ETHICAL ISSUES IN PAKISTANI PRINT MEDIA ADVERTISING: AN ISLAMIC PERSPECTIVE

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ABSTRACT:

In this study Pakistani advertisements are observed to know whether ethically it is compliant to the Islamic Concept of advertising or then it deviates this concept. The purpose of the study is to see how these advertisements ethically affects religious perception and how it induces the general public at large. A content analysis of two Pakistani Newspaper was conducted through content analysis. In initial list advertisement violating Islamic Concept is show, while in second request type ad is given and in last

ad to measure religious insight is contained. This study shows inferences in our advertising and imply ethical issues in advertising that are deviating the basic concept of Islam.

In this new era, the importance of advertising for any trade has become very high, various companies, modern means and even mobile internet are taking advantage of it, but the importance of newspaper advertisement has not decreased, each company has its own philosophy, some of which have legitimate control over advertising. Companies, regardless of the legal, sharia and social significance of these ads, they have only aim to make money, the most important of these is the Islamic approach, which cannot be ignored when designing advertisements. Islam has given freedom to the trading system with full guidance, but it has forbidden all the flaws in advertisement in business.

In this study, advertisements and their purposes have been thoroughly examined from an Islamic perspective and it has been proved that such advertisements are not permissible according to Shari'ah.

Keywords: *Advertising of Contentious products, Appeals of Advertising, Ethical Issues, Shari'ah, Religious perceptions*

INTRODUCTION

If we look at the history of newspapers, we find that the beginning of newspapers eras is 1566. In the beginning, newspapers were based on handwritten news sheets, it was weekly and contained information on the wars and politics of Italy and Europe. Germany was the first country who started printing newspapers in 1609, but at that time it was heavily censored. According to the Raymond Astrbury in1695 the British government reduced the censorship to the newspaper. After the 1800s, the world of newspapers grew rapidly and became an important part of life. However, the media is important to making the public aware of the truth. Furthermore, communication is an important tool of a society, media is the fourth pillar of state. In this regard, professional journalist first gathers information and then sorts it out and then disseminates it to the general public through the media. Along with the role of the media in the whole process, there are also some ethical duties of the media which arque very important to keep in mind. Respect for these ethical factors, truthfulness, impartiality, justice and privacy is a very important and necessary component for journalists. The

news has to be conveyed to the readers in a timely and impartial manner.

The publication of the newspaper conveys the news of politics, civilization, sports and other fields to the people and also conveys the messages of the state to the people on many other topics. It is an impartial and perfect statement that conveys to the general public in the right way that many people trust. It is the responsibility of a journalist not to blame anyone in the news and not to express his personal opinion. These are the things that are called journalistic responsibility. News have different types, some are of local importance, and some are very important on the global horizon in terms of law and order, trade or any other. Every country has its own interest and newspapers make their policy keeping this in mind. The importance of news is related to many things or events in which the freshness of news is very important. In the world of journalism, news confidentiality is an important component. Hallin, D. C. (1985).

Four roles of advertising in society are contained, 1. The role of Marketing: The marketing role is to deliver message to consumers. 2. Role of communication: advertising which is a form of mass media provides diverse information to buyers & sellers in the market. 3. Economic Role: There are

two concepts that how advertisement leaves effect on economy. Firstly, advertising decreases the likeness and consumers goes to alternate or substitute, regardless of price. Secondly advertisement help consumers evaluate the price, as well as other factors such as quality, position and prestige, Laudon, K. C., & Traver, C. G. (2016).

Advertising provides us with information about new and improved products and helps us to compare products and features. It is important to keep consumers informed when it comes to promoting Islamic ideology. The Qur'an states, “Allah has made trade and commerce lawful and forbidden usury” (Source: Surah Baqarah). In another place in the Qur'an, it is said, “And when the prayer is over, then spread out in the land and seek the bounty of Allah.” (Surah Jumu'ah).

The Prophet (Peace Be Upon Him) said, “In trade and commerce, lying is the ninth part of making money”. Islam is a complete code of life. It has been directed to make a nation socially, politically and culturally strong and prosperous, from the very beginning of Islam, it has been instructed to trade. Islam has made it clear that trade should not only be profitable, but also serve the needy through trade. That is why Allah Almighty has stated two

purposes of trade.

ADVERTISEMENT

The importance of advertisement is very important in the present era, on the other hand, the need and importance of advertising has increased to such an extent that step by step in daily life is required, from promotion of educational, health even everywhere advertise has revolutionized and the idea is that now advertised are needed everywhere.

We have examined every aspect of advertisement and examined in detail the Qurani ayat, the message of the messengers and the writings of the Islamic scholars on this issue.

Research Questions

- What role does advertising play in print media?
- To know do print media published unethically advertisement?
- What are the disadvantages of print media advertising on sociality?

LITERATURE REVIEW

The purpose of this research is to find out whether there is any ethical problem in Pakistani print media advertisement? If so, it will be investigated

whether advertising in our country is a means of conveying a positive message or whether it is creating immoral activities.

Schaefer analyzed Taiwan's political advertising about attacking opponents, rabbit criticism, image creation, and types of appeals. Schaefer has analyzed advertisements for the types of criticism, image creation, and appeal, he analyzed the advertisements using statistics, he nominated each political party for the number of the said advertisements, so a comprehensive analysis was done by collecting the content of these political advertisements. (Schaefer, 2004).

Accordingly, to Julie and Bostick (2005) analyzed the content of political advertising in the run-up to the 2004 US presidential election, examining women's representation and placement, and its impact on political advertising. In particular, the female appointment category was used to analyze women's appearance in advertisements, according to the results, women were more likely to be featured in advertisements by George W. Bush, the results showed that ads that were positive were more likely to feature women and that results were more likely to be presented in a better way.

Another study looked at political parties through newspaper advertisements, analyzing the strengths of the democratic process and its implications. The study found that private newspapers gave more space to issues related to political parties and less space to state affairs, while proprietary newspapers kept party issues balanced with state affairs such as health, economy, etc. (Diedong, 2013)

So far, little has been done to promote advertising from an Islamic perspective. Haq & Khan (2006) studied advertising from an Islamic perspective and developed a model for marketing advertising. They have come up with some results,he also said that 97% of people watch advertisements, 40% of them always watch and 60% watch occasionally, 93% pay full attention to advertisements and 7% do not.

A study by Banuri Mittal found that consumers felt that a quarter or less of the ads were factual and credible. Sharon Shot, Pamela Lowry, and James Hefner conducted a survey of more than a thousand adult users to gauge current public confidence in advertising. In his view, Americans generally do not trust advertising. However, they rely more heavily on advertising claims to focus on actual purchasing decisions. (IJESS, Vol. No.

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Media Ethics

Television live coverage and print media advertising violate media ethics. In this regard, the history of live coverage of television could be traced in the United States, New York at World's Fair in 1939 as National Broadcasting Company (NBC) covered the speech of the then US President Roosevelt live at New York World's Fair ceremony (Herbert, 2004). Ethical values have also been violated in direct reporting to the media in the case of the kidnapping of a US state police commander. (Tuggle H., 2001).

The media needs to pave the way for cooperation among all stakeholders in order to maintain the credibility of the audience, while the media must fulfill its own moral responsibilities by defining them. There is no doubt that in today's fast-paced world, live coverage has revolutionized the news media because of its speed. But many viewers believe that the high speed often leads to inaccuracies and the news that should not have been aired (Toggle, 1999).

Incomplete facts, misrepresentation and speculation are more likely to be covered in live media coverage, especially when fair and accurate

reporting is ignored (Tuggle & Huffman, 2010). Positive news should be broadcast. Live reporting should broadcast less disaster or death statistics even if there are real facts. Incomplete and unverified information, images should not be part of direct reporting. Media outlets have failed to broadcast factual information about the causes of the catastrophe and its aftermath, and its main focus is on the catastrophe to generate hype and breaking news to sell the story. (Ali, 2013)

Television channels are focusing on reporting footage that viewers, especially women, cannot tolerate because most of the television coverage is full of ordinary people who do not see people's worries, especially in war. It is the media's strategy to dramatize such a situation in order to sell the trouble, Gamson, W. A. (2004).

Ethics should be kept in mind when reporting terrorist attacks as most of the time television channel reporting contains sensational material which can have many moral implications.

Code of Ethics

As a first step in establishing and justifying ethical standards for ethical evaluation of ethical principles and rules, it is necessary that whatever is

published should contain ethical standards, the purpose of this study is to identify ethical standards in advertising in the Pakistani print media. In other words, as far as possible, the chosen moral standards should maintain their importance despite differences in religion, culture, circumstances and time. Advertising is viewed by a large number of individuals and social groups, so ethics is also central to advertising, ethical philosophers and cultural experts have worked for thousands of years to achieve the goal of moral standards. It has only one purpose, which is to maintain the standard of ethics in advertising. From the outset, care must be taken to ensure that these ethical standards are met.

International researcher Schwartz (1998) has presented an ethical model in which he has examined four different things:

1. Integrity (including concepts of honesty, integrity, reliability, and loyalty);
2. Respect (Human Rights, Respect and Concepts)
3. Responsibility (concepts and accountability);
4. Justice (Impartiality, Concepts and Equality);
5. Care (concept of avoiding harm)

6. Citizenship (observance of laws).

Media Advertisement

Advertising is an important part of a company's advertising. Most companies spend about 25% of their total budget on advertising. Advertising is very important to increase the revenue of any item. But now many false promises are made to attract people to buy advertising products. ▪ Lying is strictly forbidden in Islam. Doing business is allowed in Islam. Yes, but it must be in accordance with the Shari'ah. It is very important to uphold the Shari'ah and belief in business, that is, not to be deceived. Fraud, misrepresentation, oppression and injustice in measurement; And there shouldn't be any injustice. This article seeks to understand the Islamic perspective. It is also worth mentioning here that the same kind of work is done for the society which will get the advertisement. In Islamic society, it is forbidden to advertise in such a way as to violate the commandments of God Almighty, to humiliate humanity, to spread chastity and good morals. Advertisement in the dictionary refers to the promotion of something or news, whether it is through sound or through the form of a paper or a model.

In the Arabic dictionary, the words al-Ilan, al-Zahoor and Shaa 'are used for it. In terms of terminology, jurists take advertising in the sense of announcement.

RESPONSIBILITY THEORY OF PRESS

This theory defines that media should play a rule in the society that provide them accurate information about specific issue and should not provide such information that create violence or then create law and order situation and news should be authentic and balanced at (Fourie, 2001). This theory also protects the public rights (Da Silva, 2007). According to the (Middleton, 2009) United States coverage that conducted in 1995 shows that 60% people takes calcium for stress may invites heart attack, this coverage created a panic among the public and people became worried for such treatment.

So, Social Responsibility Theory is most relevant to my study that examine how to media play its role according to the ethical manner.

Therefore, according to the (Bandura 1961) Bobo doll study that social learning theory stated “TV play negative affect on children behavior”. In his study they present emotionally response, attitude, and manners of models, observing from others is a major principle. Bandura’s impart four steps of

social responsibility theory which contain a operant and cognitive learning view, these steps are as under:

The individual produces a movement that is consistent with the observation.

i) Attention –human being observe the environment to some extent.

ii) Mind observation

iii) Reproduction –a movement that is consistent with the observation.

iv) Motivation – the individual can't do anything unless you use common sense.

According to Bandora (1973), observation of social models proves that learning is compatible with aggressive behavior, on the other hand, he said that there are three factors that are more likely to affect children who are exposed to violence. The role of TV involves their belief in the child's identity and acceptance of society's violence in general.

Children are very imitative and this is a problem because almost all children watch television and become accustomed to bad things from there, I have tried to imitate what I have seen, which is devastating, because if someone has seen violence on TV, then children try to do the same, Leon (1996).

Problem statement:

Pakistan is an Islamic country. The foundation of this country laid upon the Islamic ideology. Advertisement play a very important role in informing the People and doing Business in age of globalization. Either these advertisement fulfill the criteria as directed by Islam to be honest or do no spread lie. This research will study the Ethics in the advertisement in the Islamic Perspective

Methodology

The purpose of the study, was to examine the Pakistani print media advertisements whether the methodology used in our advertisement is compliant as the concept of Islamic principles and perspectives. For this purpose, we go through in leading two Pakistani Newspapers Urdu and English, the 'Daily Express' and the 'Daily The News'. We have taken and selected Urdu newspaper because majority of Pakistani are Urdu newspapers readers so we have taken it in mind that due to this we could know the advertisements in Urdu newspapers that how it induces the readers. While on the other hand we have taken English newspapers because

we could know how English reader which number is quite less in Pakistan induces from advertisements appears in English papers.

For this purpose, we content analysis of two Pakistani Newspapers, first we maintained list of controversial product, secondly on advertisement approach and lastly we maintained measure of products through religious perspectives. We have randomly selected and taken six-month data from both Urdu and English newspapers to know how Pakistani print media advertise their product and whether these advertisements are in accordance with the norm and value of Islamic concept or not.

Some Qurani Ayat and hadiths are used to examine Pakistani advertisement if its follow the Islamic rules or not, we also analyzed current Pakistani advertisement of Quranic Ayat are used to judgement for advertising is it acceptable in Islam. We examined the trend of current advertisement.

ANALYSIS & FINDING

Objectives of Islamic Advertising:

The main aim of advertising in Islam should be seeking pleasure of God prior to serving human being. In this context the main objective of advertising should be also to serve Allah and then the concept of profit

comes. The cause of creation of human being is defined in Holy Quran i.e "I have created human being to serve me". As the sole purpose of creation of men is serving so the goal of advertising in Islam is also compliant with this serving principle.

Principles of Islamic Advertisement

According to Islam & Sunnah, when advertising, consumers should make sure that the advertising is in accordance with Islamic principles and the Qur'an and Sunnah, that is, all marketing should be in accordance with Islamic principles, and advertising should provide true information instead of misleading and deceiving consumers.

The Fairness

Advertising is an important thing in the Islamic and moral system, that is, what is being advertised must be in accordance with Islamic standards, because Islamic equality believes in rights and justice is of paramount importance. It is an injustice to mislead people by showing its unfairness. Islam teaches justice to the people, so lying in advertising is a wrong way to do it.

Our Prophet Mohammad (Peace Be Upon Him) has mentioned three signs

of a hypocrite i.e., whenever he speaks, he lies, he breaks the importance whenever he promises and if you trust him, he does not fulfill your trust.

Honesty & Truthfulness:

On another occasion, the Prophet Mohammad (SWT) said that fruit or edible items should not be sold until they are ripe. When asked about the fact that they are almost ripe, he said, he added, “If Allah spoiled the fruits, what right one would have to take the money of one’s brother.” (Al-Bukhari, 3.403).

This proves that honesty and truthfulness are also very important in advertisements, so misleading and false promises are forbidden in Islam. Thus, false promises should not be advertised.

Islamic Ethics

In Islam, ethics is more than just praising right and wrong through society. In Islam, since ethics is primarily guided by the Qur'an and Sunnah, ethics covers physical, emotional, and spiritual factors. The effects of advertising, i.e. economic, political and cultural, need to be considered.

Ethics is an integral part of all business aspects and advertising is also a very important component for the promotion of any business. It is completely HARAAM to sell anything by making false claims or deliberately misrepresenting it. Therefore, Islamic values should be considered in the advertisement and the advertisement should be in accordance with the values and in accordance with the Shariah.

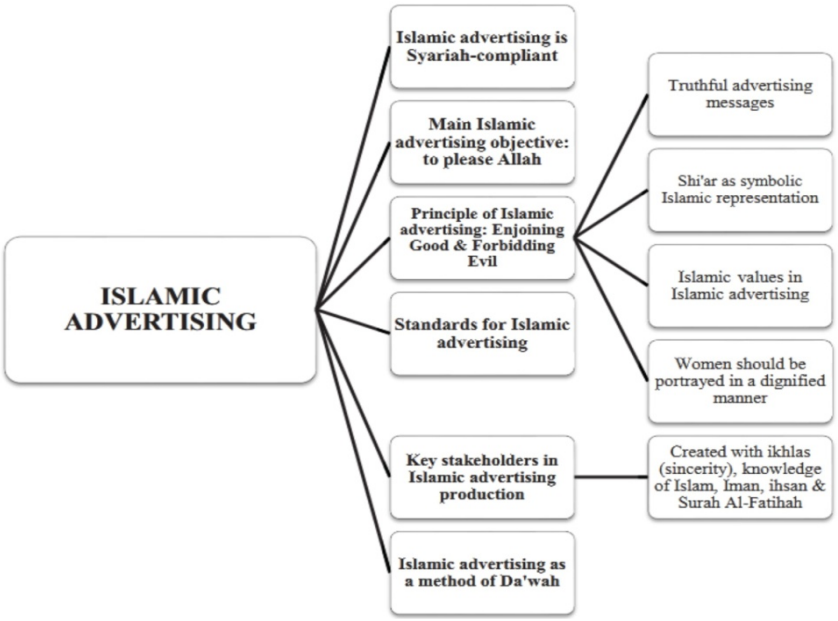
Women in Advertisements

Islam gives full permission to women to do business but it does not mean that women should be advertised through advertisements. In Islam it is Kosher for a woman to reveal at any part of the body except face, hands and feet. But in our society women are considered as a sexual stimulus and thus women are seen more in advertisements to attract public attention. Islam protects women and prescribes the rule of dress covering the whole body. The Qur'an says, “And tell the believing women to lower their gaze and guard their private parts”.

Islam is very strict about women's clothing so that men are not attracted to women. Sexual exploitation of women in advertisements should have no effect as Islam has instructed respect for women. Islam has given women a

very high status so exploiting women in advertisements is not only immoral but also Haraam. This is because it portrays a sin, not only in Islamic societies, but also in other modern societies. The exploitation of women is being called an immoral act and is being discouraged in all corners of the world.

Concept of Islamic advertisin



g in diagram.

Table 1 Controversial Product:

This table explores how women are portrayed negatively in advertisements,

just as women are portrayed in shorts in newspaper advertisements with the aim of attracting men. Similarly, some advertisements have portrayed women in vain and some advertisements which contained sexual material have also shown women. Islam commands us to refrain from evils, so even if women are included in advertisements, they should be dressed according to the religion and presented in a dignified manner.

In our country, women are usually included in advertisements that have nothing to do with them, but it is just an easy way to attract people. Not only does it have a profound effect on society, it also exploits women. The same immoral dress and pose is offered to a mobile service provider company only to attract the general public.

Table 2 Advertising Appeals:

In many advertisements in Pakistani media, things are often kept hidden. For example, if you look at the advertisement of a motorcycle, it is claimed that this motorcycle can run up to 80 km in a liter of petrol, but in reality this is not the case. Such advertisements are misrepresented in order to attract as many people as possible. Such advertisements are not allowed in Islam at all. It is just an act of misleading the people.

Table 3 Advertising Appeals:

Fraud and ambiguity are widely used in advertising. Images are used to show that this is the truth. Many products are not based on reality. For example, different companies announce a 50% discount on the sale of their products, which attracts more people and makes more purchases. This is kept secret when advertising. Such advertisements are not accepted in Islam.

Table 4 Religious Perceptions:

This is an upright advertisement published in Pakistani newspapers. In this advertisement a public message of a philanthropist and charity organization is delivered according to the Islamic concept of advertising. In this advertisement all and sundry invited to take part in serving poor and needy people of an underprivileged area with donation from affluent ones. This ad is as per the Islamic teaching and ethnically as Islamic principles.

CONCLUSIONS

Conclusion from the verses study and go through the Quranic and Hadith, we find out the advertisement for business or any other commercial noncommercial purpose is accepted in Islam, but Interest is totally haram in Islam. Our Prophet (Peace and Blessings of Allah be upon Him) has justified

all such transactions which are fair as well as all such transactions which are based on fairness and justice, e.g. the gambling business or any business that makes a profit by cheating or lying is prohibited. In order to run a business, it is necessary to tell people about it, so advertising is very important for buying and selling a business or product. Throughout this study we have examined which advertisements are in accordance with the spirit of Islam, values of society and which are acceptable, which advertisements are against the Islam and society. In our country, advertising is not considered a force, while in other countries of the world, advertising is considered a source of power. Gerbner's further illustrates with his cultivation theory how you can make people think through advertising and how you can change the society through advertising. Advertising is considered a business in Pakistan which means that you can pay and publish anything through advertisements, if we talk about advertisements in Pakistani print media, there is a lot of immoral advertisements, as well as Indian products ads are also published in our newspapers with great pride. During the research study, we came across some unfair and unethical advertisements, some of which contained deceptions and contradictions.

There were also some advertisements in which women were unnecessarily portrayed or they were exposed to the society. All this is being done under the umbrella freedom of expression in our society, therefore it must not overlook that there must be a limitation of freedom.

Therefore, from an Islamic point of view, there are some principles set for advertising. From an Islamic point of view, even if the conditional conditions are favorable, the following guidelines are followed: One: Honest truth should be truthful, not misrepresented Second: Prohibited things should not be talked about Thirdly: Women should not be used as role models in advertisements Fourth: Original information about products in advertisements Must be present Fifth: The product itself should be displayed in advertisements. Sixth: Consumer rights should be respected. Seventh: Advertising should be based on truth and facts. Eighth: Advertising agency should have evidence for publishing advertisements. Ninth: False, misleading information in any product in advertisements should be avoided. Tenth: Consumers should be made aware of their basic terms and conditions.

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