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EXPLORING THE ROLE OF COUNCIL OF ISLAMIC IDEOLOGY FOR SOCIAL REFORMATION BY INCORPORATING ISLAMIC NORMS IN MASS MEDIA

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Abstract: Laws are rules that bind all people living in a community, protect our general safety, and ensure our rights as citizens against abuses by other people, by organizations, and by the government itself. We have laws to help provide for our general safety. No doubt that in modern states, law serves three critical governance roles. First, it is through law and legal institutions that states seek to order the behavior of individuals and organizations so economic and social policies are converted into outcomes. Second, law defines the structure of government by ordering power that is, establishing and distributing authority and power among government actors and between the state and citizens. And third, law also serves to order contestation by providing the substantive and procedural tools needed to promote accountability, resolve disputes peacefully, enhancing growth, promoting secure property rights, improving access to credit, and delivering justice in society. Therefore, Islam as a religion not only provide a set of belief or the combination of few rituals but it governs the religious, social, and economic life of its followers, individually and collectively as well by expecting that shari‘ah (Islamic law) must be followed. Pakistan is an Islamic ideological state which is established on the foundations of two nation theory, founding father of Pakistan Quaid-e-Azam Muhammad Ali Jinnah and his sincere fellows and activists of the Pakistan Movement had struggled for such a country where they could implement the Islamic laws with liberation. After the establishment of Pakistan

for inculcation of these objectives a constitution of Islamic Republic of Pakistan had drafted in the light of shari^cah (Islamic law). Beside this, Council of Islamic Ideology (CII) had also formulated. In fact, the CII is a constitutional body of the Islamic republic of Pakistan and is responsible for giving legal advice on Islamic issues to government and the parliament and to harmonize the laws with Islamic injunctions. Nevertheless, the study discusses the role of CII for application of Islamic norms in society, to achieve this goal the CII had paid its attention to do reform in Mass-Media *i-e* (electronic and Press Media) and CII had struggled to regulate the activities of both electronic and Press Media, and had tried to incorporate the moral values instructed and inculcated by shari^cah (Islamic law), it is obvious that media has its strong undeniable impact on thoughts, actions, morals and behavior of a society. No doubt, the CII has been making a number of recommendations for this purpose, from time to time or every so often to the Government. In sum, the study will also highlight that, to what extent the council of Islamic ideology is successful in its efforts for application of Islamic norms in electronic and Press Media regarding the establishment of an ideal Islamic society.

Key Words: Council of Islamic Ideology, Islamization of Law, Social Reformation, Mass-Media

Introduction

Islam as a religion not only provide a set of belief or the combination of few rituals but it governs the religious, social, and economic life of its followers, individually and collectively as well by expecting that sharī'ah (Islamic law) must be followed. Pakistan is an Islamic ideological state which is established on the foundations of two nation theory, founding father of Pakistan Quaid-e-Azam Muhammad Ali Jinnah and his sincere fellows and activists of the Pakistan Movement had struggled for such a country where they could implement the Islamic laws with liberation. After the establishment of Pakistan for inculcation of these objectives a constitution of Islamic Republic of Pakistan had drafted in the light of sharī'ah (Islamic law). Beside this, Council of Islamic Ideology (CII) had also formulated. In fact, the CII is a constitutional body of the Islamic republic of Pakistan and is responsible for giving legal advice on Islamic issues to government and the parliament and to harmonize the laws with Islamic injunctions. Under the law of 1962 dated 4 august 1962 under the notification by the ministry of law and parliamentary affairs the first advisory council of Islamic Ideology had been established. The first chairman of this council was Mister justice Abu Salih Muhammad Akram. Justice Muhammad Shareef, Molana Akram Khan, Molana Abdul Hamed Badayuni, Molana Hafiz Kafiyat Hussain, Dr. Qureshi and Molana Abdul Hashim were also the members of this council.

In Article 227 of the 1973 Constitution had defined the objectives of the Council of Islamic Ideology by highlighting that, all existing laws shall be brought in conformity with the Injunctions of Islam as laid down in the Holy Quran and Sunnah, in this Part referred to as the Injunctions of Islam, and no law shall be enacted which is repugnant to such Injunctions.¹

According to the clause (3) of the article 228 it was mandatory that: Minimum two members of the council should be retired or on service judge of Supreme court or High court. Similarly it was also mandatory to have at least one female member in the council.²

According the article 229, if the president of Pakistan or Governor would face any question that the current existing law is either according the sharī'ah ruling or have any contradiction with sharī'ah injunction? Then the higher authority will refer these questions towards the council. The similar condition had suggested for senate, Provisional Assembly and National Assembly as well.

In article 230 the following responsibilities and duties had been discussed:

- (a) *“ to make recommendation to Majlis-e-Shoora (Parliament) and the Provincial Assemblies as to the ways and means of enabling and encouraging the Muslim of Pakistan to order*

- their lives individually and collectively in all respects in accordance with the principles and concept of Islam as enunciated in the Holy Quran and Sunnah;*
- (b) *To advise a house, a Provincial Assembly, the president or a governor on any question referred to the council has to whether a proposed law is or is not repugnant to the Injunctions of Islam;*
- (c) *To make recommendations has to measures for bringing existing laws into conformity with the Injunctions of Islam and the stages by which such measures should be brought into effect; and*
- (d) *To compile in a suitable form for the guidance of Majlis-e-Shura (Parliament] and the Provincial Assemblies, such injunctions of Islam as can be given legislative effect”³*

Activities of The Council of Islamic Ideology (CII) In Pursuance of Its Charter

The first day of the council of Islamic ideology is to make recommendations to the parliament and the provincial assembly suggesting the ways and means to enable and encourage the muslims of Pakistan to order their lives individually and collectively, in all respects, in accordance with the principles and concepts of Islam as enunciated in the Holy Quran and Sunnah. In this respect, the council, in a number of meetings has made various recommendations for different spheres of life which may be classified as under the article 230 (1) (a), following are the details:

1. Aqaid and Ibadat

The council during the period 1977-82 made from time to time a number of recommendations aiming at inculcating the Muslims with true spirit of Islam for conducting themselves as true Muslims, so to build the whole society on Islamic pattern. All these recommendations find place in the annual reports of the council which have already been sent to the president.

2. Islamic social order

The council of Islamic ideology since its inception has been laying great emphasizes on “Islamic Social Order” and has been making recommendations from time to time to the Government which find their place in this council’s annual reports already sent to the president.

3. Islamic System of Education

The council has been making recommendations from time to time to the Government on the above subject. In 1978, the council prepared a comprehensive Report on Islamic

of education which was submitted prior to the finalization of National Education policy by the government which was announced in 1979. The council continued to make further recommendations which find their place in the annual reports which have already been sent to the president.⁴

4. Islamic economic systems

The council undertook the onerous task of Islamizing the present economic system in right earnest. It prepared its two reports on elimination of interest from the country's economy one interim and the other final which were submitted to the government in 1978 and 1980 respectively. The final report has been widely acclaimed to be a historic document. The report has been duly published with permission of the President. The council also prepared a detailed report on Zakat and Ushr which was submitted to the Government in 1978.

5. Mass Media

The council of Islamic ideology has been attaching great importance to introduce reforms in the Mass Media (Radio, Television, newspapers and periodicals). The CII has been making a number of recommendations from time to time to the Government for maximum reforms in Mass-Media. In these recommendations, the CII has given the basic guiding principles for reforming and improving the Programs provided by electronic media. Rules of censorship of films, dramas and even in advertisements have been recommended to be strictly observed. It is also important to highlight that, CII have always showed a tremendous concern about the principles of character building of specially the students and teenagers, consequently it has been recommended to be publicized and propagated through the Mass-Media. Not surprisingly, CII also had approved the ordinance for prevention of vulgarity from society on the solid grounds of strong recommendations.⁵

1. Significance Of Mass-Media According The Teachings of Islam

Islam is the greatest promoter of peace, welfare, goodness and security in the world. It is the demand of the time that Islamic teaching should be prevailed and implemented in every part of the world. For the completion of this task, Allah has deputed prophets and messengers with divine revelation

and guidance for every age of human race; These prophets and Messengers conveyed the message of Allah with full devotion, responsibility and honesty.⁶ The holy prophet Hazrat Muhammad (ﷺ) is the last prophet of this prophet hood system. Allah declared him (ﷺ) his true preacher.⁷ and gave him responsibility to convey His message to whole human race till the day of the judgment.⁸ Allah has declared the holy Qur'an as the spokesman of all humanity.⁹ The address of last sermon of Hazrat Muhammad (ﷺ) is basically a charter of ethical values¹⁰ and he (ﷺ) made compulsory for every Muslim to carry and convey the message of Allah till the day of the judgment.¹¹ In this context it is utmost necessary to analysis the role of media in the light of Qur'an and Sunnah. During every era of time media processed strong position but in this modern age, media has gotten tremendous importance. It is the demand of the time to discuss media 's challenges and responsibilities in the light of *the teachings of Islam*.

The word *Iblaag* has been derived from *Balaaga*¹² which mean to convey the message¹³ or getting destination whether it is place time or thing.¹⁴ The words *Baalaga*, *Iblaag*, *balaag*, *Tableeg* have been used at various places of the Holy Qur'an.¹⁵ Allah has declared the Holy Qur'an as an announcement for the people.¹⁶ A message to be conveyed through prophets.¹⁷ And prophets deputed to convey the message of Allah.¹⁸ According to the religious terminology, *Iblaag* means to preach goodness and convey the message of Allah. On the other hand, *Iblaag* and media is basically for propagating some news, information, facts, among people.¹⁹

Nafees ud Din Saadi says ' *Iblaag* or media is basically knowledge or information through which some news, ideas, sentiments, can be conveyed to others'.²⁰ It is not necessary for media to use the vocal sounds or words as an artists propagates through his paintings, filmmaker uses camera to conveys his feeling and actor conveys his sentiments and ideas through his facial expression.²¹ The procedure of media is consisted of two facts or elements i.e; message and and medium through which messenger conveys his knowledge or information. Both elements are called media throughly. There are various words of vocabulary used for expressing media e.g; In English language the word used for media is communication which means to talk about, convey information, ideas and feelings to others.²² Communication is an act of transmitting ideas, attitudes and information from one person to another.²³ Media's another word is Journalism or *sahafat* which has been derived from Arabic word '*Sahi'fa*'.²⁴

According to modern Arabic linguistics, *Sahi'fa* means newspaper²⁵ and published materials.²⁶ Basically, journalism is the embodiment of terms writing daily events through print, audio and electronic media. Media as such an English word which represents electric, audio and print sources of *Iblaag* or journalism. In past times, people communicated with one another through

speech, Later , they used wooden blocks, skin of trees and animals as print media. With the invention of printing press, there camera revolution, radioactive waves and invention of TV, computer and internet has changed the lives of people as they are well informed as ever. Modern era have been divided among the following kinds. First of all print media consists of all means of publishing the materials e.g; books , magazines newspapers , posters and brochures etc. Secondly, Radio, TV, film, VCR, cable, slides, projects, computers, internet and satellites are the part of electronic media which consists of two parts i.e audio and video. Email, twitter, Facebook, you tube and Skype are elements of social media which are used by millions of people now to communicate each other or to get information.

Mass media is a term which connotes the means of a variety of media specifically designed for disseminating news and information to a large audience for a variety of reasons. There is no doubt that mass media wields considerable power, so often referred to as the constructed ability of the media to influence the perceptions of others such as the general public and the people at large over certain news or issues. Mass media, thus, not only affect perceptions but to a certain extent influence foreign policy, processes and outcomes.²⁷

Allah has bestowed human beings reason and rationality which they use in communication and has also bestowed language and vocal codes to speak to express.²⁸ He has also blessed with the ability of learning.²⁹ Communication of *Iblaag* started with the creation of first man Hazrat Adam (AS) as he was bestowed to convey the message of Allah. Hazrat Muhammad (ﷺ) is the first communicator to convey the final message of Allah to humanity. In Modern age, the world has become global village due to rapid effects of media. Media has become the forth pillar for every Government along with Legislation, administration and judiciary. Media has given new dimensions to human life as human beings become aware about their surroundings.³⁰

Media deals not only personal life of the people rather with the masses and Government. It is impossible to stop its effects. Everything is two dimensional e.g; Good or Bad. Some people regards media as a source of evils and satanic preaching. It is necessary to eradicate the wrong effects of media in order to save society from anarchy. Quaid e Azam said in this context 'journalism is a big force which can be helpful and harmful if it would work rightly, it would guide public mind on right way'. The role of media is to describe healthy news to promote goodness, positive values , coordination and harmony. Media has to play its role for the eradication of evils , violence and anarchy from the society. Media need to create the consciousness among the Government and people about rights and responsibilities. Safety of basic human rights, (safety of life, wealth, honor),Implementation of core values,

law and constitution, eradication of interior anarchy, disturbance, racialism, prejudices of languages race, area, and strengthen the stability of country are duties of the media. Media is the best communication between people and government. It can create harmony and through media people can easily analysis the policies of Government. Its duties to over view the societies and Government. It can unveil the defects of society, immoral activities of people and brutalities of Government. Freedom of press is the eye and brain of society and it can present stability and un stability of the society.³¹

According to the Qur'anic terminology, Rasul is basically a follower, an ambassador and a messenger. He can be a person or human being, prophet or an angel whom Allah chooses to convey his message to humanity.³² The prophets or messengers is sent upon conveying true or real message without any prejudice and follows the rules of Iblaag.³³ The Prophet (ﷺ) performed his duty of prophethood after using the means of communication of his time period. Hazrat Muhammad (ﷺ) trained his companions to get information about the news of conditions and situations of Islamic community so that their troubled, problems e.g; justice for helpless , treatment for diseased person, help for the old citizens and financial help for the poor would be solved thoroughly. If financial help would not be possible, console them whole heartedly.³⁴

Before prophet hood, Hazrat Muhammad (ﷺ) was famous as fair and true person. Hazrat Khadija (R.A) consoled him (ﷺ) with due respect for his honesty and truthfulness which his (ﷺ) opponents acknowledged, on first revelation. To preach among the whole family, relatives and blood relations was the manifesto of *Iblaag* as they already knew him (ﷺ) as a true person. He said to them, 'By the swear of Allah; I am the prophet and follower of Allah, You will die as you sleep and will re- alive on the day of the judgment and you will be faced accountability'.³⁵ *Iblaag* demands fairness and honesty as he (ﷺ) preached among *Quraish* by saying that a force of horse riders was coming towards them, would they believe or not? They loudly replied yes for it, He (ﷺ) said, 'I have been sent as an informer for warning all mankind.'³⁶ In this way, he (ﷺ) went to many festivals of Arab like *Akaz*, *Zul-Majaz* etc. for preaching. It was also a step of using means of media, after the message of Qur'an and to save Revelation, used animal skin, bones, wood skin, blocks and stones.

During Madina Migration and period, different packets among different communities were written on *Sahifa's* and preserved it to propagate is actually a step to build the system of *Iblaag* or media, through Arab became one nation.³⁷ It was the peak of *Iblaag* or media to meet different nations and write letters to the international leaders and rulers.³⁸ After the conquest of Macca, meeting with groups of different tribes, to deliver sermon of pilgrimage on back of his (ﷺ) camel '*Qaswa*' presented charter for human

rights and appointed people for the inhabitants of for most areas so that Islam could be spread among them, are the examples of using media and its means for the development of goodness and ethical values.³⁹

Basically, *Seer'ah* is a method or a way for people to follow.⁴⁰ *Iiblaag* is a prophetic mission and Journalism is a sacred profession. It has a vital role in the society which would be analyzed. It is the main duty of media to promote goodness and eradication of evils from society. Allah has sent prophets with blessings of truthfulness and with the duty to promote goodness and eradication of evils. Allah is Himself the embodiment of goodness.⁴¹ Allah orders never to accept any pressure to during the promotion or propagation of truth.⁴² In this way it has also been demanded by Allah to support the righteous thing and do not waste witness because Allah forbids from injustice to the people with the people.⁴³ Truthfulness and righteousness have been proved by the saying of Hazrat Muhammad (ﷺ) that Allah ordered to perform nice practices i'e., to announcement of Tawheed, support justice both in wrath and happiness, to spend carefully in both prosperity and adversity, reunion with these who disown to give right to those who deprive from right, forgive every cruelty, silent silent, meditate on fact and flourish goodness.⁴⁴

2. Role of Mass-Media For portrayal Negative or Positive Image of Islam

Sometimes, media, newspapers and journalists have to face pressure to work against their consciousness or will. Sometimes, Government compels newspapers to appreciate their abused and wrong policies and for this purpose Government stops to give them advertisement, threatens them to sue and cancel their license or declaration. The prestigious newspapers and journalists ignore these threats. Sometimes, Aristocrat influential people and political persons pressurized the newspaper not to publish their brutality or to propagate their qualities and personalities. For this purpose, they are flattery, or threat of torture. It is the need of the time that journalism and media should perform their duties regard it a Holy war, which has been ordered by Hazrat Muhammad (ﷺ).⁴⁵

The objective of media is to promote goodness or ethical values and to eradicate evils from the society. The word *Iiblaag* has been derived from *Ballaga* which means to convey or communication and it also deals with preaching or '*Tableeg*' which proves that convey message or communication is a task of prophethood. So it is the utmost duty of media to promote goodness and eradicate evils. Media will have to follow this golden Islamic rule of social life. Qur'an has declared this rule as the mission of Islam, as Qur'an has given the duty of controlling human society to the Muslim by calling them the right Umma.⁴⁶ The prophet Muhammad ordered to follow the path of goodness and eradicate the evils from the society.⁴⁷

In Islamic state media should follow this Islamic rule as their policy. Those programs including entertaining or educational should be banned which destroy the ethical and moral values of the society. Islamic ideology is the basis of media'.⁴⁸ Pen or scripture are organic parts of knowledge and print media basis on script and scripture. Allah taken the oath various time of *Qalam* and Scripture.⁴⁹ The first revelation is totally about pen and script and knowledge.⁵⁰ The usage of pen is totally divine blessing and some restrictions and limitation are also there for this purpose.' As *Mufti Shafi* says about the responsibilities of Journalists and columnists;. 'In this regard, It will be proved that written material is as well important as speech or speaking. If someone will say abuse things as abused, would be as evil as he will write this thing is parchments and people will be affected for a long time due to both its evil or good. It is the duty of writer to set a criteria for his writings' He must regard this thing that whether his ideas of writing are wrong or right. If they create evil, some, he will abruptly shun the idea of working as it is a religious and moral duty of every Muslim not to please anyone by writing evil, some. It must be in practice that without any proof or evidence, nothing would be publish in favor or against about any specific person or event.

Now a days, newspaper are full of these events and column. It is necessary for the news that it has evidence according '*sharia*' as many columns and news are published consciously without verifying the facts and whereabouts. According to Islamic '*Sharia*' the secret of some person must not disclose rather give him lecture full of examples of Islamic history as the prophet (ﷺ) also forbade from disclosing one another's secret.⁵¹ Misunderstanding and misleading about the information about a news and event create a terrible situations. Wrong news can defame and create disrespect for any person or group. That is why , Islam lays great stress upon the ways of information about news Qur'an also advises the Muslim to research about any news in order to avoid any botheration.⁵² Allah has warned the Muslim about any verdict against some person without research and analysis about information and even informer whether he is hypocrite and is not deserved to be trust upon him.

Islamic Government must not take decision on grounds of their informers.⁵³ Qur'anic verses about the '*Bira'at*' of Hazrat Ayesha are the best manifesto of differences between rumors and news , the botheration after that.⁵⁴ Hazrat Muhammad (ﷺ) forbade to believe in rumors and declared the person liar who follows the rumor.⁵⁵ Allah has given great responsibilities of researching the news, informers and announcement on right time to the *Spoke men*, owner of the media houses.⁵⁶ According to Qur'an, every person is not capable to research the news and informers rather it is the first and foremost duty of a responsible journalist to check the value of news and informers.⁵⁷ To promote the national state's sovereignty, It is the first and foremost duty of

media to strengthen the national harmony for the acceptability of sovereignty. Monotheism is the basis of Islamic society instead of color, race and geographical boundaries. Qur'an declares harmony coordination a blessing and anarchy or disturbance a curse.⁵⁸

The saying of Holy Prophet (ﷺ) is that Allah's blessings is with harmony and peace among group.⁵⁹ Unfortunately, some powerful media house make weak the national harmony and they have become the tools at the hands of interior powers which want to destroy the country. Different prejudices like racial, creed, groups and geographical have also flourished. It has been becoming habitual to propagate against country and its constitutional institutions. Hazrat Muhammad (ﷺ) denied all discriminations by saying that 'he would not be the Muslim, Who would follow discrimination with others or would discriminate himself from others or who would fight for any discrimination'.⁶⁰ In these conditions, media should promote an atmosphere of harmony and coordination both interiorly and exteriorly. so that people would shun all their discriminations.

Hazrat Muhammad (ﷺ) lays stress on the thing that the person who would eradicate the anger, wrath and discriminations between two people by telling a lie, would not be liar.⁶¹ Media plays the role of doing accountability in the society as it reveals the cruelty and brutality of the society. It plays the role of mirror which reflects the ugly face of society. It may be helpful in flourishing justice and peace in the society as Allah expresses irritation for the person who uses abused language or treat others brutality.⁶² The famous Scholar saying is, 'Allah does not like any complaining person who cruses others, otherwise he has been treated cruelty so that people should get awareness about cruelty and justice should be done.'⁶³ Hazrat Muhammad (ﷺ) says that people must control the cruelty otherwise they would be destroyed through divine force.⁶⁴ He (ﷺ) also says that someone should help his brother whether he is oppressed or cruel.⁶⁵ Companions asked 'how the cruel would be helped, he (ﷺ) said to stop him from cruelty. 'Media should follow respectful ways to point out the cruel people as no one would be interested absurdly, facts and truth would be treated rationally so that black mailing must be avoided, curiosity and interference are forbidden.

3. Undeniable Impact of Mass-Media On Society-

Reporting is backbone of media which has many effects on society. There are a large numbers of reports work in newspapers and TV channels, who gather or collect news and convey to their institutions. News which come from news agencies are also collected by reporters. It is duty of reporters to follow special ethical values in getting or gathering news and they must regard the reality of news whether it is true or incident or a rumors which can defame and insult any person or family.⁶⁶ Allah says that the pious and good people are not helpful for liars and ignore the vulgarity.⁶⁷ Islam does not allow media

to interfere the personal life of people or to involve in backbiting, misleading and immoral matters of people. Islam also diminishes curiosity about any one. Islam sternly forbids interfering the personal life of people through media which is called investigative journalism. Through this kind of journalism, people are exploited by exposing their misleads and vulgarity. According to Islamic ideology it is not good for media to exploiting people after investigating their personal life matters.⁶⁸

Qur'an forbids to do this practice by saying that not to be doubtful about anyone because doubts are sins and do not be curious about anything.⁶⁹ It has furthermore explained by Hazrat Muhammad (ﷺ) that do not keep wrong illusions in hearts and doubts or illusions are actually lies. Do not curios about anyone and do not exaggerate to increase the price money, do not be jealous and decay other person and do not wayward from path of Allah.⁷⁰ In another saying, Hazrat Muhammad (ﷺ) says that if you would be bent upon, exposing others's affairs, you would destroy the lives of others.⁷¹

Hazrat Muhammad (ﷺ) says 'someone who conceals the absurd thing of some person from the world, he would get the blessing of saving alive buried girl.'⁷² Islam does not like promotion of vulgarity and evils in the society. That is why, the vulgar and substandard materials are have been declared immoral by Islam. Unfortunately, electronic and print media news about sex, crime publish with complete decoration and details. some newspapers have fix some pages for publishing national and international actors pictures and news of showbiz and call it an art or culture. In the same way, TV channels promote modernity and vulgarity for the sake of entertainment. Social media is free to show prohibited and unwanted adds and materials which badly affective minds of the viewers. Islam has a complete and perfect social system which is based upon moral and spiritual elements. In this context, it is not right for our media houses to follow western norms and traditions ignoring Islamic teachings which means they commit sin to negate the values and teachings of our religion.⁷³

Islam sternly forbids to publish material vulgar materials and there is a very strong warning for those who promote vulgarity and evilness. Islam again explains to them that their conduct would surely invite divine calamity as Qur'an says that the people who promote vulgarity among believers, would be used with great serenity.⁷⁴ 'With this prospects, the performance of media is absurd as they promote vulgarity. They are getting young generation in sex and vulgarity though fashion shows, adds, dress designing and glamour which gradually wipeout all ethical values'. Dish and cable network have exposed all hidden aspects of human life. International channels follow the international agent flourishing film and music.⁷⁵

Now a days, media houses whether print or electronic, use sex physical beauty and lust for their promotion, popularity and rating. The industrialists

use the same methods for the advertisement of their trade and products. Women are the models of these kinds of promotion and advertisement. 'The journalists have ignored the ethical and moral values in earning money and benefits. Every newspaper tries to beat others in competition of vulgarity. The adds of cinema are full of sex appealing. News bulletins are also full of abuses and absurdities that a whole family cannot see or listen them together. Moral crimes are highlighted and these stories are published or telecasted like series. Actress are given time as their life is always in the time light of print and electronic media. For God's sake, please leave this kind of practice. Stop to publish the vulgar materials, naked pictures and adds. Adopt true journalism and flourish a pure atmosphere full of modesty, respect and ethical values. Create such consciousness among the messes so that they can be the grand part of the way of progress'.⁷⁶

Hazrat Muhammad (ﷺ) lays great stress on '*Haya*' or modesty or modesty by saying that man raped through all his senses as seeing is the rape by eyes, flattery is the rape by tongue or speaking, listening is the rape of ears, touching and efforts for unlawful objects are the rape of hands and feet. When all these prefaces complete, the rape occurs through sex.⁷⁷ The object of media is to entertain people, for this purpose, print media publish comics, cartoons and humorous. poetry and essay. Electronic media presents comedy programs to entertain people. Although, there is possible to some extent that it should present light programs which must be informative, educational, point out local and national problems. People of media houses must have knowledge, language, glamour and delicacy of vocabulary, bearing ability to present serious problem in a light way, must not be ironical with someone rather different between sub standard comedy and decent humor.⁷⁸

Media presents such programs which are full of mimicry and famous personalities are ridiculed in a cheap way. It is called entertainment but it also needs some ethical values and limitations. It is not good to ridicule and insult someone as Allah forbids people from ridiculing other people by calling other better than them, call people with good names and people should not create fuss and those people who negate this order would face the result.⁷⁹ Hazrat Muhammad (ﷺ) asks people not to hurt someone through behaviors as it is the biggest torture that a man should hurt someone they ridiculing him.⁸⁰ He also forbids Muslims from using harsh words and bad words for other Muslims in order to insulting them.⁸¹

The world has become a global village as news and information rapidly spread throughout the whole world within seconds. Sometimes, newspapers publish fake, planted news and stories which create analysis and disturbance in the society. Countless channels are bent upon searching breaking news specially news about known personalities and events which are hot cakes.⁸² Talk shows and night programs create disturbance and complex in the matters.

Two decades earlier, news were on, fix time and they were telecasted after censoring. These days, news are telecasted twenty four hours in a day and coverage of an accident or bomb blast creates the atmosphere that the whole country is under huge bombardment. Trivial news are presented as hot cakes and with great sensation. In fact, this is sensational anarchy, it is evident that media houses have no news only to create sensational feelings which badly affects national respect.

Society is suffering from robbery, murders, black mailing, torture and media presents the negative picture of society. Reports and writers create confusion about narratives of people, they promote rumors and the system of progress stops. Foreign investors avoid to invest and Government become weak which weakens the sovereignty of the country. It seems as if media does not follow any code of conduct. According to Qur'an only devil's disciples spread rumor to create fuss i.e' they spread news and rumors without any research, if they convey to the prophet (ﷺ) and companions (RA), they would see the consequences and avoid fuss.⁸³ Hazrat Muhammad (ﷺ) also calls a man liar who spread rumor.⁸⁴ In this way Hazrat Muhammad (ﷺ) declares only hypocrite person with two face is the worst of all mankind.⁸⁵

A Comprehensive Report Forwarded By CII For Reformation of Mass-Media To The Government

The CII has been making a number of recommendations from time to time to the Government for maximum reforms in Mass-Media. In these recommendations, the CII has given the basic guiding principles for reforming and improving the Programs provided by electronic media. Rules of censorship of films, dramas and even in advertisements have been recommended to be strictly observed. It is also important to highlight that, CII have always showed a tremendous concern about the principles of character building of specially the students and teenagers, consequently it has been recommended to be publicized and propagated through the Mass-Media. Not surprisingly, CII also had approved the ordinance for prevention of vulgarity from society on the solid grounds of strong recommendations.

1-To Introduce Islamic Teaching's based Environment

President General Muhammad Zia-ul-Haq, according to this referendum No. 480 dated 24-06-1981, while addressing to the opening session of the newly constituted council dated 22-06-1981 stated that

“It is not only the concern of the Islamic council to develop the awareness of Islamic consciousness but also all the walk of life, especially means of communications, scholars 2nd educational experts will have to play effective role in this regard. He stressed that there are two hurdles in the implementation Law-of-Suna, first is the means of communication and second one is the educational system”

The president said that “It is the responsibilities of the wise and knowledgeable person of the above said institutions to understand the contemporary needs and deploy their utmost skills in the implementation and optimization of the society.”

Also more President said

“I personally want to request the ideological council that it tell us what sort of steps are necessary for the ethics of Islamic values other than legislation.”

After consideration of the presidential address, the council, therefore, passed and forwarded the following recommendations in the session held on 15-08-1981.

“The recommendations regarding the ethics of Islamic values send by the council, at times, since its initial constitution, maybe started to implement.”⁸⁶

2- Important Role of Mass Media For Character Building of Students in Educational Institutes

The CII had emphasized the role of Mass Media for character building of students in educational institute during its session held dated 11-11-1981. The members of CII had regretted upon the rapidly dissemination of vulgar and unethical literature around university, colleges and even in secondary schools. Which had grabbed the interest and attention of our new generation, and it had become the source to spoil the morality and moral values of our young nation along the waste of their precious time in idle and useless activities. Media also plays a very vital role for building the concepts & character of the society. It also been a source of information, entertainment and educates for the people. The members of CII had reached the end of this session that:

It would be requested to the President of Pakistan, and we all have believe in him that he would implement the rules to remove this vulgarity for establishment of healthy and positive society, for this purpose he will consult to well versed and intellectuals, who are concern about reformation of Mass Media on religious grounds.⁸⁷

3- Prevention From The Publicity of Vulgarities

The Chairman of CII had expressed his views after his visit to Kingdom of Saudi Arabia, dated 23 to 24 September 1981 that, Contemporary civilizations programs and advertisement brings non Islamic culture in Pakistan so there should be a national board for the evaluation of other civilizations programs and advertisement before telecasting them on print and electronic Media. The illegal use of social media should bane in Pakistan, because it defames the concept of Islamic Democratic country (Pakistan), and gives the impression to other countries like my experience in... where it has consider that in Pakistan the rape, murder, adultery, robbery and theft cases

are abundant on daily basis, due to the extreme coverage and unnecessary details have provided in newspapers for advertisement and good sale of their product. The members of CII had unanimously agreed on Chairman's standpoint and a resolution had passed regarding aforementioned issue.

*"It is concluded that the responsibility of media is to promote the mission of Islam by developing the goodness and eradication of evils from the society. Which must reflect through the practices of society members in their dealings? Media should adopt a code of conduct which is full of ethical values given by Qur'an and Sunnah. News should be news not rumors or sensational things."*⁸⁸

4- Irresponsible Behavior of Mass Media

Member of CII Molana Zafar Ahmad Ansari had showed his concern toward the non-serious attitude and irresponsible behavior of Media, during the session held 24-12-1981 in Karachi, which was chaired by Chairman CII Justice Tanzil-ur-Rehman. Therefore, in this reference a resolution had passed unanimously by the members of CII, which is following detail:

"It was appointed out by some members of the council of Islamic Ideology during its session held on 24th December, 1981 at Karachi that the speech of the president delivered by him in the concluding session of the council held on 12th of November, 1981 had not been correctly reported in the press. No press release was issued by the council in this regard. The report as published did not faithfully reflect the contents of the president's speech. This has created a wrong impression about the efforts of the council of Islamic ideology and the pace of progress with regard to the system of Government and Elections in the light of Islam.

*The council, therefore, resolved that this fact be brought to the notice of the President with the request that an appropriate clarification be issued to the press by the CMLA Secretariat so that the misunderstanding created about the council is removed."*⁸⁹

5- Mass Media As An Important Means of Da'wah

Mass media and communication are considered as the important means of da'wah (introducing Islam to others). Therefore, Chairman of CII during his visit in International conference on importance of Quranic studies, which held in Al-Jazair dated 01 to 07 September had given some following recommendations;

- *The time period would be enhanced in radio and TV transmission for interpretation of Quranic verses (commentary) and recitation.*
- *Special programs would be telecasted in early morning and in evening for recitation, memorization and understanding of short surah's translation of al Quran from Radio and Television. Therefore, the Muslim families could develop their relation stronger with Quran.*
- *All the programs would be monitored before its transmission, and all those segments, dialogue and glimpses, if are contradicting from Islamic Ideology, doctrine and norms that would be illuminated.⁹⁰*

Recommendations By Council of Islamic Ideology (CII) Regarding Media Reformation:

Media plays fundamental role in mental, moral and educational development and it also plays an important role to form public opinion. Therefore, the CII has been making a number of recommendations for this purpose, which were unanimously approved from the members of Council of Islamic Ideology (CII) and time to time or every so often sent to the Government. Which are following:

1. Media is meant to entertain, educate and provide moral, legal, economic and social awareness to the masses. Through exhortation and expedience, it provides guidance to lead Islamic lifestyle. It helps to become a good Muslim individually and collectively by following Islamic standers at intellectual and educational levels. However, it is very sad that instead of fulfilling the responsibility of leader, the media is playing a negative role. It means that media's main aim would have been to provide guidance regarding beneficence, righteousness and goodness to nation. It should not encourage or promote unhealthy and un-Islamic choices of the masses.
2. It is fundamental responsibility of media to be credible and authentic in its programs and news. The majority of media, including electronic and print media in our country have lost its credibility among masses due to the fake and unauthentic information. So, people rely on foreign media for authentic information.
3. The government should introduce punitive laws regarding presenting fake news and erroneous information on television, radio and newspapers. Special efforts should be directed to make people realize that sanctity of a Muslim's respect is as important as his blood and his fortune. It is in the hadith of holy prophet (PBUH) *على المسلم كل (مسلم رواه)*

”عرضه و ماله وه دمه حرام المسلم)All things of a Muslim are inviolable for his brother-in-faith: his blood, his property and his honor(

4. Compare to the existing laws, there should be made some arrangements in defamation sections to make conviction easier in the cases of defamations and slanders.
5. There should not be any court fees regarding cases of defamation and they should be cognizable.
6. Our newspaper, radio, television and magazines must reflect in first sight that they belong to an Islamic state and society. Likewise, publishing and programs should reflect Islamization to show that such program are being presented on an Islamic media. Islamic culture and civilization must be highlighted in these programs and influence of unislamic culture and civilization must be banned.
7. Existing laws regarding obscenity are ambiguous, flexible and defective. Clear and strict laws must be formulated and imposed to prevent it.
8. Newspapers, magazines and other media should be prohibited from publishing inappropriate and immoral material.
9. The media must present entertaining programs in a way that promote betterment in society. Reformative programs should be presented through dramas, movies and speeches. These programs must promote sentiments of loyalty with Islam and ideology of Pakistan. The ideologies which discriminate among humans should be discouraged. Educational and reformative programs for children should be made and presented, as they can get development according Islamic ways.
10. To impede and eliminate unIslamic ideas and ideologies from government media and electronic media, those people should be employed who are loyal and sincere with Islamic teachings in terms of morality, ideologically, intellectually and practically.
11. Media should allocate more time for understanding and promotion of Islamic laws so that people could understand the divine blessing and wisdom of Islamic laws.
12. People must be inculcated benefits, righteousness and aims and objectives of imposed Islamic laws. There should be arrangements to present speeches and discussions of experts of Islamic jurisprudence and regulations. Viewers should be given opportunities to ask questions in these discussions, so that they could be aware of benefits and important points. Islamic justice system emphasis that more and more people should be aware about laws.
13. A consultancy board should be established for monitoring, during compilation of three-months and six-months programs and acclaimed scholars must members of such board.

14. Media must play primary role for promotion and propagation of Islamic society. It should not present shows, dramas or movies which are against Islamic culture and civilization or they are disrespectful or derogatory for it.
15. Radio and television should present effective programs for the prevention of prevailing hypocritical attitudes in society.
16. Obscene posters placed in public places and on the walls of cinema houses should be removed and exhibition of billboards or banners with advertisement of half-nude, obscene and sensual scenes should be banned.
17. To get benefits from the experiences of other nations, the scientific, scholastic, technical, educational and research-based programs from other countries should be promoted.
18. Programs which had been prepared with particular interests and polices or reflect values and ideology of a particular power or nation or civilization should be discourage to present as it is.
19. Government advertisement should not be given to the newspapers or magazines which publish material against Islam or agitative pictures.
20. A board should be established which recommend awards to newspapers and other media which have rendered their services for Islam, so that they could be encouraged and those who had worked against Islam could be discouraged.
21. Entry of foreign performers and cultural troupes which may have a negative impact on Islamic values and culture should be discouraged.
22. The performers and cultural troupes who reflect real culture of Pakistan should be sent to other countries. It means their programs should not be against Islamic values.
23. Promotion of unislamic business should be banned.
24. There is a huge business of pornographic movies in the country and it is destroying nation's morality. Measures should be taken to ban the business of their import and transportation.
25. Media should promote its program in way that instead of dancer, actor or singer, the new generation feel proud to become a good Muslim, fighter, scholar, doctor and engineer.
26. Promotion of sports from a certain limit is useless. It affects positive activities of pragmatic life. It also affects keenness of students' learning. They dream to become a sportsman instead of a great scientist, educationalist, lawyer, scholar and intellectual.
27. Achievements of famous Muslim personalities and fighters should be presented on radio and television.
28. The education of national unity and unity among Muslims should be highlighted on radio, television and newspapers.

29. The scourge of drugs is divine wrath. It is a deadly poison for the wealth, health and new generation. It is weakening roots of country and nation. Detailed programs should be presented on media against the scourge. Such programs should highlight rights of human beings and duties to God. There should be programs to promote simple life and avoidance of extravagance.
30. The primary objective of media is to highlighted hidden talents of Pakistani citizens.
31. Radio and television programs should entice prudence and deliberation among younger generation.
32. Nation should be made aware of negative effects of racial, lingual and sectarian scourges found in society which can cause to disintegrate the nation.
33. Exploitative trends should be eliminated from radio and television.⁹¹

Conclusion:

Pakistan is an ideological Islamic country. Pakistan requires such media policy in the country that would be the recognition of Islamic Ideology and to promote the useful guidance for the public. However, it is concluded that the responsibility of media is to promote the mission of Islam by developing the goodness and eradication of evils from the society. Which must reflect through the practices of society members in their dealings. Media should adopt a code of conduct full of ethical values given by Qur'an and Sunnah. News should be news not rumors or sensational things. Media has become the forth pillar for every Government along with Legislation, administration and judiciary. Media has given new dimensions to human life as human beings become aware about their surroundings. Media also plays a very vital role for building the concepts & character of the society. It also been a source of information, entertainment and educates for the people. Moreover, awareness through advertisement is basically based on media about different dimensions of the society. However, media has affected the attitude of all the society members and many questions have been raised about its integrity. Media has become an industry now a days and due to the freedom of speech knows no demonstration of positive, core values as well as ethical limits. Islam is the greatest promoter of peace, welfare, goodness and security in the world. The media is a powerful and indeed very influential and can be used to help differentiate between Islam and terrorism. In fact, violence against innocent people violates Islam. The media must be able to show these differences and at the same time portray the image of Islam according to the true tenets of Islamic teachings. Therefore, CII through its recommendations, suggestions and by holding multiple sessions for reformation of Mass Media had demanded the implementation of Islamic teaching in every department of country affairs and in every affair of life as well. In sum, members of CII had

discussed media's role and responsibilities in detail to inculcate the soundness of faith, purification of soul, dealings and core values for character building / personality enhancement in the perspective of Islam.

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