

Media Representation of Women, Children and Minority Rights: Pakistani Public Response

Noshina Saleem, Mian Ahmad Hanan & Arooj Arshad*

Abstract

This paper focuses on the media impact on the discourse of women, children and minority rights within the context of Pakistan while also studying the difference in response generated by Males and females consumers with a sample of 455 adults taken from different private and public institutes of Pakistan. Correlational research design was employed for this research and data was collected through indigenous questionnaire. Pearson Product Moment Correlation was used to find out the relationship between the study variables. Moreover, Multiple Hierarchical regression analysis was conducted to study whether the promotion of women, children and minority rights was predicted by Media. Also moderating effect of gender was studied by conducted a SEM using path analysis through AMOS. The findings of the study revealed that awareness about women, children and minority rights was significantly predicted by mass media, controlling for the effects of demographic variables. Moreover, the results of the moderation analysis revealed the significant interaction effect of gender and media with minority. The findings highlighted that Pakistani media effectively performs its responsibilities by better providing factual information for citizens and empowerment for the disenfranchised among other roles. So, that the media consumers in Pakistan have to platforms that enable various segments of society to voice their political concerns and demands.

Keywords: mass media; women rights; children rights; minority rights

Introduction

The diffusion of electrical and digital advancements has made instant communication possible that signifies the impact of media, rendered many border checks by exposing a gigantic diversity in cultural outputs and values (Baron, & Davis, 2000). Now in Pakistan, television, newspapers, radio and social media execute the role of conduits of information for the general public, and influence their orientations as well as their thought processes. In the past few decades, we have witnessed the power of media in shaping public opinion regarding various issues from the political and social spectrum with a particular focus on women, children and minorities. The public reaction to policies, civil rights, social justice movements, petitions and much more has

*Authors are In-charge Director, Institute of Communication Studies, University of Punjab; Ph.D. Communication & Culture, York University, Canada and PhD Scholar, Institute of Applied Psychology, University of the Punjab, Lahore - Pakistan.

been molded into support, disagreement and even neutrality by corporate media. It would not be inaccurate to claim that media's impact on the discursive nature of politics and framing narratives is undeniably prominent (Zahid, 2012). So, here's the question arises, Is the Pakistani media creating and promoting awareness about the women, children and minority rights? In search of its answer the present study was designed that aimed to investigate whether women, children and minority rights are represented by Pakistani media or not.

The importance of media and its influence in human rights protection can be understood by the fact that communications development goes hand in hand with economic and political development. The latter two contribute to amassing corporate and policy support for citizens while the former challenges infringement upon rights in society. Without genuine media communication, relaying issues to citizens and mobilizing political activism for civil rights is nearly impossible (Gurevitch, Stephen, & Blumler, 2009). In Pakistan's case, there exists a cyclical relationship between the media, the government and the public whereas media has previously shaped public opinion for or against an assortment of political impasses.

In order to understand the range and role of media on the disquisition of rights pertaining to women, children and minorities in the case of Pakistan, this paper focuses on the data solicited from respondents within the country. The primary objective of this paper is to highlight the sway of Pakistani media over the discussion of civil rights and how citizens view certain groups as more immediate in deserving better governance and media attention compared to others. All four subjects – media holistically, women, children and minorities have received varying amounts of attention by respondents, and insistence upon more media coverage and/or alteration in media content as well as immediate assistance provided by the State (Coleman, & Blumler, 2009).

Ultimately, the goal of this paper is to present the exigencies of Pakistani consumers of media and how they view national media in its performance of extensive attention to citizen-specific groups. Moreover, the issue of priming (Iyengar 1996) involving media's accentuation and framing of an issue that leads to heightened discussion on a certain group is also witnessed in the survey. It becomes important to enquire then whether the national media, both private and state is meeting the Pakistani public's expectations? to solicit support for these groups and motivate governmental action and civil society's assistance in empowering them. If not, it leads us to naturally question the impartiality and competency of national media.

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The subject of social media as an alternative source of counter-narratives and focus on civil rights in Pakistan signifies the public understanding of how competent – or not – the internet remains in creating awareness among Pakistanis about their civil rights and political issues. Similarly, state and private media are juxtaposed for the respondents so that their trust in the efficiency of both becomes evident. Is the state media of Pakistan more vocal about civil rights issues as compared to private media? Such a question demands that Pakistani viewers bring judge the frequency and concern with which either media discusses civil rights violations that women, children and minorities suffer. An assortment of statements of political and social nature based in the survey compelled respondents to evaluate the role of media and its impact on civil rights vis-à-vis content relevancy and increment.

The ecology of political communications is a subject that constantly experiences a pantheon of alterations catalyzed by media tools including television and, an arguably recent development, the Internet (Callanan, 2012). Building upon this reality and challenge, a research by Gurevitch, Coleman & Blumler (2009) was conducted on studying the methods television had utilized to change political attitudes and how broadcast-centered model of political communication was rapidly being replaced by the Internet's "modus operandi" of quick information and, possibly, quicker political change. They concluded that it is by combining medium and message that a new space for marginalized groups and civil rights struggles is created.

Women rights and media

Engendering empowerment for women is a process that requires solid commitment from all segments of civil society including media. In order to ensure that the women of Pakistan are granted education, economic opportunities, political participation and equality with their male peers, it is crucial for media to grasp the gravity of repression carried out on the basis of misogyny so that the various forms of media, electronic, print, social and more can present women with platforms that are independent and able to voice their concerns and demands.

Robbennolt and Studebaker (2003) assert that news media possess the power to influence civil litigation systems so it becomes essential for print and electronic media to perform their relationship with civil litigation in designing a framework that favors the empowering of women. Furthermore, as Villeval (2008) suggests, it is important to understand the policy framework devised by litigation systems to empower social movements which include gender-based issues. For this purpose, media can be used as a tool to gauge and criticize any existing or potential loophole in legal processes.

Hughes (2011) raises attention to the fact that while it is important to discuss in media policies that affect women, it is equally critical to analyze the consequences for minority women as well due to their status in the hierarchy of citizenship. Consequently, media plays a role of intersectional dialogue and inclusion of marginalized identities which is desperately needed in Pakistan. This is what Fallon (2003) describes media as an active agent of change that can transform women's citizenship rights in democratic states through informed and fair reporting.

Operating within patriarchy, media easily fall into the trap of speaking over women as well as hijacking women's rights issues for other nefarious gains. As Saeed (2008) explains, questions concerning the "centrality of communication" as well as the issue of speaking on behalf of a person or group are issues of significance for grassroots movements that struggle to gain empowerment concerning gender and equality. One cause of concern among those endeavoring to legitimize women's rights and social justice movements is the regression of mainstream media from their position as the watchdogs of democracy to business ventures.

Thomas (2007) brings up the issue of miscommunication in the discourse of women's rights. In Namibia, sexual violence and health issues garner attention at national level by the government and state media but at local level the negotiation involving gender equality and sexual rights is frequently misinterpreted and immobilized. This proved to be an inhibitor to the process of empowering Namibian women. Harries and Bird (2005) explain the strengths and weaknesses of the media representation of women and their issues as citizens. Gender-based discrimination and violence are conflicts that require substantial analysis and regular appearance in media so that viewers comprehend the depth of conflicts and work for solutions accordingly.

It is becoming increasingly arduous for the public in Pakistan to find honest support for women's rights issues in private media networks due to the corporate nature of private communication; if it doesn't sell, it doesn't go on air. Treating women's rights as commodities not only trivializes violence against women but also encourages viewers to take the role of a consumer and view issues as products that are worthy and unworthy based on how much traffic they generate for a channel or newspaper. As Sathar and Kazi (2000) study enunciates a matter of distinction often overlooked that is the difference of autonomy of an urban woman and a rural woman is neglected in mass media. If media perform its role of informing viewers responsibly, it allows us to understand the intricate and intersecting differences of lifestyles that enable and disable women from gaining and asserting their own autonomy (Felson, 1996). With this thorough conception that Pakistani women

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do not constitute an over-simplified monolith and must not be treated as one, media can devise policy frameworks suited for the distinctive needs of Pakistani women hailing from a range of backgrounds.

Children rights and media

Children's rights maintain the most fragile status among human rights issues. Their appearance in media falls into the context of exploitation, trafficking and abuse often reported in bouts of sensationalism which afflicts serious harm to the collective cause of protecting children's right (Cohen, Ragan, & Amsden, 2003). Mass media is urgently required to perform a more ethical and cautious role in highlighting the varying forms of violence against children. Systematic violence and discrimination against children of different ethnicity, class or gender are issues that demand an understanding of the overlapping nature of oppression against young ones (Ogunlayi, 2005). But from where this correction begins? A detailed evaluation of the principles of media accountability and unbiased reporting can help us understand how to discern between responsible and dysfunctional media.

Salazar (2008) notes how local and international media concerning the ratification of the United Nation Convention on the Rights of the Child in Chile failed to highlight the social class differences between Chilean children as evident in child labor. By excluding children from the production of value, child labor exploits their vulnerabilities in inhumane conditions where the workload exceeds the child's capacity (Nieuwenhuys, 2005). The failure to address these class rifts not only proved that the understanding of media, in this case, was superficial at best but also that the UN's proposed model failed to empower certain afflicted groups of Chilean children. Media become sock puppets throughout the world when it fails to question the normative understanding of a citizen's value based solely on their social status. In this case, it turns children into second class citizens.

Likewise, Salazar-Volkman (2009) conducted a study focusing on the roles of civil society and media on the issue of children's rights in Iran. Under repressive regimes, media's role to promote empowerment of any marginalized group is aggressively curtailed and censored. As a result, children's rights are relegated to the background and become shrouded with doubt and fear. Civil society organizations play a cogent role in amassing public fervor in support of a more vocal and unbiased media particularly in the context of Iran and similar countries. The point is to create a network of solidarity between media and public so that the original role of media providing information is carried out in more constructive ways. Rizzini and Thapliyal (2007) study the perceptions of young people who actively participate in

media in Brazil. The inclusion of young stances in mainstream media enables children to confidently think for themselves and their societies.

Sarkar and Mendoza (2005) advocate the role of media in Bolivia's democracy where children are encouraged to participate in the National Congress so that they understand their value as active citizens. The amplification of messages through advertising in free media holds a strong value in creating discursive impact on the enabling of rights (Ridout & Smith, 2008). For this reason, children's rights and new media form a delicate and vital relationship. Likewise, Ogunlayi (2005) carried out quantitative and qualitative studies among students in south-western Nigeria on sexual rights among adolescents. The study revealed that 60.3% in Ikeja and 62.3% in Ikorodu were aware of their sexual and reproductive rights but lacked general knowledge of the content within those rights. It was then concluded that with the help of "intervention programs" through governmental and media assistance, these adolescents could learn significantly a lot more about their rights without facing obstacles posed by socio-cultural barriers.

On the other hand, Kravdal (2004) addresses the issue of child mortality by educating mother in India. Her awareness of maternity services as well as preventive health services leads to a strong impact on the child's life. Media becomes a key courier in dispatching these messages to women throughout the country. Through collecting data from the National Family Health Survey II, Kravdal notices that individualistic perspectives tend to exacerbate child mortality and related rights issues involving nutrition, education and basic upbringing. Model-based services concerning community education of parents initiated by NGO's as well as government organizations with the help of media culminated a beneficial decrement in child mortality.

The realization that one's opinion is paid heed to, regardless of their age is empowering for young ones who feel constricted and even disconnected in the conventionally passive roles imposed on them in society (O'Kane & Karkara, 2007). Similarly, Cohen, Ragan and Amsden (2003) study point out the role of visual media to conceptualize children's understanding of environmental issues. With this study, they concluded that children possess stellar ideas for environmental sustainability in specific but generally felt hesitant in voicing their opinions on such issues.

Based on the studies accrued from Manila City, Quezon City, Cebu, Davao and Pasay City in the Philippines, Racelis and Aguirre (2005) analyzed child-friendly programs initiated by public services in order to view the efficiency of the campaigns. Media's role was brought under observation as well to judge the range and impact of its involvement in creating awareness about child

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rights program. The results based on survey data indicated that media played a significant role in highlighting the sociopolitical context of child rights in various urban communities. Without media, the message failed to reach a mass audience.

Infringement on children's rights and voices is a concern that has not received enough focus or corrective measures. Media powerhouses may find their businesses lucrative but fail to understand how regressive it is to sensationalize children's rights issues under commercial competition. Children inherit society's bulk of politically complex affairs and conflicts like offspring of internally displaced refugees, poverty stricken homeless children, sexually trafficking children and young ones ensnared in the labyrinthine madness of drug wars, under-aged employed children, children of stifled religious minorities and more. To effectively address these entangled forms of brutality in their varying manifestations, mass media must report more conscientiously so that children may find hope and empowerment in this segment of society.

Minority rights and media

The condition of minority rights reflects the state's efficiency in the implementation of protective policies for citizen rights. Whether it is an ethnic or religious minority, the onus of securing egalitarian policies and rights for minorities while diligently protecting weaker groups from being ostracized, lies upon the state. The responsibility of media in such volatile situations is to highlight the violation of minority rights and demand for state action to safeguard the persecuted population from further persecution.

Landman (2004) notes the role of mass communication in the implementing of policies through data collection and interpretation. He argues that human rights can be measured through principle, practice and results of government policy. This measurement can be conducted by media so that the information reaches the public and viewers can form a consensus on those sets of policies. For this reason, mutual cooperation between media and the public is crucial.

From the in depth study of Verkuyten and Yildiz's (2006) highlighting the endorsement of Turkish and Kurd minority rights by media in the Netherlands, the responses to majority rule, state unity and in-group identification as well as to cultural diversity and perceived pervasive discrimination were influenced most by national context and ideological beliefs. In the Turkish context, the Turks were less in favor of minority rights for Kurds as compared to the Dutch context. In reverse, however, Kurds were more in favor of minority rights in the Turkish context.

By treating citizenship non-legalistically, Ross (2007) explores the concept of multiple identities in Europe and their theoretical relationship with citizenship and rights, specifically in the case of active citizenship education. By focusing on the theoretical concepts of identity and affinity, Ross demonstrates the nature of the majority to view certain groups as those who “belong” within the nation state while others as those who do not on the basis of language, ethnicity, religion and even political stances.

Media, however, may complicate macro-social explanations of conflicts between the minority and the majority. In Stevenson, Condor and Abell’s (2007) research, the contention of framing the mainstream discourse is taken up in the context of Northern Ireland. The intricate micro-identity processes that are already present or originate during conflicts tend to become problematic and obscured in macro-explanations of political dilemmas. This is disadvantageous to the group being oppressed. By analyzing the shift in the rhetoric of the speeches delivered by Northern Ireland’s Protestant institutions in media before and after Good Friday Agreement, the research concludes that media maintains a hypnotic sway over symbolic power which is characterized as “the ability to flexibly define the intergroup situation to the in-group’s advantage”.

Rhetoric plays a cogent role in determining media consumers’ collective reaction to political and social struggles. In an in-depth research on political and media violence, (1997) that discusses the responsibilities of media, television in specific, regarding political violence, namely terrorism. She insists that violence should be discussed in terms of “description rather than normativity” and also asserts that more peaceful means of political activism be used. The infomediary impact of media is undeniably powerful. Deephouse and Heugens (2009) explain the role of media in the emergence of a social issue by underlining the conventional trajectory of “adopting” a political dilemma for media to discuss. This can be understood in terms of the “spotlight” that some minority rights and movements receive while others do not. The conclusion derived in this study is imperative to remember while gauging the supposed sincerity and investment of a media organization’s focus on a social issue. Minority rights are often neglected to this mode of selection and rejection based on economic, political and social infomediary interference.

Literature review of media, civil rights and the relationship between both (Zahid, 2012; Ahmed, 1999; Powell, & Cowart, 2003) reveals that the impact media has on viewers’ understanding of a political contention or a civil rights issue is not only obvious but also easily manipulated. While free and fair media possesses the ability to influence citizens into materializing support for

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a certain group or cause, it is fairly convenient for corporate media to frame issues according to its own interests. In reverse, governments exhort media to follow specific agenda in complicity with the ruling elite's political demands. This simply reveals how media and governments remain engaged in a race to exert their own power on citizen issues.

In the literature review, it is evident that media can effectively analyze the loopholes in law regarding women and their issues (Gonzales, (2004). Similarly, media is a platform that can materialize dialogue between two or more groups for cohesive civil change (Hugus& Donna, 2002). In contrast, media also possesses the power to desensitize its viewers to misogyny. In the TV entertainment industry of Pakistan, patriarchy and misogyny are themes that have gained increased interest by viewers; viewership in drama series in private media highlighting the multiple issues women face has become considerably popular over the past decade. Furthermore, TV segments and newspaper reports as well as social media campaigns have differentiated the nature of autonomy between an urban woman and a rural woman, consequently opening debate on social justice movements that should be aware of those minute differences.

Therefore, it becomes important to understand the impact of media on its consumers and the derived it generates, in the case of violence against women. Government policy and debate on minority rights within media assists in creating safer, vital spaces for marginalized groups. In the scholarly studies, the findings indicated that the accentuation on an issue by media created a discourse of concern and activism among citizens and it proved to be a agent contributing towards social progress as well as a catalyst of anti-minority aggression as media's role as an agenda setter is demonstrated through television news that shapes political attitudes and opinions of public.

Theoretical framework

The theoretical background of this study is based on communication and contingency theories. Daft and Lengel(1984) put forward communication theory that defines "information richness" as "the ability of information to change understanding within a time interval" (Daft &Lengel, 1986). It derives itself from the contingency theory (Rice, 1992) which states that once information process demand increases from viewers, performance in demanded task by media will improve. The richness of the medium that sends the message is the most important in the theory; the mode of communication utilized impacts the message being sent by the messenger and determines how the consumer understands and subsequently values the issue. The concepts from both theories strengthens the media positioning of a story, its

pricing, planning as well as marketing and targeting generates a response among viewers that can be explained under news consumption and media bias. Therefore, content relayed to consumers through various media, electronic, print, radio, digital, social media, is the integral part that determines whether a change in societal mindset is possible, and if their demand in the desired content is met satisfactorily.

Conclusively, media shapes and sculpts consumer's understanding and acceptance as well as rejection of issues involving the rights of fellow citizens. It also creates a hierarchy of priorities and problems for the consumer to accept as norm. This conventional comprehension of "more important" rights as opposed to "less important" rights creates a stratification of focus shown by citizens and consequently affects activism and cognizance regarding those issues. So the media's impact on civil rights and related discussion not only exists but continues to expand in its role, range and repercussions.

It is natural for Pakistani media to accentuate focus and debate on civil rights particularly due to the fact that the country consists of almost 180 million people hailing from dynamic and diverse backgrounds. Their social antagonisms become ever more defined and, thus, important for the media – both private and state to discuss in order to promote harmony, equality and progress. In a country, where terrorism and the military and bureaucracy nexus have riddled the masses into perpetual conflict, the role of free and socially aware Pakistani media is exceptionally pivotal in creating discursive spaces for citizens to participate in and take citizen affairs into their hands with the help of the medium provided by media.

Hypotheses of the study

On the basis of theory and previous review of the literature following hypotheses has been made for the present research:

Hypothesis 1: It is assumed that Pakistani media is significantly associated with promoting awareness about the rights of women, children and minorities.

Hypothesis 2: It is assumed that Pakistani media will likely predict awareness about the rights of women, children and minority after controlling for the effect of other variables (Gender, Education and Institute).

Hypothesis 3: It is hypothesized that gender will likely moderates the effect of media awareness about promoting women, children and minority rights.

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Method

Sample

Data for this study were collected from 455 participants with the help of convenient sampling technique from both public (67.2%) and private (31.1%) educational institutes of Pakistan. Respondents were carrying out their Bachelor (84.4%) and Master's (13.8%) studies with approximately equal representation of gender (Men= 229, Women= 226) and belonged to Punjab (40.8%), KPK (20.5%), Balochistan (10.2%), Sindh (13%) and the federal capital, Islamabad (13.8%).

Assessment Measure

An indigenously developed questionnaire comprised of 39 statements consisted of four domains media impact, representation of women's rights, children's rights and minority's rights by the media. The scale was ranking on a 5 point Likert scale ranging from (1) Strongly Disagree to (5) strongly Agree.

Procedure

The permission was taken from the respective public and private educational institutes of Pakistan from where the data was to be collected. Before administering questionnaire a formal consent was sought from individuals as well as from their respective institutes to ensure them that the information they give would be kept confidential and wouldn't be used for any other purpose other than this study. The participants were ensured that they had a right to withdraw from the study at any stage. The instructions were given about the questionnaire as well as how to respond to them. Participants took approximately 15-20 minutes to respond to the questionnaire. After collecting the data, the participants were thanked for their due time and total pool of 455 participants responded to the questionnaire.

Results and Discussion

In order to assess the factorial validity of the survey questionnaire, a Principal Component Analysis, followed by Varimax Rotation on the 455 responses of the participants of 39 survey items including four major domains impact of media, representation of women's, children and minority rights by media was carried out. In order to assess the relationship between impact of media, representation of women's, children and minority rights among adults, Pearson Product moment correlation was carried out, moreover, Multiple Hierarchical Regression analysis was conducted to find out whether media

predicted women's, children and minority rights among adults and furthermore, moderating effect of gender was tested through Structural Educational Modeling using Path analysis through Amos was carried out.

Moreover, It was hypothesized that demographic variables (Gender, Education, and Institute) and study variables were significantly associated with each other. For this purpose Pearson Product Moment Correlation analysis was carried out and the results were shown in table 1.

Table 1. Correlation between Media, Women Rights, Children Rights and Minority Rights among Adults (N=455).

Variable	2	3	4	5	6	7
Gender	-0.4	-.05	.04	.02	-.10	-.12*
Education	-	-.28**	.27**	.28**	.18*	.14**
Institute	-	-	-.17**	-.30**	-.35**	.40**
Media	-	-	-	.29**	.20**	.19**
Women's Rights	-	-	-	-	.17**	.24**
Children Rights	-	-	-	-	-	.20**
Minority Rights	-	-	-	-	-	-

Note. Gender (1= Male, 2= Female), Education (1=Graduate, 2=Post Graduate), Institute (1=Public, 2= Private)

The results revealed that gender was negatively associated with media representation of minority rights which further illustrated that as gender coded 1 for male and 2 for female, it is evident from the negative association that males believed that minority rights were represented by media compared to females. Education was significantly positively correlated with media, women, minority and children rights indicated that Post Graduates believed more that there is an impact of media and media is promoting awareness regarding women, child and minority rights compared to Graduate students. On the other hand, students studying at private institutes believed that there is a strong impact of media in creating awareness regarding the fundamental rights of women and children except for minority rights as opposed to students studying at public sector educational institutes. Moreover, media impact was positively related with representation of women, children and minority rights.

It was hypothesized that media will likely predict the awareness about the rights of women, children and minority after controlling for the effect of

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demographic variables, so Multiple Hierarchical Regression analysis was carried out and the results were given in table 2.

Table 2. Hierarchical Regression Analysis Examining the Effects of Media on the Women, children and Minority Rights (N=455).

	Women Rights	Children Rights	Minority Rights
Step 1			
Gender	.09	-.69*	-.83*
Education	2.70***	1.54**	1.03*
Institute	-1.12***	-.21	-.8*
R²	.09	.04	.04
F	15.34***	6.09***	5.87**
Step 2			
Media Impact	.40***	.25***	.30***
R²	.06***	.02***	.03***

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

The above table revealed that media significantly predicted the representation of women, children and minority rights that indicated that the public believes that Pakistani media is creating awareness about the fundamental rights of women, children and minority groups.

Furthermore, as it was assumed that gender will likely influences how media promotes the awareness about women, children and minority rights. Moderation analysis was run using SEM through Amos was used to estimate Model fit presented in table 3.

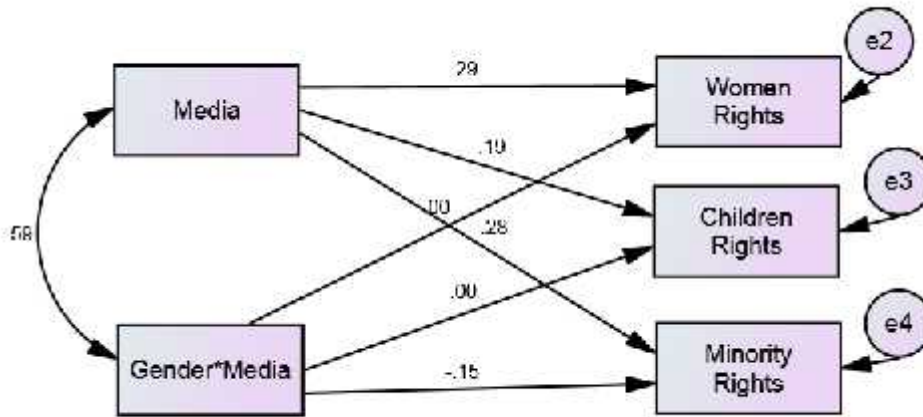
Table 3. Goodness of Fit Indices for Effect and Conditional Effects of Media and Gender with Women, Children and Minority Rights (N=455).

Model	χ^2	P	df	CFI	NFI	RMSEA (95 % CI)
Initial Model	30.76	.00	5	.80	.72	.14
Final Model	6.58	.61	1	.91	.90	.08

Note. Initial Model = with all the added parameters of the study, Final Model= with two parameter constrains to zero, Media*Gender Women's Rights, Media*Gender Children Rights, CFI=Comparative Fit Index, NFI= Normed Fit Index, RMESEA= Root Mean Square Error of Approximation, CI=Confidence Interval

The above initial model in which all the variable i.e. Mass Media, Media* Gender, Women, Children and Minority Rights were included. This model indicated insignificant predictions as the regression weights for paths from Media*Gender to Women’s Rights ($= -.01, p= .98$) and Media*Gender to Children Rights were insignificant. So, the model was modified by adding constrains to these non-significant paths. As shown in table 7 the insignificant value of the Chi-square ($\chi^2 = 6.58, p=.61$) and various fit indices (CFI, NFI, RMSEA and chi-square) provide a comprehensive indication of excellent fit of the data with the tested model. The paths drawn in the Model B were shown in (Figure 1).

Figure- 1: Empirical Results from a Complex Multivariate Model representing Standardized Regression Coefficients displaying the moderation model for Media and Gender with Women, Children and Minority Rights (N=455).



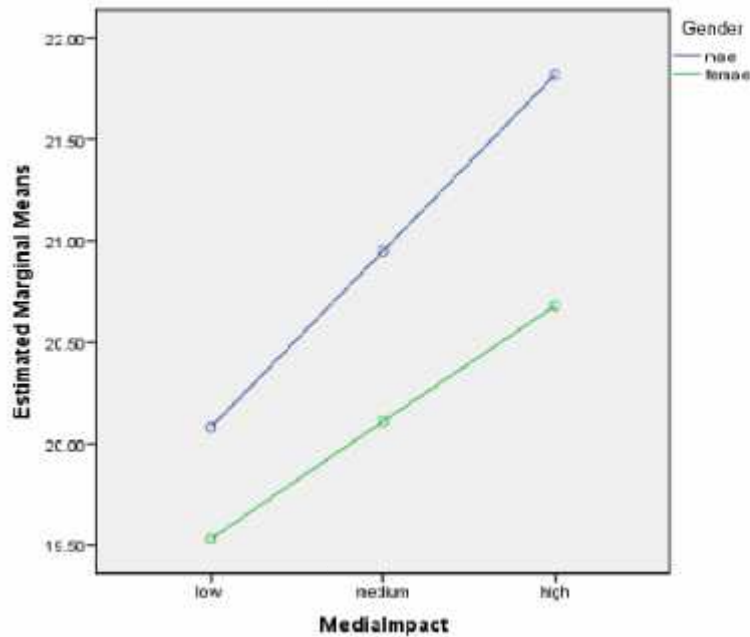
Note. A complex multivariate moderator model of 3 endogenous variables and 2 exogenous variables. Completely standardized maximum likelihood parameter estimates. The residual variance (e2, e3, e4) components (error variances) indicate the amount of unexplained variance.

Figure 1 shows the final model with all the significant predictions, for which the values of goodness of fit and conditional effects were obtained. Furthermore, the paths were analyzed through direct and conditional effects which reveal that the direct effects of media with women, children and minority rights were significant in addition to this the conditional effect of the interaction between gender and media with minority was significant ($= -.15, p= .001$).

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Plot for the interaction of media with gender for the promoting awareness about minority rights was depicted in figure 2 below:

Figure 2. Interaction Plot of Media Impact and Gender with Representation of Minority Rights (N=455).



The above plot indicated that there is a significant interaction between gender and levels of media impact indicating that compared to females more males believed that media is responsible for creating and promoting awareness regarding the fundamental rights of the minorities living in our country.

Moreover the respondents' advocates the existence of approximately equal media representation of women' rights ($M=24.40$, $SD= 3.96$) and children ($M=23.10$, $SD= 3.86$) however, the promotion of the minority rights ($M=20.52$, $SD= 3.63$) is less advocated by the media that indicated that the minority groups of the Pakistan deserves a better media discourse on their rights. Minority rights were important to the respondents given Pakistan's rapid social

changes and how minorities no longer live on the outskirts of megacities but in the very hearts of them, making them and their demands even more visible. Negligence is not an option, according to the respondents (Robbennolt, & Studebaker, 2003). Ethnic and religious minorities become pressing subjects that require attention from not only private and state media, but the state itself. Media plays a messenger's role, but the data from respondents pointed to a tendency that demonstrates viewers' desire to see more responsible coverage and reporting on minorities. Minority sects and religions were important to respondents due to the religious makeup of the country; Shia, Ahmadi, Christian, Parsi, Baha'is, Hindu minorities are discriminated against severely and deserve ethical and emphatic coverage on their rights.

More consistency and nuance in Pakistan's media would impact the awareness and activism concerning fundamental rights. Social media is not seen as the most effective source of creating dialogue and change, but respondents do value its potential to create alternative sources of information and education among users. Similarly, the state media is not viewed as the most impartial source of information on fundamental rights of respondents, but that is compensated for by a vocal and thriving private media. Summarily, the media in Pakistan creates an environment where citizen rights for women, children and minorities remain in constant debate and discussion. It has yet to embody the optimal role of media in creating an egalitarian narrative for everyone in Pakistan, but it certainly is breaking barriers, generating an assortment of views among consumers and impacting rights of citizens nationally.

Conclusion

Pakistan's media in its multiple forms and roles plays a dynamic role in creating awareness of citizen's rights in the country while also determining mainstream discourses on the various forms of violation of rights nationwide. With a population so diverse like Pakistan's, the richness of the messages within media determines the response consumers' show towards running issues. In this paper, it became clear that respondents view issues in a sequence and order of importance and that arrangement of priorities and demands is influenced by the mediums and the messages created and sent by local media. Women were placed at the top of the list on which media is creating awareness regarding their fundamental rights followed by children and then minorities. The overlapping of all three groups is important to remain mindful of; local media intersects these issues to present how complicated these identities can be and consequently, their demands.

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