## The Islamic Perspective and Pakistani Media

## Muhammad Khan Malik Farah Lalani

#### Abstract

The important role of media in any country is its culture and country's success and principal aspiration of mass media ought to be the human solidity in all its magnitude. What is needed that people could engagethemselves in positive behavior? How to achieve it? The media's objectives should be by highlighting the problems of citizens and not it could spoil everything by diverting the attention of people from important issues towards insignificant issues to create chaos and confusion among the masses. It is only possible if all truth is brought forward. The international media propaganda that the whole world is a global village with a new time order of living is monetary based slogan. To achieve this profitable/commercial culture a new name is given to mankind that as common faith of "Civic religion". It is further coded/ camouflaged as "democracy" i.e. a "mankind's religion" mean with "democratic faith" that whole human beings have a common culture and ethics mean "Living style". The world is in the grip of money- making mass media i.e. woman, wine and wealth (www.com) oriented culture. That is a war against very aim of peace and prosperity of human being. This mass media cultural/fashion war is only in few powerful companies/ agencies. A Pakistani electronic/ print media's day and night broadcasting of a fashion is against the Islamic teaching. This broadcast of multi culture invasion has many organized ethical issues which are directly challenging the Islamic values and culture. In this paper to save guard against Islamic culture and Pakistan integrity/solidarity. The endeavor is made to highlight various aspects of mass media's ethics invasion. And some remedial measures for countering this media's culture offensive on divine Islamic culture and Pakistan.

**Key Words:** Islamic Perspective, Electronic Media, social attitude, ethical issues, remedial measures.

### 1. Introduction

Pakistan has reached to the point where the West has started labeling it as a "Failed State". Due to its vested interested in this area and Islamic culture. The global economic interest created crisis and hit badly Pakistan. The various problems being faced include sectarianism, bomb blasting, political, terrorism, power shortages, gas shortages, unavailability of basic needs for people such as food, housing, clothes, rising rates of unemployment. Apart from the problems of terrorism and unemployment a serious issue has grown over the past few years is that no one takes the responsibility to resolve them even the government. With the ever increasing problems for the general public of the country, it is time for something to be done on part of the government and the people. Everyone has to contribute to take Pakistan out of this crisis situation. In this very situation of Pakistani media has a powerful role to play.

## 2. The Essence of Islamic Perspective

In the present tasteful consumer society the modern media has tied the whole of the planet together in glamour's life of woman, wine and wealth. With modern technology media has become a powerful carrier of cultural norms. The media role is a well-define with its ethics for the journalism. The psychology, social attitude and behavior of the masses are being influence though mobile, laptop, wireless internet, SMS; cable net, TV, Film Radio, Press and cinema etc. The western media projects nudism and violence for its vested interest, the example are WMD in Iraq. The international media blames Islam and Pakistan that she has hideouts of terrorists. It has created an alarming challenge for Islamic social order and cultural on religious sense. Whereas the Islamic duty enjoined to the believers is as following;

Abdullah Yusuf Ali (2004) translates: Thus, have We made of you an Ummat justly balanced, that ye might be witnesses over the

nations, and the Messenger a witness over yourselves; and We appointed the Qibla to which thou wast used, only to test those who followed the Messenger from those who would turn on their heels (From the Faith). Indeed it was (A change) momentous, except to those guided by Allah. And never would Allah Make your faith of no effect. For Allah is to all people most surely full of kindness, Most Merciful. (1) The Muslims have to protect and promote the divine massage of Allah (swt) under the ethics of prophetic teachings to the humanity till the end of this universe. The history has to be kept in mind for future guidance. The Pakistani media's production, advertisements, dissemination of information on social / scientific programs for the development and entertainment has a great impact on the individual and society. Keeping the defense of our ideological/ geographical and faith's boundaries, this media combat is actually aimed at to lessen and eliminate the love and obedience of the prophet of Islam. Waheed-ul-Zaman writes that true Islamic faith is true obedience to faith giver and love to Islamic culture /Sunnah .It is the vital parts of Muslin's conduct in every walk of life, everywhere to protect and promote it" (2).

This essence of Islamic perspective is to be performed by every individual and media as following:

- a. The confirm faith in Islamic teaching and promotion means that true confirm knowledge of teaching of Islam with true Islamic character practice one should act and react.
- b. The True Obedience with fullest force of performance with above mentioned Islamic faith is called true following. As the Lord says in Quran, surah Al-Nisa verses no 80 bellow:

The Muslim faith demands that the prophetic way is only obedience of Allah (swt) all the times and all palaces for all actions of a Muslim.

> c. The promotion of Islamic culture with Love and sincerity. The Muslims' action is only creditable of rewards if carried out with love and devotion to the beloved prophet (pbuh).

The act done with the hypocrisy and hate is sin. The piety and piousness only promote this culture.

### 3. Pakistani media with Religious imitation and country ideology

The basic purpose of Islamic teachings is to control obscenity in society to minimize the chances of evils. Rashid Ahmad writes in his book "Islam and current Issues" in the chapter of family planning and Islam that" one of the problem with which the Muslim world in general and Pakistan in particular being phased at present is, how to control the extra-ordinary growth of its population? In this case the role of media and its broadcast, to control Muslim population through birth control pills, medicine and all other tools of operation are rather causing increase, in instead of to achieve the said objective."(4)

The teachings of veil in Islam for woman are to cover her so that her body parts are not visible to male. Keeping this Religious demand in view the Pakistani media is chastising religious values under the influence of western culture: that is a secularism and materialism. As Muslim woman are being presented at every forum of fashion / modeling as a business tool. Pakistan's media must realize its position as Islamic country with its geographical and ideological status, which is very important for peace in whole world. This position is a center of the economics/ cultural activities for China, Russia, Central States, India and USA with other NATO countries whose army troops are there in Afghanistan. Isn't its paramount duty to promote an Islamic culture as said by the Lord in surah Al- maidah bellow?

Translation: Ye are the best of peoples, evolved for mankind, enjoining what is right, forbidding what is wrong, and believing in Allah. If only the People of the Book had faith, it was best for them: among them are some who have faith, but most of them are perverted transgressors. (5)

Following point to be apprehended with reference to Pakistani media:

The media role/entertainment as per the Islamic laws and a. Shariyah to promote Islamic religious norms are the very bases of Muslim's existence. The most unifying factor is a religious factor and at the same time it is the most hinging out factor also. The religious division in the name of modern / ultra modern, liberal and extremist Muslims now in Pakistan is being aired by the Mass media. The media role in entertainment against the Islamic laws / shariyah, so called "the soft image of Islam" is being presented in cat walk, in fashion/ modeling and all other TV programs/ talk shows with particular emphases on a "nakedness of woman' in spite of being dressed. The dress of models in advertisements, anchors in all other cultural shows being broadcasted by Pakistani media vs Ouranic teaching, is it not a dilemma of the day. See the Quranic guidance in surah Al-Ahzab and the role being played at present;

# يَا أَيُّهَا النَّبِيُّ قُلُ الِأَزُواجِكَ وَبَتَاتِكَ وَنِسَاءِ الْمُؤْمِنِينَ يُدُنِينَ عَلَيْهِنَّ مِنْ جَلَابِيبِهِنَّ ذَلِكَ أَحْلَ أَنْ يُعْرَفُنَ فَلَا يُؤْذَيْنَ وَكَانَ اللهُ خَفُودًا رَحِيًا (59)

Translation: O Prophet! Tell thy wives and daughters, and the believing women, that they should cast their outer garments over their persons (when abroad): that is most convenient, that they should be known (as such) and not molested. And Allah is Oft- Forgiving, Most Merciful.(6)

Pakistani media On this subject, one of the hadith of holy prophet (pbuh) is as narrated by Hazrat; the women who would be naked in spite of their being dressed, who are seduced (to wrong paths) and seduce others with their hair high like humps. These women would not get into paradise and they would not perceive the door of paradise, although its fragrance can be perceived from such and such distance (great distance) (Sahih Muslim, Vol 3, Hadith # 2695 (7)

- c. The Status of false parenthood in a drama/movie under the Islamic teachings: It was narrated from Ibn Abbas that messenger of Allah said: "whoever claims to belong to someone, other than his father, or a (freed slave) who claims that his wala is for other than his real master, the curse of Allah, the angels and all the people will be upon him" (Whereas Imam ibn-e- Maja has mentioned a sahih hadith narrated from Aisha ra the worst of all people lying is a man who trades insult with another man, disparaging the entire tribe, and the man who denies his father and accuses his mother of adultery." (Hassan) Sunan ibn Maja, Vol # 2, Hadith # 766- (8)
- d. The Status of false marriage hood in a drama / movie and Islamic teachings: Hazrat Abu Hurairah reported that Allah's Messenger said: "Three things take place when done seriously but they also take place when done in jest. They are marriage, divorce and taking back a wife (after revoking divorce)". Jamiya Tirimzi, Vol # 1, Hadith # 1186- (9) the apostle of Allah (pbuh) curses the man who dressed like a woman and the woman who dressed like a man. Sunan abu dawood, Vol # 3, Hadith # 698- (10)

Imam abu Dawood included a saying Holy Prophet (pbuh) in his book: "Woe to him, who tells things, speaking falsely to make people laugh thereby. Woe to him! Woe to him! Sunan abu Dawood, Vol # 3, Hadith # 1554- (11)

e. The entertainment role of the media and Islamic teaching Who all are involve in story writing, composing, directing, producing, acting, sponsoring and broadcasting /promoting the entertainment can see the commandments of almighty Allah in Surah Al- Anaam( Cattle, Livestock) verse, 70 as following

وَذَرِ الَّذِينَ اتَّخَذُوا دِينَهُمُ لَعِبًا وَلَهُوَا وَعَنَّ تُهُمُ الْحَيَاةُ النُّنْيَا وَذَكِّنْ بِهِ أَنْ تُبْسَلَ نَفْسْ بِمَا كَسَبَتْ لَكُنْ مِنْهَا أُولَيِكَ الَّذِينَ أُبْسِلُوا بِمَا لَيُسَلَوا بِمَا كَيْسَلَوا مِنْ دُونِ اللهِ وَلِحَ وَلا شَفِيحٌ وَإِنْ تَعْدِلْ كُلَّ عَدْلٍ لا يُؤْخَذُ مِنْهَا أُولَيِكَ الَّذِينَ أُبْسِلُوا بِمَا كَيْسَلَوا بِمَا كَانُوا يَكُفُرُونَ (70)

كَسَبُوا لَهُمْ شَهَا الْ مِنْ حَبِيمٍ وَعَذَا اللهِ إِلَيْمٌ بِمَا كَانُوا يَكُفُرُونَ (70)

Translation. "Leave alone those who take their religion to be mare play and amusement, and are deceived by the life of this world. But proclaim (to them) this (truth): that every soul delivers itself to ruin by its own acts: it will find for itself no protector or intercessor except Allah. if it offered every ransom, (or reparation), none will be accepted: such is (the end of) those who deliver themselves to ruin by their own acts: they will have for drink (only) boiling water, and for punishment, one most grievous: for they persisted in rejecting Allah". (12)

- f. The semblance of media being broadcasting day and night in respect of an Islamic teaching with reference to the hadith narrated by hazrat: Amr Ibn Shu'yb reported from him father who from his grandfather, that "He is not of us who assumes resemblance to those other than us, Must not imitate the Jews and the Christians. The greeting of the Jews is the gesture of the fingers and the greeting of the Christians is a gesture of the palm". Jamiya Tirimzi, Vol # 2, Hadith # 593. (13)
- g. The horrifying role of Pakistani media in the procession with western tone and Pakistan Apart from above mention Islamic guidance on the subject is the solidarity and integrity of the country is being damaged. The liberalism of media beyond any limits is not only creating qias/ confusion but a state of distrust and conflict among the institutions / personalities and masses.
- h. The Sensationalism in its news At times the Pakistani media UN like other countries' media includes sensationalism in its news. The Pakistani by now a frightened nation gets even more frightened when bomb blasts are sensationalized by showing dead bodies of people. How many the abduction/ rape and killing cases in the west are aired and how by their media? Compare the sandy disaster broadcasted by the USA and western media with Pakistani media.
- j. The Pakistani media's interest and the betterment of the country and Islam. As everyone has his own personal

interests and so is the case for Pakistani media by ignoring the hereafter life. The Pakistani media has no interest in the betterment of the country. They are just running a business and their aim is to maximize worldly profits. They only show some thing or write anything which would sell and would allow them to earn huge profits in terms of highness. It is almost true in this profession by daring not from the end. But imagine the mechanism of media with all its contributors / actors also the user of media's betterment in the light of Holy Quran as said in surah Al-Baqrah below;

Translation: And fear the Day when ye shall be brought back to Allah. Then shall every soul be paid what it earned, and none shall be dealt with unjustly. (14)

## 4. The Reverse Historic Study

The Western historic ethical standard after the industrial revolution the owner companies/ agencies, through the mass media and NGOs promote commercial culture for their financial gain. It is achieved through vulgarity and obscene foreign literature. The historic hostile evidences of nude cultures are evident from prophetic living ethical standard vs. non divine cultures and civilizations. The prophet Moses and Jesus Christ's ways of living and now the women, wine and wealth/power oriented culture are proof in the history, with Quranic evidence that they will not be happy till the Muslims come to their way of living as following;

Translation: Never will the Jews or the Christians be satisfied with thee unless thou follow their form of religion. Say: "The Guidance of Allah,-that is the (only) Guidance." Wert thou to follow their desires after the knowledge which hath reached thee, then wouldst thou find neither Protector nor helper against Allah. (15)

The clear Islamic cultural living mandate given by the Lord of the universe is manifested in surah Al-Kaferun is as following;

Translation: To you be your Way, and to me mine.(16)

There is a long history of frequent tension, acute rivalry and armed conflict like Crusade wars. Some times in the name of economic resources/ the means of access and the way of carriage and now through new world order. These had a cultural exchange, economic traffic and occasional cooperation in both societies in the past being geographically neighbors but the western and Muslim civilization remained at divergence. The west always used the weapons of economic, culture and religious norms for their domination. This tool rightly divided the Muslim mind/culture in past and now the Muslim leadership and journalists are in complete grip of western media. Now with the advancements in modern education/ technology through the media some moderate Muslims are becoming rather more homogenized with west like the famous journalist / ex ambassador of Pakistan at Washington and many others. The powerful amongst the Muslims leadership/journalist/technocrats and modern educationist are drawing power / strength and wisdom from the west by forgetting the history and Islamic teachings. Now this Islamic culture paradigm shifts is on the boom through modern mass media. These ideological changes if not understood and checked by the Ummah then this destruction will continue like Muslim Turkish Ottoman Empire in past and at present like palestain, Iraq, Afghanistan, Libya, Syria, Egypt and now Pakistan because of her being located on silk route and a Muslim ideological country.

**5.** The dogma of human nature, prone to <u>www.com</u> mean lower self or his nafs-e-amarah (not purified one) the one who is not guided through divine enlightenment is likely to go astray from right way of life and culture. The Quranic evidence in surah yusaf is as following;

# وَمَا أُبَرِّئُ نَفْسِ إِنَّ النَّفْسَ لاَّمَّا رَةً بِالسُّوْ إِلَّا مَا رَحِمَ رَبِّ إِنَّ رَبِّ غَفُورٌ رَحِيمٌ (53)

Translation: "Nor do I absolve my own self (of blame): the (human) soul is certainly prone to evil, unless my Lord does bestow His Mercy: but surely my Lord is oft- forgiving, most Merciful." (17)

As in the history the divine knowledge revealed on the prophets was altered to the extent that new doctrines were formed and new mythologies appeared to lead the mankind. Now the modern media is bringing a lot of ideological change in this century. It has set a new stage for wide ranging effects on the world altogether. The values of truth and true ethics are being reshaped. The truth is being masked and false propaganda is taking the place of truth. The west progress known as the modern enlightenment focused on questioning traditional authority/ structures by reason and scientific knowledge. The individual freedom is being revived through the evil dogma of human nature. It is because the man is threaten with poverty and bid to conduct unseemly the immorality to save his future shown by king of air evil. As described by the Holy Quranin surah Al-baqrah,

The Muslim's media under the influence of the west propagation or probably purchased by the big mass media agencies/companies is helping to distort the image of true Islam and culture. It is taking place through the foreign consultants at the hands of Muslim's media. The individual / institution when enjoy absolute power the tendency to indulge in corruption and malpractice increases, in the absence of a proper accountability system and with weak faith. The some so called 'experts' on Islam seem to have inherited the hostile roles that popularize the absurd/grotesque images of Islam in the global village society. So the ummah needs to look at the past and reconstruct the role and ethics of present Media to safeguards against this new envision of non Muslims through modern mass media

### 6. Counteractive measures/ Recommendations

The current media progression and as the projection of enlightened moderation and democratic image with Multinationals' advertisements as business viable are providing only a worldly income instead of Islamic values /traditions. In the contemporary hack of non Islamic

invasion is there should not be an Islamic code of conduct that ought to articulate of cultural dignity, Islamic traditional values, safety and neutrality. Should there not be a formation of institutes that educate the mass media persons with Islamic values? In this management should they not be given a thorough understanding / awareness of Islamic myth and policies of the state/ national pride like others? Is it no t the factual order of the Lord to safe guard the Islamic / Pakistan Ideology to verify the truth and realities of the way of life? Is not said by the Lord of the universe says in Surah Al-Hujjrat as below;

Translation: 'O you who believe! If a Fasiq comes to you with any news, verify it, lest you should harm people in ignorance and afterwards you become regretful for what you have done. (18)

The Muslim media is under the shadow of contemporary ethic less business, money and important issues are being ignored. Do the individuals and the people working in this field are serving the true purpose and projecting hereafter life in an Islamic mannerism .Does the Pakistani media is to strengthen our socio-cultural and ideological foundations? It is only possible when the media acts itself and presents true country/ countrymen's interest. The Pakistani media (plural of medium) is to ensure the flow of true information's with ethic full presentation. As it is an important player in this field to advance or devalue the truth and teaching of Islam. The answers to the following questions are the counteractive measures / recommendations up to some extents; The Growing trend of vulgar advertisement by electronic/ print media is it not a negative effect / bad influence on young minds demeaning moral values instead of promoting Islamic values?

Isn't Pakistani media more focusing on a negative aspects rather than positive aspects on sectarianism and ethnic issues? Is Islamic ethics and values are not being eliminate / humiliated by Pakistani mass media's programs by invested interest / sponsorship by some corner like US Aid programs? Are the Media channels not

focusing on personal interests instead of its role in educating the masses about the positive aspects and importance of Pakistani and Islamic interest? Is the PEMRA(Pakistan Electronic Rules and Regulations Authority) should not be upgraded and whosoever uses media as anti-state element or media itself falling prey to ignorance of its faith duties, be made accountable? ? Should there not be an independent commission that on regular basis keeps its vigilant watch over the role of media and issuance of licenses should be followed on the recommendation of Islamic scholars that after thorough study of the nature of channel and its future plans in black and white will direct PEMRA to issue new licenses to new channels? ? Should the affiliation of anchors biasness to with any political party be not scrutinize before their inductions to this field by some authority?

Should the assessment not be carryout of news/ reports fake fable being published or aired by the concerned some authority and not be liable with some fine?

Should any misinterpreted information not be tasked with/ checked by some formation / wing in ministry of Information like international organizations / countries. Do the Pakistani media not preserve, promote and strengthen the beautiful normative and social value structure? The media protect past glorious culture of Islam and the way of life? It is possible to explain the issues without frustration creating a prime objective of Islamic cultural stability of a nation? The erosion of above mentioned self-reliance of Pakistani mass media set-up is dangerous. It has to be undoubtedly Islamic though it is an uphill task.

# 7. Conclusion

As the might is right, and the western media is imposing the secular system of life on true divine living system given by the almighty Allah.

Without the clear hereafter concept of life, there are no rewards to human actions / values. The human intentions are the foundation of any action. For Muslim it is necessary that the shape of any act must be as per instructions of prophet of Islam (pbhu) only then the rewards from lord is expected, as said in one of the saying of holy prophet narrated by, Umm 'Abdullah 'Aishah, ra" Whosoever introduces into this affair of ours (i.e. into Islam) something that does not belong to it,

it is to be rejected." [Al-Bukhari & Muslim] . According to the version in Muslim, (it reads): "Whosoever works a work which has for it no command of ours is to be rejected."

The Chaste / pure mannerism of Islam under guidance of prophetic uswah is the only answer of the subject dilemma as said in holy Quran;

This is the right way / method for the ummah and not to follow the west as it is said in holy Quran, Surah Al- Baqrah 46 & yaseen underneath;

Translation: Our obligation is no more than to convey the message clearly (19)

#### References

- 1. Abdullah Yusuf Ali (2004). *The Meaning of the Holy Quran*, Mary Land USA: Amna Publications
- 2. Waheed-ul-Zaman (1999). Sahih Bokhari Sharif by Muhammad bin Ismail Bokhari (Urdu Translation), Lahore; Little star Press
- 3. Abdullah Yusuf Ali (2004). *The Meaning of the Holy Quran*, Mary Land USA: Amna Publications
- 4. Rashid Ahmad (Jullundhri), Islam and current Issues, Institute of Islamic culture 2.culb road Lahore 1997 p.125
- 5. Abdullah Yusuf Ali (2004). *The Meaning of the Holy Quran*, Mary Land USA: Amna Publications
- 6. Do
- 7. Muslim bin Hjaj Abu Al-Hussain ( D. 261 H ) ,Sahih Muslim, Vol 3, Hadith # 2695
- 8. Muhammad bin Yazeed bin Maja(D. 273 H) Sunan ibn Maja, Vol # 2, Hadith # 766
- 9. Muhammad bin Esa Tirimzi (D. 279H) , Jamiya Tirimzi, Vol # 1, Hadith # 1186
- 10. Abu Dawood Suliman bin Asas (D.202H) Sunan abu dawood, Vol # 3, Hadith # 698

- 11. Do Hadith # 1554
- 12. Abdullah Yusuf Ali (2004). *The Meaning of the Holy Quran*, Mary Land USA: Amna Publications
- 13. Muhammad bin Esa Tirimzi (D. 279H) Jamiya Tirimzi, Vol<br/> # 2, Hadith # 593
- 14. Abdullah Yusuf Ali (2004). *The Meaning of the Holy Quran*, Mary Land USA: Amna Publications
- 15. Do
- 16. Do
- 17. Do
- 18. Do
- 19. Do