



The Impact of Sensationalism on Urdu Press: A Quantitative Analysis

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ABSTRACT

Urdu language newspapers were instrumental during the independence movement. Radical and ethical journalistic approach proved very effective and played a pivotal role in the creation of Pakistan. However, Urdu journalism changed over time and underwent structural as well as ideological transformation mostly dominated by corporate ownership in Pakistan. There have been commercial agents that use journalism for their corporate purposes. Despite huge concerns and open criticism, their presence has had a significant impact on newspaper practices today in a number of ways. The way news is reported, language choices and photographic selection, has been influenced by corporate as well as cross media ownership. Urdu press enjoys maximum readership in Pakistan and has subsequent influence on public perception and opinion making. Therefore, present study focuses on the impact of sensationalism on Urdu press. A quantitative approach has been adopted by using purposive sampling method. 100 respondents were sent with a carefully constructed questionnaire. Findings of the study show that Urdu press is sensational and dramatized in nature.

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1. Introduction

The news industry and communication channels of today deal with various forms of instability and change. With the advent of social media and online research, traditional means of communication, news gathering, distribution, and access have undergone a dramatic transformation. The technological advancements in media platforms have had a significant impact on the economics industry as well (Aalberg & James, 2012). Constantly dramatizing stories and taking advantage of people's pain could actually be good for the community. News reports such as these could serve as a warning to locals to increase their awareness of who is residing in their neighborhoods, encouraging people to live safer lives and maybe even getting rid of the bad things that the neighborhood has to offer (Adnan, Yousaf, Nawaz, & Bhatti, 2020). Pakistani media portrays its citizens as multilingual and multiethnic. We receive a clear separation of media in Urdu and English. The majority of people, both in urban and rural areas, find reading Urdu newspapers to be interesting. The main stream media in Urdu is more likely to have a liberal and professional tone, with material chosen specifically for Pakistan's urban and elite classes (Khalique, 2006). Information technology has also made it possible for target audiences and foundations to get involved in the news creation process. While media academics have begun to identify reporters, observers and analysts are urging them to accept citizen journalism and community media and to share authority with ease. Community media, or networked journalism, reveals the thoughts that certain segments of the public are

considering. The use of digital media devices as a means of bringing about a revolution in journalism in which the average person is empowered to produce and speak out and to challenge mainstream media(Aalberg & James, 2012).

Sensationalism is defined in a variety of ways. There are rumors, fabrications of the truth, etc. Sensationalism in the media has become the standard in today's society. Sensationalism has become most prevalent in journalism in particular. The truth is often exaggerated in order to look more dramatic and exciting. All in an effort to boost viewership and generate revenue for sponsors(Boston, 2022). The sensationalism that permeates every newspaper and television headline is a result of the media's desire to satisfy people's need for instant gratification and entertainment. For example, a headline these days is almost always going to present an inflated version of what happened. The media can make even the most ordinary thing seem extraordinary with a tool like this(Boston, 2022). The Urdu Press will continue to exist in both print and digital formats in the future. Digital media enables readers to be reached not only across the nation but also the diaspora residing overseas. The widespread use of mobile devices and internet has further boosted the digital medium. It allows for cost-effective expansion while reaching millions of people at once with compelling and impactful stories("Clarion India ", 2023). The Urdu-language ethnic newspapers were instrumental in inciting local communities to rebel against colonial authorities during the Indian independence movement. Later on, though, Urdu journalism in Pakistan experienced a change, moving away from the "advocate-journalist" model and toward a model controlled by corporations. Although these commercial agents have come under fire for using journalism as a front for their other ventures, their presence has had a significant impact on newspaper practices today in a number of ways(Kamboh, Ittefaq, & Hamed, 2023).

Mass media has grown significantly in Pakistan since the start of the twenty-first century. As there are no state-run newspapers in Pakistan, all of the country's major newspapers are privately owned(Gul, Obaid, & Ali, 2017). Corporate media ownership is often criticized for its part in globalizing profit-driven societal structures and advancing a specific cultural hegemony(Bourdieu, 2002). Corporation-owned media conglomerates in Pakistan have come under fire for allegedly using their media outlets as a front for business endeavors(Mezzer & Sial, 2010). The Lakson Group, a significant business conglomerate that has been active in Pakistan since 1954, is widely believed to have played a significant role in introducing innovative corporate practices to the traditional Urdu language newspaper market by launching the Daily Express in 1998 and establishing newspaper publishing in Pakistan as a recognized industry. Daily Express has introduced new ideas about content, presentation, operations, technology, distribution, and hiring staff to the Urdu newspaper industry. It is unclear how much of these innovations in Pakistani print journalism have been embraced by rival publishing houses, even in spite of the Daily Express's innovations(Kamboh et al., 2023). Urdu newspapers gave South Asian Muslims a sense of independence, which greatly aided in the fight against colonial rule(Tahir & Baloch, 2009). The media environment in Pakistan is renowned for being sensational due to its exaggerated reporting style, especially on the private news channels. Sensationalism exists in journalism to draw in viewers. Pakistani media portrays sensationalism in number of ways. Distinctions between "entertainment" and "news" seem to be blurred. Media tycoons and businessmen launch new channels as profit centers. Similarly, there is an exponential growth in the absence of a clear code of conduct or professional training consequently media as profit-driven sector offering products that are in high demand in terms of maximum viewership and consumption(Asrar, 2018).

The original proprietors of Urdu publications were prominent writers with radical viewpoints. As a result, the content of these newspapers clearly displayed the confident tone of Urdu literature(Chatterjee, 2011). Al-Hilal was one of the first Urdu newspapers to place equal emphasis on presentation and content, including design and layout. based on the format of Egyptian media. Its content, which captivated readers with novel language and an expressive style, was its greatest asset(Laskar, 2020). When it comes to portraying Pakistanis in pre-partition times as victims and a minority, similar to the circumstances surrounding independence and the loss of three wars, Pakistani media plays a defensive role. With Urdu as its foundation, Pakistan is the only nation that can defend our national identity, religion, and language(Hijazi, 1998).

2. Literature Review

In the past eighteen years, Pakistan's national news culture has changed due to the emergence of privatized television news channels. Leading current affairs talk-show hosts frequently use aggressive interrogation techniques to provoke politicians on air, in addition to sensational news packaging, creating a dramatized performance that supports a politics of publicity. In this particular context, the media deregulation of the early 2000s celebrated the emancipatory potential of television; however, this discourse has since given way to a contemptuous liberal discourse about the dearth of critical-rational debate. Pakistani television is by no means the only source of sensationalist media programming; a growing interest in postcolonial news publics also serves to supply much-needed perspectives from non-Western models of journalism (Mulla, 2020). Public affairs are not as interesting to the media as contentious issues and various scandals. This is a concerning situation because people base their opinions about particular public issues on what they hear in the media. In order for the public to make informed decisions based on appropriate media exposure, the relationship between public issues and media coverage needs to be fixed. The idea of sensationalism is emphasized by the proverb "if it bleeds, it leads" in the news industry. Sensationalism is the practice of the media presenting the most dramatic stories to pique the interest of viewers (Yousaf, Yasmeen, & Ali, 2019).

Rather than considering their viewers as citizens, media managers consider them consumers. Regretfully, poor journalism is just as profitable as good journalism. In fact, it is less expensive and simpler to produce bad journalism pieces that merely restate official statements or support popular opinion rather than providing independent investigation. Sensationalism is a concept that has become very popular in recent years. Both the message's content and format have the power to draw in listeners (Grabe, Zhou, Lang, & Bolls, 2003). Both the message's content and format have the power to draw in listeners. Television news is a sensation-inducing blend of entertainment and information. Instead of accurately and honestly disseminating information, the mainstream media attempts to inform, shape opinion, and even manipulate facts for the general public. Furthermore, the national and international corporate class of the United States government uses the corporate news media in particular as a propaganda tool. It serves to maintain the status quo's authority (Raza, Sultan, & Jan, 2013). It has been noted that sensationalized news reporting is used by most news channels. Breaking news about topics that don't fit the news values criteria—such as importance, timeliness, prominence, etc.—is becoming more common. However, news channels devote more time and space to these insignificant issues, and they repeat them enough to leave a lasting impression on viewers (Pinkey, 2013).

Pakistani news channels sometimes sensationalise trivial subjects. Media sources amplify non-public concerns in order to provoke pessimism among the population (A. N. Khan, 2014). The news media in Pakistan is naive and careless. It appears that the media, the fourth pillar of the state, is exempt from laws and regulations. News headlines are made more captivating by showcasing a range of audio-visual messages. Moreover, by using clips from Indian movies in the headlines of news bulletins with item songs, Pakistani media is transgressing the society's ideology, ethics, and sociocultural values (Awan, 2015). The Urdu press has prominently shown several horrific photographs, including those of individuals who have sustained burn injuries. Some events in Pakistan include the earthquake that occurred in 2005, the operation of the Lal Mosque in 2007, suicide attacks, bomb blasts in major cities, and a wave of fatalities in Karachi that resulted in hundreds of photo shoots by print media (Akbar, Raza, Hussain, & Ali, 2012).

In that fleeting moment, the images work like advertisements to draw the reader in. A reader will pause to read the caption of a photo if it piques their interest enough, and if they continue to do so, they will read the article's title. The reader will read the entire article if the opening grabs their attention. Finally, while only 5% of readers actually read an article, practically every photo is noticed. Since 9/11, the print media has influenced people's awareness of violence on a global scale. The invasion of private news channels in Pakistan has significantly altered the society's preferences for news consumption. The ratio of covering violent and horror images in Pakistani and global mainstream media has increased in recent years due to advancements in photography technology and the ongoing war on terror. Ethical constraints and self-censorship are essential components of media freedom (Siraj &

Fairishullah, 2002). According to the study, there has been a significant surge in news coverage of violent incidents in Pakistan following the war on terror. Over the years, there has been a gradual increase in unrest and fear of being targeted. The researchers also observed a delocalization of news regarding crime and violence. The media loves to report on violent incidents that happen outside of their purview and they raise public awareness of acts of terror and violence. For instance, the violent death of Moammar Qaddafi (later), whose lifeless body made headlines due to its blood. According to the analysis, the main pages of Pakistani Urdu newspapers prominently feature images of bloody dead bodies and human remains. Even though some newspapers only use a few images, they use a lot of terror and horror content to make the news seem more dramatic and sensational. Additionally, the analysis shows that there is no distinction made between the victims and attackers in these incidents when depicting dead bodies or remains. The USA and a few other developed nations forbid the media from depicting the gory dead bodies of their citizens and soldiers from war, and they make an effort to maintain a prominent display of enemy deaths in their media to demonstrate good taste. However, projecting deceased people or their body parts in the media is also dehumanizing, and according to journalistic standards, it is unethical and immoral. The images make it abundantly evident that Pakistan's leading Urdu newspapers disregard ethical standards and journalistic norms when carrying out their reporting (Akbar et al., 2012).

One of a newspaper's most defining characteristics is its headline, which showcases the journalists' originality. Since most readers only skim the headlines, the newspaper's ability to create compelling headlines is crucial to its success. Since headlines are the primary illustration of journalistic style, they influence how readable and well-liked newspaper articles are (Timuçin, 2010). We can say that through the newspaper headlines, the reader and the author engage and communicate with one another (Shoeb, 2008). Sensationalism is encouraged in media reports on the war on terror. They also note that, with no apparent outcome, the media has been pushing a picture of the "vague enemy" in the fight against terrorism. In a similar vein, it also gives the state the advantage to understand the connection between "who we are" and "who they are," pulling the issue out of the political and economic framework. Nevertheless, these worries have received scant coverage in the US media. In actuality, with all of its discussion of allies, fronts, borders, and national threats, journalists have adapted to this perspective with ease (Reese & Lewis, 2009).

Urdu press is found to be more negative and promotes sensationalism especially when covering conflicts. Similarly Urdu newspapers also dramatize an issue in hand (S. Khan, Sheikh, Aslam, & Tariq, 2023). A highly developed and sophisticated Urdu newspaper business that has been functioning in the country for a number of years has obtained sufficient traction in the minds of readers to justify that the majority of the material that it publishes be regarded to be authentic and accurate (Awais, 2017). When it comes to the media and scandalous news concerning any well-known and beloved celebrity by readers, it occurs when the media amplifies it in an attempt to gain prominence and carve out a unique niche for itself in the market. The news about a celebrity can appear to be made up at times, but it frequently has a real basis (Derakhshani, 2007). Another study examines the relationship between news media and celebrity news, indicating that because people associate celebrities with strong emotions above their personal relationships, they are thought to be discussed on a daily basis by news media (Feasey, 2008). It's widely believed that the Urdu press emphasizes emotion over analysis. Unlike the English press, which indulges in cold analysis, it panders to sentimentality. Therefore, the Urdu press is far more successful at stirring up controversy and providing a forum for people to unite and galvanize. It has a far more significant and immediate effect on Pakistani society's daily problems (Ali, 2017).

2.1. Objectives

Following are the key research objectives of the study;

- To investigate the level of manipulation and exaggeration in Urdu press.
- To study the dramatization in Urdu press while reporting an issue in hand.

2.2. Research Questions

1. Does Urdu press portray manipulated and exaggerated content in reporting?
2. Does Urdu press cover more emotional and dramatized content?

3. Methodology

This study uses survey method. A well-structured questionnaire was designed to meet the aim of the study. All questions in the questionnaire were integrated while considering research objectives of the study. 100 respondents were selected using purposive sampling method. Results and findings have been demonstrated in the form of graphs and tables.

4. Results and Findings

Figure 1 and table 1 reveal the percentages of the responses recorded against the given statement. 62 % of the majority participants like to read Urdu newspapers, 26 % prefer English language newspapers while 12 % do not read any newspapers.

Figure 1: Which Newspaper do you like to Read?

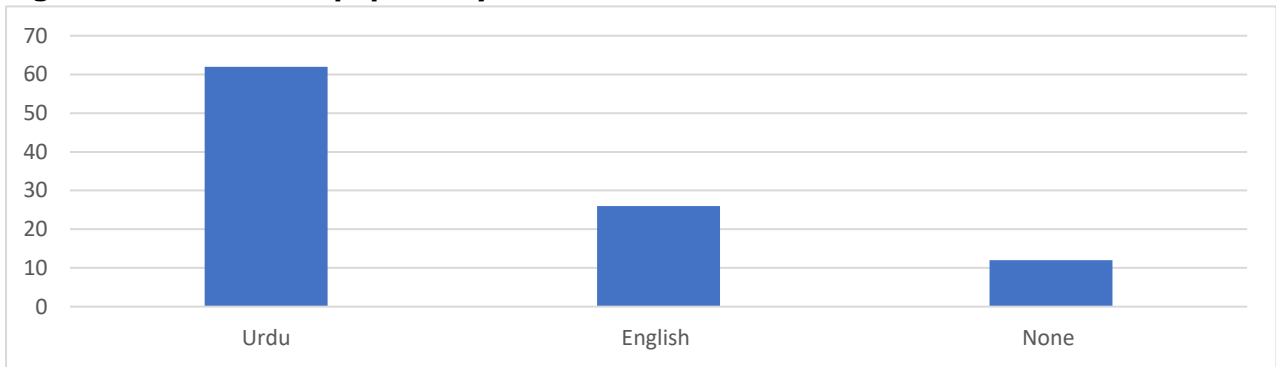


Table 1

Statement	Urdu	English	None
Which newspaper do you like to read?	62 %	26 %	12 %

Figure 2: How Often do you Read Urdu Newspapers?

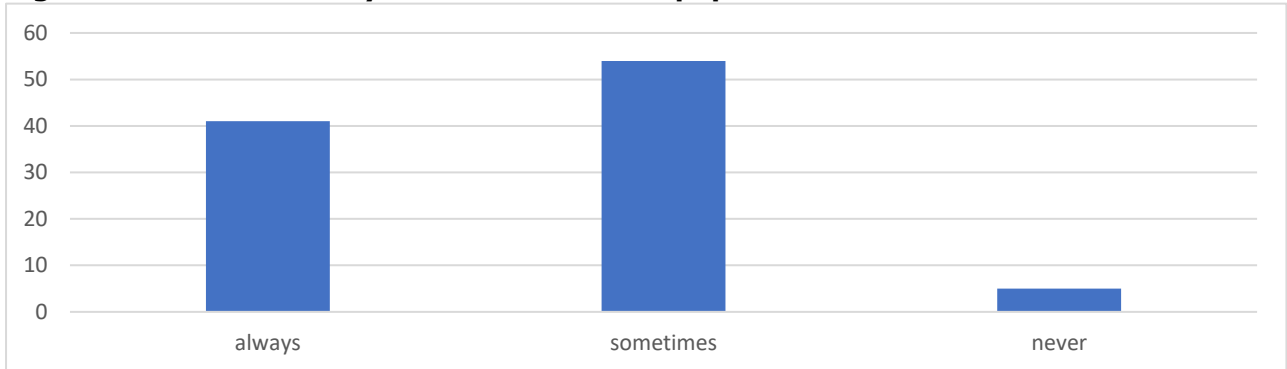


Table 2

Statement	Daily	Twice/thrice a week	Never
Do you read Urdu newspapers?	41 %	54 %	5 %

Figure 2, table 2 show the values of responses recorded against the given statement. 42 % of the respondents read Urdu newspapers daily, while 54 % majority responded that they read twice or thrice a week while 5 % never read Urdu newspapers.

Figure 3, table 3 show the values of responses recorded against given statement. 37 % of the respondents like to read print version of Urdu newspapers, 56 % majority prefer e-paper or Urdu press while 7 % read none of them.

Table 3

Statement	Print	e-paper	None
How do you like to read Urdu newspapers?	37 %	56 %	7 %

Figure 3: How do you like to Read Urdu Newspapers?

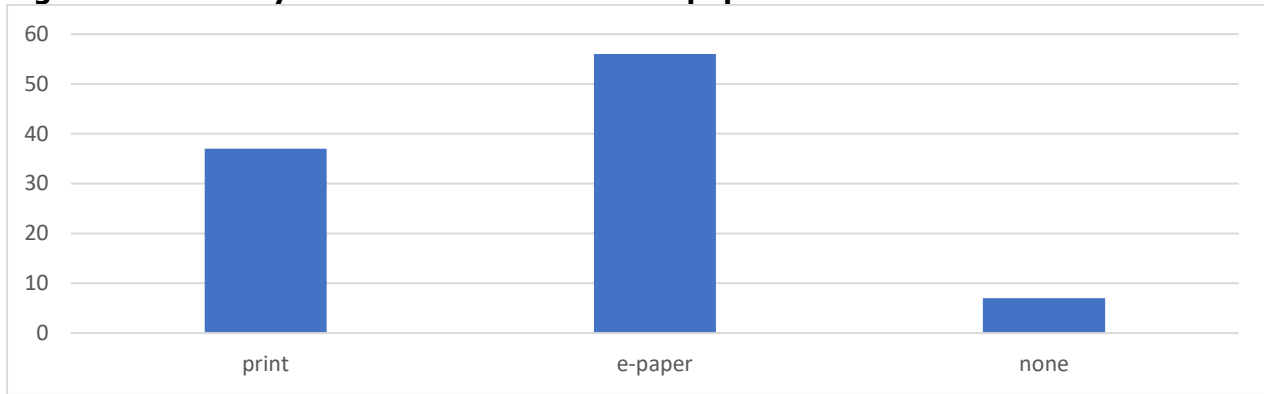


Figure 4: Do you think Urdu Newspapers Produce Negative Content?

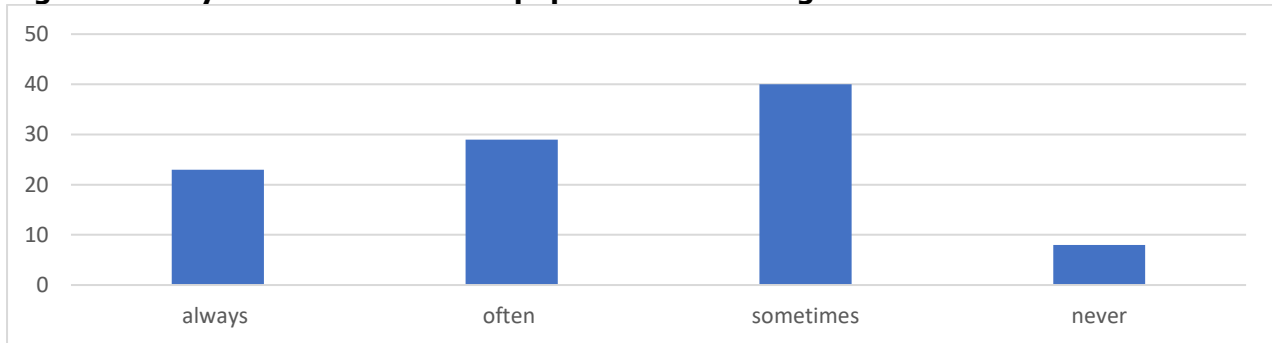


Table 4

Statement	Always	Often	Sometimes	Never
Do you think Urdu newspapers produce negative content?	23 %	29 %	40 %	8 %

Figure 4 and table 4 show the response of the statement. For which 23 % participants responded that Urdu newspapers “always” produce negative content, 29 % chose “often”, 40 % “sometimes” while 8 % went for the option “never”.

Figure 5: What do you Think is a Negative News?

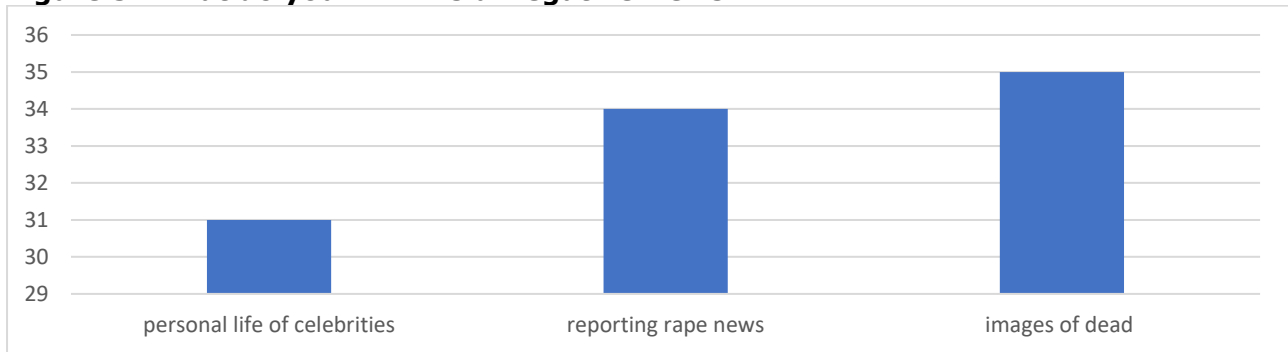


Table 5

Statement	Reporting personal life of celebrities	Reporting rape victims and their details	Images of dead
What do you think is negative content?	31 %	34 %	35 %

Figure 5 and table 5 illustrate the percentage values of the responses recorded against the given question of the survey. Among the given three options 31 % responded that reporting personal life is negative content, 34 % believed that reporting news about rape victims and their details and 35 % participants considered images of dead as negative content mostly covered in Urdu press. There has been observed almost similar trend among the responses against the given statement.

Figure 6: Do you think Urdu Newspapers have Sensational Policy to cover a News Story?

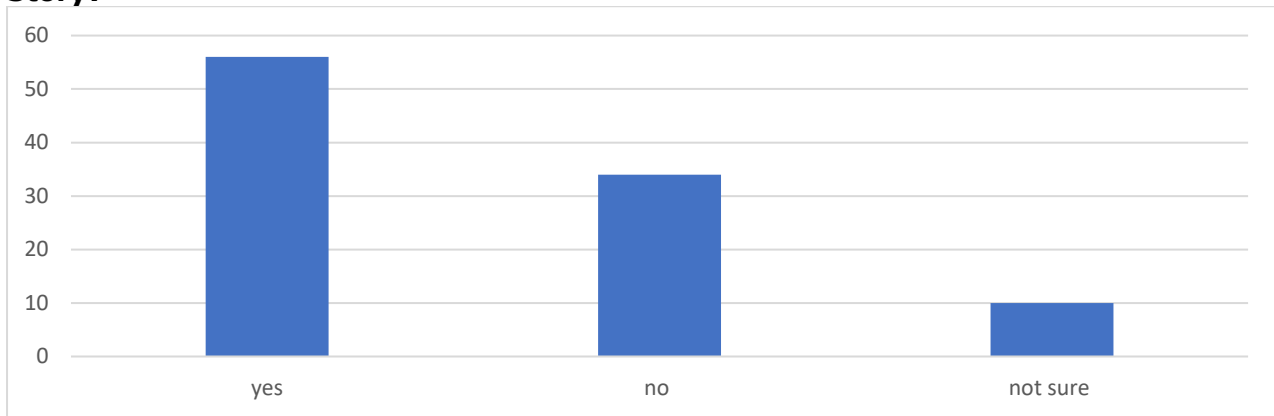


Table 6

Statement	Yes	No	Not sure
Do you think Urdu newspapers have sensational policy to cover a news story?	56 %	34 %	10 %

Figure 6 and table 6 illustrate the responses of the participants against given question. 56 % participants responded “yes” that Urdu press have sensational policy while reporting, 34 % responded “no” while 10 % remained unsure about the given statement.

Figure 7: Did you ever get offend by a News Story/Photo in Urdu Newspapers?

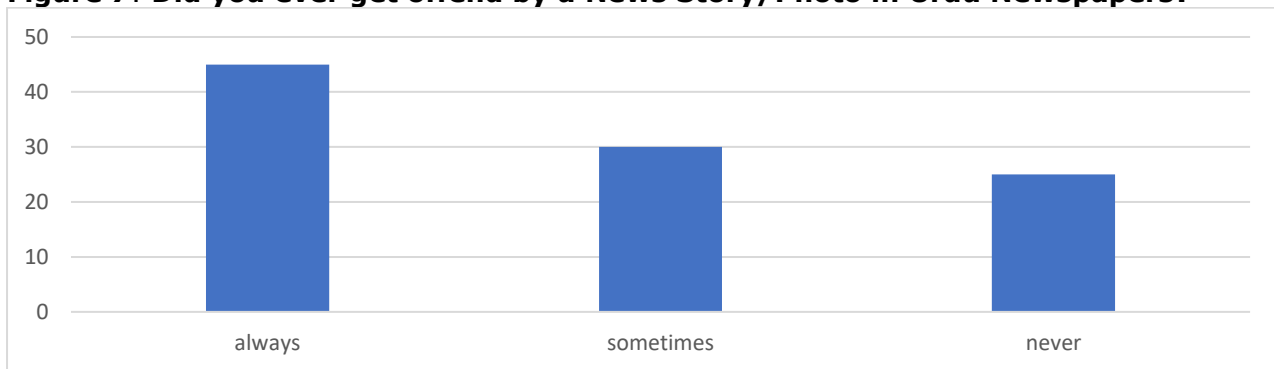


Table 7

Statement	Always	Sometimes	Never
Did you ever get offend by a news story/photo in Urdu newspapers?	45 %	30 %	25 %

Figure 7 and table 7 show the responses recoded against the given statement. 45 % responded that they always get offended by news story/photo in Urdu newspapers, 30 % responded for the option “sometimes” and 25 % believed that they “never” get offended by any news/photo published in Urdu newspaper.

Figure 8: Do you think that Urdu newspaper publish exaggerated content?

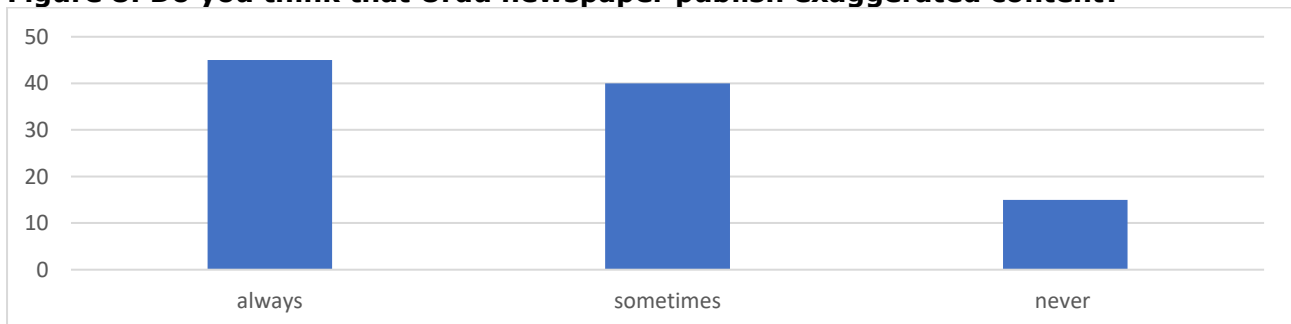


Table 8

Statement	Always	Sometimes	Never
Do you think that Urdu newspapers publish exaggerated content?	45 %	40 %	15 %

Figure 8, table 8 the values of recorded responses against the given statement. 45 % of the participants responded that Urdu newspapers “always” publish exaggerated content. 40 % believe that Urdu newspapers publish exaggerated content but “sometimes”, while 15 % opined that Urdu press never publish exaggerated content.

Figure 9: Do you think that Urdu Newspapers cover a Story in a Provocative Way?

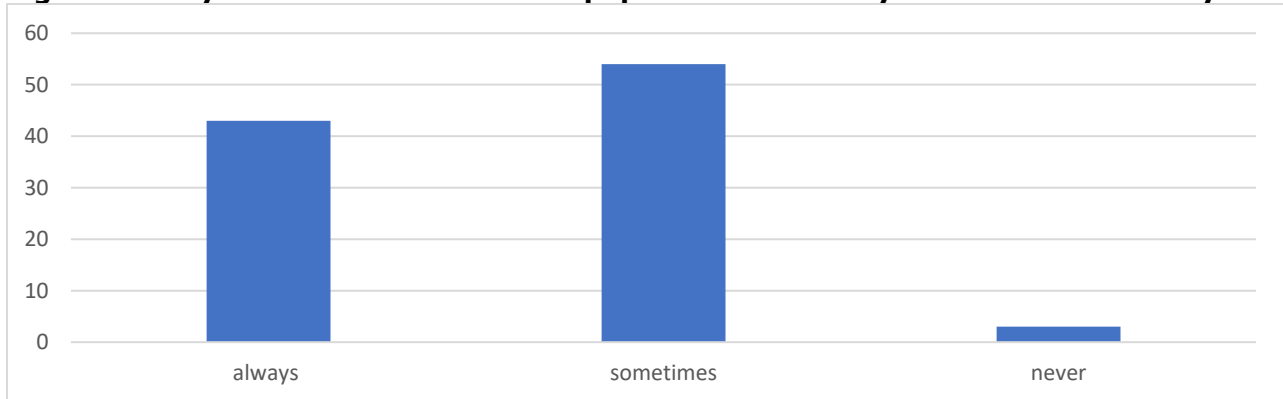


Table 9

Statement	Always	Sometimes	Never
Do you think that Urdu newspapers cover a story in a provocative way?	43 %	54 %	3 %

Figure 9, table 9 reveal the values recorded responses in percentages. It has been demonstrated that 43 % respondents Urdu newspapers “always” cover a story in provocative way, 54 % responded in favor of “sometimes” while 3 % supposed that Urdu newspapers never cover a story in provocative way.

Figure 10: Do you think that Content of Urdu Newspapers is Offensive in Nature?

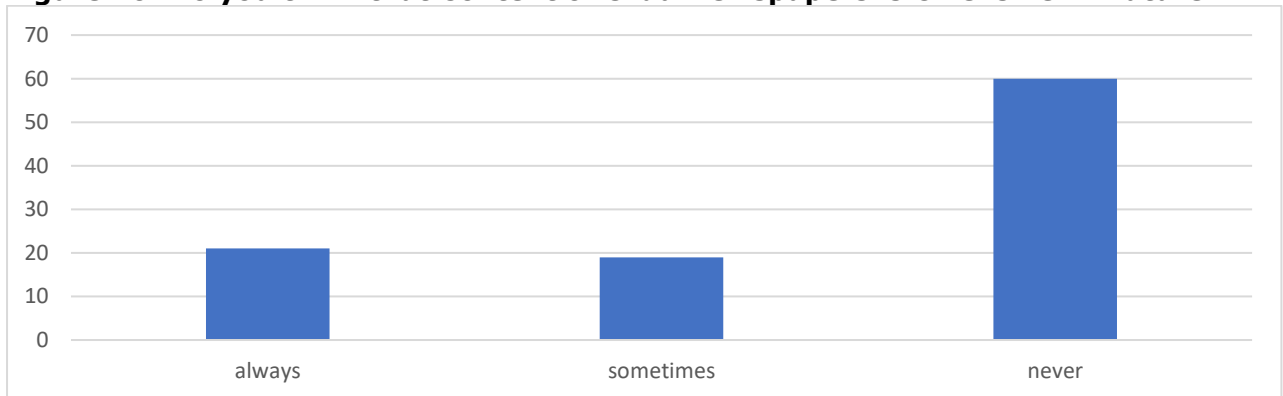


Table 10

Statement	Always	Sometimes	Never
Do you think that content of Urdu newspapers is offensive in nature?	21 %	19 %	60 %

Figure 10, table 10 illustrate the values of recorded responses against the given statement. 21 % responded that content of Urdu newspapers is “always” offensive in nature, 19 % that Urdu newspapers cover offensive content but only “sometimes”, while 60 % majority believed that content of Urdu press is “never” offensive.

Figure 11 and table 11 demonstrate the responses of participants recorded against the given statement. 37 % majority opine that Urdu press “always” dramatize an issue in hand, 33 % think that Urdu press “often” does so, 17 % believe that Urdu newspapers dramatize an issue in hand but only “sometimes” while 13 % think that Urdu press “never” dramatize an issue in hand.

Table 11

Statement	Always	Often	Sometimes	Never
Do you think that Urdu newspapers dramatize an issue in hand?	37 %	33 %	17 %	13 %

Figure 11: Do you think that Urdu Newspapers Dramatize an Issue in Hand?

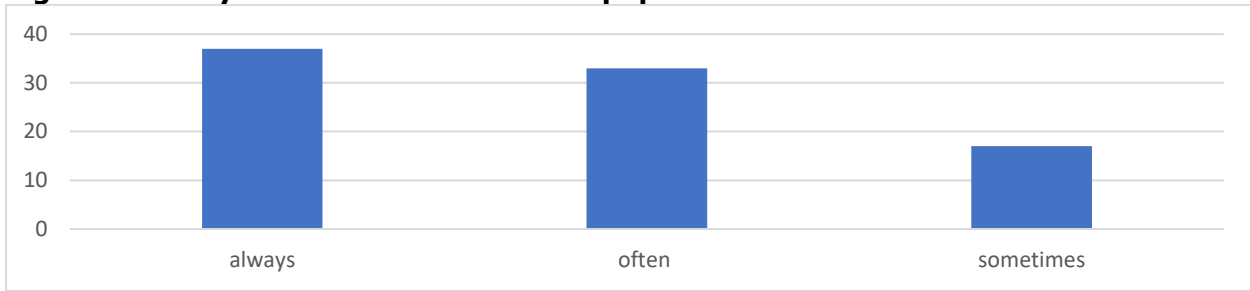


Figure 12: Why do you Think Urdu Newspapers Dramatize an Issue?

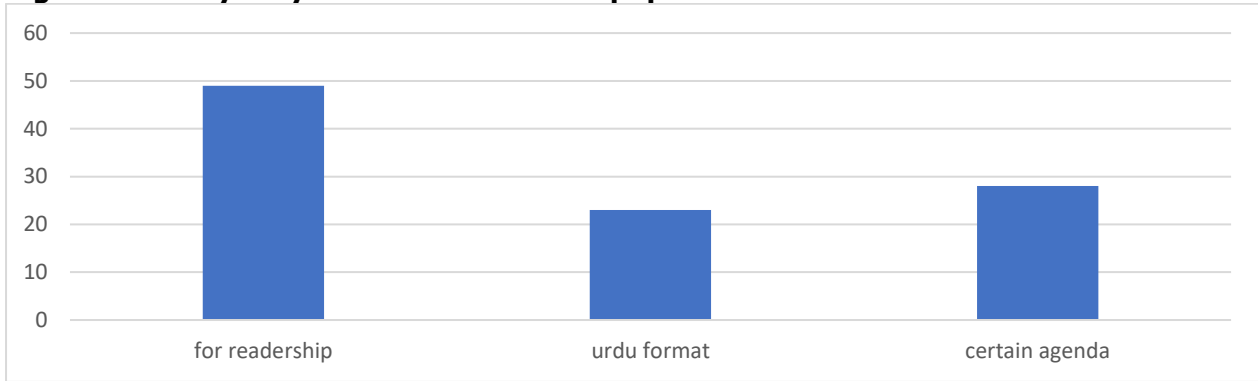


Table 12

Statement	For readership	It is format of Urdu Journalism	To follow certain agenda/policy
Why do you think Urdu newspapers dramatize an issue?	49 %	23 %	12 %

Figure 12 and table 12 illustrate the values of observed responses for the given question. 49 % majority participants of the survey responded that Urdu newspapers dramatize an issue in hand to attract readers, 23 % opined that an issue is dramatized because it is the general format of the Urdu journalism, while 28 % believe that it is done because they follow certain policy or agenda.

Figure 13: Do you think that Urdu Newspapers cover more Emotional aspect than Analytical One?

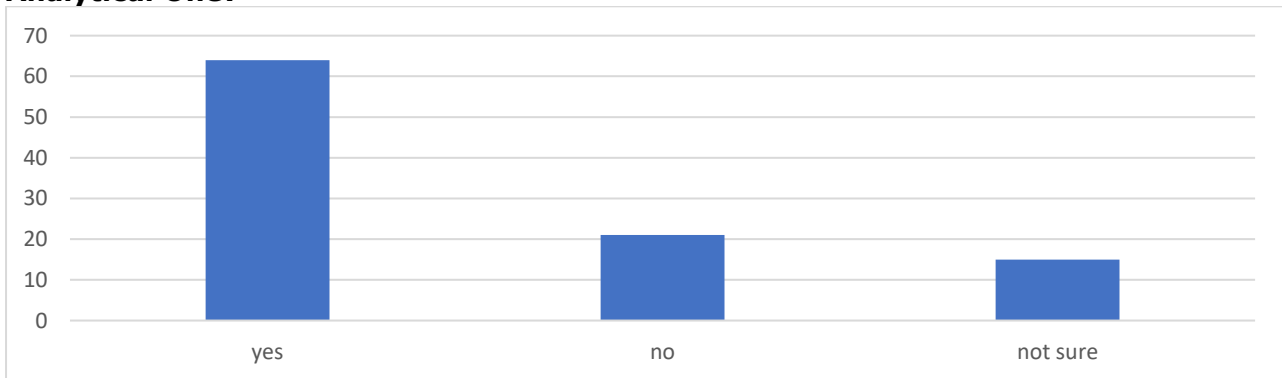


Table 13

Statement	Yes	No	Not sure
Do you think that Urdu newspapers cover more emotional aspect than analytical one?	64 %	21 %	15 %

Values given in table 13 and figure 13 demonstrate the responses observed against the given statement. 64 % majority respondents believe that "yes" Urdu newspapers cover emotional aspect of an issue than the analytical one. However, 21 % responded "no" for the given question while 15 % remained not sure.

Figure 14: Do you think that Urdu Press is for Commoners?

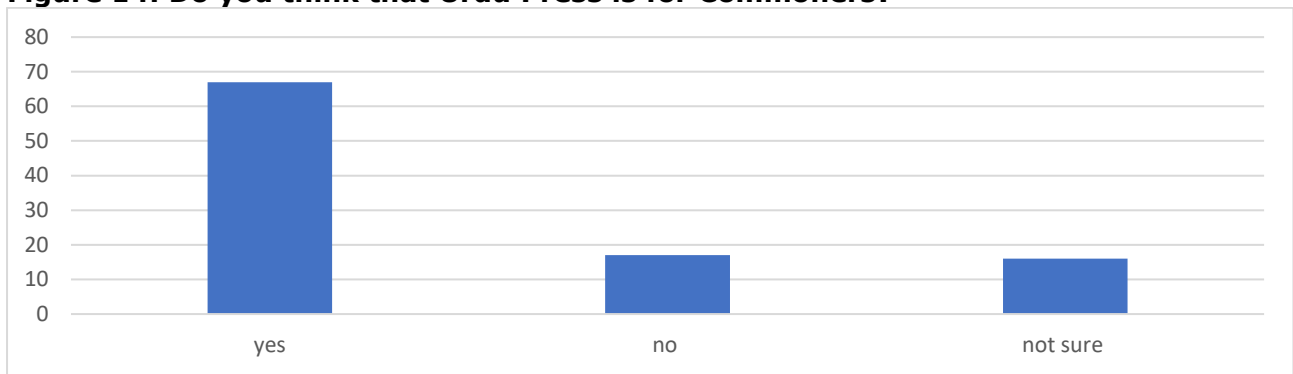


Table 14

Statement	Yes	No	Not sure
Do you think that Urdu press is for commoners?	67 %	17 %	16 %

Figure 14, table 14 illustrate the percentages of responses recorded for the given question of the survey. 67 % of the participants of the survey responded “yes” that Urdu press is for commoners, 17 % responded “no” for the given statement while 16 % remained unsure of the it.

Figure 15: do you think that Sensational Urdu Press Affects your Opinion?

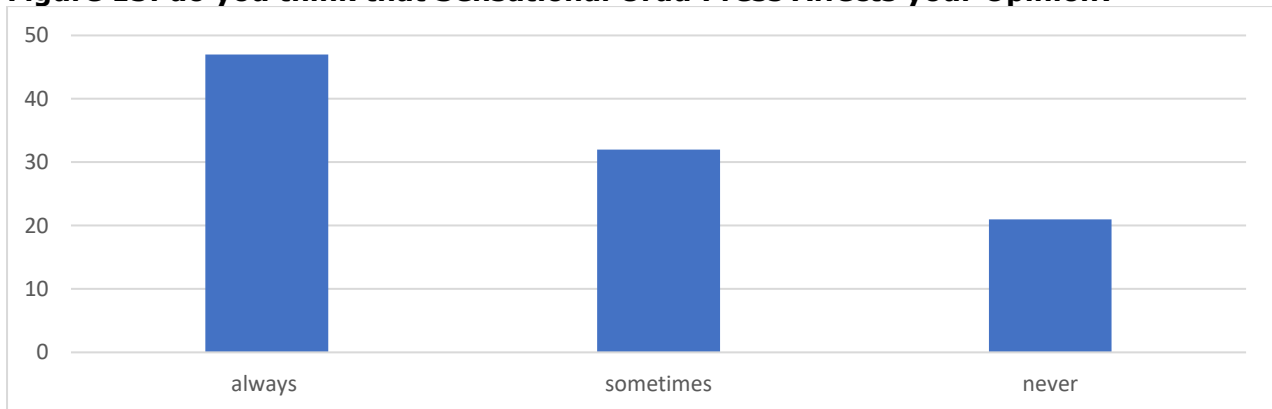


Table 15

Statement	Always	Sometimes	Never
Do you think that dramatic Urdu press affects your opinion?	47 %	32 %	21 %

Figure 15 and table 15 show the values of responses for the given statement. 47 % responded that Urdu dramatic content “always” affects their opinion, 32 % responded “sometimes”, however, 21 % responded that dramatic Urdu press “never” affect their opinion.

5. Discussion and Analysis

Urdu press enjoys maximum readership in Pakistan and its read both in print as well as digital formats. Khalique (2006) found that Pakistani media portrays its citizens as multilingual and multiethnic. We receive a clear separation of media in Urdu and English. The majority of people, both in urban and rural areas, find reading Urdu newspapers to be interesting. The main stream media in Urdu is more likely to have a liberal and professional tone, with material chosen specifically for Pakistan's urban and elite classes. A significant majority of the participants i.e., (62%) like to read Urdu newspapers, 26 % prefer English language newspapers while 12 % do not read any newspapers. Similarly, 42 % of the respondents read Urdu newspapers daily, while 54 % majority responded that they read twice or thrice a week while 5 % never read Urdu newspapers. 37% of the respondents like to read print version of Urdu newspapers, more than half (56%) majority prefer e-paper. Additionally, it has been noted that Urdu press is found to be more negative and promotes sensationalism especially when covering conflicts. Similarly Urdu newspapers also dramatize an issue in hand (S. Khan et al., 2023). Similarly in the current 23 % participants responded that Urdu newspapers

"always" produce negative content, 29 % chose "often", 40 % "sometimes. Thus, a significant majority believes that Urdu press produces negative content.

Derakhshani (2007) noted that when it comes to the media and scandalous news concerning any well-known and beloved celebrity by readers, it occurs when the media amplifies it in an attempt to gain prominence and carve out a unique niche for itself in the market. The news about a celebrity can appear to be made up at times, but it frequently has a real basis. Similarly, 31 % responded that reporting personal life is negative content, 34 % believed that reporting news about rape victims and their details and 35 % participants considered images of dead as negative content mostly covered in Urdu press. There has been observed almost similar trend among the responses while choosing a negative news. When signifies that all of such news are considered negative by the readers. Ali (2017) noted that it's widely believed that the Urdu press emphasizes emotion over analysis. Unlike the English press, which indulges in cold analysis, it panders to sentimentality. Therefore, the Urdu press is far more successful at stirring up controversy and providing a forum for people to unite and galvanize. It has a far more significant and immediate effect on Pakistani society's daily problems. Findings of the current study also reveal that a significant majority (64%) respondents believe that "yes" Urdu newspapers cover emotional aspect of an issue than the analytical one. However, 21 % responded "no" for the given question.

An advanced and well-developed Urdu newspaper industry that has been operating in the nation for a number of years has gained enough traction in readers' minds to warrant that most of the content it publishes be believed to be true and accurate (Awais, 2017). Likewise, a significant majority (67%) of the participants responded "yes" that Urdu press is for commoners, 17 % responded "no" for the given statement while 16 % remained unsure of the it. Moreover, majority (47%) responded that dramatic Urdu content "always" affects their opinion. 45% of the participants responded that Urdu newspapers "always" publish exaggerated content. 40% believe that Urdu newspapers publish exaggerated content but "sometimes". Likewise, 43% respondents Urdu newspapers "always" cover a story in provocative way, 54 % responded in favor of "sometimes" while 3 % supposed that Urdu newspapers never cover a story in provocative way. However, 21 % responded that content of Urdu newspapers is "always" offensive in nature, 19 % that Urdu newspapers cover offensive content but only "sometimes", while 60 % majority believed that content of Urdu press is "never" offensive. Khan (2014) found that Pakistani news outlets frequently try to hype up topics that are completely unimportant. Media outlets sensationalize issues that are not of public concern in order to incite pessimism in the public. In the current study 70 % majority opine that Urdu press "always" dramatize an issue in hand, while only 13 % think that Urdu press "never" dramatize an issue in hand. 49 % majority participants of the survey responded that Urdu newspapers dramatize an issue in hand to attract readers, 23 % opined that an issue is dramatized because it is the general format of the Urdu journalism, while 28 % believe that it is done because they follow certain policy or agenda.

Boston (2022) observed that rumors, fabrications of the truth, etc. are called as sensationalism. Sensationalism in the media has become the standard in today's society. Sensationalism has become most prevalent in journalism in particular. The truth is often exaggerated in order to look more dramatic and exciting. All in an effort to boost viewership and generate revenue for sponsors. The current study also reveals that more than half of the participants (56%) responded "yes" that Urdu press have sensational policy while reporting. It can also be related to the offensive nature of the content covered by Urdu press. Similarly, it is also revealed that nearly half of the population (45%) responded that they always get offended by news story/photo in Urdu newspapers.

6. Conclusion

Media in Pakistan is often found to be unethical and careless in its reportage. It appears that the media, the fourth pillar of the state, is exempted from laws and regulations. News headlines are made more captivating by showcasing a range of attractive techniques. Pakistani media is lapsing the society's ideology, ethics, and sociocultural values. Urdu press, a widely consumed media in Pakistan, is observed with dramatized and sensational content. It is often justified with its corporate goals to get more viewership. Being a key player in opinion making of the majority, Urdu press needs to reconsider its standards of reporting. It needs to

look back to the ethical and effective ways of handling an issue. The Urdu press, without a shadow of a doubt, has the ability to demonstrate its efficacy in the process of social reconciliation; nevertheless, in order to do so, it is necessary for it to revisit its illustrious history in light of the contemporary requirements of Pakistani society.

6.1. Recommendation

While considering findings of the study authors were able to suggest few recommendations as follows;

- Viewing the scope of Urdu press in Pakistan, it is significant to contribute towards more responsible reporting to witness positive aspects of media's role in society.
- Manipulation and over exaggeration in Urdu press may have negative consequences for the social construct as a whole, thus, there is need to reconsider the standards of ethical journalism on part of journalists as well as newspaper organizations.
- Understanding the role media as "to inform" is more needed than to "manipulate" while handling an issue.

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