

Determining the Social Responsibility Role of TV Advertising: Pakistani Viewer's Insights

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Abstract

As media serves many important responsibilities for the society such as social economic, educational, religious, cultural etc. and many people think that media plays a vital role in making democracy work. In alluding to people to purchase items and endeavors is the essential piece of publicizing. To speak to the encroachment of social and social regards in TV advancements and measure its impact on the get-together of individuals, this examination uses two particular educational accumulations. In any case, the data included TV sees which have been released in the midst of the latest five years. These commercials were examined to see the genuine cases and measure the level of encroachment of social and social regards in the advancements. These promotions incite see the substance of encroachment of social and social gauges in our overall population. The second data base is gained through surveys. SPSS was used for systematic evaluation of the data.

Introduction

The ideological theory of social responsibility is entirely based on ethics and moral values which are a social binding on individuals, organizations, corporations, and governments (Hung, & Cant, 2017). It can be negative or positive, positive in a sense to perform duties actively (proactive stance), negative in a sense to refrain from acting dangerously for society (resistance stance) (Jamal & Abu Bakar, 2015). Advertising plays a major role in the modern environment (S. H. Raza, Bakar, & Mohamad, 2017). It helps in establishing relationships between human desires and production. Therefore, all advertisings must be truthful, decent, honest and legal (Zia, Raza, & Iftikhar, 2017). While preparing advertisements, sense of social responsibility should be kept in mind, advertising which cultivates a lavish lifestyle and a false expression of presentation reduces human progress is a destructive version of advertising which is as harmful to individuals as for society (Giles, Liang, Noels, & McCann, 2001; Sung, 2014).

The citizens of Pakistan being mostly Muslims by faith have certain social and cultural values. Research would be looking at the prevailing social values and how the norms of society are violating by television advertisements (Chan, Tsang, & Ma, 2015; Pandyan, 2013). More specifically, the researcher will be looking at the effect of advertisements on our social values. Lack of acceptable code of ethics in advertising is a worldwide phenomenon. Morality in advertising varies from country to country. An advertisement may be morally acceptable in one part of the world, whereas, it may be against the code of morality in another part of the world (Abu Bakar & McCann, 2015, 2016).

Advertising is a media vehicle for social communication which is persuasive in nature shaping attributes and behaviors powerfully which steadily increases as the modern society grows (Abu Bakar, Mustaffa, & Mohamad, 2007). In today's world scenario, the gist of this discussion directly or indirectly is that advertising has a profound impact on the people's minds, expressing the relation between individuals, between the world and themselves and particularly in the selection of products and relationships in daily life (Ho, Peh, & Soh, 2013). The purpose of the study is to know that how audience thinks about the TV ads and to what extent they feel that ads are anti-culture and anti-social.

Objectives of study

The objectives of the study are:

- To find the extent of Pakistani to fulfill their social responsibility.

Definitions of key Concepts

The important concepts involved in the present study are defined below:

- **Advertising means:** word advertising means the introduction of a product to the consumers or any service to the mass or to turn the attention of public to an idea.
- "A picture, short film, song, etc. which tries to persuade people to buy a product or service."
- **TV Advertisement:** it has been defined as: "An advertisement broadcast during a sponsored television

program.”

Research Questions

R.Q 2-Whether or not media fulfilling their social responsibility?

Theoretical Framework and Literature Review

The social responsibility theory provides the guideline for this research. The Social Responsibility Theory by Robert Maynard Hutchins developed in the 1940s is still a source of guideline for the contemporary media. (Okazaki & Taylor, 2013). The theory, first introduced in 1947 was to mitigate the pressure that threatens freedom of the press, was strongly recommended by the Hutchins Commission on Freedom of the Press. It declared that the media should serve in public interest (Alam & Sayuti, 2011). It defines that Press should remain free of government interference & influence. It indicated guidelines that the media should observe the public interest to fulfill its obligation of serving the public (Madni, Batool, Abdullah, & Nawaz, 2013).

The social responsibility does not only fall upon the reporters and producers of media but also falls to the consumers to become media literate and maintain high, yet reasonable expectations of the media. In theory, if these things happen, there will be no need for government intervention & influence (Raza & Khan, 2014). The “Social Responsibility Theory” was set forth as the ideal way for the media to conduct business in the large interest of itself and of general public. Since its emergence, this theory has met with much criticism as well as support (Devedi, 2017).

All the researches whether in physical or social phenomena depend upon a special way of investigation and interpretation of data (Raza & Hussain, 2016). In physical sciences generalizations are drawn after experimentations but in social sciences experimentations are not in frequent use because of the complex and changing nature of the social phenomena. Some of the traditional instruments to gather data are interview, case study and survey method (Raza & Waheed, 2016). The present research involves an exclusive survey of TV viewers. The objective is together with the data that how people perceive about the violation of social and cultural values in TV advertisements.

In a book, namely “speed Culture: Fast Strategies in Televised Commercial ads” Ritson, Mark and Richard Elliott (1999) investigated the role of television advertising in promoting haste, acceleration, frequently cited as an indication of post modernity as a desirable quality and normal routine of everyday life. He noted that television plays a dominant role in that direction.

Déterminants, Des, Envers, Publicité, and Ling, (2010) also addressed the research on individual adolescents in role play in the social context among English high school students. They concluded that advertisement play a dominant role in the social interaction taking place among different social groups at different cultural levels. ‘Medium is the message’ is the title of McLuhan’s bestselling book in which he elaborated his idea media determinism. The author believes that ‘we shape our tools (media) and they (media) in turn shape us’ (Miles, 1994).

Such a practice allows audiences to identify the message and their sources to understand it in a better way and perceive themselves to be like the media characters are more influenced by media content in which those characters are portrayed. In another study on TV commercials” was done in 1991 (Aaron, Jayne, & Fam, 2013). It was found that most of the university teachers are not influenced by the TV advertisements and they do not buy the products after watching commercials on TV. Most of the teachers at the university level are of the view that the assurance which TV commercials are made through advertisement is after the fact (Kerr, Schultz, Kitchen, Mulhern, & Beede, 2015).

Methods and Materials

Survey Method

The universe of the present study is comprised of the TV viewers of Rawalpindi/Islamabad. In these areas, almost every house has a TV set and here television is the most popular entertaining medium. Another reason for selecting this universe was that the researcher is also the resident of this area and had an easy access to the respondents for the collection of the data. For the present study, a sample of 150 viewers has been drawn by simple random sampling technique. Only educated TV viewers were elected equally, 75 males and 75 females. Questionnaire was selected as a tool for data collection. Questionnaire consisted of 24 questions. The data was collected by the researcher himself within 10 days during the month of August 2011. The researcher himself distributed the questionnaire and after completion collected personally.

Tools of Data Collection

The data was collected by the researcher himself within 10 days during the month of August 2011. The researcher himself distributed the questionnaire and after completion collected personally. It was tiresome effort to go from person to person to collect data. The researcher personally knows most of respondents because he is

also resident of this area. So, it remained easy to approach the respondents. The researcher explained the significance of the research to the respondents. Most of the respondents were cooperative and they showed there deep interest, but some of the respondents were not so willing to respond and the researcher convinced them.

Data Analysis

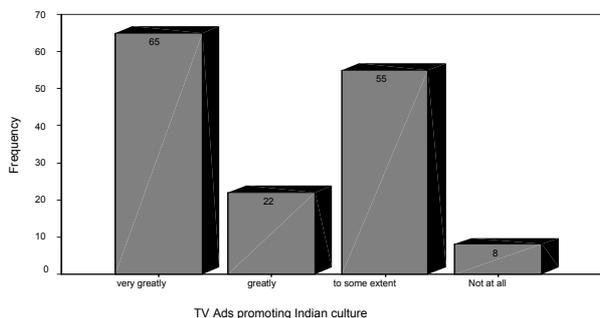
Analysis is mainly divided into two major sections. The first section presents the descriptive statistics while second part is regarding inferential statistics.

1. Frequency Distribution TV ads are promoting Indian/ foreign culture

TV advertisements are effective means to spread cultural values but it is a sorry state that present TV ads are promoting Indian cultural/foreign culture. In this concern, we got interesting results such as 43.3% (65) of the viewers marked **very greatly**, 14.7% (22) of the viewers opted the option of **greatly**. The persons who showed their interest in the option ‘**to some extent**’ are 36.7% (55). Very less participant said ‘**not at all**, with percentage of 5.3 (8).

(See table 4.16 in appendix)

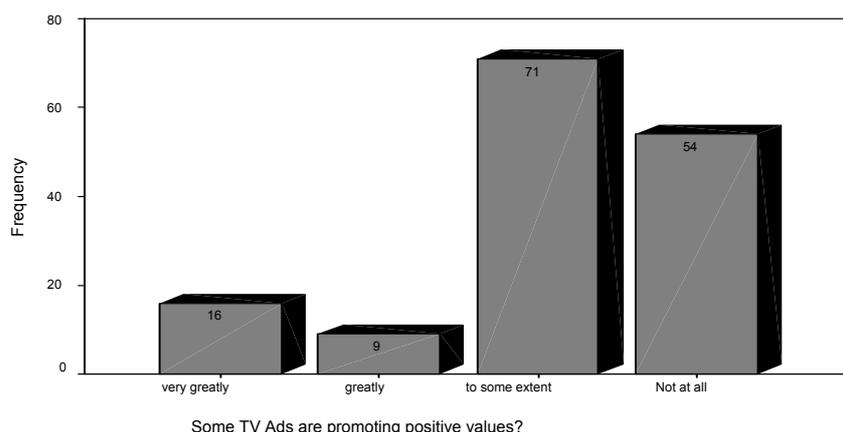
Figure 1: Bar chart of TV ads are promoting Indian/ foreign culture



2. Frequency Distribution Some TV Ads are promoting positive values

Media have been influencing human life at different levels. It is source of promoting cultural, social values. TV commercials are prominent figure to promote values in this regard. According to the output of questions “To what extent do you think that some advertisements are promoting positive values” the following percentage is found. Out of 150 responded only 10.7% (16) viewers have the view that advertisements are promoting positive values **very greatly** and 6% (9) viewers voted for the option **greatly**? The table 4.17(See table 4.17 in appendix) and figure 4.11 show that Majority of the responded, with 47.3% (71) regarded it **to some extent** and 36% (54) were those who said not at all.

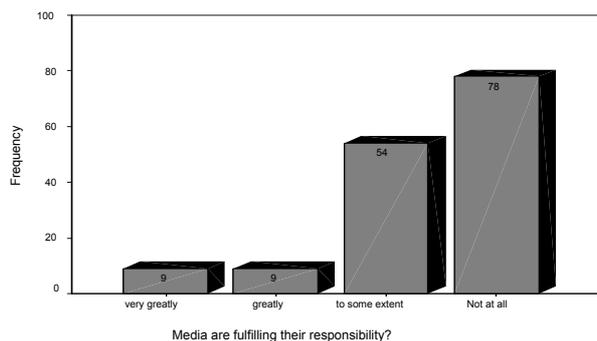
Figure 3: Bar chart of Some TV Ads are promoting positive values



3. Frequency Distribution Media are fulfilling their responsibility

Cultural values are the true reflection of a nation (Raza, Kaharal, & Bhatti, 2017; Raza & Liaqat, 2016). Our country, Pakistan has its own cultural and social values. Media have been prominent source to protect and promote our cultural values. A question was asked from the viewers to know that to what extent TV commercials are capable to promote cultural values. The outcome of this question shows that the 6% (9) of the total viewers responded for very greatly, among them 6% (9) replied in favor of greatly. A great number of viewers with the percentage of 36 (54) marked to some extent and 52% (78) responded voted in the favor of option not at all. According to the table 4.18 (See table 4.18 in appendix) and figure 4.12, the results show that majority of the responded have the view that media are not fulfilling their responsibility.

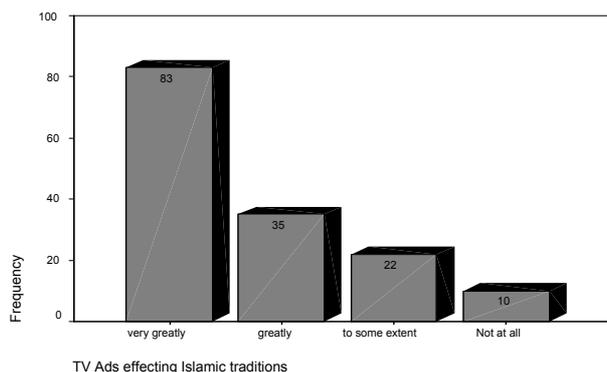
Figure 4: Bar chart of Media are fulfilling their responsibility



5. Frequency Distribution TV ads effecting Islamic traditions

Islamic cultural is a complete code of life. It provides wide range to human about every aspect of life. Media play its prominent role in promoting and effecting Islamic condition, norms and values. A question asked in this regard “to what extent in your opinion TV advertisements are affecting our Islamic tradition”. The outcome of this table 4.14 (See table 4.14 in appendix) and figure 4.8 depicts the following result more than half of the viewers, with the percentage of 55.3% (83) clearly mention that TV ads affect our Islamic values very greatly, 23.3% (35) clearly mention that the negative aspects of TV ads on our Islamic values are very great and 14.7% (22) marked the option **to some extent**. Out of 150 responded only 6.7% (10) voted for ‘not at all’.

Figure 5.: Bar chart of TV ads effecting Islamic traditions



Major findings of the study

By the analysis of data, the following findings have emerged. The details are as under:

1. The outcome of this study depicts that present TV ads are promoting Indian /foreign culture. In this concern researcher got interesting results such as 43.3% (65) of the viewers marked very greatly, 14.7% (22) of the viewers opted the option of greatly. The persons who showed their interest in the option ‘to some extent’ are 36.7% (55). Very less participants said ‘not at all, with percentage of 5.3 (8).
2. It is clear from the findings that media are not fulfilling their responsibility properly. Majority of the viewers, with 47.3% (71) regarded it to some extent and 36% (54) were those who said, “not at all”. Out of 150 respondents, only 10.7% (16) viewers have the view that advertisements are promoting positive values very greatly and 6% (9) viewers voted for the option greatly.
3. It is observed that most TV ads are influencing our cultural and social values negatively. Most of the time they don’t give a true picture of our society. The Culture presented in advertisements is not realistic. According to the received data 48.7% (73) respondents said that TV Commercials influence our cultural and social values negatively at very great extent, 27.3% (41) responded for greatly. Among the viewers who showed their interest for the option to some extent are 21.3% (32). And the very less viewers with the percentage of 2.7(4) totally negated it.

Answers of Research Questions

R.Q 3-Whether or not media fulfilling their social responsibility?

It is clear from the findings that media are not fulfilling their responsibility properly. Majority of the viewers, with 47.3% (71) regarded it to some extent and 36% (54) were those who said, “not at all”. Out of 150 respondents, only 10.7% (16) viewers have the view that advertisements are promoting positive values very greatly and 6% (9) viewers voted for the option greatly.

Discussion

Television Ads are like instruments in highlighting the religious and social controversies. Ads are creating hybridization of popular and conservative cultural norms- mixing local with global. Due the violation of social values in TV advertisements Cultural distance between different classes of society is increasing. Get together; Dance parties, Birthday parties and other functions on different occasions are now a fashion in elite class particularly in urban areas. In these party's participants try to do the same action they have watched in different TV advertisements (Madni, Shazad, & Abdullah, 2012). As against it middle, lower middle and poor class can't afford such type of parties and functions. TV commercials have generated enormous social tensions and cultural gap within society (Abdullah, & Rahman, 2017).

The research was an attempt to do an assessment of the influence of TV ads on the social, cultural and religious values in Pakistan (Madni, Nawaz, Hassan, & Abdullah, 2014). Through research it is revealed that TV negatively influence human mind and undermine social, cultural and religious values. So, keeping in view the statistical analysis of data and findings of the study, following conclusion are drawn. Media is not fulfilling its responsibility to the required pattern. Under the hurricane of constantly changing values of what the media has declared as Fashionable, healthy, and even what is needed or not, the human mind begins to lose sense. Another destructive trend of sophisticated advertising propagated by the electronic media in quantities unparalleled in history (Abrar-ul-haq, Shah, & Ghulam, 2016), is the trend of the rise depression. Media are busy in making money rather to fulfill their social responsibility and are doing no effort to save or promote the cultural and social values.

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