

Role of Pakistani TV Channels in Disaster Risk Management

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Abstract

Media is a solid unit for a country in relating and speaking with the gathering in general and its job turns out to be progressively significant when there is a possible danger to the general public. Nations like Pakistan need the assistant of media to relieve the dangers of disaster during the hours of emergency. The researcher attempts to see the capacity of Pakistani media in dealing with the danger of catastrophe to illuminate the strength of media which can be consolidated to fabricate techniques in reducing the effects of disaster. Pakistan is among those nations which are, every now and again, influenced by the all types of disasters and its media is additionally dynamic, in any case. The researcher has led semi-structured interviews among 50 university students of two universities of Balochistan, i.e University of Balochistan (UoB) and Sardar Bahadur Khan Women's University (SBKWU) to see what role media is playing in disaster management in Pakistan and how might it be utilized conveniently in future. Researcher has utilized theory of networking and management. This theory is utilized in light of the fact that overseeing during the hours of disaster is a cyclic procedure. In situations of disaster, one man cannot be able to work alone, rather it is a work of a group or organization. The research concludes that, Pakistani channels do show projects identified with mindfulness and security, but there has been no strong job that Pakistani media has played in alleviating the dangers of catastrophe.

Keywords: *Media, Disaster risk management, DRR, Pakistan*

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1 Introduction

Disasters are unavoidable in the world. Relieving the dangers of harm among people and different assets is a prime target by every one of the nations. Various systems are executed by governments to diminish the degree of harm brought about by the calamities. Numerous associations are built up by the legislatures to officially take a shot at the issues of catastrophe done after disasters. They can be natural, for example, floods, storms, earthquakes and so on and man-made, for example, Terror activities, and many other dangerous situations caused due to the activities of human beings. Governments attempt to set up such estimates which can decrease the harms brought about by these Disasters. Associations officially dole out to deal with the danger of disaster, yet it isn't feasible for a specific association to execute or work alone on such issues. For this reason, a system or a joint effort is created among various associations to help the specialists of disaster management. Media is one of the significant associations of any nation to build up the cycle of systems administration and joint effort with specialists of disaster to manage such situations. It works affectively in a wide range of circumstances, for example, in war, harmony and disaster. It instructs, gives precautionary measures and furthermore spreads expressions of knowledge. Talking about catastrophe, which means actualizing approaches and techniques to lessen the degree of harm occurring after cataclysmic events. It is significant for the group of Disaster in disaster management to disperse data or caution about any inevitable catastrophe and spread mindfulness about strategies of anticipating misfortune and overseeing least harm. Hence, media has a relevant task to carry out.

Discussing job of media in underdeveloped nations like Pakistan, there is an enormous gap between these establishments and their job in playing out the social duties towards their country. Pakistani media has increased a ton of solidarity in the ongoing years, they have more opportunity of articulation than the past, and however whether they assume a capable job in their nation during its antagonistic occasions or not is an inquiry to be looked for. Pakistan has endured most extreme loss of assets in misfortunes before. In any case, it is noticed that numerous nations diminish their misfortune by building a system, where various foundations build up a connection of correspondence, so as to moderate the impacts of calamities. The researcher attempts to take a gander at how the system of government and media cooperate in order to unequivocally comprehend the limit of Pakistani television slots in overseeing calamity dangers. The investigation is exploratory in nature and is an endeavor to diminish the harms brought about by the disasters in underdeveloped nations like.

Catastrophes obliterate the assets of a nation incredibly. Nations are endeavoring hard to reduce the devastation, in any case, it is noticed that government alone can't work in such circumstances to deal with the dangers of calamity. Disaster management is explained as a work of an entire gathering functioning as a group to relieve the reparations caused because of such disasters. Media is a solid unit for a country in relating and speaking with the gathering in general and its job turns out to be progressively significant when there is a possible danger to the general public. It is working affectively in nations of first world. Nations like Pakistan need the assistant of media to relieve the dangers of disaster during the hours of emergency. The researcher attempts to see the capacity of Pakistani media in dealing with the danger of catastrophe to illuminate the strength of media which can be consolidated to fabricate techniques in reducing the effects of danger. Thus keeping this in mind, the goals of the investigation are to assess the role of Pakistani media in diminishing dangers of calamity and to look for how as per the impression of university students whether Pakistani media assumes its job in disaster management.

2. LITERATURE REVIEW

2.1 Disasters

Disasters are one of the unavoidable calamities looked by social orders. Catastrophes are characterized as some outrageous unsettling influences for a gathering to work appropriately, it makes human beings lose their life as well. Material assets are additionally demolished and one can't work without the assistance of others (Najafi, Ardalan, Akbarisari, Noorbala, and Elmi, 2017). Preston (2012) characterizes catastrophe as a risk to individuals, society or even a country state. Notwithstanding, one must realize the diverse that there are disasters which are regular, similar to seismic earthquake, floods, dry spells and so forth though, there are additionally anthropogenic dangers brought about by the people, for example, fear mongering, war, mechanical risks and so on. Catastrophes will in general influence social orders everywhere as the individuals need to ensure the people and different assets around. They need to help relieve real human and property misfortune. Because of which reviews have been taken to perceive what estimates must be taken to have a right bearing for calamity activities (Altay and Green, 2006).

2.2 Disaster Education

It is noticed that society must be instructed about disaster to limit the effects of Disaster. It is noticed that because of headway of innovation, there are various methods for teaching general society like through media, social

media and other resources. These various strategies for teaching the public can be utilized to have better results. For instance, when earthquake and torrent struck, Tōhoku, Japan in 2011, it was seen that broadcast media utilized a strategy by announcing whatever was posted on twitter by individuals who were influenced. It is noticed that calamity training isn't as straightforward as it was before (Preston, 2012).

Dealing with a Disaster is certainly not an uneven demonstration, rather it is a cyclic action, where various estimations are taken to deal with any such circumstance. This requires exercises in pre and post organizes as well and are not constrained uniquely to the hour of catastrophe so the harm must be diminished to the most extreme level. There are the significant stages among which some satiable advances must be gone out on a limb of misfortune. Steps taken before Disaster, during disaster and after catastrophe. The means taken before disaster are typically battles of mindfulness and are made to set up the overall population against any such unfavorable circumstances. The second step which is identified with exercises done during the calamity which needs watchful acts to be done to support the people in question. The third step incorporates activities identified with recuperation and recovery. The cycle of DRM likewise features the job of media, which is a piece of it in every one of the stages (Khan and Khan, 2008).

Systems are the joint effort of at least two or more than two association which impact and organize with one another. Employments done through systems administration are progressively effective in light of the fact that there are endeavors from more than one point. Through systems administration administrations are given in a superior manner. They address issues in a superior manner and there are different assets scattered in unfriendly circumstances. Systems give a substitute to the conventional progressive method of administration of the past. That is the reason systems administration has procured extraordinary consideration from the approach creators. The investigation is closed by featuring the focuses that system execution is made a decision by observing its viability, execution and working (Kenis, and Provan, 2009).

Among other significant jobs, there is one significant job that systems administration helps in, it is spreading learning and data, the data is expanded when it is utilized on the whole by every one of the associations falling in a system. It makes diverse system association spread existing and new learning to the individuals (Gulati, Dialdin, and Wang, 2002). One of the significant wellspring of using this job in systems administration is the wellspring of media.

2.3 Media as a part of networking

One of the most significant asset of innovation is media. The word Media is plural of medium and this word infers to associate and to express a thought. Media is firmly associated with society and is its indispensable unit. Media, is a helper to individuals all around, it screens the advancement of any gathering in government and gives data about what is happening on the planet. It likewise is a piece of excitement in the life of general masses. Further, media through the field of notice assumes a solid job in the field of advertising. Media can be isolated in print media, electronic media and media identified with PCs and web. Media was first just identified with print yet after the universal war, much consideration was given to electronic media. It incorporated the business of TV, radio and movies. On the off chance that one discusses electronic media, a lot of significance is given to TV, it is available in each home and draws in an extraordinary number of masses because of its intrigue to ears and eyes. It doesn't require a proficient individual to get it, as papers or books are perused distinctly by individuals who are taught (Puzon-Diopenes, and Murshed, 2006).

Media has changed extensively during this time. It has advanced in its duties too. It is utilized as a dependable unit of government or any nation to help and illuminate individuals about various issues. It has likewise helped individuals in understanding significant issues continuing, including Disaster chance administration. Disaster is a catastrophe falling upon a gathering people however media can partake and spare existences of individuals. Media by doing its work in its space can help having a diminished number of loss of human and material assets than happening else It is through the job of media that base life misfortune and harms can be experienced during disasters (Puzon-Diopenes, and Murshed, 2006).

Another investigation led to perceive how media can be successful in relieving the harms brought about by disaster expounded that innovation has assumed control over every one of the fields of the world and is predominant in each field. Innovation has likewise been used to take its assistance in lessening the dangers of Disaster and remaking after any unavoidable disaster. Science is particularly being used to help human masses on the planet. Media is one of the real sources in sciences, it is in reach of everyone without segregation of class, age, sexual orientation or capacity. Media aides teaching the overall population, advising them and indicating them more secure techniques for helping themselves during the hours of calamity, it additionally directs them to utilize government methodologies in right way. Media arrives at each and every home and especially during the hour of disaster, individuals stick to their TVs to perceive what is happening.

Consequently, media must have a legitimate connection with the individuals from Disaster the board so government can be bolstered in its activities and more existences of individuals be spared. It will likewise help easing circumstances in pre and post timespan (Rattein, 1990).

2.4 Role of Media in Disaster Management

Job of Pakistani media is significant with regards to decreasing the impacts of cataclysmic events. Pakistan is among those nations which are every now and again influenced by the characteristic cataclysms and its media is additionally dynamic, in any case, there has been no strong job that Pakistani media has played in alleviating the dangers of catastrophe. Particularly in pre-disaster period, no works is being finished. Media can be useful on the off chance that it works fittingly. It is especially recommended in this examination that media can work with disaster the executives authorities and policymakers and build up such a system which can help moderating the impacts of such catastrophes and an implicit rules must be built up for media to act in such circumstances (Zaheer, 2016).

Disasters are exceptionally dangerous, especially in creating nations in light of the fact that the effect of these calamities is destroying. In such nations media can assume a significant job since it is a significant wellspring of data. It has not gotten a lot of consideration by the scientists. It assumes a strong job in teaching the majority and furthermore bringing issues to light among them, especially during the hour of disaster. In any case, it is noted in this examination that there is no implicit rules for media offices to report during the hours of Disaster. There must be some preparation for them. Every one of the media houses have their very own sets of accepted rules yet none thusly by government to work during the hour of catastrophe. There must be some rule for them to act during the hour of cataclysms. They ought to illuminate the overall population opportune about what and the proper behavior during the pre, present and post situation (Iqbal, Ali, Khursheed, and Saleem, 2014).

2.5 Gap Identified

It is featured in the wake of looking into the writing that these three have not been talked about together. Media as an instrument of systems administration in dealing with the dangers of disaster by the legislature have not been featured from this point of view, especially with regards to Pakistan, which is a developing nation and faces catastrophes consistently through various methods for Disaster. This features firmly that researchers need to look for whether the media has any task to carry out in such

circumstances, in Pakistan or not and what is the assessment of university students about it.

3. Methodology

3.1 Research Methodology

The research technique depends on an interview strategy. Interview techniques are known as strategies where the researcher accumulates data by posing inquiries. Interviews are likewise done in such techniques where the specialist poses inquiries up close and personal from individuals. Messages are likewise sent to individuals posing various inquiries from them (Creswell, 1998).

Such examinations don't concentrate on cooperation or correspondences, they just observe the attributes or assessments of the individuals from the investigation (Jansen, 2010). The researcher has led semi-structured interviews among 50 university students to take their perspective on the role media is playing in Pakistan. In qualitative research the scientists test to comprehend whatever significance the individuals have built, what is their methodology towards the world and their life (Merriam, 2009).

3.2 Theoretical Framework

Researcher has utilized theory of networking and management. This theory is utilized in light of the fact that overseeing during the hours of disaster is a cyclic procedure. In situations of disaster, one man cannot be able to work alone, rather it is a work of a group or organization. In a calamity if there is no connection between them, it turns out to be extremely hard to oversee such circumstances. Researcher has utilized media as an association to demonstrate the effectiveness of Disaster Risk management. System is a method for having a web of connections or designing where various individuals cooperate. There is common downplaying between them.

3.3 Research Design

The Research Design is exploratory dependent on a Qualitative methodology. The researcher looks to investigate and comprehend the role of media in disaster management by taking interviews from population. As the name exploratory recommends that the examination configuration will be along these lines, which will investigate into the realities. In an exploratory research the information gathered is either essential or optional yet it isn't formal, which aides in translating them in a casual or unstructured way (Burns and Bush, 2006). One of the case of exploratory research configuration is to direct meetings. Interviews are immediate techniques for

getting the assessments of respondents. It helps understanding the idea of the region being examined.

3.4 Data Collection

Data of the study is gathered by utilizing essential sources. These are some data taken explicitly from the members who are influenced by the outcomes. Interviews, meetings and perceptions are incorporated into essential sources. Here the researcher has gathered information by taking interviews from 50 university students of two universities of Balochistan, i.e University of Balochistan (UoB) and Sardar Bahadur Khan Women's University (SBKWU) to see what role media is playing in disaster management in Pakistan and how might it be utilized conveniently in future.

3.5 Sampling

Simple random sampling was used within both universities. Face to face interview method with the help of a checklist was used by the researcher to answer the research questions.

3.5.1 Interviews

The specialist has utilized the tool of interviews for data collection which is a useful one in discovering better outcomes in qualitative research. In a qualitative study when the scientist endeavors to investigate certain marvels, interviews will in general become the viable strategy for essential information accumulation (Gill, Stewart, Treasure and Chadwick, 2008). Interviews are characterized as a method for counseling about an issue to know the observation or thought of the one being counseled. These sessions are very intuitive.

Interviews can be arranged depending on their structure and on their situation in subjective research. In light of this division, the meetings can be structured, semi structured and unstructured (Jamshed, 2014). One of the most utilized kind of meeting in subjective research is semi structured interviews. This kind of interviews have no fixed structure. It relies upon how the interviewee react to the inquiries and to which specific direction the questioner needs to take the interview. In spite of the fact that the analyst as of now has a lot of inquiries yet is adaptable to include more inquiries at the hour of meeting or change a few inquiries. It tends to be done in gatherings or separately on account of its tendency of adaptability (DiCicco-Bloom and Crabtree, 2006).

4 Results and Discussion

The researcher has taken semi structured interviews to explore the research questions. They are a tool of qualitative research where the scientist takes open ended inquiries and pose from participants. This permits the interviewee to speak in insight concerning the issue (Burgess, 1984).

On asking whether the respondent watch various Pakistani television stations? The response was in positive by every one of the interviewees. They all viewed various Pakistani television slots. They all had TVs at their home and they likewise viewed various Pakistani television slots as well. The responses of this inquiry feature a significant thought that media is an apparatus open to everybody. None of the appropriate response was in negative, every one of them approached Pakistani channels. One of them likewise said

"I do watch television, infact all of my family watches and my mother who is not literate enough to operate a computer or a cell phone, finds television more appropriate to watch" (Respondent 4 & 19).

This shows TV is one of the media which is conceivable by each one negligence of instruction, age and sexual orientation. It is the fastest method for disseminating any data to overall population.

Next query was whether they think Pakistani TV channels present material identified with social wellbeing/mindfulness? The inquiry was posed to 50 participants during the interview where in 33 offered response that yes Pakistani channels do show projects identified with mindfulness and security, though 17 members answered in negative that Pakistani channels don't show programs on social wellbeing. One member said that

"There are numerous projects on social security and mindfulness, for example, polio battles, careful steps to keep control of population, known as Sabz Sitara and there was additionally a program named as save Pakistan" (respondent no. 11, 25 & 42).

In any case, it is noticed that none of them spoke explicitly about disaster, so the analyst shaped the inquiry to go to the objective and posed an inquiry by coming closer to his subject.

The reactions to this inquiry question demonstrates that with regards to social security/security, wellbeing mindfulness, media is assuming a positive job in positively setting the psyches of people in general. It is additionally apparent that the respondents got the message and they had the option to translate what was passed on by the media. The reactions

additionally demonstrate that media either doesn't concentrate on calamity the board or has neglected to pass on this training to the overall population as a result of which none of the respondents referenced the positive job of media in disaster management.

Students were then asked about what kind of wellbeing/mindfulness is exhibited by new channels in Pakistan? The responses to this inquiry changed significantly, all the respondents had to some degree various stories to tell the researcher, however the underline thought was that there are numerous projects on wellbeing and mindfulness, which again features the significance of media in spreading these thoughts and passing on data. The participants answered that Pakistani channels present projects on social shameful acts, similar to child abuse, female rights. As an example, one of the respondent discussed Zainab murder case and he expressed

"the inclusion given to Zainab murder case by every one of the Pakistani news channels made a great deal of mindfulness in regards to kid care and misuse" (respondent no. 37).

A significant number of them talked about various social issues and security measures which were featured in media. One of the respondent expressed

"TV channels have assumed a significant job in changing the standpoint of overall population towards gender issues, female are spoken to as pioneers and teachers in various ads which effects the idea arrangement of the general public also" (Respondent no.9).

The respondents said that Pakistani media additionally demonstrates a few projects or some administration supported promotions where the residents are approached to take wellbeing measures during the hours of disaster, similar to the illuminate the overall population to remain on high grounds during the flooding season or to empty the spot during this time. There have likewise been projects which talk about what different estimates must be taken to spare a large portion of the assets that individuals have and the lives are additionally spared.

On asking whether they know what a Disaster is? The researcher got some information about the importance of disaster, they all furnished some various responses. One of the respondent said

"Disaster is when floods and earthquakes come" (Respondent no. 15).

Another addressed *"In our town overwhelming rains turn into a disaster"* (Respondent no. 44). Some of the member said *"Terrorist militant activities*

can likewise turn disasters, for example, the occurrence of 9/11 in USA" (Respondent no. 8, 26). Replies by 35 of the participants to some degree coordinated that importance of disaster that it is any perilous circumstance where a national call for crisis is made. For example, in the hour of floods, quakes, substantial downpour, dry season and terrorist attacks. In any case, it was additionally noted by the researcher that 15 of the participants didn't think a lot about calamities. This point likewise features a thought that media isn't assuming a positive job in passing on some fundamental information about what catastrophes are and how might they be treated during such occasions.

The researcher then asked the respondents what to do when catastrophes come? At the point when the specialist got some information about the proper behavior and deal with the circumstance in disaster. The respondents said that risk management takes activities to oversee such circumstances the executives is dealing with the circumstance during difficult occasions. One of the respondent said,

"Governments have the duty to deal with individuals and their assets. They should give insurance in such circumstances" (Respondent no. 7).

Another participant referenced,

"Army revamps and saves lives during times of disaster" (Respondent no.23).

Though one of the respondents additionally said,

"We should help each other during the hours of catastrophe in light of the fact that now and again the disaster management personnel don't reach at the spot of calamity" (respondent no. 34).

This features numerous individuals don't know precisely what to do during the hours of disaster and they trust that legislature or disaster risk management staff will assume responsibility for the situations, while there were likewise thoughts identified with individuals having their responsibility to assume a job during such circumstances.

Next query was about the government responsibility that whether it is just the government responsibility or are there some different assets too which can be used for awareness in disaster risk management? Respondents had reacted for the most part in the inquiry that administration needs to assume a job in such circumstances. There were just two distinct answers. So the analyst formed the inquiry likewise and posed if there are some different

methods for working during disasters. The members reacted that there are some different sources too like overall population can likewise support, armed force, media. Social media like Facebook and Twitter additionally help in such circumstances. One of the members shared how he gave blood during a crisis by thinking about it through Facebook page. He said,

"I have shared a few gatherings on Facebook, and one day I read that there was a crisis where blood of my gathering was required. So I went to the referenced area and gave blood" (respondents no. 14).

Lastly, the respondent were asked whether they think media is exhibiting adequate material identified with disaster management. As the focal point of the exploration depends on disaster management, the analyst turned the inquiry towards disaster that whether in these projects, there is adequate material identified with catastrophe the executives. Every one of the members replied in negative, none of them was of the view that the material is adequate identified with dealing with the calamities. One-fourth of the participants were of the view that there are a few projects identified with different issues however just not many which are centered around the disasters and these projects likewise are a lot of measures to be taken during the catastrophe. They are likewise government subsidized ads, media itself isn't doing a lot. One of the member additionally shared that

"media now a days indicates much about various social issues, however they talk less on calamities. They do discuss calamities during the hour of disaster, there is no pre planning program or what ought to be done to anticipate such circumstances" (respondent no. 11).

It is noted by the researcher that viewing various Pakistani channels is a typical standard by all the participants. It features the way that TV stations are the most promptly accessible assets for the participants, who speak to the general public all in all which demonstrates that individuals have data promptly accessible to them through TV. Above all else it demonstrates that TV is accessible in practically every one of the houses present in Pakistan as none of the member said that they don't have TV at their home, besides it additionally infers that everyone stares at the TV as it doesn't require any sort of proficiency or capability. It was found during that time question of the meeting that there are stations on Pakistani TV where projects dependent on social mindfulness and security are appeared. In any case, there were a few answers in negative which demonstrates that these programs are not known or are not unmistakable which the reason they are overlooked by certain watchers is.

The third question of the meeting uncovered that their projects on security and mindfulness, yet the issues which were referred to the participants as talked about on Pakistani television channels were basically social issues, there were projects identified with social shameful acts, similar to kid misuse, female rights. They examined distinctive homicide and assault cases, issues of females and absence of training. The projects which present these materials fluctuate from dramatizations to morning appears and even news channels. As it is discovered that these projects do show such issues and mindfulness programs yet they don't indicate much on disaster the board. Truth be told just a portion of the participants utilized the word catastrophe others were not notwithstanding pondering it. It is along these lines discovered that overall population gets educated at whatever point there is any issue talked about on TV yet since there are no projects on disasters, they can't plainly recognize that catastrophes can likewise be examined.

It was discovered through the fourth and fifth inquiry concerning what disaster is and in what capacity would disaster be dealt with, the appropriate responses were not extremely fulfilling. The members thought particularly related to some disasters which they had encountered in their life or their relatives had experienced it. They didn't know about calamity in detail, it demonstrates that there is a serious gap in exchange of correspondence among individuals and media which is one of the prime medium to disperse data isn't assuming a very positive job in doing it. It was discovered through the course of meeting that the members didn't know about whose duty it is to deal with the circumstance after catastrophe and were not so much mindful of disaster risk management. They were of the view that administration associations or organization of armed force is in charge of overseeing unfortunate circumstance. Thus, it very well may be referenced here that TV needs to assume a powerful job in at least passing on some knowledge to the individuals on what are their obligations as individual from any general public in this season of Disaster. This can act naturally help and it tends to be done when individuals recognize what to do and when to do.

4.2 Conclusion

The study highlighted a very grave issue. It transforms into an issue when the harms are urgent and major. Subsequently, it is induced through the investigation that administration needs to take certain measures to relieve the effects of calamity and one of the significant advances is to include the overall population in a Disaster hazard the board. Additionally, it is likewise noticed that in spite of various associations identified with disaster hazard

the board kept running by government, there are as yet significant inadequacies in alleviating the effects of Disaster.

The investigation featured through research questions that legislature has neglected to include one of its potential assets in decreasing the harms of Disaster which is media of any nation, here, Pakistan specifically. Pakistani media isn't engaged with disaster chance administration, it is the obligation of the legislature that it should build a steady and composed system among the individuals who oversee calamity chance through which the entire cycle of catastrophe chance administration that is from pre Disaster to post catastrophe period, a total system is made. Media isn't utilized appropriately to educate and spread data among the overall population. Their implicit rules ought to be directed with the goal that a capable and compelling lead must be taken by the media in carrying out its responsibility for the welfare of the nation and its kin. Media must be an accomplice as opposed to only a customer in the matter of disaster management.

It is additionally highlighted through the investigation as derived in the wake of breaking down the information that overall population is uninformed of its responsibility. Individuals are of the view that administration needs to play out its obligation and they are not doing it and residents are uninformed of what to do. Subsequently, it is construed that individuals must be instructed and included as individuals to work in a Disaster hazard the executives. Assessment and ideas of individuals should likewise be given need since they are the person who endure in such circumstances.

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