

People's Perception about Media Reporting on Constitutional Issue: A Study Based on Gilgit Baltistan



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Abstract: *This survey research study examines the demographic, organizational, personal social, and professional characteristics of 110 journalists in Gilgit-Baltistan during a period of political change from constitutional anarchy to a democratic, relatively free press system. The study focuses on the limitations and sufferings faced by journalists in performing their professional responsibilities and the future possibilities of their role in national development. The research uses a quantitative survey method and a self-design questionnaire to collect data from 110 journalists from 10 districts of Gilgit-Baltistan. Most journalists are male, young, well-educated, employed by private media, and have over three years of job seniority. They are underpaid, less secure, and committed to their profession, but deny complete freedom and professional autonomy. They are also apprehensive about the role of government and professional journalistic bodies in the development of media in the region. Many journalists in Gilgit-Baltistan are between 40 and 50 years old, with a decreasing number of journalists joining the field. Most journalists are paid between 10k to 20k PKR and hold master's degrees. Over 90% of journalists who perform their responsibilities as watchdogs have not studied journalism in their educational careers. The study explores the professional environment and ground available for journalists in an unconstitutional region.*

Keywords: People's Perception, Media Reporting, Media Objectivity, Media Obstacles, Constitutional Issue, Gilgit Baltistan

Introduction

Gilgit Baltistan is the federal administrative territory of Pakistan, Gilgit Baltistan is in the northeastern part of Pakistan this region has a self-governing or autonomous status in Pakistan. In the 1970s the northern area "FANA" was named Gilgit Agency and in 2009 the name of this region changed to Gilgit Baltistan after the long struggle of the local people. the question about the constitutional status of this region preludes the division in the subcontinent after

the creation of the Islamic Republic of Pakistan in 1947 the main issue of this region is basic human rights the constitutional status of the basic need of the region the people have been struggling for 70 years. This area is part of the Kashmir cause which is why the constitutional right is not simple the status is not clear due to the Kashmir issue now due to China Pakistan Economic Corridor (CPEC) this region is an important part of the Chinese interest in investing in large-scale for a trade route through Gilgit Baltistan(Khan, 2017).

Gilgit Baltistan is a region in Pakistan where destitute people are fighting for their rights and declaring it as the fifth constitutional province. Despite the UN resolution of 1957, political parties have not been working properly, leading to nationalist elements seeking an independent state. The Supreme Court of Pakistan has ruled the region part of Kashmir, and the United Nations needs to resolve this issue.(Dani, 1991). The people of Gilgit Baltistan have been struggling for citizenship for 70 years. The federal government formed a committee to inspect the constitutional status of the people without disturbing the international stance on the Kashmir issue. The Azad Jammu and Kashmir leadership, who are lone sided in their opposition to becoming part of Pakistan, have been involved in this propaganda. The British parliament took up the issue at the request of the Kashmir leadership, but the people of GB are disappointed with this attitude. The Supreme Court of Pakistan supports constitutional rights for the region, and the provisional status for GB aims to clarify its existence and participation in forums and government bodies that directly affect their lives(Shigri, 2017).

In August 2009, the Pakistan People's Party government in Gilgit Baltistan introduced the Gilgit Baltistan empowerment and self-governance order, which aimed to shift power to the people of the region. The order was influenced by the demand for autonomy in the region, which was not part of Pakistan. The Prime Minister established a committee under the Ministry of Kashmir Affairs and Gilgit Baltistan, which discussed reforms and introduced the self-governance order to empower the local people. The order also introduced a consolidated fund, increased legislative power, and improved finance management arrangements(Hussain, 2009). Gilgit Baltistan celebrates its Independence Day on November 1st, marking liberation day after 1947. The region struggles with fundamental human rights and heavy taxation. The PTI party aims to provide basic constitutional rights for two million people in the unconstitutional 73,000 square kilometers region, hoping to become the fifth province of Pakistan(Shigri,

2018).

1.2 Problem Statement

This study examines the perception of Gilgit Baltistan people regarding media reporting in Pakistan. It focuses on the role media plays in highlighting issues and developing the region. The study aims to understand how media contributes to the region's development and raises awareness about contemporary problems. It specifically examines how people perceive media coverage of constitutional rights and other issues following the SC verdict. The media is seen as a basic element in addressing societal issues and providing solutions to contemporary problems.

1.2 Objectives of study

- To evaluate the perception of people of Gilgit Baltistan about the Pakistan national media reporting on constitution issue.
- To know to what extent media reporting conform to ground realities with respect to their basic human rights.
- To find the barriers for the people of GB reaching their issues to the national media of Pakistan.

1.3 Significance of the Study

To explain the perceptions of the people of Gilgit Baltistan about media reporting on constitutional issue and how media report, media objectivity, and media obstacles. This the significant study explores the sense that it is an attempt to define those issues, which are in the context of basic human rights. The basic reason for this study is to explain the way of unconstitutional government in Gilgit Baltistan and how national media blunders about reports about this region.

2 Literature Review

Gilgit Baltistan's constitutional rights struggle has been unresolved in national media since 1947. The region's connection to Kashmir needs a UN referendum. GB's constitutional status as the fifth province of Pakistan is a hurdle for CPEC. Baltistan region opposes joining J&K state, and intellectual debates on Pakistan's

independence continue(Khan, 2017).

The China Pakistan Economic Corridor (CPEC) is a significant project in Pakistan's Belt and Road Initiative (BRI), connecting China to the world through free trade. Initially valued at \$46 billion, it has now reached \$62 billion in value. This study examines international media reporting on CPEC, including Global Time (China), Hindustan Time (India), and Dawn (Pakistan), from January 2018 to June 2018. It focuses on the legal territorial rights of the Gilgit Baltistan region and highlights media propaganda against the region's legal status and territorial region, which may slow down the project(Asif & Ling, 2019).

Gilgit Baltistan (GB)'s political and constitutional status has caused destitution and identity crises since 1947. Resolving this requires historical perspective, agreements, treaties, and verdicts from the Supreme Court of Pakistan, the Apex Court of Azad Jammu and Kashmir, and public opinion. The study recommends defining territories with GB legal status, voting rights, and representation in the Constitutional Assembly and Senate(IMTIAZ-UL-HAQUE, 2012).

The research highlights the inadequate journalism in rural Pakistan, highlighting the government's lack of support and financial issues in urban areas. It calls for proper coverage of urban areas like Gilgit Baltistan to address the communication gap(Riaz, 2015). The national media in Bangladesh is failing to adequately cover rural issues, with TV programs and news content often stereotyped and focusing on disasters and tragedies. The media prioritizes urban areas, leaving a communication gap between rural and urban areas. Additionally, rural areas have limited internet access, with educated and uneducated individuals using the internet differently(TRISHA et al.).

This research examines local print media coverage of Gilgit Baltistan's constitutional status. The study found that local newspapers, particularly three main newspapers, only cover 7% of the main issues, such as constitutional status. However, they provide high coverage of development activities, organizational activities,

NGOS news, health, and educational news(Saami, 2009b). Media plays a crucial role in the development and society of a country, particularly in the developing Gilgit Baltistan region of Pakistan. The region faces issues such as health, agriculture, and basic requirements, with religious, ethnic, and separatist conflicts. The researcher analyzes the content of two leading national newspapers to understand the media's coverage of GB issues and constitutional matters(shah, 2012).

International interest in the region has increased due to the China-Pakistan Economic Corridor (CPEC), with Gilgit Baltistan being a crucial part of this project. The region's development is being influenced by the project's potential negative impacts, such as its execution in unconstitutional areas and the presence of Chinese security forces in the area(Wolf, 2016). Journalists in rural Pakistan face serious challenges, including financial, security, and government pressure. The US State Department's human rights report shows journalists are often killed due to lack of principle and power. The CPJ and RSF are monitoring these journalists, and many are investigative journalists who rely on luck to cover terrorism and political affairs(Ricchiardi, 2012).

The researcher used three-dimensional method to analyze APNS objectives, opinion struggles, and media professionals' work in Pakistan. Media houses now operate as full-fledged businesses, with freedom of press and responsibility for resource providers. The research focuses on Pakistan's newspaper society and suggests improvements for future development(Paracha & Tahir, 2012).

2.1 Geography of Gilgit Baltistan

The northern region of Pakistan, originally known as the Northern Areas of Pakistan, was renamed Gilgit Baltistan in 2009. The region covers an area of 72496 kilometers and has a population of 0.576 million. The region is known for its high mountains, lakes, and beautiful places, with snow-covered peaks reaching 1000 meters to 8000 meters. Popular lakes include Shosar Lake, Blind Lake, Sadpara

Lake, Upper Kachura and Lower Kachura Lake, Deosia Plain, Borith Lake, and Rama Lake. The region is divided into three divisions: Baltistan, Gilgit, and Diamer, with 10 districts. The region has a significant language difference and cultural shift, with Balti being the predominant language in Baltistan, Shina in Gilgit, and Burushuhki and Wakhi in Diamer (Saami, 2009a).

2.2 Absence of political rights in Gilgit Baltistan

The political crisis in Gilgit Baltistan since 1947 is primarily due to the lack of legislative power for political parties and the people, who have been ignored by the Pakistani government. The region has been controlled by the federal government under the Frontier Crime Regulation, with no representation in the Pakistani parliament or access to the Supreme Court (Bansal, 2005). Gilgit Baltistan's control since 1947 was based on colonial laws, with the 1994 federal legal framework order (LFO) establishing Pakistan's control over the region. The Kashmiri leadership agreed to grant Pakistan privileges in administrative control.

In 1994, the Northern Area Legislative Council was created by the federal government, but it lacks sufficient power to effectively work. The Chief Executive has limited legislative power, and the bureaucrats appointed by Islamabad are ineffective. The chief secretary is the most powerful figure. The council's composition is divided into six members from Gilgit and Skardu, three from Ghizer and Ghanche Diamer, and six for technocrats and women (NAGRI, 19 Jan 2017). People in Gilgit Baltistan and Kashmir ruled indirectly by the federal minister, with chief secretaries and deputy commissioners holding significant authority. This creates unfriendliness and destroys self-rule, denying basic rights and access to high courts. The region also controls media, with a banned magazine and editor arrested during the Musharraf era (Mahmud, 2004).

2.3 History of press media in Gilgit Baltistan

Gilgit Baltistan's media history dates to 1907 when Britishers started the first leaflet magazine, "Shrinker." Over time, other

magazines and newspapers were sourced from Kashmir via post. Due to weather conditions, news and materials reached Gilgit in a couple of weeks, leading to the use of various techniques (Bracha, 2003). In 1970, Karakorum, magazines, and literary periodicals were started in Gilgit Baltistan by the Federal Government degree collage Skardu Baltistan. The first printing was recognized in 1970 and popularized from 1970 to 1987. The first newspaper, "Nawa-i-Gilgit," was started in 1988.

2.4 Current Development in Journalism

Education and awareness have led to a revolution in journalism, with newspapers in English and Urdu from Islamabad and Gilgit Baltistan publishing. However, these newspapers face obstacles and pressure from the government and establishment, particularly on constitutional issues. Despite this, these newspapers play a vital role in society and development. In Gilgit Baltistan, there are no private TV channels, and Indian channels are banned under the National Action Plan (TIMES, 2015).

Radio stations are launched in two cities Gilgit and Skardu with the frequency of Gilgit frequency 1512 kHz and Skardu with frequency 1557 kHz these radio station's play vital role in spreading the educating people on national international issues local issues through broadcasting.

2.5 List of weekly and daily published newspapers

1. "Muhasib"

The most popular newspaper started in 1997 published from Abbottabad the first editor in chief was Zahida Parveen, certified newspaper of ABC and APNS Daily Mahasib Gilgit Baltistan is publishing from Gilgit Baltistan. It is one of the most popular Urdu Newspaper targeted the issues related to Gilgit Baltistan and Kashmir

2. "Daily K2"

The most circulated newspaper in 1996, ABC and APNS certified newspaper of Gilgit Baltistan. This newspaper published from

different cities Abbottabad, Islamabad, Rawalpindi, Karachi, and Gilgit Baltistan. The newspaper consists of eight pages at an affordable price of 10 rupees.

3. “Naqara”

The newspaper first started in January 2007 from Islamabad the news focused on different issues of Gilgit Baltistan.

4. “Waddi”

First time published in September 2000 published from Islamabad, targets those issues, which are related to Gilgit Baltistan.

5. “Siachen”

First time published in November 1988 published from Skardu, targets those issues which are related to Gilgit Baltistan

6. “Daily Mountain Pass GB”

One of the most prestigious English newspapers of Gilgit Baltistan this newspaper was published from Islamabad.

7. “Gilgit Today”

English newspaper published from Islamabad first time published in March 2007. Targeted the issues related to Gilgit Baltistan and Kashmir

8. “Baad-i-Shmal”

The first time published in June 1999 published from Islamabad, targets those issues, which are related to Gilgit Baltistan, and issues related to Kashmir.

9. “Sada-i-Gilgit”

Daily published newspaper published from Gilgit Baltistan Urdu newspaper first time this newspaper publication started in November 2004

10. “Chatan”

Urdu daily newspaper first time published in Kashmir in 1985 the newspaper published from Gilgit Baltistan in June 2004.

11. “Azan”

Weekly published Urdu newspaper published from Islamabad in September 2006 this newspaper covers both Gilgit Baltistan and Kashmir.

12. “Bang-i-Sahar”

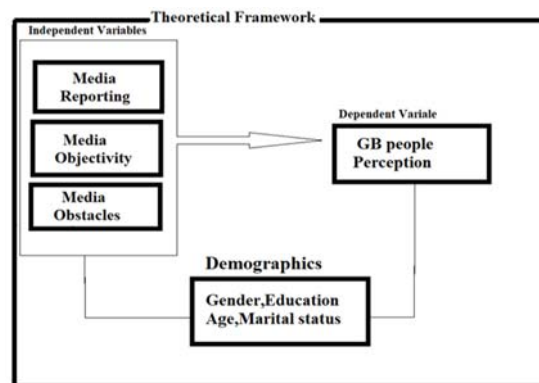
Daily Urdu newspaper published from Islamabad started in July 2004, popular newspaper of Gilgit Baltistan Bang-i-Sahar published monthly magazine from Karachi first Chief Editor is DJ Mithal. This news is popular among people of Gilgit Baltistan.

13. “Daily Salam”

Daily newspaper published from Islamabad under the supervision of Chief Editor Muhammad Ashraf Ashour and renowned journalist Jaffer Hussain the based on its ideology working for betterment of political and social improvement in society.

2.6 Theoretical Framework

Figure theoretical framework



a) Media Reporting

The region's news is verified by government agencies, international press, and local media. Local media provides accurate information but faces pressure from the government. The nationalist element in Gilgit Baltistan raises awareness about constitutional rights and facts, despite concerns from newspaper owners (Chermak & Gruenewald, 2006) The media plays a crucial role in society, particularly in Pakistan, where it has faced global media attention for its role in the war against terrorism. However, national media criticism and training for journalists are needed to ensure clear coverage of basic human rights and national security (Abbas, 2012).

Journalists in Gilgit Baltistan are working on peace journalism, analyzing facts through quantitative, qualitative, and discourse analysis.

News on constitutional issues is prohibited in national and local media due to Pakistan's war with terrorism since 1988. The media has a significant influence on shaping public opinion, but journalists are nervous about reporting truthfully and are concerned less about journalism values. Government tactics limit journalists, and they may not check verifiability and consistency, leading to issues and problems(Hussain, 2014).

b) Media Objectivity

Mass media provides crucial information on societal problems and issues, influencing development and innovation. It deeply influences public behavior through repetition of words, cultural norms, values, and symbols. Renowned intellectuals work on disputed issues, influencing government responses and voicing fears among journalists, researchers, and intellectuals(Hackett, 2006).

The literature highlights challenges in unbiased media reporting, with journalists lacking strong command on regional issues like basic rights and war. Access to objective reporting is restricted by government officials and law enforcement agencies, resulting in reliance on other sources(Liebes & Kampf, 2007). Mass media significantly contributes to conflict management by raising awareness and influencing public perception towards the right solutions for Gilgit Baltistan's issues.

c) Media Obstacles

Media provides accurate information about terrorist activities, but its connection to terrorism is complex and symbiotic. Groups use media to draw attention and incentivize violence, causing tension and causing conflicts between media and terrorists(Lahiry, 1991).

Local and regional media in Pakistan are not functioning properly, with governments easily controlling journalists and reporters. Security issues are crucial for sensitive issues, and resources are needed for media officials. The diversity of journalistic reports is lower than international ones, with news related to constitutional rights and war areas remaining at a small level (Balguy-Gallois, 2004)

d) People Perception

People's perception of society is crucial for addressing issues and expressing concerns about rights and problems. It is influenced by individual opinions and views, and is influenced by the situation and desire in specific ways(Mutz, 1989). In the information age, media has become a media revolution, connecting people worldwide. It allows individuals to access facts and figures on various issues, and mass media can create desired cultural effects for those living in specific cultures(Fayyaz, 2008).

The growth of journalism has enabled it to reach the public across various societies, providing informed information about certain problems, making it the main media element for rational societies, fostering informed understanding of their concerns (Ali & Rehman, 2013)

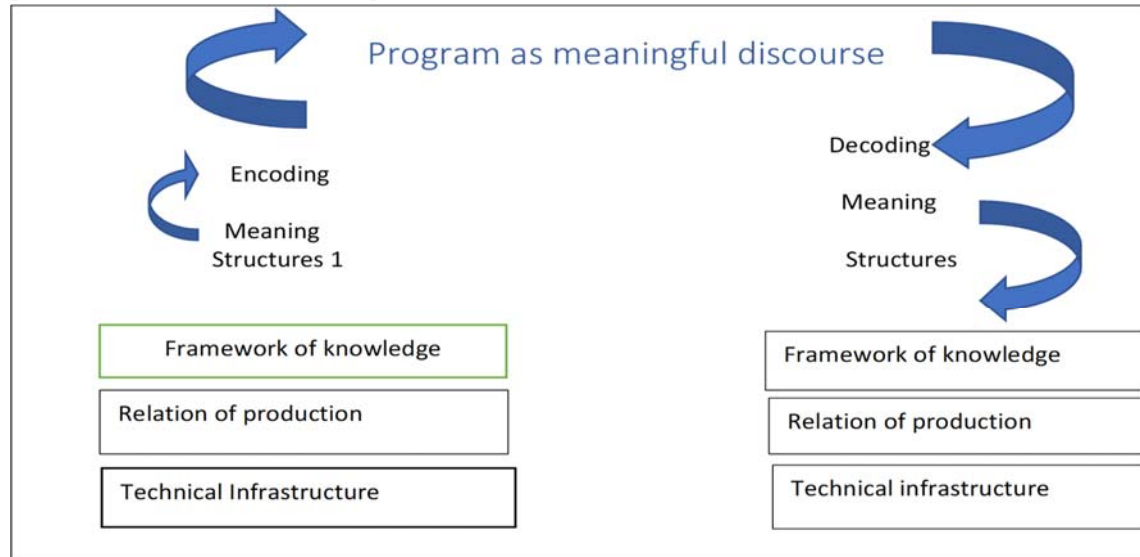
Underpinning Theory

This research study uses the Stuart Hall encoding/decoding model theory to understand how media messages are formed, presented, and understood. The model suggests that media onlookers decipher messages based on personal experiences, economic position, and cultural background. Audiences play a dynamic role in decoding messages, depending on social contexts and can change the message's theme through shared exploitation. The encoding and decoding model can be used as a medium of translation, as each audience extracts the message's meaning through their approach. Decoding involves understanding what individuals already know through non-verbal and verbal communication, while encoding creates a message using verbal and non-verbal signs. Both processes are essential for effective communication.

Hall compares two communication models to better understand their occurrence. The traditional model is criticized for its linearity and lack of structured moments. Hall proposes a four-stage model that includes version circulation, production, reproduction, and usage of messages media. He observes each step as interdependent and autonomous, contrasting the outdated linear approach. Hall explains that

messages and meanings are prepared through language rules and are interpreted into social practices to be affective and complete. Although

these stages are important, they do not guarantee instantaneous moment following.



Working Concepts

Table No 1 list of the Demographic Attributes

| SN | Variables | Definitions | Code |
|----|----------------|--|------|
| 1 | Age | "The professional age of a person starts from his/her appointment and ends at retirement from certain institution." | AGE |
| 2 | Gender | "The state of being male or female, especially with reference to social and cultural differences rather than biological ones". | GDR |
| 3 | Education | The state or condition of the respondents being educated or un-educated. | EDU |
| 4 | Marital Status | "The condition of individual, being married or unmarried in the society/institution". | MRT |

List of Working Concepts

Table No.2 List of the extracted Concepts (variables)

| Sn | Variables | Definitions | Code |
|----|--------------------|--|------|
| 1 | Media Impartiality | "The media impartiality means that the reporting on all sides focus on delivering news to the general public or a target public". | MI |
| 2 | Factual Reporting | "Factual reporting is considerable notion within the discussion of media professionalism. Factual reporting refers to fairness, disinterestedness, factuality and nonpartisanship but often encompasses all of these qualities". | FR |

| | | | |
|---|---------------------|---|-----|
| 3 | Media Accessibility | The obstacles and the problems faced by media professionals while reporting the broadcast with respect to the different issues faced by the people and the country as a whole | MA |
| 4 | People Perception | The perception is the study of how people form impressions of and make inferences about the events takes place in the society as sovereign personalities. | PPR |

Research Questions

The following research questions are posed in the study to discuss the perception of temporary displace persons about the role of media.

1. Do the Gilgit Baltistan people believe that the media reporting is impartial while reporting on basic rights?
2. Do the Gilgit Baltistan people believe that media reporting factual reports on the constitutional issue?
3. Do the people believe that the news media promote stereotype image of Gilgit Baltistan people.
4. Do the Gilgit Baltistan people believe that the news media are accessibility to them?
5. Do the demographic characteristics as age and gender related to the perception about the impartial media reporting.
6. Do the Marital status and Education level of respondents is related to the perception about factual media reports on Gilgit Baltistan.

3 Research Methodology

3.1 Survey Approach

Mostly in social sciences, the researchers use the survey approach by collecting the primary (field data) through questionnaires, and secondary (literature review) through already existing data, for their research projects. Numerous researchers suggested that survey is the most effective tool for the data collection with respect to aspects (primary and secondary). The questionnaire's method, in social sciences, is the most normally utilized tool for observing the views and opinions of the respondents under study for specific research study(Cooper et al., 2006; Sekaran & Bougie, 2016), The survey

methodology empowers researcher to accumulate each kind of information from respondents. Since, the survey is indeed the outstanding tool for defining the attitudes of the large population under observation (Blumberg et al., 2008)The literature prescribed related descriptive techniques together with the quantitative investigation, to recognize and explain "what and why". The researcher embraced the said logical descriptive methodology in taking impact of people perception about media reporting of constitutional right and basic human rights.

3.2 Population

Researchers analyze the populace to plan and generalize their findings by analyzing their attitudes and behavior. However, analyzing the entire population may be time and cost-consuming, making it unnecessary or sometimes not necessary(Boyd et al., 1977). For this purpose, research always selects a suitable portion of the population called Sample and generalize the findings of the sample on the population by using different statistical tools and techniques(Weiers, 1984). The population consists of the teachers, students, parents, administrators and other groups of people in particular area of interests. In this regard, population of current study will comprise from three division Gilgit, Diamer, Baltistan of Gilgit Baltistan.

3.3 Sampling

Sampling is a research method used to make inferences about a large population based on a small portion of the total population, as seen in newspaper articles where opinions are gathered from selected individuals(Boyd et al., 1977). In this regard, the sampling is the methodology of picking an adequate measure of the components

from whole population thusly by revising sample and the attributes of sample subjects or considerate the properties of the sample, it is conceivable to sum up the qualities or properties of the population components (Sekaran, 1999).

3.4 Sample-Size

The researchers have described the foremost probability sampling advantage by saying that “is to keep the sampling error to a minimum” (Blumberg et al., 2008). Subsequently, questionnaire approach has been used in the current study to primary data collection and as the questions research need the scholar to estimate statistically population features, probability random sampling is best appropriate.

Past studies also show that sampling through random probability is the most appropriate way to collect the data from the sample of the population.

3.5 Questionnaire Design and Measurement

In present, study the researcher selected continuous scale with a view to obtain outcomes that are more accurate. The said scale was ranging from one to five. Where No 5 represent “strongly agree” while No 1 represents “strongly disagree”. Table 3.2 illustrates the scale rating which was used to record the responses of the responses of the respondents that were lasted coded in the data matrix to find out the impact of these responses regarding the said variables.

Table No.3 Scale Rating in Instrument

| | | | | |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

Operationalization of Concepts

Table No, four Operationalized Concepts (measurement)

| SN | Variables | Operationalization (Attributes) | Question |
|----|---------------------|---|------------|
| 1 | Media impartiality | <ul style="list-style-type: none"> ✓ Media do not report on constitutional issue of GB ✓ People voices are ignored. ✓ Media portrayed constitutional problems of FATA strongly as compared to GB. | Q1 to Q3 |
| 2 | Factual reporting | <ul style="list-style-type: none"> ✓ Media reporting does not focus on the context of this Constitutional problem GB. ✓ Media do not correctly report on ground realities. ✓ Media reporting is reliant on official statements. | Q4 to Q6 |
| 3 | Media accessibility | <ul style="list-style-type: none"> ✓ I do not have means to access media. ✓ GB people have access to national media ✓ Language barriers is the key issue. | Q7 to Q9 |
| 4 | People perception | <ul style="list-style-type: none"> ✓ I rely Pakistani national media for GB news. ✓ I mostly rely on foreign Media for GB news. ✓ I rely on our local media for GB news. ✓ Media stereotype our culture. ✓ Media portray us as Pro-Pakistan ✓ Media reporting highlights our basic rights | Q10 to Q15 |

FINDINGS OF THE STUDY

The finding of this study is the main part of the study, which provided the results, which was collected through survey and by using the questionnaire.

Demographic Information

The demographic information gives information about the variable related to demography concerning the percentage and the frequency.

Table no 5 Age wise information of the respondent

| Age | Frequency | Percent | Mean |
|----------------|-----------|---------|------|
| 15 years to 20 | 17 | 11.0 | 17 |
| 20 years to 25 | 92 | 59.7 | 22.5 |
| 25 years to 30 | 36 | 23.4 | 27.5 |
| 30 years to 35 | 9 | 5.8 | 32.5 |
| Total | 154 | 100.0 | 4 |

The above data provide the frequency according to age. The table no 5 show that the age respondents from (15 year to 20) were 17 (11.0 %) peoples. The respondents age group (20 year to 25) were 92 (59.7%), the age group from 25 year to 30 were 35 (23.4 %) while 9 (5.9%)

respondents are lies in between age group 30 year to 35 . the date shows that most of the respondent were from the age group of 20 to 25 years.

Table No 6 Gender- wise information Of Respondents

| Gender | Frequency | Percent | Mean |
|--------|-----------|---------|--------|
| Male | 56 | 36.4 | 20.46 |
| Female | 98 | 63.6 | 62.628 |
| Total | 154 | 100.0 | |

The table no 6 show the frequency about gender wise respondents which was classified into male and female. The total number of respondents are 154, who participate in this research the above frequency show that the male participate in this

research was 56 (36.4%) and female whereas the female respondents are 98(63.6%) the increased in no female is due to the male travel to urban areas and female preferred for higher education in their own city.

Table No 7 Education-Wise information Of Respondents

| Education | Frequency | Percent | Mean |
|-----------------|-----------|---------|--------|
| Valid | | | |
| Intermediate | 18 | 11.7 | 153.85 |
| Graduation | 100 | 64.9 | 154.08 |
| Post-graduation | 36 | 23.4 | 153.85 |
| Total | 154 | 100.0 | |

The above table gives information with respect educational status of the respondents the educational demographic characteristic was classified inti Post- graduation, Gradation and Intermediate. Table no 7 explains that the total

no of respondents is 154 from this total respondent 36 (23.4%) respondents are post-graduate, 100 (64.9) respondents are Graduate student and 18 (11.7%) are intermediate students.

Table No 8 Marital status -Wise information Of Respondents

| | | Frequency | Percent | Mean |
|--------------|----------------|-----------|---------|--------|
| Valid | Married | 132 | 85.7 | 153.5 |
| | Single | 21 | 13.6 | 154.41 |
| | Total | 154 | 100.0 | |

The table no 80 represent the data about marital status of the respondent, the marital status -Wise information Of Respondents classified in married and un-married. The above table show the married respondents are 132(85.7%). And

un-married respondents are 21(13.6%). the increased in married respondents are due to enlarged in female respondent in the data, mostly female married at early age in Gilgit Baltistan.

Table No 9 Perception about media reporting

| Perception | N | Disagreement | Neutral | Agreement | Mean |
|------------------------------|-----|--------------|---------|-----------|-------|
| Impartial Reporting | 150 | 110 | 18 | 26 | 1.493 |
| Factual Reporting | 150 | 107 | 28 | 19 | 1.467 |
| Promoting Stereotypes image | 150 | 77 | 58 | 19 | 1.667 |
| People Reachability to media | 150 | 100 | 20 | 30 | 1.533 |
| Total | 600 | 394 | 132 | 94 | |

Q1: Do the Gilgit Baltistan people believe that the media reporting is impartial while reporting on Gilgit Baltistan

Impartial reporting was operationalization in current research in term of the basic issue of the constitutional rights of people of Gilgit Baltistan. For this research the researcher combined the category of strongly disagree and disagree were collapsed as the disagreement category and strongly agree and agree category also collapsed. So, the five Likert scale reduce into three scale as agreement, disagreement and neutral as shown in table no 9. With respect to the statement about the perception of people about Gilgit Baltistan's constitutional rights media impartial reporting related to basic human rights. Above table provides data about the views of the respondents.

The above table 9 shows the information concerning the above said statement, 110 (73.3%) respondents showed their disagreement and believed media reports are not impartial related to constitutional issue. Likewise, 26 (17.3%) respondents agreed that media

reporting is impartial however 18(12%) had a neutral opinion. The above information concerning the underlined statement shows that majority of Gilgit Baltistan people have a very clear perception about the media reporting regarding the issue of constitutional rights. Most people are not satisfied with impartial reporting on constitutional rights.

Q2: Do the Gilgit Baltistan people believe that in media reporting People's voices are ignored.

Media objectivities were operationalized in this study in term that people's voice is ignored by media. For this research the researcher combined the category of strongly disagree and disagree were collapsed as the disagreement category and strongly agree and agree category also collapsed.

Media do not report on constitutional issue of GB

| Age | 15 years to 20 | 20 years to 25 | 25 years to 30 | 30 years to 35 | Total |
|----------|----------------|----------------|----------------|----------------|-------|
| Agree | 1 | 17 | 6 | 2 | 26 |
| Neutral | 4 | 9 | 4 | 1 | 18 |
| Disagree | 12 | 36 | 26 | 6 | 80 |
| Total | 17 | 92 | 36 | 9 | 154 |

So, the five Likert scale reduce into three scale as agreement, disagreement and neutral as shown in table no 9 with respect to the statement about media ignoring the voice of people.

By collecting the views of respondent about the said statement, the information show that there was total 150 respondent who participate in current study. The information shows that 107(71.3%) respondents agree that voices of people are ignored by media whereas 19 (12.6%) respondents disagreed with said statement however 28(18.6%) respondents had neutral opinion. Above information shows that majority of people think that voices of people are ignored by media.

Q3: Do the Gilgit Baltistan people believe that the Media stereotype our culture.

By collecting the views of respondents about the said statement, the information shows that there was total 150 respondent who participate in current study. The information shows that 77 (51.3%) respondent disagree that Gilgit Baltistan's people believe that the Media stereotype our culture whereas 19 (12.6%) respondents agreed with said statement however 58(38.6%) respondents had neutral opinion. Above information shows that half of people think that media stereotype our culture.

Media obstacles were operationalized in this study in term that Gilgit Baltistan people have access to national. For this research the researcher combined the category of strongly disagree and disagree were collapsed as the disagreement category and strongly agree and agree category also collapsed. So, the five Likert scale reduce into three scale as agreement, disagreement and neutral as shown in table no 9 with respect to the statement that Gilgit Baltistan people have access to national.

The above table 9 show the information concerning the above said statement, 100 (66.6%) respondents showed their disagreement and were having firm believe that they do not have access to mainstream national media and media also inaccessible to the people of GB. Likewise, 30 (20.0%) respondents agreed that they have access to mainstream media, however 20 (13.3%) had a neutral opinion. The above information concerning the underlined statement shows that majority of Gilgit Baltistan people believe that they do not have access to national media.

Table No 9 Perception about media reporting

The above cross-tabulation provided the data about the demographic characteristic like age and gender related to perception about impartial media reporting. The data regarding the age show with respect to said statement within the age 15-20 shows that 1(0.6%) respondent shows their agreement, 4(2.5%) were neutral while 12(7.7%) showed their disagreement. Similarly with the said statement the respondent with age within 20-25, 17(11.0%) respondent shows their agreement, 9(5.8%) were neutral while 36(23.3%) showed their disagreement likewise age group 25-30, 6(3.8%) respondent shows their agreement, 4(2.5%) were neutral while 26(16.8%) showed their disagreement same as age group 30-35, 2(1.2%) respondent shows their agreement, 1(0.6%) were neutral while 6(3.8%) showed their disagreement. Therefore, regarding the age with respect to said statement 26(16.8%) showed their agreement 18(11.6%) were neutral while 80(51.9%) showed their disagreement. Media do not report on constitutional issue of GB.

Similarly, the data related to gender, about the perception concerning that media portray GB people as pro-Pakistani. The data of male

respondents 8(5.1%) shows their disagreement, 19(12.3%) were neutral while 29(18.1%) showed their agreement regarding the said statement. Whereas the data of female respondent 11(7.1%) show their disagreement, 30(19.4%) were neutral while 57(37.0%) showed their agreement regarding the said

statement. So, from the said data, it is concluded that regarding the gender-based group, 19(12.3%) males and females showed their disagreement, 49(38.3%) were neutral while 86(55.8%) showed their agreement concerning their portrayal by media as pro-Pakistani.

Q 6: Does Education level of participants related to perception about Media portrayed constitutional problems of fata strongly as compared to GB

Media portray us as Pro-Pakistan

| Gender | Disagreement | Neutral | Agreement | Total | Mean |
|--------|--------------|---------|-----------|-------|-------|
| Male | 8 | 19 | 29 | 56 | 2.375 |
| Female | 11 | 30 | 57 | 98 | 2.469 |
| Total | 19 | 49 | 86 | 154 | |

The cross tabulation above provides the data about educational level and marital status related to the perception about Media portrayed constitutional problems of fata strongly as compared to GB. The data regarding the educational status shows that relating to said statement, respondent within intermediate education shows that 2(1.2%) respondent shows their disagreement, 7(4.5%) were neutral while 9(5.8%) showed their agreement. Likewise, with said statement the respondent with graduation education level shows that 11(7.1%) respondent shows their disagreement, 22(14.2%) were neutral while 67(43.5%) showed their agreement and, respondent with post-graduate education shows that 2(1.2%) respondent shows their disagreement, 14(9.0%) were neutral while 20(12.9%) showed their agreement about media portrayal of constitutional problems of FATA strongly as compared to GB.

Correspondingly, concerning the marital status, about the perception concerning people voices ignored by media. Married respondents 22(14.2%) showed their disagreement about said statement, 20(12.9%) were neutral while 90(58.4%) showed their disagreement. Un-married respondents 4(2.5%) showed their disagreement about said statement, 2(1.2%) were neutral while 15(9.7%) showed their disagreement regarding people voices ignored

by media. so from above data, it is concluded that regarding the marital status-based group 27(17.5%) married and un-married respondent showed disagreement, 22(14.2%) were neutral while 105(68.1%) respondents showed their agreement concerning media ignoring voices of people.

DISCUSSION AND CONCLUSION

In the current chapter, the main findings are show that were obtained from existing research as well as from the field study the current research study. For this purpose, the results obtained from the previous study shows that the media role is phenomenal in certain and uncertain situation but its role in creating awareness about the constitutional rights of people is vital due to many reasons as per hints from different studies, the media reporting and media objectivity have significant impact upon the perception of the public. Since the current study has been conducted in the Gilgit Baltistan with the aim to explore perception of public about active role of mass media in informing people about their constitutional rights and its role in the basic human rights. To achieve the same purpose, the hypothesis was developed for the same purpose to explore the above relationship statistically and to reach the conclusion more comprehensively.

The current study was expected to explore the perception of the public about media role in creating awareness about constitutional rights. The research finding showed that media is not doing what it was supposed to do as its main function is to inform people and create awareness about their rights. The results were obtained from current study by showing the views and opinion of the public about media role.

The present study also aimed to achieve the objective related to media reporting and its impact upon perception of the public. As far as media reporting is concerned, the related literature about the issue revealed that media has been partial in their reporting concerning the constitutional right issue of people of Gilgit Baltistan. The literature further revealed that the fair and free reporting on the part of media agencies and their reporters are vital components towards resolving the concerned issue. In this regard there are several studies which show that mass media reporting has a significant impact on the perception of the public. In the same line, the present study also explores the same question by exploring the views of the people resides in Gilgit Baltistan. Most of the people believed media is not playing its significant role concerning the burning issues of Gilgit Baltistan

The next objective of the present study was concerned with the influence of the media objectivity on the perception of the public. The previous research as conducted by different researchers in different context and in different situation revealed that the media objectivity through its neutrality, independence, impartiality, and fairness has positive and significant impact on the perception of the public. The current study also aimed to explore the said notion through the opinion and response collected from the people of Gilgit Baltistan. Most of the people believed the media is not independent, and it is also biased as a result people do not believe on national media but only rely only on local media. National media does not have much impact on perception of the people, but local media do have certain impact on people perception.

In the similar vein, another objective was related to the perception of the people about the media obstacles that they face while reporting the news coverage. The related literature revealed that the media officials and reporters are facing problems and obstacles while reporting the news in the area. Moreover, the related studies further reveals that the government with respect to media obstacles are unable to take necessary steps for the improvement in this regard. This study is also aimed at exploring the same objective by exploring the opinion and responses of the people from Gilgit Baltistan. The findings of the current study are that people believe that there are several obstacles for media that is why media is not media its full potential.

Conclusion

The results of the different studies would be of no use if they are not communicated properly, and neither will its objective be achieved if not concluded properly. Therefore, this study is aimed to conclude the study by providing certain recommendation and suggestion at the end. The conclusion will only be useful if they are communicated with specific group of people who have their vested interest regarding the issue. Hence, the current study is conducted with the aim to explore the perception of the public (respondents of current study) with respect to role of media, media reporting, objectivity and the obstacles they are facing and their significant impact upon the attitude and behavior of individuals. Role of media reporters and media officials in the contemporary age of different conflicted for certain vested interest.

The study explores public perception of mass media, specifically national media, and its impact on people's perception of specific issues in specific jurisdictions. Results show that local media significantly shapes people's perceptions about specific issues, and media can play a vital role in creating awareness and resolving these issues. However, the media in Gilgit Baltistan faces challenges in achieving its full potential, such as being influenced by government ads and financial constraints that limit their freedom and ability to report responsibly on constitutional rights issues. Overall, the study highlights the importance of media in shaping public

perceptions and addressing specific issues.

Recommendations

There is various recommendation which are extracted from the findings of the current study. These suggestion and recommendations will help full for policy creators to apply the guidelines developing form this research.

- To certify the media superlative reporting on the growing problems appearance by the people of Gilgit Baltistan through proper training, workshops, courses and motivation programs the media representatives are energetic for the smooth functioning of the media independence.
- To get constitutional right and basic human rights for people of Gilgit Baltistan the national and local media focus and pressurize the government of Pakistan on these four options.
 1. Provisional provincial status
 2. Final provincial status
 3. Status quo
 4. AJ&K-like status
- Government should give assistances the local media through workshops, advertisement for the local journalists and functional the press club the all the districts to ensure the freedom of media in overall Gilgit-Baltistan.
- The national media and local press given the space for news related to the constitutional rights of the region, media must highlight the wants of the people those struggling for autonomy under the flag of Pakistan.
- The students are guidance to take certain benefits from the procedure of the present research which helps specific to familiarize the require steps scientifically.
- The media official also needs to fallow the skilled and must continue committed with their profession correspondingly.

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