FREEDOM OF EXPRESSION AND SOCIAL RESPONSIBILITY OF MEDIA IN PAKISTAN: A JOURNALISTIC PERSPECTIVE

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ABSTRACT

Media has been evolved as a platform for social, informational and political exchanges and form the last decade media has expressed its freedom to share information among masses without specific agenda. The goal of this study is to gain insight of freedom of expression and social responsibility of media in Pakistan. It is based on survey of journalists of Pakistani electronic, print media and news agencies. The journalistic perspective of freedom of expression and social responsibility is examined. The findings suggest that internal/organizational (owners, management, editorial policy) and external/political (government, administrative bodies, state and non-state actors and interest groups) forces or constraints are undermined by the freedom of journalists redistricted.

KEYWORDS

Freedom of Expression, Journalists Autonomy, Social Responsibility.

INTRODUCTION

Without free and fair media, there is no definition of liberal democracy. In terms of criticism of government policies, the media being fourth pillar of society plays important role in democratic societies. Media normally generate public opinion and healthy debate in the democratic societies. When media organizations operate in a competitive market and are economically free from the interference of media owners and the state, press freedom is guaranteed. The media shapes public opinion and media content is shaped by journalists, but content is not freely shaped. Media sets the agenda but who sets the agenda for the media? What motive is forced to hide and what to propagate; different situations may have different factors affecting broadcast journalist's media practice in Pakistan. The study is basically measuring media freedom in Pakistan because content producers, i.e. journalists can brush their impression with a clear picture of press freedom. Journalists are part of media that, after a number of filters, produce content. External and internal levels are restricted to the professional practice of media freedom. The external dimension is linked to powerful forces, including legislation, state censorship, law and regulation that restrict media outlets and political independence.

REVIEW OF LITERATURE

The normative approach of the press states that the actions of the media must take into account the public interest. Freedom of speech/expression, equity of media ownership, plurality of content, community and viewpoint, preservation of public order, support for the democratic political system, state security, universal coverage, standard of reporting, culture disseminated to the public, respect for human rights and preventing harm to the public are the key requirements of public interest that must be reorganized by the media (McQuail, 2010). Media has a duty that is closely linked to socio-economic conditions. Media organizations must be accountable to their customers, whether print, television, radio, audio, video, or online. It must be tested that for sensational purposes ethical standards are not breached. Traditional media freedom is a gift to men. But, when manipulations begin, it can get worse (Dutta, 2011). Press freedom was never consistent in Pakistan. In the past, the military was a central authority, too. While for the last nine years or so, there has been a civilian government in the country, the military and bureaucracy still have a say in the national political atmosphere (Siraj & Hussain, 2017). Autonomy refers to the latitude that a practitioner has at the stage of work in carrying out his or her occupational obligations. In the gathering and processing of news by editors, the unpredictable existence of news work requires a great deal of power. Nevertheless, professionalism's laws, procedures and strategies dictate press decision. Journalists have more independence than organizations can allow (Reich & Hanitzsch, 2013). Research has also confirmed that while the journalism organization attempts to exercise governmental or other external control autonomy, individual journalists are actually giving up personal autonomy to a significant degree Uncertainty in the job market will prevent journalists from valuing their individual autonomy and standing up for it. When economic conditions are uncertain, holding a job may be more critical than autonomy (Lauk & Harro-Loi, 2017).

Aslam (2015) argued that it is clear from the Constitution that while every person has the right to freedom of speech and expression and freedom of the press, everyone has the right. However, freedom is conditional on all reasonable constraints imposed by statute without making clear what the term 'reasonable restrictions' means. As Pakistan is democratic society, it is impossible to ignore the media's role in democracy. Freedom of speech or expression, as provided in the constitution of Pakistan, is a fundamental right of people, but country ranks 159th in 2015 World Press Freedom Index (Ashraf & Shabbir, 2019). Studies also found that journalists who conduct separate watchdog journalism have a greater effect on their reporting and therefore a higher degree of autonomy; they are most likely journalists who work independently without commercial or corporate intervention in the media. This covers public radio systems and public media (Hanitzsch & Mellado, 2011).

However, recent research has found that diverse interests are interested in the entire process of transmitting information to the general public, such as the personal interests of information providers or journalists, the ownership interests of media companies, the reputation of politicians, the agenda of pressure groups, the electoral impact on governments, the legitimacy of advertisers products, the size of advertisers goods (Strömbäck & Karlsson, 2011). Journalists must be free from responsibilities of certain

political interests, as opposed to collective rights to know, and journalists should be responsible to listeners, audiences and editors. By inviting general dialogue on professional media conduct, the methods that can be taken out are to justify the coverage (Ward, 2009). Moreover, analysis indicates that, over time, coverage has become more interpretive and less informative, which may have strengthened the influence of journalists over media material in recent years. The concepts, beliefs and elements considered to be part of journalism's ideology can be clustered into five ideal-typical attributes or ideals in the available literature (Deuze, 2005).

Conflicts are an integral aspect of human life, and journalists are an involved part of the controversy. As shown in the crises, journalists watch, analyze and report about the power-play between the government and the opposition (Hamelink, 2015). And journalists work to provide this information as agents of contact. A key determinant of dispute and conflict resolution is dialogue itself: it gives awareness of the other and openness to the other (Peleg, 2006). A variety of factors that affect journalist's ethical decision-making when doing editorial work in newsrooms have been discussed by media scholars. Four distinct but related groups can be grouped into these variables: Journalists themselves, those related to non-journalists who have an influence on journalists, those related to the media organization and business structures, and those related to larger social issues (Arshad & Ashraf, 2014).

The second form of research indicates that the decision-making of journalists is affected by non-journalists (McManus 1994; Shoemaker & Reese 1996). These studies argue that news is generated by journalists who have complicated relationships with both internal and external stakeholders within media organizations. By demanding time segments for most audiences or time segments that are more attractive to their commercials, advertisers often influence the news content (Wahl-Jorgensen & Hanitzsch, 2009). For the decision-making of journalists in ethical dilemmas within the current context, social considerations such as national cultural norms and regulations have been considered significant (Roberts, 2012).

The exploration of the social responsibility definition in the media is to directly examine which elements of current media regulation/legislation have an impact on social responsibility issues and how they have been implemented. The biggest problem for structured media ethics regulators is the fact that an excessively qualitative and regulatory job is to describe the essence of social responsibility in the sense of the role of the media in society (Middleton, 2009). Proponents of social responsibility cautioned that government regulators could interfere if journalistic self-regulation failed. The researchers found that, under adverse conditions, journalists work in most countries. They mostly have problems with low wages, security, and lack of autonomy as well. For the most part, with strict deadlines, they remain frustrated with their working conditions. The researchers therefore concluded that, due to growing job dissatisfaction among them, journalists face inadequate mental and physical performance (Qamar et al., 2020). Unpaid/low wages often result in a journalist either forcing an unofficial 'gatekeeper' or causing them psychological distress. A dedicated, fulfilled and satisfied journalist appears to perform well and works to achieve his organizational goals (Eijaz et al., 2014).

THEORETICAL FRAMEWORK

This Research study developed under the following theoretical conceptualizations. One is media sociology and the second one is social responsibility theory.

Media content is influenced by number of factors. These factors include personal biases, media routines, media and extra media organizations, culture and ideology (McLeod & Detenber, 1999; Shoemaker & Reese, 1996). Personal biases incorporate personal beliefs, education, personality traits, or affiliations. Media routines include deadline, reliance on official sources etc. Media organizations are also influential on media content. It exerts its policy and finance pressure on content. Extra-media pressures such as governmental pressure, religious pressure groups and audience also effect the production of media messages. Culture and ideology of a nation is very much important in creating certain media content. Media routines are more important than personal biases (Shoemaker et al., 2001). There are a wide range of factors on media content that work beyond the organization of the media. Sources can stimulate or limit the distribution of data according to their own desires, and the choice of which source to interview by journalists can color the stories they publish. While interest groups make concerted attempts (e.g., through press guidelines) to influence media content, their effectiveness in influencing content is mixed. Content is evidently influenced by interest groups that can retaliate economically (for example, with a consumer boycott of advertiser's products). Advertisers also tell the media what they believe and how they think it can alter the content. The government is another regular influence on media content. The effect of routines and influences at the organizational level has a vital impact on media content. In particular, news media have faced increasing economic constraints that now play a larger role in dictating editorial choices. A significant issue in the news media has been the impact of ownership on content (Shoemaker & Reese, 1996).

The principle of social accountability requires free media without any censorship, but the content of the media should be debated in the public panel at the same time and any duty from public intervention or professional self-regulation or both should be acknowledged by the media. The philosophy lies in both authoritarian theory and libertarian theory because, on the one hand, it offers absolute media freedom but, on the other hand, external controls. Here, control of the press is private. The philosophy of social responsibility goes from mere 'accurate' reporting (reporting of facts) to 'interpretive' reporting (investigative reporting).

The philosophy of social responsibility notes that media should play a proactive role in society in a state by meeting society's norms and performing those obligations along with their rights. This hypothesis suggests that the press has such responsibilities to society. Reality, precision, impartiality, and balance must be seen. The press must be free, but self-regulated (codes of conduct, and ethics). The media is pluralistic: societal plurality, diverse points of view, and a platform for ideas. Public trust is the ownership of the newspapers. To his viewers / readers, a journalist is responsible (Siebert, 1963). Some values, like media ownership, backed the philosophy of social accountability that arose from this commission, are a public trust and media have such social obligations; news media should be honest, unbiased, relevant and truthful; press freedom should exist,

but self-regulation is also necessary; the professional code of conduct should be implemented (McQuail, 2010).

RESEARCH QUESTION

To what extent Pakistani Journalists perceive to be free in dispensing their journalistic/professional Responsibilities and what areas of professional practices, the journalists feel restricted or compromised freedom? How often journalists thinks that Pakistani media is fulfilling the role of social responsibility?

METHOD

This study was conducted through survey with the help of questionnaire. Questionnaire has the following variable in it: demographic variables, operational autonomy, and financial autonomy, areas of practices, truthfulness, fairness and comprehensiveness. These are the variables which focus on the perspective of working journalists regarding freedom of expression and social responsibility of media in Pakistan. Data has been collected with the help of questionnaire from working journalists those who working with known media outlet Pakistani electronic and print media and Pakistani news agencies. Each and every question was carefully designed to precisely obtain the desired traits from the population of this study. Research articles, journals, thesis and research paper was used to make this study appropriate, valid and reliable. The working journalists of Rawalpindi, Islamabad were the population of this study. Especially the respondents are those workers who belong to known Pakistani electronic and print media outlets and belong to Pakistani news agencies. 300 questionnaires were circulated to gather the data according to this thumb rule, which is a large sample size level, and 263 questionnaires came back out of 300. So, the response rate is 87.8 percent, but for data collection, 222 questionnaires were in useful form. The research sample size was 300 working journalists from Pakistan's Print, Electronic Media and News Agencies. All the respondents of the questionnaire were the working journalists from Rawalpindi and Islamabad.
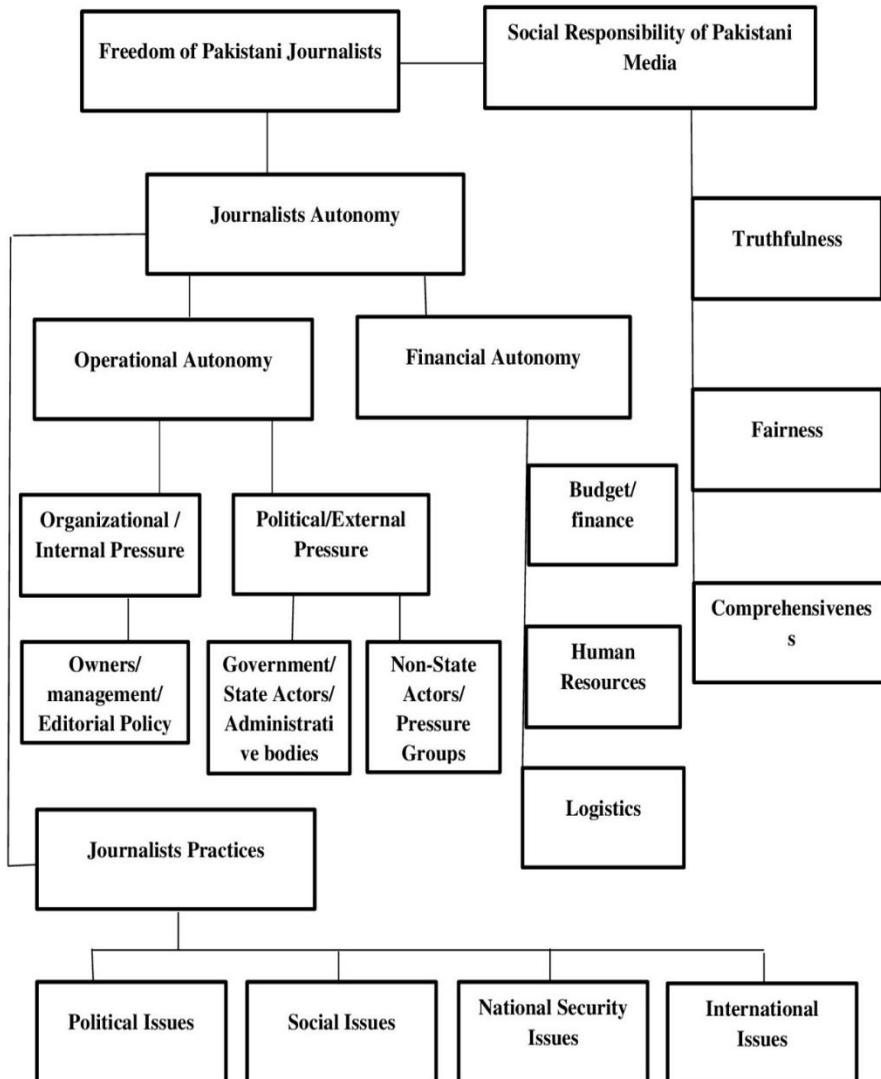
Operational Framework

Figure 1: Operational Framework

DATA ANALYSIS

The demography for this study is carefully selected such as the selection of respondents from different news mediums (Electronic Media, Print Media, News Agencies), Participation of genders, different age groups, different level of education among respondents and different level of working experiences in Pakistani Media included in the survey. The population of this study limited to Islamabad- and Rawalpindi the twin cities of Pakistan. The population this research work belongs to different News Media houses Like PTV News, PTV World, HUM News, Geo, ARY News, 92 News, SUCH News, Abb TaKK, Capital TV, 7 News, SAMAA News, Dawn News, Indus News etc. The Print Media houses such as *The News, Express Tribune, The Nations, The Daily Dawn, Pakistan Times, Daily Jang, Daily Nawa-i-Waqat, Khabrian, Daily Osaaf, Daily Express, Daily Dunya, Daily Jinnah* are included in this study and Rawalpindi-Islamabad based News Agencies like Associated Press of Pakistan (APP), International News Network (INN), Pakistan International Press Agency (PPA), Pakistan Press International (PPI), Network News International (NNI), Pakistan Press International (PPI).

222 representatives from the population of this study work are involved in the data collection process, 144 respondents were male and 78 respondents were female belonging to various news media. Male participants were 64.9% while 35.1% females contributed in this research work represents that 129 respondents were working in Electronic Media, 63 respondents from Print Media while 30 respondents were belonged to News Agencies. So, 58.1% of participants contributed in this research work from Electronic media, which is the highest figure in above all, while second to highest was print media which was 28.4% and in the last least number of respondents i.e., 13.5% from news agencies.

Education values, including the age range, are still very satisfactory and fascinating because 124 participants are highly educated and have a master's degree. 71 respondents were graduates, 21 were highly qualified and 6 were intermediate participants. So, it is very clearly that the numbers of responders were comparatively highest of master qualified and they are accounted for almost 55.9% of the whole participants of the study. The data show the greater of participants from graduation qualification and they are accounted for 32% of the total population. However, the rest of students from various levels can be calculated for almost 9.5% and 2.7% respectively of the population.

Illustrate that the job experience of the respondents that 73 respondents have 6-10 years of field experience and 64 respondents have 1-5 years of experience. These are the vast numbers of mid-career participants in their profession. 56 participants have 11-15 years of experience and 29 participants with 16-20 years of experience in the news media industry. So, that people with 6-10 years of journalist practice are more which is 32.9% while after them those who hold 1-5 years of field experience were second to them with the percentage 28.8 % while people with 11 or more years of experience were contributing with 25.2-13.1% respectively.

Response of participants concerning their operational autonomy. 121 journalists, a significant majority of voters, disagreed with the statements that questioned them concerning their operational autonomy. 60 respondents were neutral and 24 respondents strongly disagreed, while 17 respondents agreed that in their operational autonomy, they felt free.

Participant's responses to their operational autonomy were examined in depth. Respondents were asked whether they were free from their organization's internal policies, such as editorial policy or management pressures, while reporting or selecting certain issues. A substantial majority of voters, 103 journalists, strongly disagreed with the statement that questioned their operational autonomy regarding internal pressure of their organization. 62 were disagreed, 34 respondents were neutral, and 23 respondents agreed that they were free from internal pressures of their organization.

Respondents were asked whether they were free from external pressures, such as those imposed by government/state actors, when reporting or selecting specific issues. A majority of votes, 77 journalists, strongly disagreed with the statement questioning their operational autonomy in the presence of external pressure. There were 65 respondents who disagreed, 35 who were neutral, and 45 who agreed that they were not under any external pressures.

External pressures on journalists, such as pressure from the government and state actors, are represented in Figure 4, where the highest proportion of journalists, 34.7 percent strongly disagreed while 29.3 percent preferred to disagree, while 20.3 percent and 15.8 percent contributed as agreed and neutral, respectively.

In the division of external pressures when reporting or selecting specific concerns, respondents were asked whether they were free from external influences, such as pressure from non-state actors/pressure groups. A majority of voters, 90 journalists agreed with statements questioning their operational autonomy, indicating that they are free of pressures from non-state actors or pressure groups. 60 people said they were neutral, 55 said they strongly disagreed, and 17 said they didn't feel free.

Demonstrates the variation of external pressures on journalists, such as pressure from non-state actors and pressure groups, while reporting on a specific issue, with the highest percentage of journalists were preferring to be agreed 40.5 percent and 27.0 percent were preferring to be neutral, while 24.8 percent and 7.7 percent contributed as strongly disagreed and disagreed, respectively.

The responses of the participants about their financial autonomy. 109 journalists disagreed with the statements about their financial autonomy that questioned them. 87 respondents were neutral and 3 respondents strongly disagreed, while 23 respondents accepted that they felt free of their financial autonomy.

Financial autonomy of journalists is demonstrated where the highest proportion of journalists disagreed i.e., 49.1% while 39.2% of the participants preferred to be neutral while, 10.4% and 1.4% contributed as agreed and strongly disagreed respectively.

In conclusion, the participants of this study were asked questions as to whether they feel free from their organization's editorial policies when choosing the topic or whether they feel free from the pressure of government, administrative bodies, state and non-state actors and pressure groups. These questions were clearly structured to evaluate their understanding of their independence of professional work and the above data reveals incredible outcomes. The data indicates that 54.5% of the study's entire population disagreed and 10.8% strongly disagreed that they did not feel free of their operational

autonomy and encountered internal and external pressures when reporting on important issues. Although 27 percent were neutral and just 7.7 percent accepted that in their operational autonomy, they are free.

Additionally, participant's responses to their operational autonomy were investigated in depth to see which component has the greatest influence on their freedom while reporting or covering specific issues. Whether they feel free from organization's internal pressures or are exposed to more external pressures that limit their operational autonomy. When reporting or selecting various subjects, respondents were asked if they were free from their organization's internal policies, such as editorial policy or management pressures. Internal journalistic pressures, such as editorial policy or organizational management pressures were confirmed, with 46.4 percent strongly disagreeing and 27.9 percent disagreeing. 15.5 percent said they'd rather be neutral, while 10.4 percent agreed to contribute. When reporting or selecting specific issues, respondents were asked if they were free of external constraints, such as those imposed by government/state actors. External pressures on journalists, such as pressure from the government and state actors, were identified as 34.7 percent of journalists as strongly disagreeing, 29.3 percent as preferring to disagree, and 20.3 percent and 15.8 percent as agreeing and neutral, respectively. Furthermore, respondents were asked whether they were free of external influences, such as pressure from non-state actors/pressure groups, while reporting or choosing specific issues as part of the external pressures division. While reporting on a specific issue, the date indicates variation in external pressures on journalists, such as pressure from non-state actors and pressure groups, with the highest percentage of journalists preferring to be agreed 40.5 percent and neutral 27.0 percent, while 24.8 percent and 7.7 percent contributed as strongly disagreed and disagreed, respectively. These findings clearly suggest that journalists were subjected to more restrictions or pressures from internal policies than from external policies. Furthermore, they were exposed to more pressure from government/state actors than from non-state actors or pressure groups in terms of external pressure.

Similarly, to the questions posed by the respondents of this survey, whether they feel free to use the budgets when deciding to report or cover an event and feel free from financial challenges, accompany human resources and openly use transport and equipment. These questions were clearly structured to explore their views on their freedom of financial autonomy, and the above data reveals incredible results. The analysis found that 49.1 percent of the study's entire population disagreed and 1.4 percent strongly disagreed that their financial autonomy would not make them feel free. Although 39.2 percent remain neutral and 10.4 percent agreed that in their financial autonomy, they are free.

Political issues are demonstrated where the highest proportion of journalists disagreed i.e., 47.3% while 37.3% of the participants preferred to be neutral while, 14% and 0.9% contributed as agreed and strongly disagreed respectively. Journalists practice over social issues is calculated where the highest proportion of journalists disagreed i.e., 54.1% while 29.7% of the participants preferred to be neutral while, 11.7% and 4.5% contributed as agreed and strongly disagreed respectively. Journalistic practices over national security issues is provided where the highest proportion of journalists disagreed i.e., 56.3% while 18.5% of the participants preferred to be neutral while, 1.4% and 23.9% contributed as

agreed and strongly disagreed respectively. Journalistic practices over international issues is intended where the highest proportion of journalists disagreed i.e., 52.3% while 33.8% of the participants preferred to be neutral while, 9.0% and 5.0% contributed as agreed and strongly disagreed respectively.

To sum up, the following questions have been formulated in order to assess if journalists are free to report on various fields of work. In the data above, it has been found that journalists are not free to report on particular topics. They faced internally and externally pressures. While reporting on political issues the above data shows that the highest percentage of journalists disagreed, i.e., 47.3%, while 37.3% of participants preferred to be neutral, while 14% and 0.9% contributed as decided and strongly disagreed, respectively. The practice of journalists on social issues is measured where the highest percentage of journalists disagreed, i.e., 54.1%, while 29.7% of respondents preferred to be neutral, while 11.7 percent and 4.5 percent contributed as decided and strongly disagreed. Journalistic practice on national security issues is provided that the largest number of journalists disagreed, i.e., 56.3%, while 18.5% of respondents preferred to be neutral, while 1.4% and 23.9% respectively contributed as agreed and strongly disagreed and journalist practice over international issues is intended where the highest proportion of journalists disagreed i.e. 52.3% while 33.8% of the participants preferred to be neutral while, 9.0% and 5.0% contributed as agreed and strongly disagreed respectively.

Truthfulness in media reporting in Pakistani media is verified where the highest proportion of journalists disagreed i.e., 47.3% while 28.8% of the participants preferred to be neutral while, 22.1% and 1.8% contributed as agreed and strongly disagreed respectively. Fairness in media reporting is considered where the highest proportion of journalists agreed that media focuses on its financial and political interests rather than fairness in news stories i.e., 50.0% while 29.7% of the participants preferred to be neutral while, 10.8%, strongly agreed, and 9.5% contributed as disagreed. Comprehensiveness in media stories is provided where the highest proportion of journalists preferred to be neutral i.e., 41.9% while 41.0% of the participants preferred to be disagree while, 8.6% and 8.6% contributed as agreed and strongly disagreed respectively.

In conclusion, in the last section of this chapter, there were only 5 questions. All of these questions were systematically developed to examine media social responsibility in Pakistan from a journalistic point of view, three key indicators (truthfulness, fairness and comprehensiveness) of the social reasonability involved in exploring the point of view of journalists about it. The data above shows that truthfulness in Pakistani media news stories is checked where the highest number of journalists disagreed, i.e., 47.3%, while 28.8% of participants tended to be neutral, while 22.1% and 1.8% respectively contributed as agreed and strongly disagreed. Journalists were asked questions regarding fairness in Pakistani media that the highest proportion of journalists agreed that Pakistani media gives more preference to their financial and political benefit in this respect, i.e., 50.0 percent, while 29.7 percent of participants chose to be neutral, while 10.8 percent strongly agreed and 9.5 percent disagreed. The highest percentage of journalists tended to be neutral in terms of comprehensiveness of news reports or reporting, i.e., 41.9 percent, while 41.0 percent of participants preferred to disagree, while 8.6 percent and 8.6 percent respectively contributed as agreed and strongly disagreed. However, the researcher can

confidently claim, according to evidence from this research work, that journalists in Pakistani media are not free to fulfill their journalistic or professional duties. It has been reported that journalists consider themselves to be confined and their freedom to be compromised while reporting in their fields of practices and the role of social responsibility is not fulfilled by the Pakistani media

DISCUSSION

The data for this research study was collected in Rawalpindi-Islamabad only the respondents for research work were the working journalists of Rawalpindi-Islamabad based News Media houses. Three News Medium, Electronic Media, Print Media and News Agencies were selected for this study. Each and every question was carefully and properly designed to dig out the journalist's perspective regarding their freedom and social responsibility of media in Pakistan. In order to verify the reliability and validity of the questionnaire, a pilot study was also carried out. The first research question was related to Pakistani journalists perspective on their freedom to work, to what extent they feel or consider being free to perform their journalistic/professional duties. So, the first question was related to journalist's autonomy which was broken down into two major autonomies of journalists, one is operational autonomy and second is financial autonomy. In operational autonomy this study tried to get the perspective of journalist regarding internal/organizational (owners, management, editorial policy) pressure and external/political (government, administrative bodies, state or not state actors and pressure groups) pressure on them while reporting or performing their professional responsibilities. Financial autonomy is related to budgets, finance, human resource and logistics that to what extent they enjoy their financial autonomy or feel free from economic pressure to use budget, human resources, transportation and equipment while covering and report an event/incident.

The second research question was concerned about journalistic practices to what areas of professional practices they feel restricted/bound or compromised under the organizational, internal and external pressure. So, the practices of journalists relate to journalists professional obligations. His fundamental responsibility is to disseminate information in all circumstances. The information given allows readers to make up their minds on important issues and influence their minds on important and extreme problems. They are watching dogs in society, protecting people's rights and playing their socially responsible role in society and what they do and know about their professional rights, they feel or perceive that they work openly and share their opinions with freedom of speech. They feel free from internal and external pressure to work in their areas of professional practices.

The last question of this study was related to the social responsibility of Pakistan media that how often Pakistani journalists think or perceive that Pakistani media is fulfilling the role of social responsibility, present news on the basis of truth, gives more priority to fairness then their financial or political interests, educate public and presents news with in-depth analysis for public opinion and awareness. The concept of social responsibility originates from a normative approach. It promotes free press without any censorship, but at some extent the press content should be debated in a public panel. Each

action should be beneficial to society/audience, fact-based actions/reporting, and strengthen the standards of journalism.

On media coverage/reporting, there are a wide variety of variables that exist beyond the media entity. According to their own interests, sources may stimulate or restrict the dissemination of data, and the choice of which source to interview journalists can color the stories they write. The effects of organizational-level factors have a serious impact on media reporting. In particular, the news media have encountered growing economic restrictions, which now play a greater role in dictating editorial decisions. The effect of ownership on content has been a major problem in the news media. Another daily impact on media coverage is the government. At the corporate level, the impact of routines and influences has a critical impact on media coverage. While advocacy interests make deliberate efforts to manipulate media coverage (e.g., by press guidelines), their efficiency in manipulating content is mixed. Content is clearly controlled by pressure groups that can economically retaliate (for example, through a boycott of advertiser's goods by consumers). In order to control the journalist's activities, state and non-state actors or pressure groups played a crucial role.

The principle of social responsibility states that by meeting the standards of society and upholding those responsibilities along with their rights, the media can play a constructive role in society. For several decades, the framework of media autonomy and social responsibility for journalists has been there, and researchers around the world are continuously working on this concept to validate the freedom of speech for journalists and the law of the media under the concept of social responsibility. The current research demonstrated continuity in the same context, as expected. Previous literature indicates that in the fields of their professional obligations, journalists feel limited and undermined and they perceive that they are not able to despise professional responsibilities. The media and journalists face multiple influences that have limited their socially responsible role to play. The viewpoint of Pakistani journalists on media freedom of expression and social responsibility in Pakistan has been described in this research work. The study contributed to literature on the freedom of expression of journalists and the social responsibility of the media in Pakistan. In further exploring the field of freedom of expression for journalists and media social responsibility for future researchers and journalists, this study has proven efficient.

CONCLUSION

To conclude the data, the current study was conducted to investigate the degree to which Pakistani journalists consider themselves to be free in dispensing their journalistic/professional duties within the context of the journalist's autonomy and social responsibility of the media. In various aspects of their professional practices and whether they think Pakistani media fulfills the position of social duty, journalists feel limited or compromised freedom. The findings suggest that internal/organizational (owners, management, editorial policy) and external/political (government, administrative bodies, state and non-state actors and interest groups) forces or constraints are undermined by the freedom of journalists redistricted. The present study made a significant contribution to the area of autonomy of journalists, freedom of speech for journalists and media social responsibility that can be fruitful for those scholars who wish to further examine the

freedom of journalists in their various fields of professional responsibility and investigative perspective on media responsibility.

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