

Socially Responsible Electronic and Print Media Psychologically Empower Economic Disaster Stricken Families in Pakistan **(A Case Study Analysis of Sundar Industrial Estate Factory Collapse in Lahore)**

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Cite this paper: Hussain, J. S., & Sheikh, M. (2019). Socially responsible electronic and print media psychologically empower economic disaster stricken families in Pakistan. *Paradigms*, 13(1), 90-97.

This research aims to analyse the Normative Approach of Electronic and Print Media towards Social Constructionism with special focus to news reporting in Disaster Management for the establishment of safer communities in Pakistan. The researchers employed Qualitative Methodology for textual analysis of news reporting by electronic and print media of a manmade disaster of Sundar Industrial Estate 4-storey Factory Collapse, Lahore – Pakistan in November 2015, leaving 45 people dead and 103 injured were extricated alive by disaster response authorities. The texts of news and feature stories aired/ published in leading five newspapers and five electronic media channels were analysed for this study. The findings of the research showed that the media was confined by law enforcement agencies at the designated place, a few yards away from the incident spot and was provided controlled information about the disaster by designated spokespeople of different government departments. Owing to which, majority of the media men aired and published news stories and features which led to creating a sense of safety among the aggrieved families whereas media also proved a helping hand of all disaster response authorities including Pakistan Army, Punjab Emergency Service, a response force of Provincial Disaster Management Authority & other related departments in the specific incident of disaster management. The results further showed that the media with normative approach was the most appropriate tool of information dissemination in developing countries during disasters. This research may open new horizons on the topic under discussion for future researchers.

Keywords: Normative Approach, Electronic & Print Media, Disaster Management, Disaster Response, Developing Countries

INTRODUCTION

The word Disaster is directly linked to the Greek word *Krinon* while giving meaning to a turning point in critical situations especially in diseases, which lead to creating political, social, and economic problems (Soltani, 2015). The role of media in disaster management is always critical because media ensures effective communication mechanism towards disaster preparedness and effective response of disaster management authorities. Media is considered as a key stakeholder in disaster management because messages of media create awareness as well as educate the general public in order to prepare disaster resilience society while reducing fatality rate (Muritala, Afolabi, & Oshinfowokan, 2018).

The role of electronic and print media in disaster management everywhere across the globe is quite imperative in a sense that Pour Ezzat and Arian have termed media role as inevitable to gain effective outcomes in disaster management. Nowadays like mass media, social media was playing a key role in disaster management across the globe. The stakeholders of disaster management have involved social media in managing disasters. However, this new format of media was used only in disaster phase and its role was missed in disaster preparedness (Ngamassi, 2016). The underrepresentation of social media was related to the non-existence of guidelines like mass media.

Disaster is a catastrophe or a natural calamity in a specific area due to natural or manmade acts resulting to a huge loss of life or structural damage or destruction of valuable property (The Gazette of Pakistan, 2010). A disaster is defined as a complex emergency situation that causes significant loss of lives, damage property or harms social setup and usually leads to social disorder (The Malaysian National Security Council Directive 20, 2003). Generally, disaster is comprised of five main steps or phases including; mitigation, preparation, response, recovery, and reconstruction (Alexander, 2003). (Natural) Disaster can also be defined as “an event occurred on large-scale damaging vast areas of the community, which involves huge human loss and infrastructure damage” thus disaster requires multi-agency coordination for an effective response (Coombs, 2012). A disaster can be a natural or manmade extreme event owing to a natural/ technological/ social cause which usually results in mass casualties, destruction, damage and disruption (Perry and Quarantelly, 2004). The natural catastrophic events i.e., floods, tsunamis, typhoons, etc. are titled as “Act of God” (The International Federation of Red Cross and Red Crescent Societies, 2003). According to the International Federation of Red Cross and Red Crescent Societies (2016), there are two major types of disaster:

a) **Natural:** - Naturally occurring phenomena caused either by rapid or slow onset events which can be geological i.e., earthquakes, landslides, tsunamis, volcanoes, avalanches, floods, extreme temperatures, drought and wildfires, cyclones, storms, wave surges, disease epidemics, insect or animal plagues.

b) **Manmade or Technological:** Complex emergencies/ conflicts, famine, displaced populations, industrial/ transport accidents

This world has observed a considerable increase in the occurrence of natural and manmade disasters especially in developing countries including Pakistan (Pantti, Wahl-Jorgensen, & Cottle, 2012; Vasterman, Yzermans, & Dirkzwager, 2005). The disasters such as floods, storms, environmental degradation, road carnages, marine, urban pollution, desertification, landslides, among others that have continued to increase in the continent exposing millions of the residents to suffering and sheer poverty. The disaster and disaster management is an art to fight with natural or manmade phenomena, which usually disrupts socio-economical setup. This process involves multiple factors of society including mass media being the 4th Pillar of the State, which plays a key role regardless of positive or negative (Otieno, 2015).

Mass media across the globe have become an imperative element for governing systems and considered as the 4th pillar of the state here in Pakistan. After mushroom growth of private mass media especially the electronic media in Pakistan after 2000 during an era of former military dictator retired General Pervez Musharraf, the role of electronic media has increased manifold. The role of electronic media was seen positive in shape of informing the public about day-to-day activities and simultaneously a dubious factor when it started creating sensationalism triggering fear and sense of insecurity in wake of terrorists' strikes and suicidal bombings in the country. Several research studies carried out on disasters have revealed that the world's worst natural disasters have occurred in developing countries since 1978. Disasters usually lead to poverty and poverty makes a state of third world countries unable to prepare for effective response and rehabilitation for huge disaster ahead. In one of the disaster-hit South Asian Countries of Nepal, around 13,500 natural and manmade disasters have taken place in the 20th century, causing hundreds of thousands of deaths with addition to huge economic loss but unfortunately the mass media in Nepal underreported on these catastrophic incidents just media had been working without any visible direction, guidelines, rules, and regulations. The media in Nepal have always reported disasters portraying poor planning and poor social responsibility at the end of policymakers (Raj, 2016).

The mass media proved a double-edged sword during natural and manmade disasters in the country during the last decade. Not only during terrorists' strikes, but the mass media in the country also took one step ahead and started creating sensationalism during disasters i.e., floods, earthquakes, fires, and havoc accidents. However, responsible media can prepare communities for better response and even for devising

strategies for effective risk reduction measures through initiating training and capacity building programs in developing countries (Jayasuriya & McCawley, 2010; Schiermeier, 2011). The role of media in disaster management cannot be negated at any forum. The "disaster management" means the overall comprehensive management mechanism involving all phases including preparedness; response, recovery and rehabilitation and reconstruction (Act, 2010). The United Nations Development Programme (UNDP) Bureau for Crises Prevention and Recovery (2004) stated that some 75% populations of the world lived in the areas at least once hit by natural disasters between 1980 and 2000 during these two decades some 158, 551 people died owing to earthquakes and its hazards and some 12% of deaths occurred only in Turkey. The report released by the UNDP further showed that in more than 100 countries of the world, at least one hazard affects billions of the people periodically.

Significance of the Study

The disaster management and role of mass media especially electronic media work shoulder-to-shoulder and is considered an integral component for each other to affect or enhance institutional performance. The new addition of social media has also changed the dimension of information sharing about the disaster as it has proved a two-way communication process on such occasions. The responsible electronic and social media can heal up the wounds of disaster-stricken families in a disaster-hit area through knowing about the coordinated steps by the government concerned and its allied agencies for effective management of disaster and smooth recovery & rehabilitation activities after the happening of a disaster. Such responsible steps including the reporting of disasters by electronic and print media can definitely psychologically empower disaster-stricken families. This endeavor may further assist the researchers, disaster management organizations, media monitoring and regulatory authorities including Pakistan Electronic Media Regulatory Authority (PEMRA) and the electronic & print media to frame and also adopt a comprehensive media policy in the best interest of the public thus ensuring socially responsible media in Pakistan. Therefore, it can be affirmed that this study has great significance in understanding the role of all stakeholders of disaster management especially the role of media and disaster management authorities. This study may also have great significance in assisting disaster management authorities to evolve a policy for media fixing its role during the disaster management process.

Contribution of the Current Study

This study would contribute to identifying the comprehensive role of Pakistani media in disaster management. This may further recommend ways and mechanism of media to promote a sense of responsibility in media functionality in critical situations especially the disaster events. As narrated above, media has a critical role in disaster management, therefore, its role can further be politicized in accordance with the best practices adopted by developed societies. As Pakistan is also a disaster-stricken country, and media play its vibrant role

without having any binding, therefore, this study may provide ways to policymakers to utilize media in effective manners for the betterment of public life and society as well.

LITERATURE REVIEW

Mattedi and Ludwig (2016) have explained the phenomenon of occurrence of disasters believing the degree of vulnerability of disaster was directly related to disaster preparedness and community awareness through different tools including the role of media in creating awareness and preparing public minds to cope with the disaster events.

Dave (2016) stated that mass media falsifies direct linkage between general public and disaster management departments. Mass media can further play an imperative information sharing role to the public before, during and after the occurrence of disasters. As widely being perceived, mass media assist government and other allied agencies in disaster preparedness, response, and recovery while playing its due role of educating public about disasters; issuing a warning of hazards, collecting and disseminating information about affected areas. Mass media usually assist state-run institutions for disaster management, activate relief organizations, aware general public and arrange discussions among stakeholders pertaining to disaster preparedness, effective response, and rehabilitation. The necessity of right information at right time in disaster management process remained the same for centuries and with the passage of time, the mass media started assisting as a bridge between the general public and disaster response, recovery and rehabilitation departments (Dave, 2016).

Iqbal et al. (2014) stated that as well as the case of Pakistan concerned, a natural or manmade disaster always brought serious catastrophe by disrupting the routine life activities of a community and was resulted to huge loss of life, damaging sources of livelihoods and while creating severe environmental disorders. The disasters are challenging occurrences across the world especially in the developing countries including Pakistan, India, Nepal, Bhutan, Bangladesh, Maldives, etc., where the physical and psychological impact is usually more devastating as compared to the developed countries including Pakistan. However, Iqbal et al. (2014) revealed that there was “no code of conduct available with media regulatory authorities in Pakistan for news reporting of disaster management except the provision of some sort of training programs to the reporters for disaster coverage. However, almost all the news channels have adopted a “self-regulatory” code of conduct whereas any code of conduct for natural disaster reporting is non-existent in Pakistan. The Electronic Media (Programs and Advertisements) Code of Conduct (2015) meagrely provides a superficial look of the situation while stating that the media reporting of incidents including crime, accident natural disaster, violence should not create any type of hurdles in discharge of duties at the end of law enforcers, rescue agencies and other departments including hospitals, etc. The media coverage/ media reporting of incidents (disasters) and violence should not glamorize the events while promoting anti-social behavior. The electronic media should not create difficulties during any security operation (Code of Conduct, 2015). The Pakistan

Electronic Media Regulatory Authority, (2009) ensured “fair competition” through media diversity and plurality conditioning that a single person should hold only four or not more than four satellite TV, four FM Radio License and two landing rights permissions. Iqbal et al. (2014) analyzed that electronic media personnel start talking with the victims leading to their severe anger thus raising questions at their own integrity, maturity, and the government’s performance and sometimes the reporters are quite ignorant about the facts and figures on deaths and damage of roads, collapses of bridges and start giving wrong figures about the loss. Zarqa (2013) revealed that print media & electronic media is believed to have created numerous mythologies about the deaths and disabilities in disaster. Generally, media men are said to have reached and launched search and rescue operation about the victims of the disasters, media men only share updates and developments on the scene about deaths and damages with their audience through media.

Bhawan (2009) stated that the role of mass media, both print and electronic, in informing general people and disaster management authorities during disasters/ emergencies has become critical, especially the ways in which media can play a vital role in public awareness and preparedness through educating the general public about disasters; warning of hazards, gathering and transmitting information about affected areas, alerting government officials, helping relief and rehabilitation organizations and the public towards specific needs, and even in facilitating discussion about disasters preparedness, response and recovery. However, in many disasters, it was observed that the media remained focused on the single-story event focusing on response phase only (Scanlon & Alldred, 1982) as we can examine the same myth from the coverage of 2005 earthquake in northern areas of Pakistan, Ice Storm in Ottawa, Hurricane in Katrina in the USA and unparalleled catastrophic fires in Russia. As Miller and Goidel (2009) have also noted it down, during the Katrina in the USA, the mass media especially the electronic media had an invaluable role to play of media reporting the “breaking news” and everyday developments of search and rescue in operations of the disasters, but media men were quite unable to gather contextually rich information about the causes and consequences of natural disaster. Even the media practitioners were unaware of technical knowledge of disaster management, therefore, print and electronic media put the entire responsibility on law enforcement agencies. It is generally believed that electronic, print and other tools of mass media are inclined to showcase a dramatic aspect of disaster just to increase ratings and for this purpose media tried to act as a critic of the governmental role (Ardalan, Linkov, Shubnikov, & LaPorte, 2008). During disaster management, media professionals tried to accelerate propaganda in the race of journalistic competition to break the news first. In disasters, effective communication is widely considered an important factor (Lee, 2008), regardless either such communication was related to disaster preparedness, response or recovery. The public of the disaster-stricken community mere required

information about the disasters and they usually trust media professionals and media channels pertaining to information about disasters. In a research poll, around 65% respondents of the survey gave positive marks to media during the media coverage of Katrina and further considered it as a trustworthy source of information regarding the risk associated with Katrina (Pew, 2005).

After a detailed analysis of the electronic media functioning and its role in disaster management in Pakistan, the researchers found a huge “Knowledge Gap” in disaster management and rules & regulations for electronic and print media not only in Pakistan but also in third world countries (Gramsci, 1971). Indeed! Natural disasters are considered quite unpredictable with unwanted nature. Natural disasters occur without giving any warning thus natural disasters provide little margin to disaster management authorities to respond effectively. Geological and social scientists believed that natural disasters have no specific time to occur, but, they strike abruptly and strike in series anywhere in the country. In such cases, what should be the role of mass media especially the electronic media? The question remained unanswerable during a literature search on the said topic. Apparently, the electronic media in Pakistan is functioning under the PEMRA Ordinance encompassing “rules and regulations” for issuing licenses with the ultimate motive of media diversity (PEMRA Act, 2015) in Pakistan but practically there is “no code of conduct for disaster management in the state (Iqbal, 2014). The literature reviews also showed that no major research work has been done on this aspect in Pakistan so far except a couple of seminars on the training of journalists during disaster management by the disaster response and relief authorities in the country.

Research Objectives

The following research objectives were designed by the researchers for this study given in the following fashion.

- a) **RO1:** To analyze the role of electronic & print media in disaster management in Pakistan
- b) **RO2:** To analyse media reporting standards during disaster management in Pakistan
- c) **RO3:** To analyze a regulatory system for electronic media reporting of disasters in Pakistan
- d) **RO4:** To suggest measures to improve media reporting standards in disaster management for public wellbeing in Pakistan

Research Questions

The researchers framed some research questions as:

- a) **RQ1:** What kind of role electronic & print media play in disaster management in Pakistan?
- b) **RQ2:** What is the current scenario of television and newspapers reporting during disaster management in Pakistan?
- c) **RQ3:** What is the impact of electronic media reporting on the public mind as well as on the efficiency of disaster management departments in Pakistan?
- d) **RQ4:** What kind of media regulatory system is the need of the hour for responsible reporting during disaster management in Pakistan?

THEORETICAL FRAMEWORK

The researchers laid down the basis of this study in Social Responsibility Theory, one of the important theories of normative paradigm, rather prove this theory for the mass media especially the electronic media in Pakistan. The researchers have analyzed the Role of Electronic & Print Media in Pakistan pertaining to disaster management on normative pattern with a specific approach of media pluralism as envisaged by the European Union Commission (Beata, 2009). Social Responsibility Theory is strongly associated with the Commission of Freedom of the Press in the USA in 1949. Nerone (1995) revisited the Four Theories of the Press presented by Siebert, Peterson, and Schramm (1949) and argued that the concept of “pure libertarian” was diminished afterward the “Social Responsibility Theory” replaced the former theory. This theory stressed upon the “freedom of the press” without any binding but it further went on to fix responsibility, no accountability on the press (media) urging the media to respect the obligation from the general public or it should accept “professional self-regulation” or even the both. Social Responsibility Theory further proposed that the media should evaluate standards of society and public rights, and it should also provide the right information to the citizens. The media should play a role of “responsible press” as it was in the best interest of the media too to establish credibility and in case it deviates from this concept then social theorists feared that the general public will start demanding that the government itself regulate media setup. Palmer (1995) stated that “social responsibility” was a moral framework, which stressed upon each individual has an obligation and role in society for the welfare of the community members of that society. This theory argued on adopting “professionalism” in media with total accuracy with positivistic approach instead of running behind “breaking news” while playing a negative role in society. The relevance of the study underhand can also be understood from different approaches of Social Responsibility Theory with the functionality of electronic and print media while synchronizing relationship of variables with different approaches of the theory.

METHODOLOGY

To explore the overall aforementioned phenomena, the researchers have employed Qualitative Methodology for the research underhand, which is considered as an imperative type of scientific research and the most appropriate approach for the current study. Scientific research usually is believed to investigate: -

- a. Seek answers to designed questions
- b. Systematically use a predefined set of procedures to answer the research question
- c. Collect evidence about a specific phenomenon
- d. Produce findings that were not usually determined in advance
- e. Produce findings that are applicable beyond the immediate boundaries of the study

Research Method

Accordingly, the researchers adopted Case Study Analysis as Research Method to explore the phenomenon of disaster

management and role of media in disaster management in a sequential manner at the incident site of 4-storey Sundar Industrial Estate Factory Collapse in Pakistan.

The population for this study was decided the electronic media channels (televisions) and print media channels (newspapers) and all the disaster response departments, which responded to Sundar Industrial Estate Factory Collapse Incident-site in Lahore, Pakistan. Medialogic, the only rating provider source for electronic media in Pakistan categorized top five news channels for 24 hours in Pakistan as GEO News with Transmission Rating Points (TRPs) of 0.55, ARY News with 0.30, Express-News with 0.29, Dunya News with 0.23 and SAMA News with 0.22 (Medialogic, 2018). Therefore, the rationale behind selecting these news channels was their larger viewership as compared to other news channels as per their TRPs.

The research chosen sample of:

- i) Top five electronic media channels and top five newspapers from print media
- ii) All disaster management departments, which participated in the Sundar Industrial Estate Factory Collapse operation

The researchers have chosen one news reporter/ news item of each selected electronic media television channel as to analyze his/her reporting standards and at least one news story of selected newspaper for the case study as the sample size of the study underhand.

The desired data of news reports aired on selected news channels were collected through the assistance of Electronic Media Cell, Directorate General of Public Relations, Government of the Punjab, Lahore. The recordings of selected news channels were provided by the DGPR in form of DVDs, which were analyzed by the researchers in sequential manners. Similarly, the In-Charges Archives Departments of the selected newspapers extended their cooperation in providing the news stories published in their dailies about the Incident of the Sundar Industrial Estate Factory Collapse.

DATA ANALYSIS

The data was analysed through the Case Study Analysis by the researchers. A four storey Rajput Poly Plant factory was caved-in on November 4, 2015, at 4:46 pm in Sundar Industrial Estate, Lahore, an industrial mini-city almost 37 kilometers away in the southern side of Lahore. Total 2014 officials including 720 disaster responders from 17 Response and Rescue agencies including Pakistan Army, Punjab Emergency Service, Civil Defence, Provincial Disaster Management Authority (PDMA) of Punjab, City District Government Lahore (CDGL) and Civil Defense Authority (CDA) under the command of 49 officers along with 309 emergency vehicles (ambulances, recovery vehicles, rotary saws, flames cutters, heavy cranes etc.,) carried out search & rescue operation through SONAR Technology for 131 consecutive hours. Soldiers from Pakistan Army and Rescuers from Punjab Emergency Service were sensibly cutting through steel while using huge cutters and cranes to lift the hundred tons of debris of the collapsed factory trying to evacuate survivors including children. Two doctors from Pakistan Army and Rescue 1122

had amputated a trapped injured person inside the debris to save his life. Hundreds of the persons including the heirs of the victims assembled at disaster-site were quite unclear about the dead, alive or even trapped victims under the debris as multiple officials from different departments were initially quoting different figures on the first day of disaster (Dawn, 2018).

Above 150 workers were on the disaster-site when Rajput Polyester Factory caved-in due to ongoing construction work on the top fourth floor of the factory. Once the news about factory collapse went viral, the residents, citizens and relatives & heirs of the possible victims rushed toward the incident site. Some of the heirs even claimed to have listened to cries of their trapped victims under the debris (Express Tribune, 2017).

This human-induced disaster claimed 45 lives, while 108 people were rescued alive including 25-year-old worker Muhammad Shahid from Khanewal, a district almost 270-kilo meters away from Lahore was evacuated alive after 50 hours. Total 17 thousand, 500-ton debris was removed in the evacuation process. According to government statistics, 19 among the dead victims were in teenage and mostly victims evacuated alive were between the age of 12 years (Dunya News, 2016). Maximum newspapers & news channels reported about the formulation of committees to probe into the matter on November 6, 2015. A local Disaster Response Force and other allied agencies reached the scene within 11 minutes of incident & launched rescue operation. Pakistan Army personnel reached the scene after 4 hours and cordoned off the operation-site, which restricted media personnel, even administrative officials and families of victims were restricted outside the cordoned off area. Inter-Services Public Relations, an integrated information wing of Pakistan Armed Forces, informed the public about rescue and response teams of armed forces were carrying out search and rescue operations (Pakistan Today, 2015). The Disaster Response Force carried out "canine search" through SONAR technology and then started cutting slabs & evacuating alive and dead bodies. The District Coordination Officer (now Deputy Commissioner) & one spokesman of leading disaster response force were designated as official information officers of the overall incident, contrary to the routine practice of having public relations officer from each department and providing information to the media about single incident thus causing disinformation and sensationalism in society. But at Sundar Industrial Estate Factory Collapse, only two designated officials provided information of the incident to media. The government functionaries and the public started relying on statistics being provided by the designated information officials. These officials used to hold press briefings after every 01 hours at the designated point & updated media personnel about the deaths, disabilities, evacuation process related to the incident. This was the only human-induced disaster, where heirs of the victims raised slogans in favor of Disaster Response Authorities because of effective management of disasters (Handbook of Rescue 1122, 2016). The heirs of the dead or missing persons sitting outside the decided place were at least satisfied due to the matured role of media for disaster reporting. Electronic media channels were focusing on search & rescue

activities rather than creating sensationalism among the community members. The state-run disaster response, rescue, and relief departments were working enthusiastically on searching victims alive rather than providing information to media or even media management. The analysis says the search & rescue operation on this human-induced disaster was carried out systematically, electronic media played a very responsible role, print media, with certain variations, also followed the electronic media style. The analysis of the study further says all the electronic media channels adopted “self-regulatory” setup in non-presence of any state-run regulatory system (Handbook of Rescue 1122, 2016). Punjab Industrial Estate Development and Management Company (PIEDMC) Chairman Tanvir issued a statement claiming the construction work was underway on the third storey when the factory caved-in. Several workers of the factory were on strike raising voices about working on the third floor of the misfit building but the owner of the building arrived on the scene around 4 pm and ordered the workers to carry out work on the third floor (Tribune, 2015). The main cause of the incident could be the effects of a powerful earthquake with a magnitude of 7.5 on rector scale jolted Afghanistan and Pakistan which resulted in deaths of 390 people. Thousands of homes and structures of major buildings in both countries were severely damaged (The Guardian, 2015). The provincial government’s high-powered committee probed into the matter and finally held chief executive officer, contractor, chief engineer, architect, owner of the factory and two other officials as guilty of the incident. The chief executive of the provincial government i.e., the Chief Minister after endorsing the probing report recommended action against the responsible persons and further asked authorities to initiate remedial measures to avoid such incidents in future (Dawn, 2016). The report maintained that officials concerned did not bother to check “building regulations” during the construction of the factory. During a hearing of the Sundar Industrial Estate Factory collapse case, an Anti-Terrorism Court dropped terrorism sections of 7-ATA on the application of an accused engineer Ahmad Hussain, who had pleaded before the Court that Sundar Industrial Estate Factory Collapse was “mere” an incident, not a deliberate incident. Even the owner of the factory died during the incident (Pakistan Today, 2017). The analysis says this was the first disaster-site where each disaster management department took it’s decided role instead of overlapping roles of each other for show-piece of performance.

a)Role of Electronic Media

Geo News (2015) aired news with a death toll of 55 on November 8, whereas the actual death toll was 34 on that date in accordance with the statistics provided by the two official public information officers on disaster-site. That news resulted in scores of families gathering on the disaster-site after listening about the death toll of 55 whereas the operation was underway. However, the statistics were corrected by the spokesman of the district administration after a monitoring report received from the DGPR, Govt. of Punjab. After receiving the briefings, a news reporter Saqib Saleem Butt from Express-News aired news with death toll 35 on November 8 on the same date when

GEO News reported 55 death toll. Meanwhile, Arsalan Rafiq Bhatti, Bureau Chief Dunya News Lahore, further reported an overall incident with analysis covering almost all aspects of disaster management on the same date and which resulted in calmness on disaster-site. Another news reporter Riaz Ahmad of Sama News also quoted almost accurate figures similar to the statistics issued from the government officials. This was the first time in Pakistan when private electronic media of the state itself adopted the self-regulatory approach and started airing news having accurate information of dead, injured and trapped victims thus soothing the public psychologically and heirs sitting outside the disaster-site.

b)Role of Print Media

An Urdu leading newspaper of Pakistan Daily Jang reported death toll 49 on November 8, 2015, and the second largest newspaper Daily Nawaiwaqt reported death toll as 51 on November 8. An English newspaper Daily Times on November 9 also carried a headline as, “*Death toll jumps to 53*”. Daily Nawaiwaqt & it's sister-organization Daily the Nation reported death toll 54 on November 9 against the final actual death toll. An Urdu Newspaper Daily Pakistan on November 8 reported death toll of 48 but on November 9 the same newspaper reported: “contradictory statistics” being reported in different newspapers. Daily Jang & it’s sister-organization The News International reported death toll of 53 on November 9 two days before the completion of entire operation whereas the death toll was 45. After the incident, most of the reporters informed about lack of any disaster reporting course, disaster reporting training & any policy framework of disaster reporting provided to media, therefore, reporters aired packages or used to file news stories according to their own sources. However, this was the first incident where news reporters being the first responders from mass media were provided confined space, restricted to cordoned off area and information from two designated public relations officers about the incident, therefore, this led to accurate reporting.

FINDINGS AND CONCLUSION

The findings of the study showed that electronic media in Pakistan is quite irresponsible for reporting news about conflicts, disasters, accidents, and crimes. Pakistani electronic media usually functions without any binding or regular monitoring in such situations. In Pakistan, there is only one Pakistan Electronic Media Authority (PEMRA) for regulations of electronic media in Pakistan, which have not even imposed any penalty date on any channel on a charge of misreporting of disasters, accidents or crimes till date. The findings further showed that in the absence of any comprehensive regulatory mechanism in the country, electronic media has its own methods of reporting and ways of regulations. Electronic, Print and Social Media have no clear directions of reporting, portraying and programming on social, political and economic issues in Pakistan in absence of any regulatory mechanism. The findings of the study further revealed that before the influx of electronic media in 2000 and recently included social media have almost changed the dynamics of media reporting style and portrayal of social issues in media which have great effects on

the general public. The findings further showed that modern trends in new media have definitely necessitated to formulate and adopt monitoring and regulatory mechanism for all formats of electronic, print and social media for the general wellbeing of society in Pakistan (Chaudhary, 2018). Therefore, this study binds a social responsibility for all stakeholders of society.

DISCUSSION/ RECOMMENDATIONS

After a detailed case study of the Sundar Industrial Estate Factory Collapse, the researchers learned that mass media in general and electronic media in specific in Pakistan has no clear direction to follow while doing news reporting of disasters. As discussed in the introduction and problem statement, the researchers found similar findings of the study that media in Pakistan lack a comprehensive mechanism for disaster and conflict reporting. Media in Pakistan have not even bothered to comply with the directions of the sole regulatory body of PEMRA. Therefore, the researchers came up with the recommendations that:

- i. There should be any effective comprehensive regulatory policy framework to be adopted by all formats of media during disaster reporting in Pakistan
- ii. A proper disaster media reporting course should be introduced in Schools/ Departments of Mass Communication and Disaster Management
- iii. Continuous training sessions should be arranged for beat reporters of news channels and newspapers for disaster reporting
- iv. There should be only one authorized Public Relations/ Information Officer of all disaster management departments on disaster-site to avoid any confusion, mismanagement of media and to avoid sensationalism on news channels
- v. There should be an information desk where details of dead, evacuated alive and missing persons should be given for public sharing.
- vi. The media channels should be bound by the government to adopt a normative approach during disaster management in Pakistan
- vii. There should be services delivery endorsement ceremony by the government for all brave performers of disaster management departments.

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