



**Social Responsibility of media in Pakistan through the eyes of
Audience**

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DEDICATION

**To Allah the Almighty
&
To my family and Teachers.**

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ABSTRACT

Media has some basic and fundamental rules, regulations, ethics and laws. Along with these rules and regulations, media has some social responsibilities to ensure the privacy and dignity of public. Pakistani media is failed to follow these rules and social responsibilities and compromising on its basic functions as well as focusing on unethical, sensational, and exaggerated media content. This study has investigated how much audience are aware and to what extent Pakistani media is socially responsible in the eyes of audience. This study further explores the thinking of audience regarding responsibility of Pakistani media and how foreign media content is damaging our culture through indecent and inappropriate content on Pakistani media. In order to meet all these desired purposes, researcher has collected data with the help of questionnaire from 324 respondents and quantitative survey has used. Results of this study shows that public perception regarding social responsibility of Pakistani media varies from media outlets. So it is recommended that media not only provide information to general public but it can be used as a tool to mobilize people for specific issues in bringing up a change in the society. These findings will be helpful to working journalists and journalism students, as sophisticated criteria will serve as professional and ethical guidelines concerning socially responsible story selection and reporting.

Key Words: Social Responsibility, media outlets, Media ethics, Sensationalism, exaggeration.

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