

Do I Have Old Fashioned Worries? An Analysis Of Parental Media Moral Panics In Pakistan

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Abstract

This study seeks to explore the panic regarding media morality reported within Pakistan. The PEMRA viewers' feedback and complaint management system housed complaints registered by parents that were analyzed for the sake of this study. They provided a good baseline of the frequency and nature of complaints registered against foreign entertainment channels. The main concern for Pakistani parents is the dubbing of content in the Hindi language. They also worry about anti Pakistani ideologies, as well as obscenities and indecency within programs. The main media model panics, at least according to an extensive survey of 2000 parents with varying social and educational backgrounds, shows that they're mostly concerned over the influence western media has upon their children, as well as the effect the media might have on their routines and studies. Local parents believe no cartoon should be dubbed in Hindi. There should also be government censorship, as well as pseudo restrictions on some of the foreign channels. Parents also believe there should be more local entertainment channels made for children within Pakistan.

Key Words: Media Moral Panics; Hindi Dubbed Cartoon Shows; Damaging Effects; Western Children Entertainment Media; Active Media Mediation

Introduction

With the various social evils that have begun to make themselves known; many individuals have begun to experience a moral panic regarding the well-being of their society. The more typical media and moral panic stems over the sexualization of one's childhood. Terms such as these, along with those of deviance and stereotyping, are becoming more commonplace within the terminologies associated with social sciences. Such terminologies are often brought up when critics and parents raise concerns over media consumption in children

(Buckingham& Jensen, 2012). Media Panic came about as a direct result of the theory of Moral Panic being consistently utilized regarding media consumption and children (Drotner, 1992). Moral Panic is basically derived from Stanley Cohen and Jock Young but they both say that they adopted it from "Marshall McLuhan's Understanding Media" (1964).

The generalized anxiety triggered by rapid social evolution is termed moral panics. The advent of motion films brought about these fears initially, rapid progress has only served

to substantiate concerns within parents over the effects of media on children; this fear has grown to include video games, music, television, and the internet. Even Plato's idealized republic excluded dramatic poems from his utopia over fear it would radicalize the youth (Cricher, 2008; Davies, 2010). A recurring concern within history is media panic. There are four primary characteristics, claiming that innocent youngsters and children can be spoiled and corrupted by contemporary culture, and that the debate concerns something that is not apparently obvious. Campaigners and critics possess hidden agendas, with their primary concerns centering around the disruption of a social order (Cricher, 2008).

Each of the themes mentioned above relate to the corruption of moralities of innocent children dependent upon her or his media consumption. The glaring reason for conflict regarding media consumption in children centers not around substitution, rather it is a fear of societal evolution, technology, and rapidly onset commercial innovation. The opposition seeks to maintain the social decorum of their own generation whilst also upholding their own values. These media panic debates struggle over socio-cultural hegemony (Drotner, 1992, Springhall, 1998).

The advent of cable network in 2002 became a trigger point for much debate within Pakistan, especially considering just how the issue of media consumption within children has escalated in the modern era. The technological and social changes of the modern era have triggered new apprehensions and anxieties in parents

over the health and wellbeing of children. Concerned caretakers and parents are overwhelmed by the excess of foreign animation channels gunning for their children. They are protesting against the sheer amount of undesirable content broadcast on said channels. Cable network in Pakistan consistently airs Hindi dubbed cartoons that are often religious, as well as other unsuitable foreign shows that represent a source of concern for worried parents.

Media debates around children exist as part of a "politics of consumption", it alludes to approaches based on rationality that decode upon suggestions and recommendations to avoid or consume certain products of media. These suggestions stem from an agreed and shared upon belief that the daily practices and social identities individuals partake of shape what type of media they consume (Daunton & Hilton, 2001). An analysis of historical and recent technological, as well as social developments, allow individuals to understand the political debates centering around the consumption of media in Pakistan. There is also a struggle that centers around the maintenance of cultural normalcies within the face of ideologies that stem from contemporary media. "PEMRA Viewer's Feedback & Complaint Management System" was used to analyze the politics of consumption within Pakistan. It was examined to determine the frequency and variety of complaints registered against foreign entertainment children's channels. Online data that spanned from December 2011 to November 2015 was examined to determine the modes of restrictions and common themes suggested by viewers. Overall, regarding

foreign entertainment channels for children, 55 complaints were lodged. The identifiable recurring themes present within the feedback provided were concerns over obscenity and the peddling of Hindi culture, values, culture, religion, and language. a plethora of other concerns centered around the stagnation of Pakistani culture and ideology.

As postulated by the 'Moral Panics and Media Panics,' theory the 'Cultural Transmission' leading towards the new generation is being overtaken by modes of entertainment, such as cartoons, that promote Indian and Western values as opposed to Pakistani values. According to an analysis by Daunton and Hilton on the routines of consumption within children, a reconstruction of national identities and characteristics, as well as the formation of a new social mandate, is taking place. The values and traditions of a society are not in a homogeneous state, nor do they propagate themselves automatically. A conscious effort made by teachers, religious authorities, parents, and social representatives is needed to preserve the cultural values and norms of a society (Burke, 1992). The transition of values tends to shape the category of content present within children's media that is considered acceptable as viewing material for children at a particular point in time (Jensen, 2012).

The primary anti-Pakistan ideologies and harmful consumption patterns of media highlighted by parents involve the following themes.

1 Hindi language: It is a comprehensive list of the qualms associated with cartoons dubbed in Hindi that are airing on satellite and cable network. Concerns

over original Indian animated programs airing within Pakistan also fall into this category. The propagation of Hindi culture within cartoons is a type of cultural invasion that has annoyed local parents. Children who are exposed to such environments will not be able to differentiate between Urdu and Hindi.

2 Hindu Religion: Hindu religion, present in Indian cartoons, is aired on satellite and cable networks. There are concerns over Hindu religion and mythology becoming a dominating theme within Indian produced shows. Airing shows that draw themes from Hindi deities and religion are highly distressing for parents in Pakistan.

3 Hindi culture: Social values, ritualistic practices, and festivals prevalent in India have become mainstays within satellite and cable network. These programs tend to acclimatize the newer generation to prevalent cultures in a relatable way; however, the effect is fairly damaging when such programs air in Pakistan.

4 The Ideology of Pakistan: Anti-Pakistan ideologies are prevalent within Indian programs, and themes that debase both the countries army and existence exist in Indian cartoons. There is a plethora of Hindi dubbed shows airing in Pakistan

5 Obscenity: the complaints lodged against obscenity and western culture on PEMRA's website range from complete or partial nudity, provocative dressing, kissing scenes, toilet humor, and explicit and implicit references to sex.

6 Abusive Language: parents are excessively concerned over the prevalence of cursing, cussing,

inappropriate language, social and verbal aggressions, and coarse language

Dronter (1992) postulated media panics being a safety net to rejuvenate and maintain an idealized social equilibrium. Moral panics is a terminology that attempts to maintain and rejuvenate a long-standing status quo whilst countering the cultural elites who wish to maintain their own culture as the prevailing force within media (Springhall, 1998).

Those affected by moral and media panics registered numerous complaints, as well provided feedback for counter mechanisms designed to negate the current situation. There were numerous approaches detailing methods for dealing with issues plaguing children's media on satellite and cable network. Referencing the complaints lodged on the PEMRA Viewer's Feedback & Complaint website, the following solutions were identified. Total bans, censorship, partial restrictions, and the addition of new local educational programs on national television.

1. **Complete Ban:** If a program is completely irredeemable, both in its choice of content and lack of responsibility, culling it from the network is the preferable option.
2. **Content Regulation:** Content regulation pertains to the exclusion of specific inappropriate programs as suggested by viewers
3. **Partial Restrictions:** This includes policies relating to the violation of laws on part of cable operators. The cancellation of

licenses and imposition of heavy fines were popular options.

4. **New Programs:** Airing locally produced programs that instill a sense of nationality and promote social values within children is the goal of this solution.

Objectives of the study.

- To analyze media panics within the parents of Pakistan.
- To note the suggestions made for minimizing the harmful effects of foreign entertainment channels airing on children's cable network.
- To determine the qualms of parents who believe media has a negative impact on the behaviors and attitudes of their children.
- To analyze the media mediation methods actively employed in Pakistan by parents.

Research Questions

RQ 1. What patterns do parental media panics follow in Pakistan?

RQ 2. in terms of the behaviors and attitudes of their children, what do parents believe is the worst influence.

RQ 3. Which gender is more easily influenced in terms of the negative connotations associated with media? Girls or Boys?

Hypothesis 1: Parents who are not as educated are less likely to employ active mediation as opposed to their more educated counterparts.

Hypothesis 2: Fathers are less likely to employ active mediation methods as opposed to mothers in regards to teaching their children.

Hypothesis 3. Parents who are less educated are less likely to note the type of content their children consume.

Hypothesis 4: Fathers are less likely to explain media content to their children as opposed to mothers.

Methodology

The purpose of this study was to analyze the suggestions made by parents to negate the perverse content present within children's media, as well as quantify the patterns parental media panics follow within Pakistan. Accounting for residents from urban and rural areas, around 2000 parents took part in the conducted survey. As this study was established to analyze the apprehensions held towards media and its influence by parents, efforts were made to ensure both fathers and mothers with varying educational backgrounds participated. A survey method that approached Pakistanis from every background was used to ensure accurate data collection. A descriptive survey method collected data from said parents across the country.

Active /Instructive Media Mediation

Active mediation is the effort expended by parents who wish to supplement media with their own personal opinions in order to help extrapolate the positives and negatives for their children. Active mediation techniques are also used by parents when explaining the various constructive and negative messages present in media. It also tries to relate local values with logical arguments, and helps develop critical judgement within children in context of the media they consume. Active mediation also involves

an active discussion of media with children, as well as aiding in their understanding of contradictory and confusing concepts. It also helps in educating children on various messages and providing support and guidance regarding the media content they consume.

This portion details two areas of development during which parental media panics were determined in the context of Pakistan.

1. Media panics, children media content regulation and censorship policies
2. Reasons for media control
 - Children being influenced by western Media
 - Children's study and health being impacted by media.
 - A child's behaviors and attitudes being influenced by media.

Part I: Media Panics and Content Regulation

Parental regulations and rules often relate to cultural beliefs and perception of said benefits regarding the viewing of television as opposed to actual evidence. With the rise in the amount of sexual content and media violence in cartoons, it is now of the utmost importance that parents be involved and monitor the media consumption of their children. In countries that lack the appropriate

channels for regulating media, the responsibility for ensuring children are safeguarded from perverse media falls upon parents (Brigitte, 2009). The advent of cable television in Pakistan has led to growing concerns among parents and guardians regarding the consistent stream of foreign content being broadcast to children at their convenience.

Part 2: Media Panics and Reasons for Media Control

This portion highlights the reasoning employed for justifying parental control of media. Mostly parents feel apprehensive regarding sex, nudity, foul language, scary content, violence, foreign cultural invasion, and unacceptable bad manners (Cardoza, 2010).

Data Analysis

Media panics, content regulation and censorship are sections of the study that were crafted to determine the opinions of guardians regarding regulation of children's media, as well as the policies enacted by governing bodies regarding foreign entertainment channels. Multiple questions posited in the section attempted to gauge the responses parents had in terms of the current media situation. The content regulation and censorship sections attempt to determine just how being exposed to Hindi culture, language, and religion has affected Pakistani children.

RQ 1. What patterns do parental media panics follow in Pakistan?

In terms of those parents vying for a full ban on foreign

entertainment channels for children; research shows a total 50% (n=991) disagree and 33% strongly disagree with completely banning children's foreign channels. Only 13% (n= 266) strongly agreed and 4% (n=74) simply agreed to this suggestion.

What ratio of parents want censorship in children's media? Results posit the strong notion that 99% of parents, regardless of gender and educational background, believe children's media should be censored.

Results posit the strong notion that 99% of parents, regardless of gender and educational background, believe children's media should not air Hindi cartoons. A staggering 100% of parents believe children will pick up on both Hindi language and culture if they are exposed to Hindi cartoons being aired on Pakistan's cable network. Parents also unanimously agreed that children would pick up on Hindu religious values as well. 100% of them agreed or strongly agreed that in terms of language patterns, Pakistani children are affected when Pakistani cable channels air shows in Hindi. Only 19% of parents believe all channels should be dubbed in Urdu, the remaining 81% disagreed. 100% of parents believe a locally produced entertainment channel for children is prudent.

RQ 2. in terms of the behaviors and attitudes of their children, what do parents believe is the worst influence This portion of the research was designed to analyze the unique reasonings behind parents controlling the media their children consume. Numerous questions relating to the negative connotations associated with media such as learning

about sex, bad manners, violence, and abusive language were posited. Parents were questioned over concerns regarding excessive viewing habits that might turn their children incompetent in academics and stagnant in terms of partaking in

outdoor activities. Due to differing reasons and because of the unique nature of the questions asked, this section is further divided into three more subcategories.

Part No .1 Media Influence on Health Routines and Studies

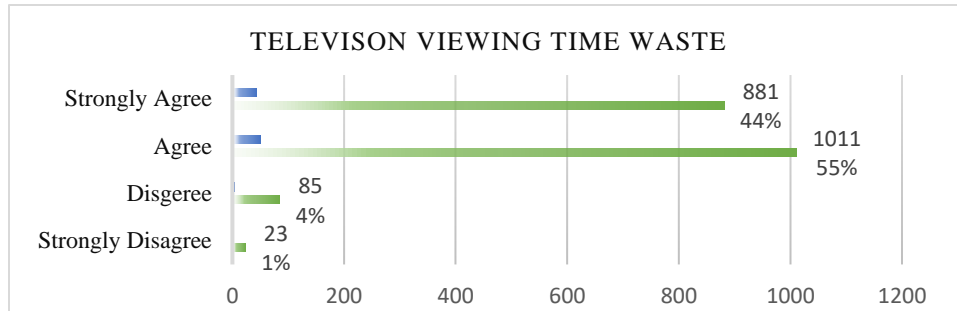


Figure No 1. Excessive Television Viewing is a waste of time

Table No 1 Healthy Routines and Studies

Media Control Reasons	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Kids can get influenced by inappropriate programs.	0%	0%	0%	733 37%	1267 63%
Some shows are not suitable for them	0%	0%	0%	1039 52%	961 48%
They will not pay attention on studies.	0%	0%	0%	630 31%	1370 68%
They will not take part in outdoor games.	46 2%	0%	26 1%	1051 52%	877 44%
Television viewing is making them dull.	24 1%	50 2%	4 .2%	1064 53%	858 43%

Table 1 details strong responses on part of the parents relating to their reasonings, as well as the apprehensions they hold regarding the control media has over the viewing hours of their children. Parents at 100% (n= 2000) believe children are

influenced by unsuitable programs that air inappropriate content for them. Parents at 100% (n= 2000) believe excessive media consumption will dull their children and make them unwilling to participate in outdoor sports and

activities. The tabulated results detail how concerned parents are over media affecting their children's mental and physical health. A Total 95% (n= 1892) were in strong agreement that excessive and uncontrolled media viewing negatively impacts health and academics, as well as wastes excessive time.

This portion of the research was crafted to determine how apprehensive parents are in terms of the effects western culture and media have on their children. After conducting informal interviews, multiple questions were ask of parents to determine their feelings of responsibility in relation to issues discussed in the scope of the interview.

Part No .2 Western Media Influence On Children

Table No 2 Western Influence of Media

Media Control Reasons	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
They will learn about adult themes at early age.	0%	13.7 %	0%	933 47%	1267 63%
They will start dating at an early age.	0%	25 1%	448 22%	532 26%	995 50%
They will copy western dressing style	0%	39 2%	497 25%	536 27%	928 46%

A resounding majority (n=2000) of individuals believed excessive and unrestricted television viewing would prematurely expose their children to adult themes at an early age. Irrespective of the educational background and gender of the parent, this question had such strong endorsement because Pakistani society is so conservative.

23% (n= 473) of parents were unsure whether western influences would push their children to start dating prematurely, however, 26% (n= 532) agreed and 50% (n= 995) strongly agreed it would happen. Overall, 76% parents believe western media and culture have a negative impact upon their children.

Imitating western dressing and fashion was especially concerning for parents of daughters. 27% were unsure if their children would imitate western dressing regardless of their gender. A Total 73% (n= 1464) were self-assured of the fact their children would emulate western dressing. The fear of western culture disseminating via foreign cartoon channels among children is an avid one among parents.

Part No .3 Media Influence On Children's Attitudes And Behaviours.

This portion of the research analyzes the negative influences media has on children's behavior and attitudes. In order to narrow down on parent's

apprehensions regarding media’s influence on their children, vast areas

were examined during the course of the survey.

Table No 3 Media Influence on Children’s Attitudes and Behaviours.

Media Control Reasons	Strongly Disagree	Disagree	Don’t Know	Agree	Strongly Agree
They will copy bad behaviors.	0%	0 %	212 10%	1039 52%	749 37%
They will copy bad language.	0%	0%	29 1%	985 49%	986 50%
They will learn violence.	0%	0%	55 3 %	714 36%	1231 62%
They will be disrespectful to elders	0%	64 3%	891 44%	613 31%	432 21%

In terms of alertness, parents are excessively concerned over the negative influence media has on their children’s behaviors and attitudes. Around 10% were unsure whether their children would imitate the negative behaviors portrayed on media. At 90% (n= 1788), the response from parents was overly negative as they definitely believed their children would imitate the negative behaviours displayed in media.

Parents at 99% (n=1192) worried their children would emulate the bad language commonplace in media, and a nearly identical response at 97% (n= 1945) mirrored similar concerns regarding children emulating violence. When it came to misbehaving with elders, there was a mixed response. 3% (n=64) disagreed and 44% (n= 891) were unsure whether children would become more disrespectful or not, however 52% believed it was a strong possibility.

RQ 3. Which gender is more easily influenced in terms of the negative connotations associated with media? Girls of Boys?

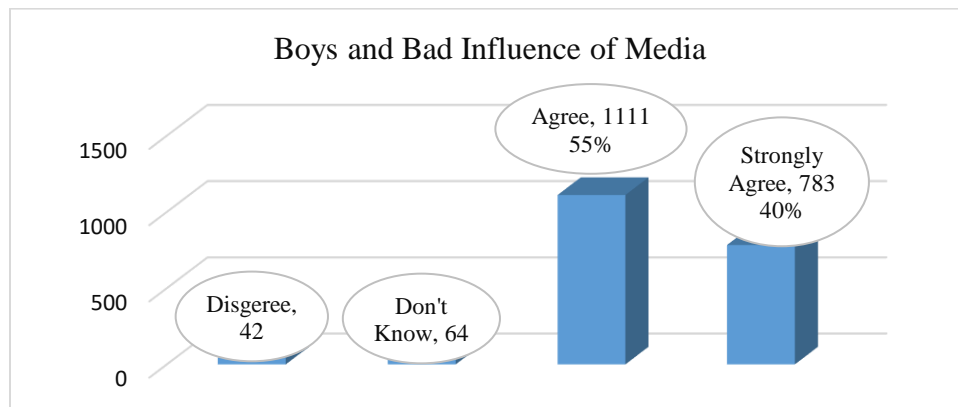


Figure No 2. Boys and Bad Influence of Media

Parents at 95% (n=1894) totally agreed that boys take on more bad influences from media as compared to girls.

Hypothesis 1: Parents who are not as educated are less likely to employ active mediation as opposed to their more educated counterparts.

Table No 1.4 Parents' Education Level Active Media Mediation

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	2.01	1.110	-29.992	1998	.000
Highly Educated	1084	3.64	1.325			

Comparing the scores of parents with lower and higher educational levels, an independent sample t test was used to quantify their scores in active media mediation. There was a significant difference in scores obtained from the independent sample t test with lesser educated parents at (M=2.01, SD=1.110) and highly educated parents at (M= 3.64, SD=1.325; $t(1998) = -29.992$, $p = .000$). The magnitude of the differences in the means (mean difference = -1.633, 95% CI: -1.525 to -1.526) was large (eta-squared = .37). The results acquired from the independent sample t-test indicate that there is a statistically significant

difference at an alpha level of .05 and it shows that the lesser educated parents are not as likely to use active mediation methods as opposed to their more educated counterparts. Lesser educated parents are also less likely to guide their children in terms of media usage, the test fails to reject the null hypothesis and supports H1.

Hypothesis 2: Fathers are less likely to employ active mediation methods as opposed to mothers in regards to teaching their children.

Table No 5 Active Mediation Difference Between Mothers and Fathers

Variables	N	Mean	Std. Dev	t	df	Sig
Fathers	1000	2.73	1.540	-5.093	1998	.000
Mothers	1000	3.06	1.389			

* $p < 0.05$.

An independent sample t-test was applied to compare the active mediation method score for fathers and mothers. There was a significant difference in the scores for fathers (M= 2.73, SD= 1.540) and mothers (M= 3.06, SD=1.389; $t(1998) = -5.093$, $p = .000$). The magnitude of the difference in the means (mean difference = -.334, 95% CI: -.205 to -.205) was small (eta squared = .05).

The results obtained from the independent sample t-test indicate that there is a statistically significant difference at an alpha level of .05 and it shows that fathers are not as involved when guiding their children on how to absorb and react to media, detailing the fact that gender does indeed play a factor in the likelihood of parents utilizing active mediation methods.

Hypothesis 3. Parents who are less educated are less likely to note the type of content their children consume.

Table No 6 Parents' Education Level Active Media Mediation

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	2.41	1.244	-1.588	1998	.000
Highly Educated	1084	4.00	1.139			

*p< 0.05.

Comparing the scores of parents with lower and higher educational levels, an independent sample t test was used to quantify their scores in attention paid towards children's media content. There was a significant difference in scores obtained from independent sample t test for less educated parents (M=2.41, SD=1.244) and highly educated parents (M= 4.00, SD=1.139; t (1998) = -1.588, p= .000. The magnitude of the differences in the means (mean difference = -1.588, 95% CI: -1.483 to -1.483) was large (eta-squared = .37). The results acquired from the independent

sample t-test indicate that there is a statistically significant difference at an alpha level of .05 the lesser educated parents are not as likely to pay attention to their children's content as opposed to their more educated counterparts.. Lesser educated parents are also less likely to guide their children in terms of media usage

Hypothesis 4: Fathers are less likely to explain media content to their children as opposed to mothers.

Table No 7 Media Content Explanations: Difference Between Mothers and Fathers

Variables	N	Mean	Std. Dev	t	df	Sig
Fathers	1000	2.64	1.236	-7.773	1998	.000
Mothers	1000	3.07	1.255			

*p< 0.05.

An independent sample t-test was applied to compare the media content explanations scores for fathers and mothers. There was a significant difference in scores for fathers (M= 2.64, SD= 1.236) and mothers (M= 3.07, SD=1.255; t (1998) = -7.773, p= .000. The magnitude of the differences in the means (mean difference=, -.433, 95% CI: -.324 to -.324) was small (eta squared = .067).

The results obtained from the independent sample t-test indicate that there is a statistically significant difference at an alpha level of .05 and it shows that fathers are not as involved when guiding their children on how to absorb and react to media, detailing the fact that gender does indeed play a factor in the likelihood of parents using media explanation methods. the test fails to reject the null hypothesis and supports H4.

Discussion and Conclusion

It has never been more important for parents to be involved and knowledgeable regarding the type of content their children consume, especially considering the uptrend in sexual and violent themes in contemporary cartoons. Very few countries have the proper legislations necessary for streamlining media content. European Union's regulate both imported and locally produced media content. There is a severe lack of sanctions and regulations placed upon children's media in most countries (De Smaele, 2004).

This portion of the research was crafted to determine parents' opinions on the policies enacted by governments to regulate foreign media channels. The content regulation and censorship section analyzed the response Pakistani children had upon being exposed to Hindi religion, language and culture. The Content Regulation and Censorship section examined the opinions of parents on regulations that are required within Pakistan. Should foreign entertainment channels be regulated or banned in Pakistan? Should English cartoons be dubbed in Urdu? Is there a need for locally produced children's entertainment channels in Pakistan? Which gender is more vulnerable to the negative connotations associated with media; girls or boys? Do parents find the present media situation acceptable? Each of the responses recorded are genuine and unique answers taken from parents within context of Pakistani society.

Parents at (83%) found the concept of banning children's cartoon

channels as unacceptable but 99% believe censorship should be used to regulate the content children are consuming. Should English cartoon programs be dubbed in the Urdu language or not? A grand majority of (81%) of parents disagreed with this as 11% of parents believed allowing for their children to watch English cartoons would increase their English language comprehension skills.

There is a surplus of Hindi dubbed and pure Hindi cartoon programs that are airing on Pakistani cable. Some cable channels run Indian networks on local channels allowing for an unrestricted broadcast of Hindi dubbed content. Parents at (99%) oppose the airing of Hindi dubbed programs and cartoons. Parents at (100%) were assured of the fact that their children were learning Hindi culture, values, and religion through unadulterated streams and called for a complete ban. Parents consider their children learning Hindi as being unacceptable. Hindi cartoons stem from mainly Indian religion and cultures. Some years ago, PEMRA had a ban upon such transmissions, however, now these programs air unfiltered. The culture and language of Pakistan is threatened by the airing of Hindi cartoons, and parents demand they be banned from airing. Parents would be okay with their children watching a show dubbed in any language other than Hindi (Saud, 2013).

A study conducted within Lahore examined how Hindi language cartoons impacted the children of Pakistan. Another study "Hindi channels for kids become a dilemma for parents" conducted by Fawad Ali Shah in 2009, detailed just how excessively children in

Pakistan were affected by the Hindi language. Children, like a 6-year-old boy, could utter full sentences in Hindi and even said ‘ye Human Pranpra kay Khilaf Hai’. Similarly, another strange incident occurred when, at a wedding, a child asked whether the couple would be taking a “ phayray”? Results quantified from the study detailed just how popular Indian programs are among children in Lahore, with “Hanuman” being their favourite show; a program based on Hindu mythology and religion.

Numerous appeals have been made towards governing agencies, calling for a ban on Indian produced media content however, there has been no action taken. On the official website of PEMRA, despite the hundreds of complaints registered by parents against Hindi cartoons, there has been no measurable response The justification provided is that children in Pakistan can understand Hindi more easily than they can English, and there has been no official ban enacted on Hindi cartoons as of yet. Media critics don’t agree with this “The culture shown in these cartoons creates doubts in the minds of children and later on, they find it difficult to come to terms with their own traditions”. Despite the fact that parents believe wholeheartedly in the necessity of locally produced entertainment for children, newly launched channels are never met with much enthusiasm, and the lack of locally produced content can be attributed to a lack of investors.

Scholars have attempted to quantify the reactions by parents, as well as their apprehensions, when it comes to unsuitable content in contemporary media. The negative connotations

associated with media include alcohol consumption, smoking, sexual activities at an early age, bad manners and violence (Cantor, 1994; Cantor & Wilson, 1988). Pakistani Parents are of a similar mindset as 97% believe contemporary media promotes violence in children. 92% believe children pick up abusive language by watching foreign cartoon channels and 96% believe their children are repeating the abusive language they learn from media. Gender plays a major role when determining if a child will emulate the negative behaviors shown on television. The commonly held belief is that boys adopt more behaviors from media as they are considered more daring than girls. Parents at 95% believe boys are quicker at adapting bad behaviors, whereas 15% of parents believe girls are just as likely as boys to emulate unacceptable behaviors

Limitations and Recommendations

The purpose of this study was to analyze the apprehensions of parents being reported in Pakistan, as well as the nature of contemporary major media panics. This study mainly focused on the assumptions parents made relating to inappropriate media content, as such, further examinations should be conducted. Further research on how age-inappropriate media content affects children is another prime requirement. Finally, the Pakistan Media Regulatory Authority needs to be more proactive in addressing the concerns of parents in Pakistan.

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