



English Project

Team Members:

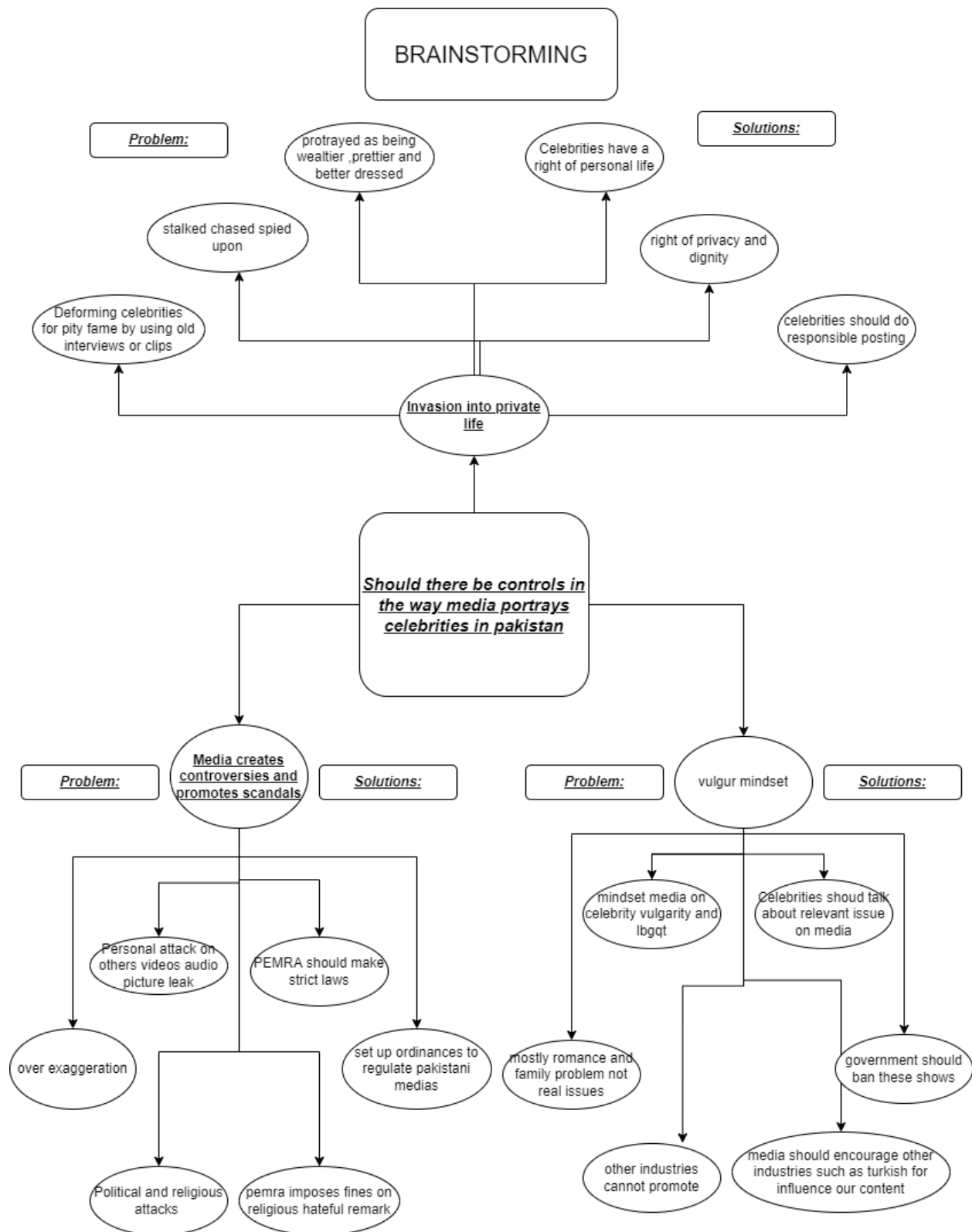
1. **Sufiyaan Usmani (21K-3195)**
2. **Muhammad Shahmir Raza (21K-3158)**
3. **Ahsan Ashraf (21K-3186)**
4. **Qasim Hasan (21K-3186)**
5. **Syed Muhammad Huzaifa (21K-4948)**
6. **Talha Shaikh (21K-4564)**

Section: BCS-1J

Course Instructor:

Miss Madiha Rahman

BRAINSTORMING:



OUTLINE:

TITLE: Should there be controls in the way the media

PURPOSE: To persuade

READERS: general, the Teacher

I. INTRODUCTORY PARAGRAPH:

General Statement or Hook: In this complex world filled with glamour, everyone aspires to become a celebrity and be in the limelight through media.

Transition: Little do they know what media does with celebrities.

Thesis Sentence: The dearth of control over media has brought havoc on society and must be regulated

II. BODY PARAGRAPH 1: Sub-topic A

Transition: Firstly

Topic Sentence: Media creates fake controversies and scandals

Main Points:

Problems:

- 1: Picture, audio, and video leaks
- 2: Media exaggerate statements given by celebrities and portrays them in a negative manner
- 3: Political and religious attacks

Examples:

1. The controversy created by media between Khalil-ur-Rehman and Marvi Sarmad regarding feminism (religious)
2. Mufti Qavi and Hareem Shah Wedding Rumors (picture and video leak)
3. Leaked photos of Ranbir Kapoor and Mahira Khan smoking back in 2017 in the US. The media exaggerated and amplified it

Solutions:

1. Government must enforce strict laws to control information sharing in media
2. Government must set up ordinances to regulate Pakistani media.
3. PEMRA must impose fines
 - a. The Pakistan Electronic Media Regulatory Authority (Pemra) has imposed a fine of Rs200,000 on news channel *Neo News* for airing "insensitive, demeaning, derogatory and hateful" remarks by cricketer Abdul Razzaq and others against Pakistan women's cricket team player Nida Dar during its programme 'G Sarkar with Nauman Ijaz.'

Conclusion/Transition:

Hence,

III. BODY PARAGRAPH 2: Sub-topic B

Transition: Secondly

Topic Sentence: Media's invasion into celebrity's private life

Main Points:**Problems:**

- 1: Today's celebrities are stalked, chased and spied upon.
- 2: No statement can be forgotten, no interview can be erased, and no clip can be deleted.
- 3: In most cases, celebrities are **portrayed as being wealthier, prettier, and better dressed than the rest of society**. Celebrities with a very high profile commonly find it difficult to lead 'normal' lives.

Solutions:

1. Celebrities themselves must also be cautious themselves and must do responsible posting
 - a. Celebrities like Osman Khalid Butt, Mahira Khan, and Mehwish Hayat use their huge platforms to talk about relevant issues.
2. The right to privacy and dignity of an individual must not be harmed in any way.
3. **Celebrities have a right to live personal life**. The media should not keep its camera focused on them all the time. Though some celebrities who have been in this industry for a long time get used to so much attention and may not get bothered by it at all, others feel suffocated due to the same.
4. Celebrities have lives and need to live freely without being watched or stalked twenty-four seven. III.) If celebrities had privacy rights, **fewer lawsuits would be filed against them and the people invading their privacy**.

Conclusion/Transition:**IV. BODY PARAGRAPH 3: Sub-topic C****Transition:** Thirdly

Topic Sentence: The media is using celebrities as a tool to harm society and the nation intentionally and unintentionally

Main Points:**Problems:**

- 1: The media uses celebrities in dramas and series to normalize toxic behaviours in our society.
- 2: The media has been stuck on content revolving around for the last 20 years and is not breaking the stereotype. Celebrities have no choice but to work their influence

Examples:

1. Addiction, anger, not respecting elders, chauvinism
2. Other industries are not growing as the media is not promoting them
3. Promoting racism (advertisement of fairness creams)

Solutions:

1. Society should boycott them
2. Instead, society must support that content that is in line with their norm
 - a. Example: Famous Turkish Drama Ertugrul Ghazi

3. Government should ban these shows and apply parental guidance to them. This will bring new and better content to the industry.

Conclusion/Transition:

V. CONCLUDING PARAGRAPH

Restatement/Reinforcement of Thesis: Hence such portrayal of celebrities by media must be condemned and regulated as media is ravaging the society through its proliferation

Essay:

“Whoever controls the media controls the mind.”

In this complex world filled with glamour, everyone aspires to become a celebrity and be in the limelight through media. Little do they know what media does with celebrities. The dearth of control over media has brought havoc on society and must be regulated. Media has a common practice of portrayal of extravagant lives of celebrities, brawling their skirmishes into controversies, invading their personal spaces, and using them as a tool to garner ratings.

Firstly, the media creates fake controversies and scandals against the actors for ratings and viewership. Pictures, audio, and videos are often leaked that are primarily fake, but still, media creates much hype, and celebrities have to face severe criticism over this. One such example is the leaked video of Mufti Qavi and Hareem Shah. Even the statements of celebrities are exaggerated and portrayed negatively by the media. Similarly, media also uses tools like religion and politics to attack celebrities, and one recent example is the controversy between Khalil-ur-Rehman and Marvi Sarmad regarding feminism. Talking about solutions, the government must take action against such media houses. It should also empower PEMRA (Pakistan Electronic Media Regulatory Authority) to enforce laws.

Secondly, celebrities should have the leverage of deciding what part of their private life they want to make public, and media should not invade their private life. Nowadays the celebrities and superstars are stalked, chased, and spied upon. The right to privacy and dignity of an individual must not be harmed in any way. Therefore, the media should not keep its camera focused on them all the time. It is also the social responsibility of celebrities to do responsible posting on social media as these comments, posts, and media cannot be deleted from people's minds. Furthermore, they should use their influence for the betterment of the community. Celebrities like Osman Khalid Butt, Mahira Khan, and Mehwish Hayat use their vast influence and audience to talk about pertinent issues. In most cases, celebrities are depicted as wealthier, prettier, and better dressed than the rest of society. This depiction can cause the people who look up to these celebrities to try to be like them. This makes it challenging for the stars to lead an everyday life as other people do. Therefore, celebrities have lives and need to live freely without being watched or stalked twenty-four seven.

Thirdly, the media is using celebrities as a tool to harm society and the nation intentionally and unintentionally. For instance, the media uses celebrities in dramas and series to homogenize toxic behaviours in our society. This toxic behaviour includes addiction, anger, not respecting elders, and chauvinism. Unfortunately, the younger generation watching TV is now adopting such behaviours as it has become a norm. A recent example is the Sialkot incident in which, due to lack of knowledge and violent behaviour of people, a man was killed and burnt alive. The only solution to this existing concern is to boycott such media productions. Instead, we should watch serials like Ertugrul Ghazi and Osman, which align with our religion and Islam's rich history and culture. Moreover, media has been stuck on content revolving around for the last 20 years and is not breaking the stereotype. As a result, no new content or ideas have been introduced into this industry. One such example is promoting racism through advertisements like that of fairness creams. Hence, the government should ban these shows and apply parental guidance. This will bring new and better content to the industry. Therefore, the government should define some boundaries and limits for the media.

Hence such portrayal of celebrities by media must be condemned and regulated as media is ravaging the society through its proliferation. Superfluity of obscene content, violation of the privacy, and breaching the emotional corner of celebrities are the common practices of media. Celebrities must be given personal space, and not be associated with activities contrary to the image created by them. The media must know its limits and treat celebrities with dignity.

“The media loves negative spin.”