensuring that firms do not engage in the unethical practise of employing children. He emphasised the significance of issues pertaining to human rights. The following comment was made by him, which appeared to be an attempt to bring awareness to the issue of the exploitation of child labour:

Even though I am not familiar with the Pakistani clause, coverage will be provided for children.

It is important to recognise that some families have the expectation that their children will have jobs. In spite of the fact that it may appear to be self-evident, the fact is that it is the only method for some individuals to make a living in such lonely locations...

As an example, he used the story of two children whose father forced them to work rather than send them to school since the father was unable to afford to pay for the children's education.

4.2.9 Analysis

It has Human rights issues do not perform well in "readers surveys" (ICHRP, 2002:17-50), and media attention is sparse; even when it is, media watchers (who prefer thrilling dramatic

happenings;(Uscinki, 2009 in chapter 2, 2.4) are oblivious of the relevance of human rights issues. According to the person who was interviewed, a recent survey found that the majority of people don't find it interesting to learn about human rights on the television since they don't find it relevant to their lives. One of the explanations that was provided for their lack of interest included this one (Wolfermann, 2010). Journalists have the ability to pique the interest of the public; regardless of how uninterested the general audience may be in programming relating to human rights, because journalists have the ability to catch the people's attention. The fact that the Pakistani journalist was able to connect the viewers of the documentary with the rights of the victims was a contributing factor in the excellent reaction that the video received in countries all over the world. According to Ovsiovitich (1993), the term "subject" is not applied to human rights nearly as frequently as it should be in the media. Something like this is hardly ever mentioned in the news headlines (see chapter 2, 2.9). According to Burns (2002: 37), journalists are obligated to "predict the public reaction to the matter that they are reporting on," especially in editorial letters to the editor. Discuss whether or whether the audience has grown tired of a topic, and if they have, offer suggestions as to how they can reignite their interest in the subject matter."

4.2.10 The role of the media in improving human rights situations in general

The following is a list of the various roles that the media can play in promoting and protecting human rights:

(We made sure to ask each of the five individuals who were in charge of conducting the interviews the exact identical question.) This is a consequence of the importance that was placed on the reason for conducting the research. The first respondent is of the opinion that it is not in the best interest of the companies to investigate how their labour is mistreated or treated too closely. They believe this because it would not serve the companies' best interests. The second respondent shares this viewpoint, which he or she finds compelling. He believes that the police, government, and corporations will not investigate the subject because it is embarrassing to them, and that no one else will reveal child labour abuses if the media does not do so. He also believes that the media will not investigate the subject because it is embarrassing to them. He is also of the opinion that the media will not do an investigation into the matter since it would be embarrassing for them to do so. Concerning the part that the

media plays in the investigation of human rights violations such as these, he stated that the media is policing some of the effects that have been brought about by globalisation that no one else is, and that because there is no global police force to investigate this, it is the primary responsibility of journalists to do real service to individuals and help them improve their lives. He also stated that the media is policing some of the effects that have been brought about by globalisation that no one else is. He also stated that the media is policing some of the effects that have been brought about by globalisation when no one else is doing so. According to him, a young girl and her mother had been reunited, and he mentioned an informal interaction he had had with workers in the business as evidence that the industry "had started to develop its processes on how to manage persons on the ground." "As soon as I finish this sentence, I'm going to turn on the television and find out what's going on."

In the process of bringing about change, the media unquestionably has a role to play, as stated by the second individual who was asked to participate in the interview. He stated, "I've talked to a lot of Pakistani monarchs over the years." To which he responds, "It's good because it should attract attention to what is truly occurring," to which I respond, "It is wonderful because it should call attention to what is truly occurring." He continued by stating that people had no idea what was going on and that "many said they didn't know and were going to stop it." Because of this, it ended up being a smart course of action. "People who watched the show have been in touch with us, which is wonderful because it gives us a feeling of validation for what we did on the show. As he wailed, "I can't believe that the programme is over!," he was so overjoyed that he couldn't contain his pleasure. This is not the kind of thing that happens on a typical basis at all. The following was stated by an interviewer who was writing on the role of the media, and more specifically the ARY for the third time:

When it comes to reporting on current events and the news in general, Pakistani media sources have, in my opinion, earned a great reputation for objectivity, fairness, and balance in their coverage of the news. This is the only weapon in our possession. By putting light on injustice and providing individuals with the information they need to respond appropriately, we can give people the power to make their own decisions about how to respond to hardship and provide them the freedom to do so on their own terms. Because it is not our duty to alter the course of history, there is no need for us to make such an effort. It is our duty to bring to the attention of the general public any situations in which people, organisations, or governments are found to be in violation of the law. The following steps will be determined by the actions of other people.

The following interviewee is of the opinion that the media is an important part of all civilizations because it not only serves as an important source of information for all people but also plays an important function in all civilizations. He is of the opinion that the media play an essential role in the development of all civilizations. According to her, the major aspect that creates the specific role that a media outlet plays in the advancement of human rights is the country in where the outlet's headquarters are located. The fact that Vietnam is situated in Southeast Asia provided the foundation for her choice to use that country as an example of a communist society that imposes limitations on the freedom of the press. Because of this, there have been violations of human rights, and people's freedom to freely express themselves has been stifled as a result of the limits that have been imposed on it. She used Sweden as an example of a country where many women had been murdered or beaten as an illustration of how the media may help in the advancement of human rights. She used Sweden as an example because Sweden is a country where many women have been murdered or beaten. The public was made more aware of the problem thanks to the contributions of the media, which reported on the occurrences in question. The vast majority of people in Sweden have progressed to the point where they have achieved a level of comprehension on the matter that is both solid and complete.

"Reporting and informing" is what the media are supposed to be doing, according to the fifth respondent. When something is brought to the attention of the public through the reporting of the media, it frequently sheds light on the subject to which it relates. According to his point of view, the media should stay away from political campaigns as well as reporting on political issues. People can benefit from the assistance that TV crews provide, but the standard in the industry is for them to refrain from getting involved because doing so would be detrimental to their reputation. People can benefit from the assistance that TV crews provide. He suggested that getting involved in an issue could be harmful to one's reputation and that the media should instead give their stories to non-profit organisations and other organisations rather than campaigning for their causes themselves. He also suggested that the media should give their stories to other organisations.

4.2.11 Analysis

According to the findings of the third interview, the respondent stated that "It is not our job to develop or drive change." Everyone who violates the law, whether it be an individual, an institution, or even a nation, should be held responsible for their acts. The events that take

place after this one will be decided by other people "erroneously believed that the first step in "instigating change" was simply bringing the attention of the general public to violations of the law committed by individuals or governments; this notion was inaccurate. There is no such thing as a random occurrence, and even the smallest change can set the gears in motion for a more significant change. There is no such thing as a random occurrence.

According to the sixth interviewee, the involvement of the media in activities that are related to human rights taints the media's reputation in the eyes of the general population. It is possible that just reporting on violations of human rights may be considered a sort of campaign; however, the breadth and approach of the campaign could assist to separate it from other types. Investigations into abuses of human rights can be carried out by any news organisation in any region of the world, provided that the organisation is willing to commit a sufficient amount of time and/or resources to the endeavour. Regardless of how much time and money are required to produce the videos, the fact that they have helped such a large number of people get back on their feet in no way tarnishes the reputation of the organisation that produces them. This is true despite the fact that so many people have benefited from watching them. Instead, we should be putting more of a focus on the role that the media plays in the protection and promotion of human rights. Take into mind the fact that the Pakistani media creates the idea that it cares about the predicament of those who are at a disadvantage.

In spite of the fact that the initial reaction was to confine the "globalisation police" to the realm of the media only, there is a pervasive sense of uneasiness about the effects that globalisation will have on human rights. This is because globalisation will have a greater impact on people all over the world. Due to the (bad) effects of globalisation, the media has a responsibility to function as a police force, and Freeman's thesis that "human rights campaigners should be cautious in denouncing globalisation" provides support for this position (2002:173). This could be owing to the fact that a significant number of authors have, in their writing, provided reasons both in support of and in opposition to the idea of globalisation. An investigation came to the conclusion that while globalisation has had a positive effect on human rights in some countries, it has had the opposite effect in other nations. This was stated in the report's findings.

There are a few concepts that keep coming up that are developing as a result of the comments made regarding the function of the media in the protection and promotion of human rights. Finding answers to long-concealed concerns was mentioned as a top choice for reporting on

current events by three of the persons who were asked their opinions. This illustrates that the media plays an essential part in bringing matters pertaining to human rights to the attention of the general people. According to the statement made by the International Federation of Journalists in 2019, "Awareness is the key to the accomplishment of rights." As citizens, everyone of us ought to be able to look back on our lives and be able to do so with a sense of fulfilment and pride in what we have accomplished. It is the job of the media to report such acts of tolerance, peace, and respect to human rights whenever they take place. In a world that is plagued by conflict and death, there is more than just gloomy facts to be found."

4.3 Findings from the documentaries

4.3.1 Synopsis of the documentaries- ‘Sar e Aam’

The narrative of the documentary with the title "Sar e Aam" can be summarised as follows:

In this section, the documentaries are dissected into the component elements that make up the whole. There is a wide range of human rights-related topics that are investigated and talked about in this documentary. This is done in order to have a better understanding of the participants in the human rights movement and how documentary filmmakers portray them.

When conducting research on the subject of violations of human rights in Pakistan, you have the option of seeing either of two documentaries. The narrator of the documentary states that there are a significant number of children who are unable to attend school because they are required to work in order to provide for their family. This circumstance prevents these children from receiving an education. This article makes reference to both the CRC and the ILO Convention 182 on multiple occasions (Convention on the Rights of the Child). Due to the fact that their native communities do not provide them with the essentials, children from different parts of Pakistan are subjected to human trafficking and forced into labour as slaves. The responses of several of the mothers who were asked about their experiences during the interviews indicated that they did not have any other choice but to send their children to work. Others insist that they were unaware of their children's involvement in human trafficking until it was too late and that they did not find out until it was too late.

The team assisted in the apprehension and handing over to the appropriate authorities of certain men who were involved in the trafficking of children and other men who were

employing children as child labour. People who are caught breaking the law have been warned by the police that they will be prosecuted for their crimes. The police have warned people who are caught breaking the law that they will be prosecuted. People who are caught breaking the law have been given a warning by the police that they will be prosecuted for their actions.

4.3.2 The media as rights holders

The documentaries portray the media as active participants in the movement toward the expansion of civil and political rights. In the form of documentaries, the media is regarded to be exercising the constitutionally guaranteed right to freedom of expression that it possesses through the medium of film.

According to what has been demonstrated up to this point, the right to freedom of the press grants the media the autonomy to choose the format of their broadcasts as well as the method that is most suitable for reporting on each given topic (Jacobsen, 2008). It is possible that the media made the decision to either broadcast a short news report about the abuse or an entirely different programme depicting horrible violations of human rights. Both of these options are possible. Both of these choices are good alternatives to consider. In its place, it placed an emphasis on the challenges that are encountered by persons who work in dangerous settings. The phenomenon in which people are more aware of events taking place in remote locations all over the world is referred to as "global media reach." According to Wasserman (2009: 23), there may be a connection between the advancements in technology and the growth of what is known as "global media reach," which is the phenomenon in which people are more aware of the events.

4.3.3 Victims as rights holders

In the documentaries, they are portrayed as helpless victims of violations of human rights who require assistance. According to their recollections, the documentary's narrators have come to the conclusion that some youths were victims of human trafficking and were forced to work as labourers. They did not receive any kind of payment for their participation. In the event that this occurred, the pay was handed to a member of the immediate family. Documentaries assert that the illegal trade in people is a serious violation of international law and should be strictly forbidden. The ILO Convention makes it explicitly illegal for employers to subject children to work that endangers their health, safety, or morals in any

way, including the use of potentially harmful tools. Interfering with the education of a student is also against the regulations of the institution where the student is enrolled. A collection of children ranging in age from seven to fourteen. They are armed with lethal machetes and subjected to economic harassment because they are not compensated for their work. The plight of these young people appears to be made worse by structural poverty given that it is believed that the youngsters come from low-income neighbourhoods that do not have access to basic amenities such as running water, power, and adequate sanitation. To put it another way, violations of their human rights have occurred on multiple occasions, which has led to the current situation.

Typical scenarios involve kidnapping and brutally abusing children before selling them to prostitution rings in neighbouring cities. In several cases of domestic violence, victims, including children and women, were killed by blunt force trauma.

4.3.4 The media as duty bearers

In order to fulfil their role as watchdogs, the media are required to:

Documentaries about violations of human rights have been produced by members of the media thanks to the freedom that they have to express themselves. The media's list of public aims did not include respect for human rights in any way, shape, or form. This book gives the reader access to a wide variety of factual data in order to aid the reader's progress toward acquiring their "core literacies." The obligation of the corporation does not extend to the area of human rights, which is not one of the company's corporate responsibilities. It is possible that the organization's goal included a deeply ingrained belief that the position of the media as an advocate for human rights, as demonstrated through documentaries, was an essential part of what they were trying to accomplish. If this is the case, it is possible that the organization's goal included the following:

4.3.5 States as duty bearers

The responsibilities of the States, in their roles as trustees, with regard to the following:

In spite of the fact that Pakistan and a number of other international legal treaties make it illegal to violate human rights, governments have not been able to control the activities of

those who engage in such violations. If the governments of these countries had carried out their responsibilities to provide proper healthcare for the people who reside in their countries, the living circumstances in these countries would not be nearly as bad as they currently are.

Quality of Human Rights Reporting

The field of human rights is currently experiencing a wave of optimistic developments. The quality of human rights reporting in print media has suffered as a result of several factors, including a lack of training and threat management, pressure from both inside and outside the industry, and constraints placed on journalists. Even though the journalists who were polled stated that they obtain information about human rights issues from a variety of sources, there is still debate regarding how useful these sources are in a reporting environment in which journalists are at risk. As a consequence of this, the news stories and reports are not of very high quality.

Sixty-five percent of the people who participated in the survey or someone in their immediate family has been negatively affected by a violation of human rights. However, just 29% of these occurrences were documented, and 71% of them were not covered by the media in any way. When asked why there hasn't been more coverage, 38% of journalists said it's because they couldn't reach the victims or their relatives in rural places due to the nature of the incident. 36 percent of respondents indicated that it was because the victims don't care if their problems are publicised, whilst 26 percent claimed that it was because of other reasons. Reporting in Pakistan is said to be of a much inferior quality compared to reporting in other countries, according to seasoned journalists and human rights experts. This is due to the fact that journalists in Pakistan frequently report incorrect information regarding violations of human rights. They obtain their information from sources other than those who committed the violations, which results in them reporting incorrect information. Investigative journalism and a fair presentation of both sides of an issue are still uncommon in the Urdu media. However, things are getting better because the media do not have as much freedom as they used to. This is one reason why things are getting better.

According to Shaista, the news discussing human rights in Pakistan is distinct from the news regarding human rights in other nations since it focuses mostly on negative elements of the topic. Additionally, the media in developed countries enjoys a significant amount of freedom,

in contrast to the media in Pakistan, which does not. The lack of quality reporting can also be partially attributed to this.

Range and Authenticity of Sources

During the course of the monitoring of the media, it came to light that the vast majority of the printed news and pieces concerning concerns pertaining to human rights emanated from sources who wished to remain anonymous. In addition to this, there were great deals of by-line reports³² that cited anonymous sources but did not identify the writers. Reporters from local news outlets were the electronic media's primary source of information regarding human rights news and stories. The following is a list of resources that journalists use to educate themselves on human rights concerns and report on those topics:

- The people in charge (Police)
- Press briefings and releases of press statements
- Publications made by organisations that focus on human rights
- Remarks made by those who were neither victims nor offenders, such as politicians, law enforcement agents, municipal officials, journalists, and commentators;
- Sources that cannot be disclosed for legal reasons (Anonymous sources)

Due to the fact that they are perpetrated by the police, violations of people's rights are frequently reported in the news. Nearly one quarter of the news articles and reports used press conferences and public addresses as their primary source of information. It turned out that the use of electronic media to communicate with the victims and their families, as well as to broadcast interviews with the victims themselves, was the most effective course of action. People thought that the English media was more reliable in terms of where they obtained their material and how they conducted their investigations. This was especially true regarding the English media (Caplan, 2007).

Conclusion

People are influenced by what is reported in the news on human rights; nevertheless, human rights issues in Pakistan are not covered very thoroughly in Pakistani media. Journalists typically do not receive the education or experience necessary to research and report on issues pertaining to human rights. Only a small portion of journalists have a genuine interest in protecting human rights. The vast majority of them either do not care about rights or view them with scepticism. Since English journalists are not expected to work in numerous disciplines, and their audience is more aware of human rights issues, the English media provides a superior arena for reporting on these issues. The Urdu media places a high premium on sensationalism, which can be defined as the reporting of a story without conducting any research or revealing any personal prejudice. Concerns are rarely addressed in a manner that is fair the vast majority of the time.

Journalists need access to a variety of technologies that are not routinely made available to them so that they can carry out their duties of research and investigation. Different societal, political, and religious standards make it difficult to provide accurate reporting on human rights issues. Reporters based in major metropolitan areas often have a tough time travelling to rural areas, where human rights crimes are frequently committed. When reporting on these events, reporters and journalists from the local media only see abuses of human rights from one point of view. Even the electronic media gets their news and information about current events from local journalists, many of whom do not have the expertise necessary to undertake in-depth investigations.

CHAPTER 5. Conclusion and Recommendations

5.1 Conclusion

Investigating the role that the media plays in the protection and promotion of human rights was our primary objective in this study. In order to achieve this objective, an investigation into the making of the documentary Sar-e-am was carried out. The documentaries shed light on a diverse range of issues relating to violations of human rights. Researchers set out with the intention of figuring out what motivates media outlets in Pakistan to produce films advocating for human rights. In addition to this, it conducted research on the methods that are utilised in the production of documentary films in order to further the cause of human rights.

Concerns regarding human rights that are brought up in the media are important to people, yet there is not a lot of in-depth reporting on these topics in Pakistan. There is a dearth of knowledge and training among journalists, which makes it difficult for them to investigate and report on issues related to human rights. Concerns of human rights are covered by a relatively small fraction of journalists. The rest of them either don't care or aren't sure what to think about these kinds of things. The setting isn't exactly terrible by any means.

Better coverage of human rights issues can be found in English-language media outlets that have an educated public and journalists who are not required to do more than one job. The Urdu media has a significant emphasis on sensationalism, which may be defined as the practise of conveying a narrative without performing research or maintaining an objective stance. The vast majority of individuals do not handle circumstances in an objective and balanced manner.

Reporting that is based on research and investigations takes a significant amount of time and money, yet journalists don't understand this. Reporting on issues pertaining to human rights is subject to a variety of societal, political, and religious constraints. It is challenging for journalists to work in rural areas where human rights are routinely abused when they are required to travel there from large cities. The truth about violations of human rights is revealed by reporters and reporters from the region who are covering these occurrences. Even the electronic media derives its news and details from local journalists, many of whom do not have the training necessary to conduct in-depth investigations (Burton, 2005).

There has been a lot of discussion about how the media can help advance human rights by fostering democracy, which is seen as a precondition for doing so by academics studying relevant literature. This topic has received a lot of attention recently. There has been a great deal of conversation about the matter at hand. The intimate connection that exists between politics and the media results in the formation of a potent synergy between the two. In spite of the fact that the media helps to protect and advance human rights, there are numerous instances in which media organisations have violated human rights. This is despite the fact that the media does play a role in protecting and advancing human rights. This is a feature of the media that can be considered to be positive. Because of the nature of the research questions, a qualitative strategy was selected as the method of investigation for the study. There were a total of five different people who were interviewed, and each of those individuals gave their responses to the questions that were asked of them throughout the interviews. Ethnographic Content Analysis was used on the video footage in order to uncover issues of human rights that were brought up in the interviews. This was done in order to find out what was discussed in the interviews (ECA).

If one places any stock in the numbers that have been gleaned from interviews and movies, then it should come as no surprise that the media does have an effect. The reactions of people who work in the media make it quite evident that the documentary did have an impact. One of the participants indicated, in direct response to the broadcast, that the authorities "had begun to tighten their instructions on how to control folks on the ground." It is possible that they did so because they anticipated that the documentary would have a significant influence on people. Alternatively, they may have done so for another reason. It is time for journalists to take an active role in the advancement of human rights by reporting on breaches of human rights and educating the general public.

The success of the documentary is not the primary focus of the aims of this particular study. It is currently common practise for media outlets in Pakistan to take an active part in inquiries into violations of human rights, contributing both financial and human resources to the cause. These channels are no longer content to merely reflect society; rather, they are now actively involved in inquiries of human rights. The media journalists made the decision to capture the films after receiving information from a source, but the primary reason was the organization's public purpose, which could also be seen as the organization's action plan. The journalists'

decision to record the clips was ultimately influenced by the tip. As a direct result of this, journalists located throughout the entirety of Pakistan were in a position to recognise instances of violations of human rights. The utilisation of the essential procedures in documentary production is also congruent with the declared goal of the media, which is to "enrich the lives of people via programming that informs, educates, and entertains." This objective is consistent with the utilisation of the essential procedures in documentary production. The Pakistani media came to the conclusion that it would be beneficial to the country's population as a whole to produce these films since they were in keeping with the nations officially declared goals for the general populace.

It is abundantly obvious that the media is of the opinion that because there are more duty bearers, a bigger number of people should be concerned about the development of human rights and should participate in it. In the documentary, an analysis of the development of documentaries is presented, and one of the conclusions that can be drawn from that analysis is that journalism that takes an inclusive approach to reporting helps improve human rights. If the videos had focused exclusively on putting a halt to the employment of children in hazardous jobs, then governments would have been the only ones accountable for putting an end to violations of human rights. From a legal point of view, this would have been the appropriate response. The documentary makes use of a strategy that is referred to as "many duty bearers" to draw attention to the idea that everyone is accountable for some things.

The media's participation in the genocide of Shia people is evidence that it is both a supporter of human rights and a perpetrator of crimes against human rights. This is the case due to the media's role in the genocide. This is illustrated by the fact that it reports on infringements of human rights. Over the course of a number of years, the question of whether or not the media ought to be included in the process of expanding human rights has been the topic of a great deal of debate. Even if there is a possibility that there are some negative effects, it would appear that the positive impact of the media far outweighs any potential drawbacks. This is because the positive impact of the media has far more of an impact than the potential drawbacks. The production of films about violations of human rights is evidence that the media will continue to play a significant role in the advocacy for human rights. This is evidenced by the fact that the media produces these films. This is due to the fact that the

media play an indispensable role in the birth and development of democracies. Individuals who have had their human rights violated may potentially benefit from increased public awareness of human rights and of human rights abuses.

Limitations of the Study

After performing an in-depth content analysis on all of the information obtained during the course of the investigation, the researcher arrived at the following findings:

- Although journalists have started covering or reporting on human rights in new locations, they continue to discuss an inadequate number of human rights topics.
- In the mainstream media, abuses of human rights that occur in rural communities receive very little attention. People continue to hold the misconception that human rights are primarily concerned with political and civil rights, and the print media completely ignores the significance of economic, cultural, and social rights when it comes to issues pertaining to the economy, such as poverty and social and economic discrimination.
- It can be challenging to understand and make sense of material pertaining to human rights when it is presented in print media.
- Contrary to popular belief, the revelations that human rights violations and standards have been violated have less of an impact on the general population. Human rights violations and standards have been well documented.
- Because they do not pay attention to the relevant legal and policy ramifications, the print media misses out on many human rights stories. They frequently do not have a sufficient awareness of human rights and how those rights relate to the news that they cover. These shortcomings bring into question the journalistic integrity of the news and make it more challenging to provide information that is frequently vital.
- It is challenging for the print media to report truthfully and consistently on human rights issues due to the small number of people who own the majority of news networks (and other concerns). Traditional "news" and "business news" outlets have merged to establish massive multi-media conglomerates, some of which also include outlets geared more towards entertainment. Because of this, the bulk of news

organisations place an emphasis on both educational entertainment and entertaining instructional content.

- During the time period under consideration, there was no coverage of issues pertaining to human rights in any specialised print media pages. The coverage of human rights in electronic media is more comprehensive than that in print media. Because there are so many educated people living in England, the English press is afforded a great degree of leeway when it comes to writing about human rights issues from the media' own unique points of view. Urdu print media are under constant pressure from society with regard to the language they use, regardless of what is reported.
- Despite the fact that reporting on human rights is not yet a specialised subject, it was discovered that reporters working for English newspapers had a greater understanding of human rights than reporters working for Urdu newspapers.
- Concerns pertaining to human rights are rarely given the kind of in-depth coverage that they deserve in Pakistani newspapers.
- There hasn't been much in the way of an objective and serious assessment of the difficulties. Journalists need to be made aware of their rights in order for them to be able to report on the topic.
- There must be a greater variety of educational options available to reporters and journalists in the field of international human rights legislation. The most efficient approach to accomplishing this objective is to make use of a variety of programmes that are designed to raise awareness, such as human rights classes and workshops.
- It is imperative that specialised training programmes for journalists working for media organisations and non-governmental organisations be developed (NGOs). The editorial reports, edits, and handbooks that are used to assist journalists in comprehending the terminology associated with human rights and to encourage them to act responsibly when covering matters related to human rights are regularly updated.
- It is time for the government to stop interfering with the work of journalists and to eliminate any barriers that stand in the way of a free press. It should be obligatory for government spokesmen to offer accurate and up-to-date information regarding the government's human rights commitments to the media.

- Investigative and reporting tools should be made available to the media instead of providing the media with information and statistics regarding violations of human rights.
- When reporting on violations of human rights, media organisations should not be influenced by the political or financial goals of their sponsors.

Treatment of Human Rights Issues

News Items and Reports

Current events are frequently covered by Pakistan's electronic media outlets. It makes the topic sound more interesting rather than emphasising the significance of the issue for human rights. The frightening nature of the news headlines in Urdu is heightened in comparison to those in English. Even if it goes against core human rights principles and the constitution of the state, their primary concern is police violence, government laxity, a journalist's opinion in a religious, political, or social context, or a person's expression or opinion.

The content that is occasionally published or transmitted by the media has the potential to violate the rights of certain individuals. As a direct consequence of a remark made by a prominent television network in 2008, the lives of three members of the Qadiyani community were taken by assassins.

The monitoring of the media also demonstrated that it may be difficult to see the facts due to the journalistic bias that exists.

This emotion was not only commonly stated inside the news items themselves, but it also made occasional appearances within the headlines of such pieces.

Editorials and other items published in newspapers and magazines

Journals published in both English and Urdu generated 21 articles and 7 editorials on the subject of human rights between July and October of 2008.

The majority of these articles concentrated their attention on one particular breach of human rights. In the articles that dealt with these subjects, human rights were mentioned just in passing. Concerned about human rights, the vast majority of them voiced their criticism of Pakistan's government, politics, feudalism, tribal traditions, religion, and the country's overall social and cultural structure.

There were times when the media, notably English newspapers and magazines, presented an accurate assessment of the social, political, cultural, religious, and constitutional state of affairs in England. Only a few volumes, such as "Human Rights Violations in Historical Context" by Nauman, "Children of Conflict" by Rizwana, and "Saza-e-Maut" by Irfanullah, have investigated human rights issues from the perspective of the entire world (capital punishment).

The following investigation of the circumstances surrounding the live burying of five women in Baluchistan can be found in an editorial that was published by Dawn on September 3rd. There are those who believe that state law and customary law are two separate legal systems that sometimes come into conflict. In addition to this, the paper examined such topics as the function of the state, various political and legal perspectives, the rights of women, the role of civil society, and the media. It's possible that this was the only critique of the government and its judicial system throughout the time period in question for breaching the rights of women and bringing attention to violations in such areas.

It is strange that the government continues to emphasise the "idea" that the victims were buried "alive" rather than the fact that the murders were covered up, FIRs were dismissed, claims against the women were not investigated, and the women were not imprisoned. This is in contrast to the fact that the women were not held accountable for their actions.

Women whose lives were cut short by murder were never given the chance to share their perspectives on their deaths. It is possible that Pakistan is one of the few countries in which government officials openly justify killings by citing "traditional conventions and practises" or accuse the media of misrepresenting the situation. Pakistan is also one of the few countries in which a majority of the population is Muslim. Even among all of this mayhem, it is difficult to wrap one's head around the fact that the courts have acknowledged the rights of women.

Those in positions of authority don't seem to acknowledge that women should be able to marry whoever they want. The fact that this predicament is now over is the only positive thing that can be said about it, if it can even be called that gathered together members of civil society, hundreds of rights activists, and members of the media in order to bring attention to abuses and breaches of women's rights.

However, more than half of the editorials and pieces did not address the issue of rights in a reasonable and acceptable manner. The media outlets that publish in Urdu gave it a significant amount of coverage. The ensuing part devoted its attention to the topic of the death penalty in Pakistan.

Human Rights Watch made "suggestions," but it is remarkable that Pakistan's new administration acted so quickly on them. Human Rights Watch is a human rights organisation (HRW).

Whereas, critical issues that affect the entire nation have been put off. No law may be enacted in accordance with the Constitution of 1973 that is in direct opposition to either the Holy Quran or the Sunnah with regard to Islam. Because the Islamic legal system is based on the concept of qisas, which translates to "retribution," the only people who have the authority to grant forgiveness to those who have committed a murder are the heirs of the deceased person. If our government believes that criminals who spend 14 years in prison, particularly in Pakistani prisons, will become saints and preach good things after they are released, then I must conclude that our authorities are either "innocent" or do not understand how our society functions. If our government believes that criminals who spend 14 years in prison, particularly in Pakistani prisons, will become saints and preach good things after they are released, then I must conclude (Branigan, 2011).

5.2 Recommendations

Few of the recommendations are,

- i. The laws governing the media, such as the PEMRA, Press Council, Defamation, and Press Registration laws, should be examined to determine whether or not they are in accordance with Article 19A of the Constitution, also known as the Eighteenth Amendment.
- ii. It is of the utmost importance to place an emphasis on, and strictly enforce, the laws' clauses regarding the flow of information and transparency, which cover things like annual reports.

iii. Portions of the Telecom Act, the Telegraph Act, the Post Office Act, and the PPC that restrict access to information must be reviewed and amended in order to be in line with the intent of Article 19A of the Constitution (Branigan, 2011).

iv. It would be wise to compile a list of laws that either facilitate or impede access to information through the various forms of media. To make changes to the law, a strategy is required. In order to put these reforms into effect, a substantial amount of work is required not just at the federal level but also at the provincial level.

Because this tendency is typical of qualitative research, it cannot be said that this particular study is an exception to the rule that qualitative research has a tendency to have problems with validity and generalizability. If a single documentary cannot adequately represent the wide range of media created by a number of various channels of media, then the five journalists who were interviewed probably do not adequately represent other journalists in the industry. Those of you who are interested in either human rights or media studies may find this to be a useful source of knowledge because it combines the two fields. It's likely that future research on the proper function of the media could benefit from the participation of other journalists, and that research could be done in the future. It is essential to investigate different forms of the media in order to ascertain the lengths to which they are willing to go and the amounts of money they are willing to spend in order to solve concerns pertaining to human rights in their programming.

This viewpoint was expressed by one of the individuals who participated in the survey. Journalists should abstain from participating in campaigns relating to human rights and instead delegate the responsibility for such activities to non-governmental organisations. Human rights campaigns (NGOs). It is essential to carry out research in order to ascertain whether or not the credibility of the media is damaged as a result of their involvement in activities that are associated with human rights. Because the media is also a rights holder, it is extremely important for organisations to determine whether or not they should restrict the positive contributions that the media makes to the promotion of human rights. As a direct result of this, it is necessary to do research into the impact that media participation in non-profits and charitable organisations has on the credibility and expertise of the media.

The impact of ARY's documentaries on both victims and first responders was not examined for the purpose of this study because neither group was the focus of that investigation. The violations of human rights that are brought to light in the documentaries are portrayed as

being important in a number of the individuals who were interviewed. It is necessary to do additional research in order to determine the impact that it had on the victims and the extent to which the perpetrators have lived up to their promise to assist the locals.

There should be regulations in place that encourage the reporting of any violations of human rights by the media, and these regulations should be put into place in order to encourage the reporting of such violations. It is essential for organisations to make financial investments in programmes that deal with human rights and to encourage their personnel to become familiar with a variety of instruments that deal with human rights in order for those organisations to be able to properly report on concerns pertaining to human rights. In addition, in order for those organisations to be able to properly report on concerns pertaining to human rights, it is essential for those organisations to have a human rights Because of this, they need to devise viable strategies for reporting on issues relating to human rights in order to win the approval of the media. This should be done in order to gain approval from the media.

It's possible that the interview subject who was concerned about human rights was a significant factor in the success of the documentary. [Case in point:] [Case in point:] [Case in point] It is possible that this is the outcome of the individual being interviewed having significant prior expertise in the field of human rights as well as a deep personal interest in the subject matter being discussed here. A variety of international human rights instruments, including the International Labour Organization Convention, were discussed in the documentary. The CRC and the ILO Convention both have a number of provisions that are parallel to one another and contain a number of provisions that are the same.

Researchers should conduct a discourse study of Pakistani media policy documents and other media outlets to analyse how human rights concerns are framed and the role they play in these studies because the ARY's public purpose includes an implicit reference to human rights issues. This is because the ARY's public purpose includes an implicit reference to human rights issues. In a similar manner, the scope of the inquiry ought to be broadened such that it includes an examination of the relationship between issues of corporate social responsibility and the improvement of human rights. As a consequence of this, the business practises of the company are likely to be counterproductive with regard to human rights.

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