

## Effects of Violent News Coverage by Pakistani Electronic Media on Pakistani Diaspora

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*The study investigates the effect of violent news coverage of Pakistani media on Pakistani Diaspora. Media and news broadcastings created by specific culture and agenda, which reflect those cultures and agendas and in turn, affect them. The need to understand the fact that Pakistani news media now have a huge element of violence, sadistic, sensationalism and unnecessary aggressiveness and other elements that are considered to be unhealthy for a positive growing of society and for making a positive perception, and mind set of diaspora, affecting the minds of diaspora against their own motherland. The research resulted in to believe that majority of the diaspora watch news channels and they were unaware of the fact that these broadcastings are causing psychological and Patriotic disturbances amongst them. The method used for the study was Survey. Investigation was done through a questionnaire schedule as a tool of data collection. It targeted 200 diaspora belonging to different class of life between the age groups of 18 to 30 years. The finding revealed that majority respondents were physiologically affected by the content of Pakistani news media. Moreover, most of them are losing the patriotic feelings and are not attracted toward Pakistan and Pakistani northern areas for tourism due to present conditions prevailing in Pakistan. The study shows that Pakistani media has a massive impact on the diaspora and news still is changing and making diaspora mindsets and perceptions about the condition of Pakistan. It is a very important tool when it comes to the image building of Pakistan Pakistani Diaspora. Scholar research on the topic and thoroughly find out the Cultivation Theory will be implemented on the research as it states that its core, the theory posits a compelling hypothesis: individuals who invest more time in watching television are prone to perceive the real world through a lens aligning with the prevalent depictions in television messages. Diaspora are intently recommended that the Government, Media Owners and the Publisher are lookout for this how media attack psychologically on the Pakistani Diaspora. When they think to return back to their motherland, the first think of the media showing direct attacks on their mind and they gone frustrated for being return to Pakistan. They highly advised to Government and the Officials to take a precautionary measure of this psychological attack. For instance, a significant proportion (56.25%) strongly agrees that violent news coverage make them frustrated and effect their minds. Similarly, a majority (80.8%) agrees that media is portraying the negative image of Pakistan. Overall, the study underscores the frustration of minds in Pakistani Diaspora, Proclivity of Tourism in Pakistan, and portraying negative image of Pakistan.*

## 1. Introduction

Media is well thought-out to be the most significant tools of imparting information in nearby world. Media is a substantial force in current culture, primarily in Pakistan. Sociologist takes it as a medicated culture where media reflects and creates perception and culture. Communities and folks are bombarded regularly with messages from immense amount of sources including TV, magazines, billboards, to name a few. These messages support not only products but they also attitudes, moods, and sense of what is essential and is not essential. Media can contour the public view by news talk shows, broadcastings, and current affairs programs. With the innovation of satellite, media is moving ahead in shifting and making a difference in our society. In Pakistan media is also playing a very significant role as it is changing the opinions and mindsets of people and acting like the fourth pillar of Pakistani society. It is representing Pakistan nationally and internationally (UNESCO, 2017).

Media is a source of information. Media is giving out information second by second now days. The amount of information being broadcast should be of a standard quality and within the lines of freedom proposed to the media by the authorities. Media has a responsibility and a significant role which needs to be fulfilled properly otherwise the frustration and the desperation in the viewers will be raised along with hopelessness in the prevailing situation (Hassan, 2018). The debate resumes that are these duties being fulfilled properly or not? Is Pakistani media responsible? Is it imparting knowledge, education and truthfulness in Pakistani society? Is it representing and building a good image of Pakistan, internationally? The violence showed on Pakistani media regarding bomb attacks, terrorism, drone attacks, religious issues, internal political issues, domestic issues, bad governance issues and economic instability it is creating a negative image of Pakistan internationally.

Diaspora are a very important part of our society they earn their living there but they are representing a mini-Pakistan there too. They live there among that country's nationals as a proud Pakistani. They send money to Pakistan which strengthens Pakistan's economy and trade sector as foreign remittances play a very essential role. When they visit Pakistan, this increase tourism within Pakistan and they also go back, portray a good image and tell foreign nationals that it's all safe in Pakistan. There are no terrorists on streets and bomb attacks on common people; this can increase the foreign tourism again in Pakistan. But sadly, even if they go and tell these facts to them, they won't believe because the violent, sadistic and aggressive news coverage of Pakistani media is affecting the minds of diaspora and foreigner so deficiently that they have buried their hopes and murdered their Patriotism towards Pakistan (Longley, 2004).

The representation of violent news, such as that pertaining to terrorism, conflicts, and societal unrest, has grown in prominence in Pakistani electronic media. This ongoing exposure can have an extensive impact on the mental health and views of the Pakistani diaspora, or those who live outside, about their homeland. Although they live far away, the diaspora has strong ties to Pakistan and frequently uses media to keep up to date. However, heightened worry, tilted perceptions of the country, and a feeling of separation might result from violent media portrayal.

By looking at variables including age, gender, and duration of time spent overseas, this study aims to explore the effects of such coverage on the mental health, identity, and emotional ties of the Pakistani diaspora.

### **1.1 Research Objectives**

The research objectives of this research are as following.

- To identify the effects of violent news content on the diaspora' mental and emotional stability.
- To check the effect of violent news content on Tourism and Remittance.
- To identify the patriotic feelings of Pakistani diaspora after Harassing content being telecasted.
- To identify the role and importance of media in image building of Pakistan worldwide.

### **1.2 Research Questions**

- How much the Pakistani electronic media contributing towards international image building of Pakistan?
- What are the effects of violent news exposure on the proclivity of the diaspora towards tourism and investment in Pakistan?
- How much the violent content on news media of Pakistan are effecting the patriotic feelings of Pakistani Diaspora?
- What is the perception of Pakistani diaspora about role of Pakistani media internationally?

## **2. Literature Review**

Elizabeth (2007) wrote a book about the representation of Muslims in the British media following 9/11. The book went into great detail to explain how important a part the media had in how the Muslim population in Pakistan was portrayed. The media spread so much negativity that, in the end, myth-based insight grew so ferocious that it was due to the uncompromising reality. The media constantly spreads misleading information and lies under the pretense that they are portraying the truth. The media's aggressive coverage of events has a detrimental impact on the global community, and as a result, the Pakistani diaspora suffers from being scrutinized, gaining a negative reputation, and feeling helpless and weak. The derogatory and aggressive media coverage severely damaged the public's perception of Muslims.

Immigration to the United States is still a topic of significant public concern, according to Ferguson (2000). The treatment of immigrants in the media, on television, and in motion pictures has come under scrutiny at a period of new legislation for the diaspora. Is the diaspora specifically the target of unjust stereotypes in the media, or are depictions in the media accurate? Because they are citizens of nations where terrorists operate and because the media has emphasized violent and inaccurate broadcasts, Muslims encounter difficulties when residing in certain states. In particular,



do "stereotyped" portrayals of the diaspora in the media reflect true cultural differences, or are they based mostly on unfair prejudice?

According to Henry (2009), the media shapes our perceptions of ourselves and the reality of the people who inhabit the planet. The media's message plays a significant role in shaping society's perception of the "other," and in North America, Muslims are becoming more and more of the other. This essay examined how Islam is viewed in Canada and the kind of violence that permeates the unfavorable portrayal of Muslims. This study looked at the media theories that uphold unfavorable stereotypes in the media. Next, it examined how minorities are portrayed in Canadian media and how the news media perpetuates unfavorable stereotypes in order to maintain the idea of "the minority other." Next, this article focused on how Canadian media has portrayed Islam, feeding into preconceived notions and influencing the public's perception of Muslims. The sixteen-year-old Aqsa Parvez case, who was killed by her father in the name of honor killing, provided support for this case study. The diaspora was impacted overall by the bad stereotypes that the media perpetuated. Furthermore, the case study illustrated the unfavorable impression of Islam and its laws that the Canadian journalist presented.

## **2.1 Theoretical framework**

### **2.1.1 Cultivation theory**

Cultivation theory is a social theory which examined the long-term effects of television on American audiences of all ages. Developed by George Gerbner and Larry Gross of the University of Pennsylvania, cultivation theory derived from several large-scale research projects entitled 'Cultural Indicators'. The purpose of the Cultural Indicators project was to identify and track the 'cultivated' effects of television on viewers. They were concerned with the effects of television programming (particularly violent programming) on the attitudes and behaviors of the American public. The Cultivation Theory got its start with the cultivation hypothesis, created by George Gerbner, which attempts to understand how "heavy exposure to cultural imagery will shape a viewer's concept of reality" (Pierce, 2007).

Cultivation theory states that the more a person is exposed to a message provided by the media, the more likely that person is to believe the message is real. Cultivation Theory is often applied to people's perceptions of reality. For example, a Person who watches a lot of crime shows on television will eventually believe that there is a lot of violent crime in the city in which he lives. This twisted world is called a "Mediated reality" (Wilcox et al, 2003, p.214). The theory also states that viewers who watch more television will be more influenced than those who watch less and that "the increasing effect of television is to create a fake world that heavy viewers come to see as reality" (Reber & Chang, 2001).

Gerbner, et al argued that while religion or education had previously been greater influences on social trends, now television is the source of the most broadly shared images and messages in history. Television cultivates from start the very predispositions and preferences that

used to be acquired from other primary sources. The repetitive pattern of television's mass-produced messages and images forms the mainstream of a common symbolic environment.

Cultivation research looks at the mass media as a socializing agent and investigates whether television viewers come to believe the television version of reality the more they watch it. Gerbner and his colleagues contend that television drama has a small but significant influence on the attitudes, beliefs and judgments of viewers concerning the social world. The focus is on 'heavy viewers'. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than heavy viewers. Judith van Evra argues that by virtue of inexperience, young viewers may depend on television for information more than other viewers do (Evra, 1990), although Hawkins and Pingree argue that some children may not experience a cultivation effect at all where they do not understand motives or consequences. It may be that lone viewers are more open to a cultivation effect than those who view with others (Evra, 1990). The research is proposed to bring into the limelight the very firm role of media as to create strong influence on the respective societies about image of Pakistan internationally through producing violent and sadistic news stories. Researcher would be focusing on the sensitive issues of Pakistan prevailing in the societies and more strongly stereotype image portrayed and induced by the media to the general public.

### **2.1.2 Relevancy of Theory with Research**

This issue of investigating effect of violent news coverage of Pakistani media on Pakistani Diaspora was conceptual study which comes under the theory of cultivation theory of communication. This is what exactly happening when it come to the violent content broadcast. The violence being showcased in much more hyper and exaggerated form so that when they propagate it leaves a false and bad impression and cultivate a seed of bad image and false image of Pakistan raze the real fact and leaving behind a distinguished propaganda. This will eventually lead to the lack of patriotism and national interest in our diaspora. In this way they achieve a two way goal one is tear down the image of our country internationally and second killing the patriotism in our diaspora who act like ambassadors representing Pakistani Diaspora.

Cultivation Theory suggests that the consistent exposure to violent news coverage by Pakistani media can shape the perception, attitudes and behaviors of Pakistani Diaspora. If Researcher talk about the view of perception of Pakistan that aligns with the portrayal presented in news coverage. If media continuously emphasize the violent incidents and terrorism, diaspora member may come to Pakistan as dangerous and unstable country.

On the other hand, if researcher relates the theory to the diaspora, there mind-set will set that Pakistan is unstable, economically destroyed, terror able country and the country where survival will be destroyed. All this will be injected through the Pakistani media on their mind and for how? Because they continuously watching the News, TV and reporting. That directly attacked the mind and it relevant to the theory used and mentioned earlier as Cultivation Theory. Following are the hypotheses of the research.

*H1 The exposure to violent newscasts on Pakistani electronic media is disturbing the patriotic feelings of Pakistani Diaspora*

*H2 The exposure to Pakistani electronic media is cultivating frustration in the minds of Pakistani Diaspora.*

*H3 Excessive exposure to the news contents of Pakistani electronic media is discouraging the proclivity of diaspora towards tourism and investments in Pakistan.*

### **3. Methodology**

The proposed method for the thesis is quantitative method. The Researcher conducted a survey through mailed questionnaires to Pakistani Diaspora

#### **3.1 Population**

The Pakistani diaspora living in USA, Germany, Canada and United Kingdom is the population of the study.

#### **3.2 Sampling Technique**

The researcher has used convenient sampling to choose four countries of the world namely United Kingdom, USA, Canada and Germany. Then we have used snowball sampling to choose the respondents. Those respondents were chose to attempt the questionnaires that were exposed to the subject media.

#### **3.3 Characteristic**

- Age 18-30
- Pakistani Diaspora

#### **3.4 Sample Size**

The Data is collected from the 200 Pakistani Diaspora.

#### **3.5 Variables**

##### **3.5.1 Dependent Variable**

Effect of news on diaspora & Frustration due to Sadistic Reporting

##### **3.5.2 Independent Variable**

Exposure to Violent News Coverage

#### **3.6 Operationalization of Variables**

- The Effects means; the change in the mindset and perception of the immigrant watching the violence on media.
- The Violence means; the harassment, bad behavior and damage being broadcasted in the news stories.
- The Frustration means; the feeling of being upset and helpless as a result of watch violence



and sadistic news stories on television and unable to change something.

### 3.7 Conceptualization of Variables

- Oxford Dictionary (1989) has defined Effect as the change which is a result or consequence of an action or other cause.
- Oxford Dictionary (1989) has defined Violence as the behavior involving physical force intended to hurt damage or kill someone or something.
- Oxford Dictionary (1989) has defined Frustration the feeling of being upset or annoyed as a result of being unable to change or achieve something.
- Oxford Dictionary (1989) has defined

### 3.8 Statistical Analysis

The statistical technique used in this research is Mini Tab 1.5.

**Table No 1: Regions of Respondents**

Country	Frequency	Percentage
England	90	45%
Germany	44	22%
Canada	12	6%
USA	54	27%

This table shows the countries of the respondents. As (45%) respondents were from England, (22%) were from Germany, (6%) were from Canada and (27%) were from USA.

**Table No 2: Research Most popular category of Pakistani channel seen by people abroad**

Channel	Frequency	Percentage
News	124	62%
Sports	28	14%
Songs	8	4%
Films	10	5%
Current affairs	30	15%



The table shows respondents viewership of different channels. (62%) respondents watch news channels, (14%) respondents watch sports, (4%) respondents watch songs, and (15%) respondents watch current affairs.

**Table No 3: Perception about media content**

Right content	frequency	Percentage
Yes	58	29%
No	122	61%
To some extent	20	10%

Table shows the response regarding what respondents think, media plays right content (29%) respondents say YES, media shows the right content, (61%) respondents say NO they don't and remaining (10%) says that to some extent.

**Table No 4: Freedom of Speech by Pakistani Media**

Freedom of speech	frequency	Percentage
Strongly agree	24	12%
Agree	44	42%
Neutral	12	6%
Disagree	22	11%
Strongly disagree	38	19%

Table shows the respondents' reaction towards freedom of speech of media. (12%) strongly agree with the freedom of media, (42%) agree, (6%) are neutral, 11% disagree and 19% strongly disagree with the freedom of speech of media.

**Table No 5: Effecting of Violent News Content**

Love for country	frequency	Percentage
Yes	110	55%
No	64	32%
To some extent	26	13%





Table 5 shows the effect of violent news coverage of Pakistani media on patriotism of diaspora. (55%) respondents say it affects their feeling, (32%) say no it isn't affecting their patriotism and 13% say to some extent.

**Table No 6: Affecting of the Patriotism**

Responses	Frequency	Percentage
Due to insecurity	50	25%
Due to crime	24	12%
Due to bad image	50	25%
Due to propaganda	76	38%

Table shows reasons affecting the patriotism of diaspora. (25%) respondents are affected by insecurity, (12%) are affected by crime rate, (25%) are affected by bad image and (38%) are affected by the propaganda.

**Table No 7: Reaction towards the Pakistani Media's Violent Broadcasting**

Responses	frequency	Percentage
Strongly agree	124	62%
Agree	30	15%
Neutral	6	3%
Disagree	20	10%
Strongly disagree	0	0%

Table 7 shows the response regarding the reaction of respondents towards Pakistani media's violent broadcasting, (62%) strongly agree, (15%) agree, (3%) are neutral, (10%) disagree and (0%) strongly disagree.

**Table No 8 : Media Portrayal**

Responses	frequency	Percentage
Strongly agree	4	2%
Agree	38	19%
Neutral	4	2%
Disagree	30	15%
Strongly disagree	124	62%



Table 8 shows the response towards media coverage of all the aspects and portray of the true picture of the conditions prevailing in Pakistan. (2%) respondents strongly agree, (19%) agree, (2%) are neutral, (15%) disagree and (62%) respondents strongly disagree

**Table No 9: Frustration about the Pakistan Present Condition**

<b>Responses</b>	<b>frequency</b>	<b>Percentage</b>
Never	40	20%
Occasionally	50	25%
Often	90	45%
All the time	20	10%

Table shows that 20% respondent say they never feel frustrated about the prevailing situation of Pakistan, 25% respondents say occasionally they feel frustrated, 45% often have the feeling of frustration and 10% respondents are all the time frustrated about the prevailing situation of Pakistan.

**Table No 10: Considering yourself Pakistani**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	124	62%
Agree	30	15%
Neutral	6	3%
Disagree	20	10%
Strongly disagree	0	0%

Table 10 shows the response of respondent's consideration of being Pakistani citizen. (62%) respondents strongly agree, 15% agree, 3% respondents are neutral, 10% respondents disagree and 0% strongly disagree that they are Pakistani citizens.

**Table No 11: Current condition/problem do you talk about the most**

Responses	frequency	Percentage
Economic conditions	20	10%
Politics	60	30%
Insecurity	64	32%
Crime rate	24	12%
Corruption	32	16%

Table 11 shows the current problem of Pakistan respondents discuss.(10%) respondents are talking about economic condition, (30%) respondents are talking about politics, (32%) respondents are talking about insecurity, (12%) respondents are talking about crime rate, and (16%) respondents are talking about corruption in Pakistan.

**Table No 12: Scared of Pakistan’s law and order situation**

Responses	Frequency	Percentage
Strongly agree	75	75%
Agree	10	5%
Neutral	4	2%
Disagree	20	10%
Strongly disagree	16	8%

Table12 shows effect of Pakistani law and order. (75%) respondents strongly agree, (5%) respondents agree, (2%) respondents are neutral, (10%) respondents disagree and (8%) strongly disagree that they are scared of Pakistan’s current Law and order situation.

**Table No 13: Desire to visit Pakistan’s Northern Areas**

Responses	Frequency	Percentage
Strongly agree	64	32%
Agree	30	15%
Neutral	14	7%
Disagree	32	16%
Strongly disagree	80	40%

Table 13 shows the desire of respondents to visit Pakistani northern areas. (32%) respondents strongly agree, (15%) respondents agree, (7%) respondents are neutral, (16%) respondents disagree and (40%) strongly disagree that they have the desire to visit Pakistan’s northern areas.

**Table No 14: Often/frequently you visit Pakistan**

Responses	Frequency	Percentage
Yearly	130	65%
Twice a year	44	22%
Thrice a year	12	6%
Four times a year	10	5%
never	4	2%

Table 14 shows how much diaspora visit Pakistan. (65%) respondents visit Pakistan yearly, (22%) respondents visit Pakistan twice a year, (6%) respondents visit Pakistan thrice a year, (5%) respondents visit Pakistan four times a year, (2%) respondents never visit Pakistan.

**Table No 15: Money Donations to Pakistani Institutes**

Responses	frequency	Percentage
Yes	84	42%
No	44	21%
To some extent	74	37%

Table 15 shows response of diaspora if they want to donate money in Pakistan. (42%) respondents say yes they want to donate in Pakistan, (21%) respondents say no they don't want to donate in Pakistan and (37%) respondents say to some extent.

**Table No 16: Corruption Analysis**

Responses	Frequency	Percentage
Yes	170	85%
No	10	5%
To some extent	20	10%

Table 16 shows response of respondents that are they scared of corruption and not donating in Pakistan. (85%) respondents say yes they are scared of corruption in Pakistan, (5%) respondents

say no they are not scared of corruption and (10%) respondents say to some extent they are scared of corruption in Pakistan.

**Table No 17: Role of Pakistani Media**

Responses	frequency	Percentage
Strongly agree	42	21%
Agree	24	12%
Neutral	30	15%
Disagree	80	40%
Strongly disagree	4	2%

Table shows response of respondents that is Pakistani media playing a right role. (21%) respondents strongly agree, (12%) respondents agree, (15%) respondents are neutral, (40%) respondents disagree, (2%) respondents strongly agree that media is playing a responsible role.

**Table No 18: Recommendation for Tourism**

Responses	frequency	Percentage
Strongly agree	18	9%
Agree	30	15%
Neutral	22	11%
Disagree	80	40%
Strongly disagree	50	25%

Table 18 shows response of diaspora if they recommend Pakistan for tourism. (9%) respondents strongly agree, (15%) respondents agree, (11%) respondents are neutral, (40%) respondents disagree and (25%) respondents strongly disagree that they will recommend Pakistan for tourism.

**Table No 19: Will to Invest in Pakistani Industry**

Responses	frequency	Percentage
Yes	44	22%
No	86	43%
undecided	70	35%

Table 19 shows respondents willingness to invest in Pakistan. (35%) respondents say yes, (22%) respondents say no and (43%) respondents are indecisive that they want to invest in Pakistan's industrial sector.



**Table No 20: Pakistan’s image is misunderstood and misinterpreted Pakistani Diaspora**

Responses	frequency	Percentage
Strongly agree	110	55%
Agree	46	23%
Neutral	6	3%
Disagree	22	11%
Strongly disagree	14	7%

Table 20 shows response that is Pakistan’s image is misunderstood Pakistani Diaspora (55%) respondents strongly agree, (23%) agree, (3%) are neutral, (11 %) disagree and (7%) strongly disagree, that Pakistan image in misunderstood and misinterpreted Pakistani Diaspora.

**Table No 21: Effect of Pakistan media content on Diaspora**

Responses	frequency	Percentage
Insecure	72	36%
Depressed	24	12%
Anxiety	44	22%
Lose hope	60	30%

Table shows the effect of media content on Pakistani Diaspora. (36%) respondents suffer from insecurity, (12%) respondents suffer from depression, (22%) respondents suffer from anxiety and (30%) suffer from losing hope due to violent media coverage broadcasted Pakistani Diaspora

#### 4. Hypothesis Testing

##### 4.1 H1 The exposure to violent newscasts on Pakistani media is disturbing the patriotic feelings of Pakistani Diaspora

One- proportion test was applied in Mini Tab Statistical Software

Confidence level of 95.0

Level of Significance = 0.000

##### 4.1.1 Test and CI for One Proportion:

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample X N Sample p Bound P-Value

1 160 200 0.800000 0.747750 0.000



#### 4.1.2 Interpretation

The proportions test revealed that 90 respondents agree that the exposure to the violent news coverage make them frustrated and effect their minds as there is too much sadistic and aggressiveness in Pakistan. As P value for hypothesis one is 0.000 which specifies it is highly significant. Null hypothesis is proven wrong. Therefore it is concluded that violent news coverage effect the diaspora mentally and makes them frustrated

#### 4.2 H2 The exposure to Pakistani news media is cultivating frustration in the minds of Pakistani Diaspora

One- proportion test was applied in Mini Tab Statistical Software

Confidence level of 95.0

Level of Significance = 0.000

##### 4.2.1 Test and CI for One Proportion

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample	X	N	Sample p	Bound	P-Value
1	136	200	0.680000	0.621479	0.000

##### 4.2.2 Interpretation

The proportion test revealed that 110 respondents agree that yes the sadistic news coverage of Pakistani media is affecting the love they have for their country. As P value for the Hypothesis is 0.000 which specifies that the result is highly significant. Null hypothesis is proven wrong, therefore it is concluded that the aggressive and violent news coverage is effecting their Patriotism.

#### 4.3 H3 Excessive exposure to the news contents of Pakistani media is discouraging the proclivity of diaspora towards tourism and investment in Pakistan.

One- proportion test was applied in Mini Tab Statistical Software

Confidence level of 95.0

Level of Significance = 0.52

##### 4.3.1 Test and CI for One Proportion

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample	X	N	Sample p	Bound	P-Value
1	112	200	0.560000	0.499385	0.052

### 4.3.2 Interpretation

The proportion test revealed that 80 respondents agree to the statement that the desire to visit northern areas of Pakistan is damaged and fades out when they see the vicious and aggressive news regarding Pakistan's present state on Pakistani media. As the P value for the Hypothesis four is 0.052 which specifies that it is significant. Null hypothesis is proven wrong, it is concluded that the harassing and violent news coverage is damaging the desire and industry of tourism in Pakistan.

## 5. Conclusion

It is concluded that Pakistani Diaspora frequently watch news more than sports and entertainment channels. According to research which was conducted the diaspora watch these channels and eventually they get affected by the sadistic news coverage of Pakistani media. This increase the level of frustration in the diaspora as they sit there watch the hassle and bloodshed in their homeland and they cannot do anything about it, it makes them frustrated, irritated and mentally annoyed. Media plays a very important role in the creation of perception and helps making a country's international image. Pakistani media is not playing a very good role in both culture building and image building of Pakistan internationally. Diaspora are being affect mentally and physiologically leading them to loss hope in their motherland. Immigrant brings foreign remittances to Pakistan by sending money back home in Pakistan and by coming as tourists on the northern areas. Due to the sadistic, violent and pessimistic news stories on Pakistani media the diaspora become scared of the law and order situation of Pakistan thus they hesitate to visit Pakistan's northern areas like Kashmir valley and Swat valley, effecting Pakistan tourism industry. The aggressive news coverage is affecting the patriotic feeling of diaspora as they see the corruption, bloodshed, hypocrisy, and bad governance along with a sleeping nation. Pakistani Diaspora always to help their Pakistani brothers in there think and thin but due to the lack of patriotism and hopelessness in Pakistan after looking at the news broadcasting they are uncertain about donating and investing in Pakistan as they think that the money they donate or invest will not be used properly and will go in the fraudulent hands of Pakistani NGOs and dishonestly politicians.

Media in Pakistan has all the freedom of expression and speech but the freedom comes with a great deal of responsibility, which Pakistani media is not currently fulfilling as the image and picture of Pakistan they are building through their broadcasts are doing nothing but imparting frustration, hopelessness, and bringing down the level of patriotism. It is the media's duty to showcase the right content and the amount of content that is essential and not harmful to a layman. In the end, media has the power to change the picture of this world socially and culturally. They should take this responsibility more seriously and play a good, optimistic role as they are making perceptions and opinions. All these perceptions and opinions will later make a difference in the society.

As per the conclusion there are just a mind-set of Pakistani are in that case some says Pakistani Coverage will be closed, some are telling to Government to take some precautionary



measures and rather off are saying to Pakistan media is not portraying the good and perfectionist image of Pakistan, they just show that the Pakistani are just a joke and not able to live in that country due to unsatisfying by the Diaspora, due to corruption in the country shown by the media channels of Pakistan and in last they are unsafe country to be lived as they are terror able country shown by the Media.

### 5.1 Recommendations

1. The government should take steps about formulating the media policy to prevent society and diaspora from watching these uncensored and sadistic news broadcastings as they affect diaspora emotionally.
2. The channels and producers should provide quality news and content for their audience and news should not be presented as a source of entertainment.
3. The government should make a set of rules and ethical codes, which media and news channels should follow and all the broadcasts should be according to them.
4. Diaspora should not believe whatever is broadcasted on the media as news stories.
5. Channels are required to be altered and conscious about the news provided to them.

### 5.2 Limitations

- One of the major limitations of this study was the respondents because the study was conducted on diaspora and finding and getting in contact with a large sample size was difficult.
- Another issue was to make the diaspora understand the exact meaning of the questions, even though the questionnaire was translated into French and Urdu for better understanding, still many failed to understand it properly.
- Communication through the internet had hindrances as the light issues and time difference of the countries were a major hindrance.
- It was hard to find literature reviews regarding my topic because our college library doesn't give us the excess to good renowned online libraries.

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