

# Should there be controls in the way the media portrays celebrities in Pakistan?

## Overview:

In today's fast-paced world, anything and everything digital is immortalized. Pictures, videos, quotes all seem to live forever in the internet realm, and the past is never left in the past. This applies to our celebrities as well who have amassed followings in millions. There have been countless cases worldwide where many celebrities have gotten into trouble for something they tweeted or said in an interview years ago.

Pakistani celebrities are not exempt from this. The internet culture might have taken more time to become common in Pakistan, but the globally practised norm of a celebrity's internet persona reflecting their off-screen image is the same for Pakistani celebrities.

## Problems:

- No privacy for celebrities
  - Picture, audio, and video leaks.
  - News of the World was investigated in a high-profile court case after many celebrities claimed to have had their phones hacked into. Going back to 2006, very personal voicemails were unknowingly listened to, and the information obtained was published for all the world to read about.
- Invasion into everyday life
  - Princess Diana was hounded literally until her death by relentless paparazzi way back in 1997.
  - Today's celebrities are stalked, chased, and spied upon.
  - Celebrities with a very high profile commonly find it difficult to lead 'normal' lives.
- Digital Immortality
  - No statement can be forgotten, no interview can be erased, and no clip can be deleted.

- Recently, Agha Ali received backlash on a clip that resurfaced after five years and ended up creating quite the fuss. In the clip, Agha made some statements that hurt the sentiments of the Pashtuns.
- Sonya Hussyn named Autism as one of the symptoms of schizophrenia in one of her Instagram posts.

## **Solutions:**

- Government must enforce strict laws to control information sharing in media
- The celebrities themselves must also be cautious.
- Responsible Posting
  - Celebrities like Osman Khalid Butt, Mahira Khan, and Mehwish Hayat use their huge platforms to talk about relevant issues.
- The right to privacy and dignity of an individual must not be harmed in any way.
- Considering that Pakistan is an Islamic Republic, they should portray their celebrities in a way that promotes or at least is within the bounds of the religion and not make westernization a norm for the younger generations by encouraging and rooting for the celebrities who prioritize the western culture over their own
- Government must set up ordinances to regulate Pakistani media.
- Imposing fines on channels.