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Unethical Dimensions of Ramzan Transmissions in Pakistan

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Abstract: *The month of Ramadan has special significance for Muslims around the world. Muslims fast in this holy month and spend most of their time in prayers and remembering Allah Almighty. In Pakistan, Ramadan is not only observed and practised by Muslims in daily life, but there is a spree of Ramadan transmissions on TV Channels also. Around a hundred news and entertainment channels are broadcasting their 24/7 transmissions, and Ramadan brings them the opportunity to get viewership and ratings. Almost every channel in Pakistan does “Ramadan Transmission” during this holy month, and these transmissions also get traction and viewership. However, where these transmissions get eyeballs and generate ratings for these channels, these transmissions are sometimes below the ethical standards. Game shows, unnecessary, irrelevant debates, cooking segments, and the use of actors and actresses as anchors for these transmissions not only hurt the sanctity of Ramadan but also create moral and ethical issues. Religious programs such as the Ramadan transmission on PTV, HUM TV, GEO TV, and ARY News are the most watchable programs for the people of Pakistan. Therefore, this paper will investigate which ethical and moral principles of Islam are violated in these transmissions during Ramadan. Normative theory is the most suitable approach to understanding this particular research scenario.*

Key Words: Communication, Sects, Ramadan Transmission, TV Channels, Holy Month

Introduction

Media is playing a major role in every societal change process. In the present world, the media has an extraordinary job in spreading mindfulness among the majority. Whether it's TV, radio, or the Internet, media of any kind have an extraordinary job in creating awareness and increasing the general information of the general population. In the beginning, Media channels in the holy month used to broadcast Ramadan programs for religious teaching and highlighting Islamic issues (Zafar, 2018)

PTV strictly followed Islamic values under Zia's regime. In 2002, General Musharraf's government came up with the Pakistan Electronic Media Regulation Act. With this, Private news channels started their operations in Pakistan. Privately owned media channels started to broadcast programs and dramas which were banned in Zia's regime. The whole paradigm of Islamization has shifted towards entertainment. PTV used to broadcast Neelam Ghar, which was a source of knowledge and it also had entertainment. Amir Liaqat's show was a trendsetter of Ramadan transmission. Before, Channels used to air religious programs during Ramadan, then they gradually started adding quizzes, cooking segments, and gifts segments, which eventually turned out to be entertainment programs (Abbas Naqvi, Ullah, & Ali, 2023).

In the light of Islamic ethics, fasting is not the name of avoiding food and drinking; its sole purpose is to have patience, decency, and control of desires. The ethical dimension of this month is making us flexible enough to refine manners. The second ethic of Fasting in Ramadan is to gain *Taqwa* (righteousness). The third ethic is to be a more generous Muslim and give charity to needy people in this holy month. Fourth, fasting gives a spirit to improve a personality both morally and spiritually. It is believed that a Muslim will be consistent after accepting changes and advancing personality in the month of Ramadan. (Jawad, 2019). In Ramadan, people spend time in front of the TV seeking religious information, but Channels are providing

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a kind of entertainment in the name of Ramadan transmission, and seeing such kinds of programs while fasting is against its true spirit (Waseem, 2021).

Channels these days are only striving for ratings of their programs in the name of Islam. In the holy month of Ramadan, owners have the objective of earning profit and getting more TRP than other transmissions. In this race, they forget their responsibility to convey the true meaning of fast and religion, and they produce low-quality, indecent, and ethical standard content in the name of Islam (Hashmi, 2013). Channels cash in the name of the holy month, and they invite religious scholars who have diverse opinions, which not only creates conflict and confusion among people but demolishes the true soul of Islam. Moreover, host changes their dressing sense and do not show consistency throughout the year. Therefore, they only do it for more ratings and not for religion in the true sense (Khan, 2015)

Though Ramzan Transmissions gets more ratings and viewership, some people don't watch programs for entertainment; they watch to seek knowledge regarding Islam (Ali & Khan, 2023). Programs provide indecent content rather than religious content. Therefore, People have complained to Pakistan's regulatory Authority. Some complained about inappropriate acts like disrespecting people and food. Some commented that the host used indecent and abusive language in Ramzan Transmission. One of them suggested making it an entertainment show rather than a religious show (Express News, 2014)

Pakistani media is more conservative when it comes to views about women and minorities, while most of the religious programs represent the superiority of Islam rather than promoting religious harmony (Biberman, Gul, & Ocakli, 2016). Media channels during Ramadan are rating-driven rather than playing an important role in creating religious and interfaith harmony through Ramadan Transmission, especially when it is predicted that a large number of the audience is watching these transmissions (Tabassum & Amin, 2023).

Ramzan transmissions in the holy month do not deliver such religious information, which can play a constructive role in the character building of the society, especially related to the holy month. For this purpose, Ramzan Pakistan of Hum TV, Ehsaas Ramzan of Geo TV, Shane- -Ramzan of ARY Digital, and Hamara Ramzan of PTV will be analyzed to investigate how the content and the nature of these programs are not appropriate with the ethical standards of Islam during this month (Qayyoom, Raza, & Sadaf, 2023).

Literature Review

Past studies have suggested that TV channels broadcast Ramzan transmission for marketing in the name of religion. Such programs in Ramzan sell religion and humiliate the audience. Ramzan Transmissions are being broadcasted in the race of ratings when it comes to segments like gift distribution. Producers of the transmission make content that is a blend of religion and entertainment (Jafree, 2023). The TV host of Geo channel did not consider Ramzan transmission as a platform for ratings while reporting to AFP, but the host of ARY said that there is nothing wrong with commercialization of Ramzan Transmission, but at the same time, religion is the sole purpose of this program. In this article, AFP made a comparative analysis of transmissions aired on two channels with a conclusion that ARY is more conservative in Ramzan transmissions as compared to Geo TV (AFP, 2013)

Another past study suggested that Ramzan shows have ruined the purpose of this holy month and indulged people in watching transmissions for a long time, which is actually a time to please Allah Almighty. Every transmission invites more recognizable religious scholars who are scholars by profession and participate in programs to earn money, hence increasing the viewership of the program (Ullah, Jamil, & Ramzan, 2022). The author, while giving his opinion, concluded that religious scholars create confusion in people's minds by giving diverse opinions. Moreover, during transmissions, various ads are broadcasted for a long time, which gets recognition. In this way, Ramzan transmissions are in the race for viewership, revenue generation and popularity (Khan, Express Tribune, 2015)

In Muslim countries, people seek forgiveness from Allah Almighty, and Ramadan brings them a chance to come close to Allah Almighty through prayers and good deeds. Muslims do so without letting others know about their good deeds. While Ramzan transmissions have distracted them, and in-game segments, people do odd things just to win bikes and other gifts. Ramzan's special programs are going below the ethical standards where the host tells people to eat raw eggs. Moreover, Islam teaches decency and respect

for women, but these shows humiliate women and offer them gifts for doing crazy stuff. PAMERA has strictly imposed restrictions on abusive language, but still, transmissions are not following them (Gilani, 2017)

Media channels capture the prey by taking advantage of people's sentiments. When people are hungry and thirsty, channels through transmissions engage them and continue the rat race in order to earn money. The policy of news channels is more about profits rather than morality. In this race, they forget their responsibility to convey the true meaning of fast and religion, and they produce low-quality, indecent and ethical standard content in the name of Islam (Hashmi, 2013)

Another study mentioned the Ramzan Transmission ban from the court and judges' perspective. During the hearing, the High Court prohibited the dance culture and slapstick in Ramzan transmissions. The court ordered the strict following of the rules by channel broadcasting Ramzan transmissions; otherwise, transmissions would be banned. A court banned transmission hosts to avoid indecency, and PAMERA's director reported to the court that it is taking strict action against the violation of these rules (Rashid, 2018).

Punjab assembly has passed a bill to the Federal government against invitations to religious scholars and celebrities hosting Ramzan transmissions as they have little or no association with religion. This practice hurt the sentiments of the Muslim nation. Moreover, it made an appeal to PEMRA to ban celebrities from hosting such religious programs. The author also highlighted and questioned the participation of religious scholars in the name of religion in Transmissions (Desk, 2019)

Ramzan has lost the simplicity and modesty that our religion taught us. Now, Ramzan transmissions are treated just like business stuff. Hosts distribute gifts in a way that they are giving charity to people and publicize it for brand recognition. It contradicts Islamic teachings, according to which distribution among needy people should not be publicized (Sajjad, 2014)

The high court has ordered to invite PhD scholars as guests to speak on religious issues rather than inviting actors to preach to others on Islam. Ramzan transmissions do not meet the ethical standards of Islam and the holy month, as the music is played in the background during Naat recitation. All the indecency and obscene stuff was started by one anchor, and the rest of the anchors followed this trend. (Pasha, 2018)

Therefore, the objective of this study is to investigate which unethical dimensions in Ramzan transmission are obstacles to a true representation of Islam.

Methodology

People, especially young people, watch religious programs occasionally, and they take the content of media provided by religious channels seriously. The researcher used multiple methods to conduct research, including qualitative method, statistical and survey methods, in order to see the influence of Televised religious content on young people (Biberman, Gul, & Ocakli, Channeling Islam: Religious Narratives on Pakistani Television and their influence on Pakistani Youth, 2016). (Adnan & Yousaf 2018) their research investigated the Islamic values in advertisements during the holy month of Ramadan. By doing a Semiotic analysis, they found that Women do not represent the true values of culture and Islam in the Holy month. Another article suggested that Ramadan is the month of blessings, but the appearances of celebrities as hosts of religious programs attract viewers. (Kalam, 2019) in her article compared 5 Ramadan Transmission celebrity hosts with the title of "Celebrities Winning Hearts". She described the qualities of every host for conducting Ramadan transmissions with the captions below every picture.

By keeping in consideration the previous studies, very few scholarly researches have been done on the inappropriate content of Ramzan transmissions and how Islam is being used for ratings. A qualitative approach has been adopted, and content analysis is an appropriate methodology to analyze this study. For this research, the researcher has used a systematic sampling technique, in which among the first two episodes, the researcher randomly selected episode 1 from a random number table and then analyzed every 2nd episode taken from four transmissions of TV channels including PTV, Geo, Hum and ARY Digital from 6th April 2022 to 4th May 2022.



Content Categorization of Themes and Topics

A coding sheet will be designed for the variables, categories, and rules that will be identified.

Table 1

Variables	Categories	Rules
Transmissions	Names of Transmissions Hum TV Ramzan Pakistan Geo Entertainment Ehsaas Ramzan ARY Digital Shan-e-Ramzan PTV Hamara Ramzan	6 th April, 2022 to 4 th May, 2022 60 transmissions
Key themes	Religious content Entertainment content	Transmission will be analyzed within the context of these themes
Topics	Recitation of Surah Opinions of Scholars Quizzes The narration of Islamic story Games Kids segment Vulgarity Music Mocking and ridiculing the audience Debates competition Poetry competition Gifts distribution Greed Advertising	All the segments related to these topics are included in the sample
Type of story	Ramzan transmissions, segments	Content based on the given topics will be analyzed.
Dimensions	Ethical, unethical	

Coding

Channels: Hum TV=1, Geo Entertainment=2, ARY Digital=3, PTV=4

Transmissions: Ramzan Pakistan=1, Ehsaas Ramzan=2, Shan-e-Ramzan=3, Hamara Ramzan=4

Dimensions: Ethical content=1, Unethical content=2

Key Themes: Religious content=1, Entertainment content=2, mixture=3

Topics: Recitation of Surah=1

Opinions of Scholars=2

Quizzes=3

The narration of Islamic story=4

Games=5

Kids segment=6

Vulgarity=7

Music=8

Mocking and ridiculing the audience=9

Debates competition=10

Poetry competition=11

Gifts distribution Greed=12

Advertising=13

Language= 14

Celebrity guest appearance=15

Data Collection

Some Segments of these transmissions have been analyzed. Firstly, 15 episodes of the Hum TV transmission, titled 'Ramzan Pakistan,' were analyzed. It started with the Recitation of Surah and Naat and was followed by a segment where TV hosts were given catchy lines of advertisements, invited a couple to wash dishes in order to advertise dishwashing liquid, and distributed gift hampers sponsored by this company. This segment was just based on advertisement. In the cooking segment, when the host was making Iftari in the kitchen, there were a lot of advertising products placed right in front of the camera. In the Quiz segment, the host was inculcating greed in the audience by not only distributing gifts but also focusing on bikes, and the host repeatedly named the bike's company, which depicted that the sole purpose of Ramadan has been lost and the only purpose left is commercialization where a host after every 10 minutes is supposed to advertise products. The overall dress and language of the program were moderate because one co-host, along with the actor, was PhD scholar in Islamiyat.

When Ramzan Transmission of Geo was analyzed, it also started with a surah and then narration of an Islamic story. The program host did not repeat the company's name for advertising. She took names during a quiz segment, but in the cooking segment, the kitchen depicted the sponsorship of drinks and other stuff. The language and dress of the host were decent, and she did not inculcate greed in the audience.

Shan-e-Ramzan's transmission of ARY digital also started with a recitation of the Holy Quran and translation. In the cooking segment, the chef was advertising cooking oil with its catchy line while cooking to convince viewers to buy this product. She also took the name of the meat product and related it to diet-conscious people. When the religious segment started, scholars of different sects were invited to give diverse opinions on the same issue. Many questions were raised about whether a diabetic patient can fast. Do breastfeeding women have permission not to fast? Where a host asked scholars of two different sects to answer this question. One sect said that if a woman is not fasting, then *Fidyah* is a must. The second scholar disagreed on giving *fidyah*. Diversity of opinions not only confuses the audience but also puts a question mark in our mind: what does Islam exactly say? In the Quiz segment, known as the bait baazi segment, the host advertised the bike and car companies. In the general audience, when questions were asked, they were showing greed to win prizes in front of the camera.

In the end, *Hamara Ramzan's* transmission of PTV news was analyzed, which started with greetings from the host and was followed by segments like story narration, kids' segment, quiz, and cooking segment. In the cooking segment, the host was cooking with music. He even danced slightly, and his hands moved with the sound of music. He then asked the musician to play drums and guitars, and then, in the cooking segment, the singer sang a song. Moreover, the host of the program was using vulgar and indecent language. He insulted musicians and cameramen. Besides advertising milk company, he also insulted a drink company that did not sponsor their program. Then, in the religious discussion segment, religious scholars of different sects who had diverse opinions on the same issue were invited. Moreover, he cracked dirty jokes in his show, which is violating PEMRA rules and disrespecting this Holy month.

Data Analysis

Frequencies of the whole sample (these tables explain your whole data and sample)

Table 2

Channels

	Frequency	Per cent	Valid Percent	Cumulative Percent
Hum TV	15	25.0	25.0	25.0
Geo Entertainment	15	25.0	25.0	50.0
Valid ARY Digital	15	25.0	25.0	75.0
PTV	15	25.0	25.0	100.0
Total	60	100.0	100.0	

Fifteen episodes from each transmission of channels, including Hum TV, Geo Entertainment, ARY Digital, and PTV, have been selected using a systematic sampling technique, and channels have been selected as the population.



Table 3

Transmissions

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Ramzan Pakistan	15	25.0	25.0	25.0
	Ehsaas Ramzan	15	25.0	25.0	50.0
	Shan-e-Ramzan	15	25.0	25.0	75.0
	Hamara Ramzan	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

As mentioned in Table 2, 15 programs from each transmission were selected as a sample, and transmissions consist of a total of four, consisting of a total of 120 programs, out of which a total of 60 episodes were selected.

Table 4

Themes of the Content

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Religious	17	28.3	28.3	28.3
	Entertainment	25	41.7	41.7	70.0
	Mixture	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

All the selected themes mentioned above in Table 4 are the identified themes. The theme of entertainment is dominant in all transmissions, with 41.7%. The mixture theme is in second place with 30%, and the religious theme is in third and last place, ranking at 28.3%.

Table 5

Main topics covered in transmissions

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Opinions of Scholars	6	10.0	10.0	10.0
	Quizzes	8	13.3	13.3	23.3
	Games	1	1.7	1.7	25.0
	Vulgarity	6	10.0	10.0	35.0
	Music	5	8.3	8.3	43.3
	Mocking and ridiculing the audience	1	1.7	1.7	45.0
	Poetry competition	1	1.7	1.7	46.7
	Gifts distribution greed	9	15.0	15.0	61.7
	Advertising	11	18.3	18.3	80.0
	Language	4	6.7	6.7	86.7
	Celebrity guest appearance	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

The list of topics covered by programs is comprised of the list of topics covered in all the episodes of Ramzan Transmission. The most frequent topic was Advertising, with 18.3% in all Ramzan transmissions. Gifts distribution Greed was ranked second with 15%, Celebrity guest appearance and Quizzes were a third number with 13.3%, Vulgarity and opinions of guests was number four with 10%, music was 8.3%, and obscenity in language was 6.7 %.

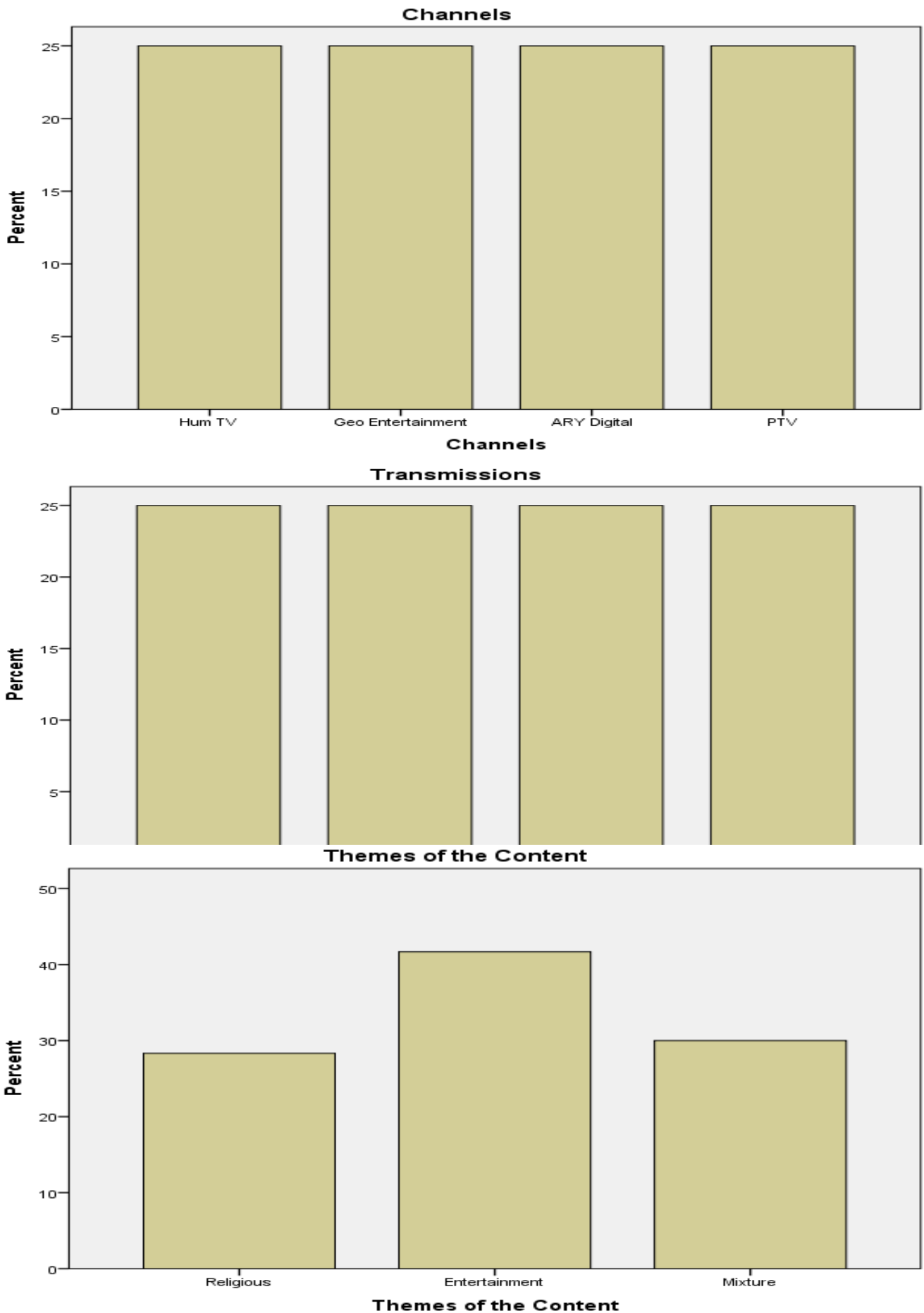
Table 6

Dimensions

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Ethical dimension	11	18.3	18.3	18.3
	Unethical dimension	49	81.7	81.7	100.0
	Total	60	100.0	100.0	

The Ramzan Transmissions were largely based on the unethical dimension with 81.7%, and the ethical recorded dimension was 18.3%.

Bar Chart



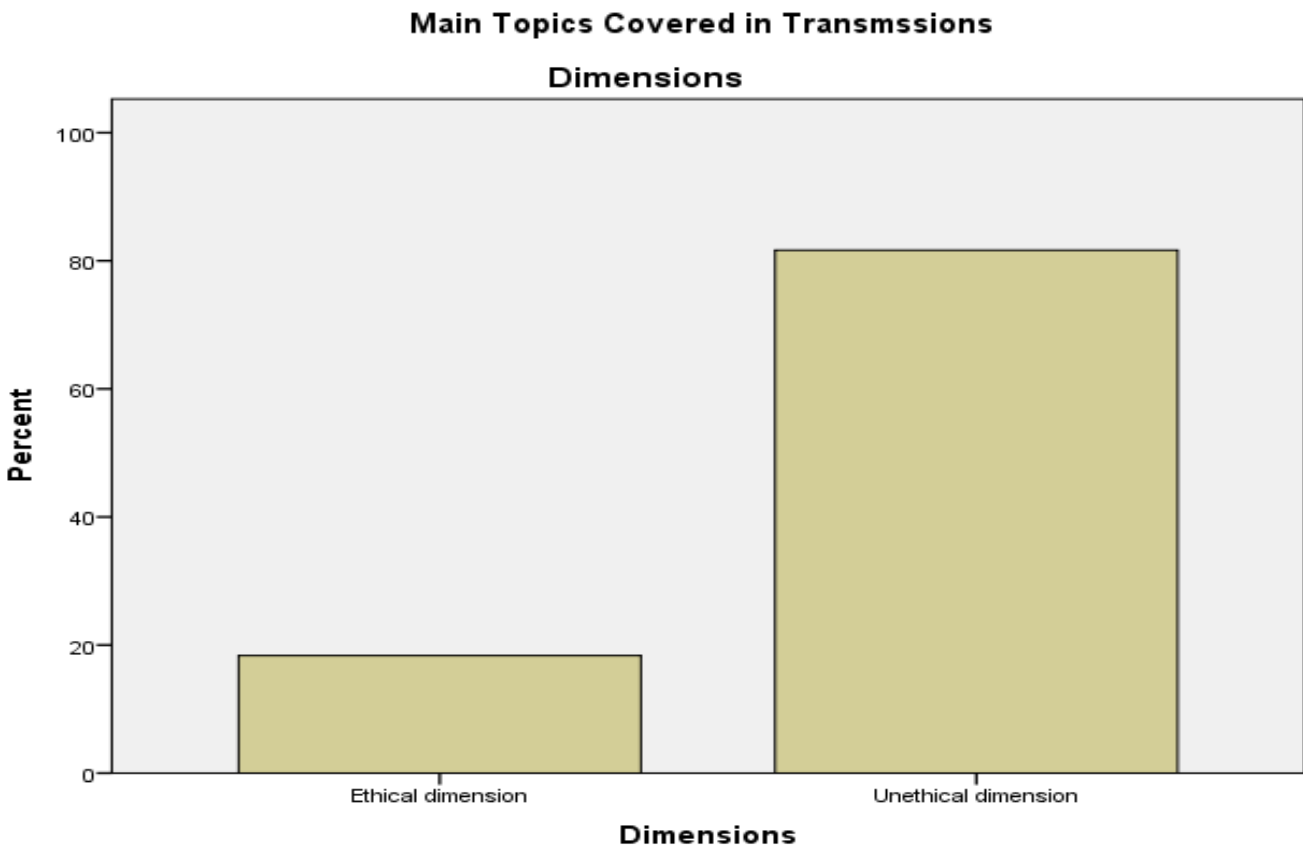
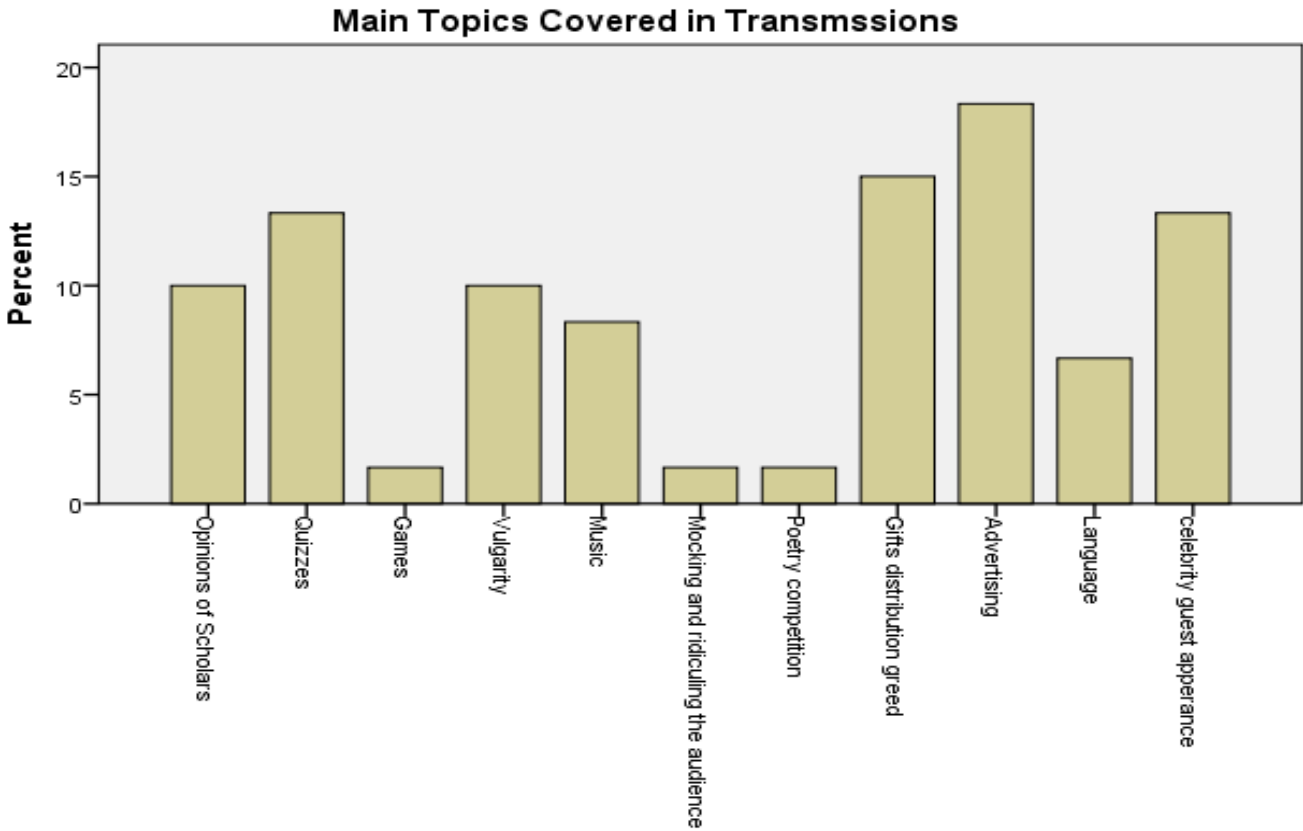


Table 7
Channels with ethical and unethical dimensions

		Dimensions		Total	
		Ethical Dimension	Unethical Dimension		
Channels	Hum TV	Count	4	11	15
		% of Total	6.7%	18.3%	25.0%

		Dimensions		Total
		Ethical Dimension	Unethical Dimension	
Geo Entertainment	Count	4	11	15
	% of Total	6.7%	18.3%	25.0%
ARY Digital	Count	3	12	15
	% of Total	5.0%	20.0%	25.0%
PTV	Count	0	15	15
	% of Total	0.0%	25.0%	25.0%
Total	Count	11	49	60
	% of Total	18.3%	81.7%	100.0%

The most unethical dimension was found in PTV programs, with 25%. ARY Digital was ranked second with 20%, whereas Hum TV and Geo Entertainment were third and last with 18.3%. On the other hand, Hum TV and Geo Entertainment were the most ethical in their transmission content with 6.7%, and ARY was 5.0% ethical, whereas PTV showed no ethical dimensions in Ramzan transmission.

Table 8

Themes of the content and its dimension

		Dimensions		Total
		Ethical Dimension	Unethical Dimension	
Themes of the Content	Religious	Count	6	11
		% of Total	10.0%	18.3%
	Entertainment	Count	1	24
		% of Total	1.7%	40.0%
	Mixture	Count	4	14
		% of Total	6.7%	23.3%
Total	Count	11	49	
	% of Total	18.3%	81.7%	

With regards to the theme of the content, the unethical dimension was dominant in the Entertainment theme with 40%. The mixture of themes, including entertainment and religion, both were 23.3% unethical, and religious content was 18.3% in the unethical dimension. Though religious content was dominant, with 10% in the ethical dimension, the mixture was third in the ethical perspective, with 6.7%, and entertainment was 1.7% in the ethical dimension.

Table 9

Ramadan Transmissions and their ethical or unethical dimensions

		Dimensions		Total
		Ethical dimension	Unethical dimension	
Transmissions	Ramzan Pakistan	Count	4	11
		% of Total	6.7%	18.3%
	Ehsaas Ramzan	Count	4	11
		% of Total	6.7%	18.3%
	Shan-e-Ramzan	Count	3	12
		% of Total	5.0%	20.0%
	Hamara Ramzan	Count	0	15
		% of Total	0.0%	25.0%
Total	Count	11	49	
	% of Total	18.3%	81.7%	

The data has been more specified in order to measure ethical and unethical dimensions of Transmissions. *Hamara Ramzan* transmission was dominant in showing unethical content with 25%, *Shan-e-Ramzan* was number two in showing unethical content with 20%, while *Ramzan Pakistan* and *Ehsaas Ramzan* are in equal



proportions in showing unethical content with 18.3%. The ethical proportions were high in *Ramzan, Pakistan, and Ehsaas Ramzan*, with 6.7%, and *Shan-e-Ramzan* was second with 5%. *Hamara Ramzan* shows no ethical dimension at all.

Findings

Religious programs have now become a business in which hosts of shows advertise products unnecessarily by using catchy lines to attract viewers, and whole segment activities are based on product advertising. Thus, religious media is more for commercial interests rather than the intention to spread Islamic teachings. Media owners, producers and hosts are selling Islam in the name of Ramadan.

People are inculcated with greed rather than good behaviour. The audience is supposed to behave indecently when it comes to the gift distribution segment. They are compelled to do stupid things to win prizes, like gift hampers, designer dresses, gold rings, motorbikes, and cars. People forget that they are being focused on the camera and start catfighting over gifts.

In the month of Ramadan, Recitation of the Quran, understanding the Quran, understanding the purpose of Ramadan, and offering prayer are the only purpose. Ramadan transmissions invite people and indulge them in stupid activities with the greed of gifts, which only wastes their time being a believer in Allah.

The phenomenon of communication among sects is very common in selected TV channel programs. They tried to show harmony among different sects in Pakistan, but it is a source of demolishing the true soul of Islam as religious scholars represent their own sects instead of Islam in Ramadan transmissions.

Music, especially musical instruments, is prohibited in Islam. In the Quran, there are verses that discuss music avoidance and prohibition. In the holy month, which is only to gain blessings from Allah Almighty, a religious show of PTV in the name of Islam and Ramadan promoted music and disrespect Islam that has ruined the purpose of fasting. Renowned religious scholar host of transmission danced while cooking, which was giving a wrong message to viewers in the name of Islam. In the Holy Quran, it is mentioned that,

"Indeed successful are the believers those who in their prayer are humble and those who keep themselves aloof from Vain (words and deeds)." (23:1-3)

In the PTV transmission, the host used abusive and vulgar language by cracking gender-specific dirty jokes and insulting the cameraman. The sole purpose of Ramadan is not just fasting, but it is in terms of modesty, using appropriate language, and healthy discussion in the light of the Quran and Islamic teachings, which nowadays has been lost in religious programs.

Interviews from Media Professionals

1. Researchers have spoken to leading journalists/anchors for this research and asked them about their opinions on Ramzan Transmission. Almost all the journalists who were interviewed for this research were in agreement that Ramzan transmissions in Pakistani media do not follow ethical standards. "TV channels are destroying the norms of the society in their Ramzan Transmission. They don't care what impact these transmissions have on the moral values of society. They are just after the ratings". These were the opinions of a journalist working with a leading news channel.
2. Another journalist who himself hosted a show during Ramzan said, "No doubt there are pressures from TV channels to make transmissions spicy to attract ratings, but as journalists, we can work to do things within given parameters. I never asked my producer to design segments that were against Islamic values and ethics. The ultimate objective of my show is to spread the teachings of Islam in a constructive way. We have eleven other months to do stupid things".
3. Unfortunately, in Ramzan, TV channels broadcast shows with showbiz actors and actresses. They are entertainment celebrities. How can you expect them to do serious stuff when they don't even know basic Islamic teachings? They sit on TV channels without basic knowledge, and they have to fill three hours every day in the name of Ramzan transmission. If you are expecting them to talk seriously

about Ramzan, it's your mistake. They are actors and will do acting, added another senior journalist from the industry.

4. According to an anchor, People are now rejecting these transmissions. There was a time when people used to see these transmissions during Ramzan. However, with the passage of time, people have realized that there is nothing in these transmissions for them. Seeing these actors/ actresses is just a waste of time. These transmissions carry no message, and people have realized it. Channels will keep doing these in Ramzan because the management of these channels thinks that it's the best way to fetch ratings. They think that actors turning into religious scholars will bring them profits. Game shows in the name of Ramzan will give them higher ratings, but this formula is failing now. They will have to come back to the original content. This must not go on any more, as people are rational enough to make their choices now. This unethical use of Ramzan for the sake of profits will end soon.

Conclusion

TV channels in Pakistan were limited to only PTV after independence in 1947. Even entertainment content was low, and the media was restricted from broadcasting Islamic content. In 2002, when media got licenses to own private TV channels, the paradigm of limited access to knowledge was shifted to more entertainment after media channels. Ramzan Transmissions, which were just religious, eventually turned into entertainment stuff with the spree of Ramzan transmissions. PEMRA was treated as an organization to generate revenue by the government. Soon, every channel started its own business in order to earn money, and it started producing stupid content to get more ratings. Now, Ramzan transmissions have become a business for media owners, and they produce content with advertising intentions. Even when media professionals were asked about the particular behaviour of media channels in Ramadan transmission, their responses depicted that Media owners design content with the intention of getting more ratings and earning money. Instead of focusing on Islamic teachings and the advantages of fasting, transmissions started Quiz competitions, game shows, advertising, dancing, music, vulgar jokes and greed for gift distribution. Even in a channel, newborn babies were distributed to participants as prizes. Thus, Ramzan transmissions have not only violated ethical standards but also abolished the true representation of Islam. Hence, religious media nowadays is more for commercial interests rather than the intention to spread Islamic teachings. Media owners, producers and hosts are selling Islam in the name of Ramadan.

Recommendations

As per normative theory, the media should play the following roles in order to maintain the sanctity of Islam and Ramzan.

- Media owners should hire PhD religious scholars to host the show, and they must avoid celebrity hosts.
- Media should avoid diversity in opinions about Islam, which ultimately leads to disagreement when it comes to religion.

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