

Mass Media and Respect to Humanity: A Case of Lahore-Pakistan

¹Saif-ur-Rehman Saif Abbasi and ²Muhammad Shoaib

¹Department of Sociology, International Islamic University Islamabad, Pakistan

²Department of Sociology, University of Gujrat, Gujrat, Pakistan

Abstract: The present study aims at understanding the mass media exposure and respect to humanity by the respondents. For the present study 520 respondents were sampled from Lahore district through proportionate random sampling technique. A survey method was used as a technique of data collection and an interview schedule was administered by the researcher to collect information from the respondents. The results showed that there was a positive and significant relationship between mass media exposure and respect to humanity.

Key words: Mass media • Respect • Humanity • Lahore • Pakistan

INTRODUCTION

Mass media launch different programs for learning. All the things transform through the process of learning, socialization of children and family members. It unifies values, moral codes, morality, integration, rituals, traditions, emotions, behavior and attitude of society members to create cohesiveness, solidarity, integration and equilibrium among society members and in society [1]

According to sociological perspective [2] modern communication technology is most prominent feature to extend relations with family and without family and other local community members. Small group of leaders are the central place for all people to communicate each other but now the influence of mass media has changed the notion. Sociological concept of mass media provides the clear picture of its importance about the temporary union of choices by geographically dispersed people from different communities. It expanded the range of general experience among different participants in the groups or mass they attract. Individuals are becoming more responsible to distant events. Many researches have been done on the effects of mass media and communication. It needs to focus equally on different levels like individual, group and community level. For complete mass media impact assessment individual needs to focus on specific outcomes on the incidence of media. Mostly mass media provides vital information and sometime internet is considered as a substitute of it for the purpose of news. It serves as the primary source for a major story.

It has been well documented the media involvement has been successfully changed and nurturing different activities of individual's life like public health activities, social and cultural norms, values and traditions. Mass media is performing its role to increase awareness about family planning and reproductive health in developing countries and states [3].

Another role of mass media was in shaping behavior and attitude especially biased and intolerant behavior and attitude. Its role was encouraged at the time of shaping propaganda in first and second world wars [4-5].

Mass media are thought to be influential spreader of social norms because media represent two important sources of norms, which are important or admired figures in society and public opinion. Successive waves of research have ruled that media may not be successful at telling people what to think, but that the media are very successful at telling people what other people are thinking [6].

Objectives of the Study:

- To explore gender and age of the respondents
- To explore the level of mass media exposure of the respondents
- To find out the level of respect to humanity by the respondents
- To find out relationship (if any) between mass media exposure and respect to humanity

MATERIALS AND METHODS

For the present study 520 respondents were selected through proportionate random sampling technique. Sample was selected from Lahore district on the basis of the characteristics like, age 20 to 60 years, living in the vicinity of Lahore, having mass media exposure and respect to humanity. An interview schedule was administered by the researcher which contained different parts like a) gender of the respondents; b) age of the respondents; c) mass media exposure; and d) respect to humanity. Further, the data was analyzed by using Statistical Package for Social Sciences (SPSS) version 16.0. Percentage and Kendall's tau-b statistical test was used to draw the conclusion.

RESULTS AND DISCUSSION

Demographic characteristics of the respondents are provided in this section. Characteristics of the respondents vary from area to area, community to community and society to society with respect to the environment, surroundings and geographical location of the area. Gender is an assortment of appearance to make classification between male and female, men and women and boy and girl. It is socially and culturally constructed characteristics of men and women. It depends on the roles and duties on the individuals which classify them. Males and females are found in families at every class level in every society [7] and assigned various roles and status in different culture. Table 4.1.2 shows that 52.5% respondents were male and 47.5% were female. The gender distribution of the respondents was taken on the basis of number of males and number of females with respect to District Census Report of Lahore (1998) was used as a secondary data to draw the proportion of the gender from the target population.

The second part of the table under discussion indicates the distribution of the respondents by age categories. Age is very important demographic variable. It shows the population pyramid and on the basis of age distribution of the people, policy makers develop the policy of the state. With the passage of time individuals learn and get different kind of awareness and knowledge about modern lifestyle. With the growing age the element of wisdom, rationality, decision making authority and power increases. The table shows that 37 percent of the respondents were more than 40 years old while little less than this (35.8%) were up to 30 years age and remaining 25.6 percent were in age bracket of 31 – 40 years.

Table 1: Distribution of the Respondents by Gender and Age

Gender of the Respondents	Frequency	Percentage
i.Male	273	52.5
ii.Female	247	47.5
Total	520	100.0
Age of the Respondents		
i.= 25	110	21.2
ii.26 - 30	76	14.6
iii.31 - 35	57	11.0
iv.36 - 40	85	16.3
v.41 - 45	69	13.3
vi.Above 45	123	23.7
Total	520	100.0

Mean=36.73, Median=37.0, Mode=37, Std. Deviation=10.883

This shows that respondents belong to all the three categories lower, middle and upper ages. The mean score of the age was 36.73, median and mode was 37 and standard deviation was 10.89. In order to discuss in more detail it was ranging from 20 years to 60 years. The data also shows that majority of the respondents were at their maturity level on the basis of their age structure.

Mass media has grown to be an essential part of individual's life and can not be separated, ignored from it. Particularly for the urban people, the demand for information is more significant than eternally. Values, norms, routine life and way of life in the society in this age of information technology are strongly prejudiced by the mass media like newspapers, magazines, journals, articles, novels, books, signboards, TV, cable, radio, video, mobile and the internet. Mass media influences on people's life deeper than many kinds of state instruction. The full variety of unfiltered media is now accessible to most of individuals by using a parabola and satellite broadcast. Individual can buy many kinds of videos freely. Access to the internet is trouble-free and reasonably priced almost all over the places. They have many kinds of information using the internet knowledge.

A matrix question comprising a set of statements measuring influence of mass media on religion was asked to the respondents. Table shows that 67 percent of the respondents agreed including 18 percent who strongly agreed that mass media provide knowledge about religion. However 14.1 percent and 19 percent disagreed and reported no opinion respectively. The mean score on this statement was 3.68.

Mass media play a vital role to provide knowledge and awareness about religion, religious issue, religious beliefs, religious norms and values. Religion guide individuals and give the lesson of right and wrong.

Table 2: Mass Media Exposure

Strongly Agree=SA Agree=A No Opinion=NO Disagree=D Strongly Disagree=SD

S.#	Statement	SA 5	A 4	NO 3	D 2	SD 1	Mean
i.	Mass media provides knowledge about religion.	18.1 (94)	49.0 (255)	18.8 (98)	10.6 (55)	3.5 (18)	3.68
ii.	Media influence norms and values.	34.2 (178)	43.1 (224)	12.9 (67)	07.7 (40)	02.1 (11)	4.00
iii.	It provides information about new technology.	60.2 (313)	33.7 (175)	04.4 (23)	1.7 (09)	00.0 (00)	4.52
iv.	Mass media plays important role in highlighting social issues in society.	49.4 (257)	39.4 (205)	06.7 (35)	03.1 (16)	01.3 (07)	4.32
v.	Mass media is promoting violent behavior among youngsters.	28.3 (147)	39.2 (204)	18.1 (94)	11.2 (58)	03.3 (17)	3.78
vi.	Mass media has changed the world into global village.	59.8 (311)	28.8 (150)	07.3 (38)	02.3 (12)	01.7 (09)	4.43

It also guides the moral and ethics to their individuals in the society. Religion is the basic and essential value or basic correction of all humans. Everyone have a preference to follow the practices and values of any religion in the world. Religion provides a guideline and principles for the whole mankind. It provides a set of beliefs and morality. Holy Quran 2:256; God said, *"Let there be no compulsion in religion: Truth stands out clear from Error..."*

Table depicts that norms and values of society is influenced by media. According to the statistical data 43.1% of the respondents were agreed that mass media influence norms and values of society. Data shows 34.2% respondents were strongly agreed, 12.9% had no opinion, 7.7% were disagreed and only 2.1% were strongly disagreed that media influence norms and values. Media is a powerful source to show different patterns, cultural aspects, values of the societies, dealing of the people and their interaction. Individuals having exposure towards media are much influenced by different programs which are launched by different channels. It creates awareness and motivates individuals to follow new patterns and trends of different cultures. Majority (77.3%) of the respondents were agreed and strongly agreed that media influence norms and values of the society. The calculated mean was 4.0.

The table also elaborates that mass media provides information about new technology. Data shows that 60.2% of the respondents were strongly agreed that media provide information about new technology. 33.7% were agreed, 4.4% had no opinion and 1.7% was disagreed while there was no any respondent that was strongly disagreed that media provide information about new technology. The calculated mean was 4.52. a similar type of findings were reported in Hierarchy of Effects Model.[8] Mass media creates verbal and visual images to the audience and than individuals follow the steps like awareness, knowledge, liking, preference, conviction and finally they purchase the new technology in different fields of their everyday lives.

Table shows that mass media plays an important role in highlighting social issues in society. It is a powerful emerging institution now a day. It present the chance to exchange a few words to majority of native, local and to target all groups as also observed by Gamble and Gamble (1999). It highlights different social issues like, gender, children and issues of elderly people, criminal activities and all other society related emerging issues. According to the statistical data 49.4% were strongly agreed and 39.4% of the respondents were agreed that it highlights different social issues in the society. 6.7% had no opinion, 3.1% were disagreed and only 1.3% were strongly disagreed that media highlight the social issues in the society. The calculated mean was 4.32.

Table describes that media is promoting violent behavior among youngsters. It broadcast different kind of programs containing violence, crimes, gender issues, child abuse and many more social issues. Younger's short-term exposure enhances the probability of physically and orally destructive activities, hostile thoughts and antagonistic emotions. According to the field data 39.2% of the respondents were agreed and 28.3% were strongly agreed that media promote violent behavior among youngsters. 18.1% had no opinion, 11.2% were disagreed and 3.3% were strongly disagreed that it promotes violent behavior among young generation. The calculated mean score was 3.78.

The table also explains that mass media has changed the world into global village. The use of internet, cable, TV, mobiles and print media is changing the cultural patterns. Every individual is getting information about the world with in minimum time period. According to the statistical data collected from the field 59.8% were strongly agreed and 28.8% respondents were agreed that mass media has changed the world into global village. 7.3% had no opinion, 2.3% were disagreed and only 1.7% was strongly disagreed about the changing world into global village through mass media. Statistic shows that mean score of the statement was 4.43.

Table describes the human mind thinking. According to the field data 39.6% of the respondents were agreed and 34.8% respondents were strongly agreed that here are many important things that human mind cannot understand. There are lot of thing that individual can not perceive or understand through there lenses like belief, hell & heaven, supernatural powers and all other invisible things. While on the other hand 13.8% had no opinion, 7.9% were disagreed. Only 3.8% were strongly disagreed that all the things cannot be understood by human mind. The calculated mean was 3.94.

Table depicts that every person should have complete faith in some supernatural power. There are lot of things than individual's mind can not understand with the help of there knowledge, awareness and support of other people. Data shows that 40.8% of the respondents were agreed and 27.9% were strongly agreed that every individual should have complete faith in some supernatural powers. Individuals have belief and faith in some supernatural powers. They said these are God gifted. While on the other had 18.5% of the respondents had no opinion, 6.9% were disagreed and only 6.0% were disagreed that every person should have complete faith in some supernatural powers. The calculated mean score was 3.78.

Table shows that rebellious ideas are changed with the passage of time. According to the field data 42.9% of the respondents were agreed and 18.5% respondents were strongly agreed that rebellious ideas are changed with the passage of time. It is very natural that individual quantitative growth is also linked with his/her social development. It is also linked with ideas and these ideas are changed with the passage of time. Data shows that 25.0% respondents had no opinion, 5.8% were disagreed and 7.9% were strongly disagreed that rebellious ideas are changed with the passage of time. The mean score was calculated up to 3.58.

Table describes that decent person do not think of hurting a close friend or relative. It depends on the socialization and nature of individual that they follow the social values, norms and ethics. Individual keep in mind all these things then they do not thinking of hurting a close friend or relative. According to the data 36.3% were strongly agreed and 35.2% respondents were agreed that decent and hones individual do not think of hurting their close friends and relatives. While on the other hand 14.6% had no opinion, 9.2% were disagreed and only 4.6% were strongly disagreed that decent persons do not think of hurting a close friend or relative. Mean score was 3.89.

Table depicts that nobody ever learned anything really important except through suffering. Life of individuals is full of sufferings. Every individual is trying to manage it. According to the data which was collected from the field 41.3% of the respondents were agreed and 25.4% respondents were strongly agreed that nobody ever learned any thing really important except through suffering. 22.5% had no opinion, 7.9% were disagreed and only 2.9% were strongly disagreed that nobody ever learned anything really important except through suffering. The calculated mean score was 3.78.

Table describes that there is hardly any thing upper than the respect of humanity. Every religion promote to respect, worth and dignity of the individuals. According to the data 39.8% were agreed and 37.3% were strongly agreed that there is hardly anything upper than the respect of humanity. While on the other hand 16.0% of the respondents had no opinion, 3.7% respondents were disagreed and only 3.3% were strongly disagreed that there is hardly anything upper than the respect of humanity. The mean score of this statement was 4.04.

Table shows that every religion gives lessen to respect humanity. Religion is promoting the concept of respect, morality, ethics and customary ways of life. Data collected form the field describes that 54.2% were strongly

Table 3. Respect to Humanity

Strongly Agree=SA Agree=A No Opinion=NO Disagree=D Strongly Disagree=SD

S.#	Statement	SA 5	A 4	NO 3	D 2	SD 1	Mean
i.	There are many important things that can never be understood by the human mind.	34.8 (181)	39.6 (206)	13.8 (72)	07.9 (41)	03.8 (20)	3.94
ii.	Every person should have complete faith in some supernatural power.	27.9 (145)	40.8 (212)	18.5 (96)	06.9 (36)	06.0 (31)	3.78
iii.	Rebellious ideas are changed with the passage of time.	18.5 (96)	42.9 (223)	25.0 (130)	05.8 (30)	07.9 (41)	3.58
iv.	Decent persons do not think of hurting a close friend or relative.	36.3 (189)	35.2 (183)	14.6 (76)	09.2 (48)	04.6 (24)	3.89
v.	Nobody ever learned anything really important except through suffering.	25.4 (132)	41.3 (215)	22.5 (117)	07.9 (41)	02.9 (15)	3.78
vi.	There is hardly anything upper than the respect of humanity.	37.3 (194)	39.8 (207)	16.0 (83)	03.7 (19)	03.3 (17)	4.04
vii.	Every religion give lessen to respect humanity.	54.2 (282)	28.8 (150)	10.8 (56)	03.5 (18)	02.7 (14)	4.28

Table 4: Mass Media Exposure and Respect to Humanity

Respect to Humanity	Mass Media Exposure		Total % (f)
	Low % (f)	High % (f)	
Low	0.8 (04)	11.9 (62)	12.7 (66)
High	1.7 (09)	85.6 (445)	87.3 (454)
Total	2.5 (13)	97.5 (507)	100.0 (520)

Table 5: Kendall's tau-b Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	Exact Sig.
Ordinal by Ordinal	Kendall's tau-b	.087	.061	1.343	.179	.070
N of Valid Cases		520				

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

agreed and 28.8% respondents were agreed that every religion gives lessen to respect humanity. 10.8% had no opinion, 3.5% were disagreed and 2.7% were strongly disagreed that every religion gives lessen to respect humanity. The calculated mean score was 4.28. Data shows that more than half of the respondents were agreed that every religion gives lessen to respect humanity.

Table No. 4 depicts the mass media exposure and respect to humanity. According to the data, 97.5 percent of the respondent had high level of mass media exposure and only 2.5 percent had low level. While on the other hand, 87.3 percent had high and 12.7 percent had low level of respect to humanity. It indicates that that there is a positive relationship between mass media exposure and respect to humanity. The calculated value of Kendall's tau-b is .087 with p-value of .070.

CONCLUSION

Mass media is promoting and depicting picture of society and life of people. It provides information and strengthens values, norms, traditions and all activities of life. Individual having exposure towards media are becoming more rational and thinking about the respect to humanity. All the religious preaching also guides individuals to respect humanity. Individuals are getting some values and changing concept related to rights, freedom, respect, awareness and worth of human beings. There is a positive and significant relationship between mass media exposure and respect to humanity.

REFERENCES

1. Hinde, R.A., 1999. Why gods persist? A scientific approach to religion. London: Routledge.
2. Lang, K. and E.L. Gladys, 2009. Mass Society, Mass Culture and Mass Communication: The Meaning of Mass International. Journal of Communication, 3: 998-1024.
3. Ryerson, W.N., 1994. Population Communications International: Its role in family planning. Population and Environment, 15(4): 255-264.
4. Hovland, C.I., A Lumsdaine and F. Sheffield, 1949. *Experiments on mass communication*. Princeton, NJ: Princeton University Press.
5. Lippmann, W., 1922. Public Opinion. New York: Harcourt-Brace
6. Mutz, D.C., 1998. Impersonal Influence: How Perceptions of Mass Collectives Affect Political Attitude. Cambridge Studies in Political Psychology and Public Opinion.
7. Macionis, J., 2006. Sociology. Pearson Education, Inc. India: Dorling Kindersley Publishing Inc.
8. Clow, K.E. and D. Baack, 2007. Integrated Advertising, Promotion and Marketing Communications 3rd edition. Pearson Education, pp: 165-171.