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RESEARCH PAPER

Morning Shows and Ethical Considerations: A Comparative Analysis of "Good Morning Pakistan" and "Dhanak"

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ABSTRACT

This study looks into how morning shows, especially "Good Morning Pakistan" and "Dhanak," affect society, with an emphasis on social issues, ethical issues, and cultural standards. The research uses quantitative content analysis, which is based on agenda setting and framing theories, to evaluate the content frames of these shows. Despite being essential news and entertainment outlets, morning shows mostly draw female viewers. To assess their societal role, one must comprehend their impact on social discourse, ethical norms, and cultural representation. The study chooses the sample size and takes into account three units of analysis: social issues, ethics, and culture by simple random sampling. The results show that "Good Morning Pakistan" is better in line with Pakistani culture, gives greater weight to ethical issues, and addresses social issues in greater detail than "Dhanak." Enhancing cultural representation, strengthening ethical frameworks, and promoting in-depth conversations on hot-button social problems are among the suggestions for improving morning show programming.

| **KEYWORDS:** | Culture, Ethics and Social Issues, Frames, Morning Shows |

Introduction

Media are the tools of communication that are used to transfer the facts from individual to another. Media are fundamentally that wealth of ideas that specify revelation, amusement and many different belongings. Communication resources that are giving information and Facts from individual man to another individual (Landry, 2017) Mass Media electronics reaches to bulk hearing. The most beneficial and famous planks for communications industry are regular, continuous publications containing information, video, transmission, pamphlet and the Internet. The public mainly focus the communications industry to hold their beings until report (Colemon, 2015). In Pakistan, TV set programs viewership is not only handy to the common people; quite it has more enhance an approachable convenience for proletariat at whatever time accompanying inexpensive cheap bundle of TV set channels and rope networks. Viewers have twenty-four hours approach to an enormous range of channels containing evening television programs, talk shows, sports and Morning shows. This smooth approach to video channels supports an excuse to gain news and amusement also (Rehman, 2009). Zia (2003) states, "the reasons behind this fast growth of TV set believing include natural approach, littlest exertion, cheap and approachability of number of channels at whatever time". Family and evening television shows of station are supervised cause the television resort to these shows as an approach to experience their witnesses and hearing the one harmony to watch aforementioned shows (Sharma, 2012).

Today Morning Shows plays a main function in society. These programs boost crowd to bond it before TV sets discount the function of instruction. The content presented on the Morning Show plays a main part in deciding classification principles and legitimate rights and blames of nation at the individual and composite level. Everywhere you look contemporary in the publishing, skilled be affiliated with campaigning, questions and cheat news. Young nation visualize crowd beginning shows, fancy expensive goods reside indulgent families, tiring fancy apparel and living each behavior you can assume accompanying complete freedom and asperity outside being reviewed for some management. They label themselves accompanying various conversations in accordance with their level of knowledge and find various significations in those shows.

Morning shows are the full-length television program existing solely to market a product TV set program that is to say broadcast use the dawn usually middle from two points 6am to 11am. The history of morning shows in Pakistan dates back to January1988, when the first always morning show"SubahBakhair" was disclosed on PTV. In the former the show was entertained for one legendary producer and travel columnist "MustansarHussainTarar" about seven ages. He is taking everything in mind as the pioneer of live Morning shows in Pakistan. It is still thought-out a authentication in the experiences of Pakistani TV shows as it was a rich beginning of facts and information for all the divisions of our humankind that contain youth, seniors, women, skill companion, sounds that are pleasant, harmonized companion and history suitor in addition to amusement determinant, it takes over the television accompanying a storm and is still stocked in each person's thought.

Good morning Pakistan is a morning chat and a fun program accommodated by NidaYasir. The program broadcast constantly from Monday to Friday at 9AM only on ARY Digital. Everything is new skilled. At the moment NidaYasir has a regular fun to present a new, pleasure and effective start to your morning. It is generally watchable show existing. It is generally Entertainment in addition to anyway factual film or TV presentation. Dhanak is a morning amusement program of A plus Entertainment Transmission. The program broadcast constantly ticks Morning. Hina Salman is the host concerning this dawn show. It's begun in 02 January 2023. It's a recently begun program. Their broadcasts are lightly various from additional Morning programs. Now it is hosted by SumairaSaghir.

Literature Review

Noor et al (2020) conducted a research study to explore the perfection and working women: Foucauldian Discourse Analysis of a Pakistan Morning shows. The study specifies the practical foundation to comprehend modern women subjectivities what they seen existing worldwide practices in Pakistan. Morning Shows are in the practice of Brand awareness to womens, Policies of their courtesy game plans, latest fashion trends and in TRPs (Khan et al., 2022, Riaz et al., 2019 & Usman 2012). Morning shows and ideas of womens on watching Morning shows 75% women watch Morning shows to get latest marketing trend awareness (Hameed, 2018). Perception of public about Morning shows on cultural invasion that Morning shows promote friendly and educational environment and all about native things study of Swat (Ahmad et al., 2022).

Women improve their self by adopting the new changing trends related to their dress, beauty tips as well as recipes. Women buy those things which they see in Morning shows. Morning shows have strong effects on women. Womens emphasis from host and guests and do like they did Impact of Morning shows on women had been negative that they follow everything of others not to make their own style not to interpret according to their own values (Mohsin, 2013, Aslam, 2018, Rehman&Najabat, 2011). Morning shows feature a comparably extreme allotment of advantageous promoting content, the cord programs are more inclined feature no promotional content, less inclined features the

brand of their person parties and more advance amusement brand of their adversaries. Morning shows have a definite and forceful effect on the brand figure and purchase of the fashion amount (Cheema, 2018, Cleary & Adams-Bloom, 2009, Shamshad& Omer, 2019). Morning shows are the beginning facts, pleasure, information and form of socialization in the lives of people, Morning shows sets their agendas according to the women interest to different composition tips, latest dress designs, new hairstyle, energy tips, self-priming, marriage etc (Adnan, 2015 and Jahangir, 2015).

H1: The content of Morning shows portrays the Pakistani culture and ethics (Dress, lifestyle, language, diet, fun activities and trustworthy, respectable, values and fairness respectively).

H2: Social issues get less importance on Morning shows.

Theoretical Framework

It is the foundation at which every point accompanying existent hypothesis is detailed. The belief is criticism of the theory of the research. How Media create hype and makes a silent issue as current issue of the society how media agenda becomes public agenda (Kim et al., 2017) Agenda setting theory provided theoretical base to the research as the study aimed to analyze the social issues discussed in Morning shows. The social issues discussed are as with the same information or make it more sensationalized or gives them more hype to attract the large no of audience. The research used to visualize that in what way or manner Morning shows gives significance to social issues. How social issues portrays in Morning shows.

Framing theory elaborates the framing of content 1st level that may be supportive or may not be supportive whereas at 2nd level it is framing of thoughts in which mental representation, interpretation, perception are included (Arowolo,2017).

Framing theory provide conceptual base for the research as the study aimed to analyze the frames used in Morning shows and ethical considerations. Framing refers to the habit publishing presents and frames news, occurrences, and cultural frames to influence the audience idea and understanding of righteous. The research has been conducted to evaluate the frames used to represent the Pakistan culture or not in Morning shows and ethical considerations involve producing the Morning shows.

Material and Methods

Quantitative Content analysis has been applied as a research method. The sample size comprised on two Morning shows "Good Morning Pakistan" and "Dhanak" by using simple random sampling technique within the Time period from is 02 January 2023 to May 2023. The time period is important as the one Morning show is recently started from 02 January 2023. It's also important that both Morning shows are from Private channels. The Units of analysis for Morning Show content are Culture, Ethics and Social issues. Categories for each unit of analysis have been developed as positive, negative and neutral.

Operationalization

The study focuses on all the frames of culture that how the culture of Pakistan is represented in these mornings shows. (Dress, lifestyle, diet, and fun activities)The study focuses on the ethics that might be applicable or followed by producing these morning shows. The Content was considered as negative when any of the content giving misrepresentation of information, not followed the Pakistan Culture and not to be discussed social issues. The content was considered as neutral for giving the balanced conditions and equally supporting everything in every possible aspect.

Results and Discussion

Table 1
Morning Shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Morning Pakistan	107	50.0	50.0	50.0
	Dhanak	107	50.0	50.0	100.0
	Total	214	100.0	100.0	

Table 1 describes the overall findings of selected Morning Shows that are Good Morning Pakistan and Dhanak. According to the findings, total no of observation is one hundred seven (107) from Good Morning Pakistan and one hundred seven (107) from Dhanak. The total numbers of Morning shows are 214. In this table percent, valid percent and cumulative percent are given.

Table 2
Good Morning Pakistan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Morning Pakistan	107	100.0	100.0	100.0

Table 2 describes the complete findings of selected Morning Show "Good Morning Pakistan" Separately. According to the finding total number of observations of "Good Morning Pakistan" is one hundred seven (107). In the table percent, valid percent, and cumulative percent are given.

Table 3
Culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	61	57.0	57.0	57.0
	Negative	27	25.2	25.2	82.2
	Neutral	19	17.8	17.8	100.0
	Total	107	100.0	100.0	

Table 3 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the culture in "Good Morning Pakistan" Morning Show. According to the findings total number of positive observations is sixty-one (61), total number of negative observations is twenty-seven (27), and total number of neutral observations is nineteen (19). In the table percent, valid percent, and also cumulative percent are given.

Table 4
Ethics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	66	61.7	61.7	61.7
	Negative	12	11.2	11.2	72.9
	Neutral	29	27.1	27.1	100.0
	Total	107	100.0	100.0	

Table 4 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the ethics in "Good Morning Pakistan" Morning Show. According to the findings total number of positive observations is sixty-six (66), total number of negative observations is twelve (12), and total number of neutral observations is Twenty-nine (29). In the table percent, valid percent, and also cumulative percent are given.

Table 5
Social Issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	50	46.7	46.7	46.7
	Negative	48	44.9	44.9	91.6
	Neutral	9	8.4	8.4	100.0
	Total	107	100.0	100.0	

Table 5 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the social issues in "Good Morning Pakistan" Morning Show. According to the findings total number of positive observations is fifty (50), total number of negative observations is forty-eight (48), and total number of neutral observations is nine (9). In the table percent, valid percent, and also cumulative percent are given.

Table 6
Dhanak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dhanak	107	100.0	100.0	100.0

Table 6 describes the complete findings of selected Morning Show "Dhanak" Separately. According to the finding total number of observation of "Dhanak" is one hundred seven (107). In the table percent, valid percent, and cumulative percent are given.

Table 7
Culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	63	58.9	58.9	58.9
	Negative	21	19.6	19.6	78.5
	Neutral	23	21.5	21.5	100.0
	Total	107	100.0	100.0	

Table 7 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the culture in "Dhanak" Morning Show. According to the findings total number of positive observations is sixty-three (63), total number of negative observations is twenty-one (21), and total number of neutral observations is twenty-three (23). In the table percent, valid percent, and also cumulative percent are given.

Table 8
Ethics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	57	53.3	53.3	53.3
	Negative	16	15.0	15.0	68.2
	Neutral	34	31.8	31.8	100.0
	Total	107	100.0	100.0	

Table 8 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the ethics in "Dhanak" Morning Show. According to the findings total number of positive observations is fifty-seven (57), total number of negative observations is sixteen (16), and total number of neutral observations is thirty-four (34). In the table percent, valid percent, and also cumulative percent are given.

Table 9
Social Issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	46	43.0	43.0	43.0
	Negative	43	40.2	40.2	83.2
	Neutral	18	16.8	16.8	100.0
	Total	107	100.0	100.0	

Table 9 describes number of findings with respect to categories against units of analysis that were positive, negative, and neutral about the social issues in "Dhanak" Morning show. According to the findings total number of positive observations is forty-six (46), total number of negative observations is forty-three (43), and total number of neutral observations is eighteen (18). In the table percent, valid percent, and also cumulative percent are given.

Table 10
Chi-square

	Culture	Ethics	Social Issues
Chi-Square	1.163a	1.627a	3.441a
Df	2	2	2
Asymp.Sig	.559	.443	.179

Table 10 shows the statistical results using chi-square the overall respond regarding. Culture is significant as chi-square is 1.163 whereas p= .559. Ethics is significant as chi-square is 1.627 whereas p= .443. Social Issues are significant as chi-square is 3.441 whereas p= .179

Discussion

In Pakistan, electronic media attained liberty in 2000 and was allowed to broadcast national and international channels within a country. Media plays important part in shaping the Pakistan society as whole. In the study Two Morning Shows selected to meet objectives. Both Morning shows are from Private Channals. One of the Morning Show is "Good Morning Pakistan" from ARY Digital, and the other Morning Show is "Dhanak" from Aplus. The study focused on three units of analysis of Morning Shows. The First is "Culture", the second is "Ethics" and the third is "Social Issues" from selected Morning Show. The study observed all selected three units of analysis in the light of three categories that are positive, negative and neutral.

Social issues get large importance in Morning shows. The results for this study are more positive than the negative. Social issues that discussed in Morning shows are students' issues, youth problem, Drug abuse, Gender equity, poverty, health, human trafficking, marital conflicts, Dowry, etc. They mostly target the woman related social issues. The Pakistan Culture is promoted in Morning shows. The frames under which the morning show cultures are being observed are Dress, lifestyle, language, diet, and fun activities. These frames in both of Morning show possess the Pakistan culture. Pakistan societal ethics are highly followed in these morning shows. The ethics which observed to involve in producing in morning shows are trustworthy, respectable, values and fairness. The ethical consideration knows by different aspects like accurate information, Fact Based content, avoid more sensationalism, avoid harmful content, privacy and content etc. As whole, considering ethical codes in generating a morning show is essential for construction validity, producing positive content and encouraging trust to accompanying the audience.

Conclusion

The study concluded that Morning shows Good Morning Pakistan and Dhanak tried to give their content by actual representation of Pakistan. The study based on the comparative analysis of Morning shows. The study got though by three unit of analysis i.e. culture, Ethics and social issues. In comparison the show Good Morning Pakistan promotes less Pakistan culture than Dhanak. Dhanak follows more Pakistan culture to make the show credible and get large interest of audience. Along with, the show Good Morning Pakistan followed more Pakistan Ethics than the Dhanak. And same as for Social Issues get more discussed in Good Morning Pakistan as compared to Dhanak. Morning shows play a considerable act in forming culture, ethics, and social issues, as they have the potential to reach a huge audience all along an integral opportunity of the time. Their content and ideas can influence social standards and principles, definitely by advancing inclusivity.

Recommendation

Enhancing cultural representation, strengthening ethical frameworks, and promoting in-depth conversations on hot-button social problems are among the suggestions for improving morning show programming.

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