

Islamic World and Media Globalization: Challenges for Muslims with Special Reference to Pakistan

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Abstract

Development of new media technologies have resulted in unifying the global culture. Wide-ranging communications and different types of correspondence innovations have a gigantic impact on the masses around the globe. TV has become an integral part of our lives as like a family member that not only interact with us as well as update us about different times and climes. Television and radio are exceptionally essential wellsprings of fundamental data about other individuals and different spots and this can itself induce understanding if introduced in a reasonable, fair and non-provocative way. Now a day, the usage of internet and social media has led to the popularity especially among the youth. Social media and its utilization have been manifold and its users are significant increasing day by day. In Islamic world, the major impacts on the economic, political and social backgrounds of global affairs are due to the rising interests in terms of communication technology. Yet, social media revolution challenged the awareness about Islam and Western worldviews. Consequently, the basic theme of this research paper is to study the major impacts of the new media technologies on the Muslims because they have transformed the world into a global landscape. Furthermore, it could be easily said that in Islamic world, the new media technologies have modified the outline of mass communication as well. New media technology and diffusion of socio-cultural values are interrelated factors. Now new media forms, for instance, FM radio, cable television, silver screen, cell phones and social media provide materials which help us to shape our opinions. This paper addresses the challenges faced by Muslims in Islamic world and elaborates the influence of new media technologies. It also discusses the diverse features of western culture meddling in Islamic states by media products and suggests the some new prospects of mass communication through new media technologies. This paper also considers the remedial suggestions for countering media's culture meddling that how Islamic world can defend their culture from western meddling. To conclude, the only solution to avoid imperialism through globalization is the acceptance of local culture through the media.

Keywords: New Media, Technology, Culture, Invasion, Western Culture, Globalization, Muslims

Introduction:

New Media technologies provided the facility to make the process of connectedness easy at a higher scale. What amount does the quickly changing innovation of broad communications impact the universe of the individual and the general social structure? How has this impact been clear previously?

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What is its imaginable way later on? To start getting a handle on these issues, we will initially present some essential ideas, at that point portray some current civil arguments, and consider the thoughts and motivations of a couple of vital scholars. So the globalization is supposed to be the increased interconnectedness of societies, economies, cultures and politics. Mass communication served as a tool to speed up these processes and stroke the limitations.¹

It also facilitated to control things and people because the coverage of world events through international media is very pervasive. Approximately each key office and operations center around the world keeps sets frequently tuned to the worldwide networks. In media research studies, the concept of media globalization often took place reenacts debates. The trends of mass media globalization prepared owners to spread messages at a higher scale.²

The trends of Conglomeration spread same messages through different media. At present, we are breathing in era of network where the entire globe is touching on the commands of our fingers. The expansion of ICTs and broadcasting gadgets is the new prospects of 21st century. Due to enlargement in new media technologies, world has become global community.³

Through social broadcasting gadgets, societies in various parts of the universe are linked with each other as new media system has a great influence on societies. New media technologies, traditions, societal customs and dispersion of culture are combined problems. In 21st century, mass media is hypothetically to be the most influential medium of art, music, literature and values.⁴ European media has superior on eastern part of the world and played a significant character in broadcast of English culture upon Islamic countries. This research review explained different aspects of culture assault from globalization in Islamic countries through mass media especially in Pakistan. Some essential features of the problems have been emphasized in this research paper.⁵

Technological Determinism and Digital Broadcast System:

Determinism includes the topic of innate flexibility. For some religious customs, determinism is a focal issue, and the question is whether individuals have unrestrained choice or whether our destinies are pre-decided. The stakes are not exactly so high in innovation, where determinism is the possibility that an innovation may have intrinsic qualities that shape its development and its effect on society. Innovative determinism is regularly appeared differently in relation to the possibility that social procedures, counting governmental issues, financial aspects and culture have more impact on an innovation than an innovation's own direction. The question can likewise concentrate on the social effect of innovation: Is the social effect pre-controlled by an innovation's inborn qualities, or does society shape its reaction to innovation? These are recorded and social inquiries with no settled answers. They have been addressed both ways, and

¹ Schiller, H., *Communication and Cultural Domination*. (New York: International Arts and Sciences Press, 1976).

² Hamelink, C. J., *"The Politics of World Communication"*. (London: Sage Publications, 1994).

³ Cote, J. E., and C. G. Levine. *"Identity formation, agency, and culture: A social psychological synthesis"* Mahwah, (New Jersey: 2002).

⁴ Ibid

⁵ Tomlinson, J., *"Cultural Imperialism: A Critical Introduction"* (2001), A&C Black

Islamic World and Media Globalization: Challenges for Muslims with Special Reference to Pakistan neither one of the sides is correct or off-base.⁶ Very much educated individuals regularly differ about these sorts of issues, and in the give and take talk, we figure out how to value an assortment of viewpoints to complex issues. For instance, what is the effect of 21st century fast worldwide satellite and fiber optic information systems? For reporter Thomas Friedman, these specific media advancements "straightened" the world, making it similarly as simple to process data or make telephone calls from India as it would be in Europe or North America. The speeding up of data innovation made this condition, he contends in the 2005 book, *The World is flat*.⁷ While social organizations may cradle a portion of the effects, the worldwide sharing of semi-talented data work is unavoidable and as yet growing. In most of the world countries, Satellite television is now developing. Direct broadcasting satellite has already spread in many countries and spanning the orders of neighboring states. Cable television channels and direct broadcasting satellite (DBS) services have started with a definite language or regional target.⁸

A number of European channels focus on songs, news, youngsters' shows, movies and entertainment. Since it has begun to target more precise markets for example Pakistan, China and India with more localized programming. Because its own adoptions of music video set-up and new language specific programs. European and Western human advancement gave common disposition and materialistic methodology is going while in transit to the Muslim society. In Western and European nations, there is a development named as social intrusion of these attacks through online life systems, digital TV, satellite TV, dish radio wire, recordings, films and web programs.⁹

Cultural Studies and Media

The recent studies on the social reviews indicated that culture is a part of our social norms and relationships that is formed a dynamic framework of any society with regard to governmental, economic and social aspects. A social review reveals that how mass media culture shows the social improvements, predominant esteems, political philosophies and oddities of the time. The review visualizes U.S. culture and society as a challenged territory through various belief systems and gatherings fighting for predominance.¹⁰

Some prominent social structures, TV, film and music are often liberal or preservationist, or once in a while shows more radical or oppositional sees. A review is gainful on the basis that it gives a few devices that authorized one to examine and interpret one's way of life. Culture makes due in the considerations of the members of a human advancement. Every human progress has its particular culture which is noticeable. Henceforth a country having a specific culture has its own unmistakable uniqueness

⁶ Stephen Kline, *The Play of the Market: On the Internationalization of Children's Culture*, *Theory, Culture & Society*, 12, 2, (103), (1995).

⁷ Khan Muqtedar, in Khaled Abou El Fadl, *"Islam and the Challenge of Democracy"* (Princeton: University Press, 2004).

⁸ Straubhaar, Joseph *"World television: from global to local"* (Los Angeles: Sage Publications, 2007).

⁹ Muzaffar C. *"Globalization and religion: Some reflections"* (2002) Retrieved from <http://www.islamonline.net>

¹⁰ Sen, A. *"The impact of American pop culture in the third world"* *Media Asian Asian Mass communication quarterly*, 20 (4), (1993), pp.208-217

which can be known as the across the nation social singularity.¹¹ Digital TV and satellite dish reception apparatus stations are available in the circle which is dispersing the social substance to the global watchers. The aim of Media Globalization is worldwide esteems that have built up a reason for comprehensiveness. At the correspondence time in the social request we can't err the character of Media as reason for insurgency. Now a day, we experience mass media growths on Internet, TV, Radio set and papers or production. Few wellsprings of confirmation are sensibly believed to outline urban assessment.¹²

Cultural Diversity and Media Globalization:

Post-pioneers observe the global media as useful in light of the fact that it is principally in charge of diffusing characteristic social styles everywhere and making new global crossover styles in music, design, utilization and daily lifestyle. In the post-present day, it is argued that this pluralism and social assorted qualities will turn into the international standard. Mass media globalization has done the discussions on cultural colonialism originated by ethnic groups. It is necessary to define the culture to understand the idea of domestic cultural uniqueness. A complete lifestyle of people, goals, values, practices and the common attitude that characterize a group, their civilization, customs, language, literature, art, religion and beliefs is known as Culture. It is a way of life that exists and shares in the mind or habit patterns of the members of a society.¹³

As the individuals engage in different forms of learned behavior so it is visible in them. Each society has its own culture that is discernible from the other societies. Therefore, a nation possessing a specific culture has its own discrete identity which is national cultural identity. With the viewpoints of unparalleled cultural incorporation, the globalization of mass media threatened the homogeneity of cultural hazard. Therefore, a hot issue for social scientists is the fortification of cultural individuality.¹⁴

It can be considered that an oligopolies and commercialization media organizations are certainly in danger to assorted qualities and authority of any state. Mass media globalization has proposed ascend to worries over social power and rights for the porosity of social limits. As such concerns have been rejected by supporters of globalization. The stresses are outlandish of globalization, for making countries, the money related truth of which obstruct the enhancement of strong neighborhood arrangements, so develop reliance on imported programming. Investigate has revealed that advances made by outer media can be perilous where neighborhood preparations are feeble.¹⁵

Media privatization worsens this supports and dependence the inflow of imported material on the rule that inside a free market framework, there should be no limitations raised against the free stream of social items diagonally over bounds. Above all, there is a consistent stream of social products that submerge the neighborhood scene

¹¹ John Weckert and Yeslam Al-Saggaf, Online cultural imperialism: Is it an ethical issue? *Journal of Information, Communication and Ethics in Society*, 1, 1, (21), (2003).

¹² Chakarvarty, Jagdish, "Journalism: Changing Societies, Emerging Trends", (India, Delhi: Authors Press, 2003).

¹³ Agger, B. "Cultural Studies". (London: Falmer Press, 1992).

¹⁴ Lewis, L, A. "Adoring Audience. Fan Culture and Popular Media" (London, New York: Routledge. Sage Publications, 1992).

¹⁵ Schiller, H. "Communication and Cultural Domination" (New York: North Broadway, International Arts and Sciences Press, 1976).

by the process for paid TV advertisements since private mass media depend vigorously on promoting money for financial practicality. These social products are overflowing with pictures reflecting social esteems. They desire the concordant with the states of source and incoherent with the social and sparing substances of accepting states. The ICTs gadgets have changed into the central transmitters of culture. The customary grandstands of culture historical centers, theaters, craftsmanship displays or libraries have given over part of their capabilities to the PCs, TV or film screens. Mass media in which culture has more noteworthy dispersion and addition, as the pictures attain wider, more heterogeneous and far reaching crowds. Both overarching organizations of joint civilization and the familiarity with the gathering itself as countless to the whole in a limited expressions, social dissimilarities are supposed remotely and inside. The safeguarding of these assorted qualities are one of the difficulties regarding homogenizing hazard of a globalized world, where consistent social patterns are accessible.¹⁶

Economic Aspects Accelerating Cultural Diversity:

In financial matters, globalization participates in different parts of cross border exchanges, free universal capital streams, outside direct venture, portfolio speculation, and quick and across the board dispersion of innovation. Defenders of globalization contend that it upgrades monetary flourishing and prompts more proficient allotment of assets, which, thusly will bring about higher yield, greater business, bring down costs and higher expectation for everyday life. In any case, a few pundits stress over the subsequent outsourcing and off-shoring, which have obliterated the American assembling area. Monetary parts of globalizing patterns dependably affect all other subcategories—cultural and innovative perspectives. The most recent financial patterns are firmly bound up with legislative issues and among them we can say ramifications of the neoliberal monetary hypothesis as a rule convergence of the media.¹⁷

As indicated by numerous researchers, one of the mainstays of today's monetary request Neoliberal financial hypothesis and its suggestions are one of the mainstays of today's financial request. Neoliberalism, as the label demonstrates, is new radicalism. In the period after World War II., since when the beginning of current globalization dates, another development has been advancing, one that permits state intercession in the monetary procedure. Be that as it may, state intercession is permitted to advance the powerful working of the market component and the related augmentation of benefits. Be that as it may, neoliberalism is a great deal something beyond a financial hypothesis. It is a political and social hypothesis too, one that has its social effect, and this effect is obviously felt in the field of broad communications correspondence too. Everything must be coordinated as per the general inclination of the requests of the media-aggregates proprietors.¹⁸

This reality does not need to show itself as an immediate mediation as oversight; what is definitive is the way in which the writers work or in which the print, TV, sound, film or sight and sound creation happens all in all. Neoliberals advance the opening up of

¹⁶ Hockney, D. *“Uses and gratifications. Fundamentals of media effects”* (New York: McGraw-hill Companies, Inc, 2002).

¹⁷ McPhail, T. L. *“Global Communication: Theories, Stakeholders, and Trends”* (New York: Allyn & Bacon Publications, 2002).

¹⁸ Jan Nederveen Pieterse, “globalization as hybridization” *International Sociology*, 9, 2, (161), (1994).

global markets and outskirts and thusly, bolster the uncomplicated stream of capital counting that of correspondence. Firmly identified with this is a propensity of media proprietors towards imposing business model, joining and foundation of gigantic media undertakings. In addition the less players there are available; the less demanding it is to manage costs. However, with less rivalry, the nature of creation and the items themselves could diminish. Proprietors of imposing business models are gaining a significantly more noteworthy financial, political and social power.¹⁹

New Media Technology:

Today, world's correspondence framework has been changed drastically, conveying us nearer and nearer to Marshall McLuhan's idea of a worldwide town. The defiance in data and correspondence innovation, broad communications is winding up plainly more tenacious than any other time in recent memory with the rise of new media innovation. Today, mostly advances depicted as "new media" are moving forward include attributes of being controlled, thick, intelligent, networkable and compressible. For instance, he portrayed the creation of the printing press as a troublesome mechanical development. Web and portable based apparatuses that join innovation, broadcast communications and social correspondence can characterize as Social media. It is expanding energy as a standout amongst the most essential instruments for individuals to raise their voices. The office of online life energizes the development and dispersal of data and message through words, pictures and sound.²⁰

It is leveling the field by enabling each person to take part in an exchange. To overcome the intensity of government officials by being able to pass on their assessment and take part in an immediate discussion with a boundless crowd, individuals are utilizing them. Online networking has broken a few customary obstacles and dissipated purposeful publicity of the old media. At present, some interpersonal organization destinations like Facebook and Twitters have turned into the most famous. Lately, LinkedIn is effectively contending with others as far as getting and giving data that abides inside the social correspondence and joining. It is essential to discover the development of these person to person communication destinations. Connection among western and Muslim universes and their disparities entered another phase as the assaults of September 11, particularly in the territory of social and political morals. Because of these circumstances, Western human progress has been connected with individual resilience, opportunity and secularism while Muslim development was connected with aggregate rights, oppression, bigotry and individual commitments.²¹

Generating Medium Messages through Communication Technology:

All forms of communication devices including radio, television, satellite and computer devices are the part of ICT (Information Communication Technology). ICTs employ diverse range of administration and applications to disseminate messages to target large audiences. Data correspondence innovation has been portrayed as, all methods for correspondence, individuals have developed since the making of individuals are moving toward together into an exclusive electronic living being, dictated by PCs. The data correspondence age is passing on a complete assortment of imaginative

¹⁹ Tomlinson, J. "Cultural Imperialism: A critical Introduction" (New York: Printers and Publishers, 1991).

²⁰ Roland Robertson and Habib Haque Khondker, "Discourses of Globalization" *International Sociology*, 13, 1, (25), (1998).

²¹ Sparks, Colin "Globalization, Development and the Mass Media, (2007)

specialized apparatuses that assume a significant title part in mass communication. In order to obtain TV signals, we have satellite dish receiving link and cable systems. TV programs and Satellite telecom have made it possible for people taking in distant conditions of the world to associate data correspondence time. The PC insurgency additionally escorts in imaginative devices in computerized mass communication. In this setting of coordinated culture comparative worries of failure of national culture and personality are reasonably considered by fringe countries. As unrestrained stream of correspondence postures honest to goodness dangers to the independence and the suitability of the way of life of financially ward social orders even to the way of life of some first world social orders yet Hollywood is an a great deal more propelled industry, their ethical defamed are not the same as eastern good esteems. Presently notwithstanding the counter stream of social items by US-drove and Eastern and western media mastery have not lessened. In this point of view the assurance of social character turned into an especially hot issue since 1990's level headed discussions on social government through mass correspondence started by the specialists of limitation comprising of patriots, religious and ethnic developments and pioneers.²²

Cultural Imperialism and Media:

Significant powers that are prompting social globalization are financial and authoritative and needs a hierarchical foundation. Social globalization of one type occurs consequently of the exercises in cutting edge nations of news and excitement media that convey TV , movies, programs, and an eminent music and broadcast them to states all over the globe. Predominance of a particular nation in the international media commercial center is more constituent of monetary than social components. Few media aggregates, placed in a pair of Western countries, command the creation and international dispersion of TV, film, book distributing and the widespread music. For the movement of social or typical power, Mass media are fundamental to the arrangement of social or typical resources all inclusive. Corridor observed that the mix up of monetary, specialized and social assets detained by media organizations had obscured that subjectively and quantitatively. The mass media have set up ultimate and essential rights in the social circle. There is a relationship and associated pressure between the tasteful and anthropological concepts of culture. Culture is gotten from progress and was expanded in Europe from the 16th to the 18th hundreds of years from a relationship with crops and creature farming to the growth of the psyche. In the 19th century, culture had been associated with progress, and the possibility that the development of the human personality and the headway of a growth could be linked through advancement of the creation and dissemination of overwhelming efforts of grant and workmanship among a more wide population.²³

The next major problem in the considerations about culture and its relationship to mass media is the two standards of social reviews, cultureless and structuralism. It is imperative to figure out how to understand, decipher, and reprimand its implications and messages as we are submerged from support to grave in a media and shopper society. A noteworthy and regularly misperceived wellspring of social teaching method is Mass media. They are instructing us how to carry on and what to think, feel, trust, dread, and

²² Ambirajan, S. “Globalization, media and culture. Economics and Political Weekly, (2000).17, pp.2141-2147

²³ Michael B. Salwen “Cultural imperialism: A media effects approach” *Critical Studies in Mass Communication*, 8:1, (1991), pp.29-38, DOI: [10.1080/15295039109366778](https://doi.org/10.1080/15295039109366778)

longing and what not to. It also shows us how to be men and women. They express to us industry standards to dress, look and expend. How to respond to individuals from various social meetings; how to be famous and effective and how to maintain a strategic distance from disappointment; and how to fit in with the overwhelming arrangement of standards, practices, qualities and organizations can be shown through media. To counter the social issues prevailing in society to handle and examine resistance in social setting of the society, an individual must be well informed having satisfactory media awareness. Media culture as communicated through variety of media sources can empower the people to keep updated for having more control within a society in different situations.²⁴

Intensifying Challenges of Muslims in the World of Media Globalization:

It is a vital requirement for further illumination and explanation of the domestic matters in Muslim states. Through satellite telecom mechanical assembly, the rising states are endeavoring to have a framework for radio sets and news trade strategy. Be that as it may, they are confronting a great deal of complicatedness simply like; absence of data innovation (IT) and data correspondence innovation (ICT), poor link framework, absence of equipped, little or constrained assets reporters, absence of capital and speculation, modest number of researchers, restricted explores in the field and absence of training too. The rising countries have American or European TV programs. Broad communications have completed a social ambush and socially harmful to a state who is the objective of such intrusion. For example, the people of a country sit in front of the TV programs offering western habits of ordinary life, totally separated from the convictions and actualities and the state highlights peril social crumbling. The rising social orders have various complexities in media globalization, have poor innovation framework and not can possibly rehearse these events.²⁵

ICT advance toward the rising states that are socially starting for the ethical arrangements in getting majority rule governments. When these happen, the developing states have a test to ensure its moral benchmarks. The technological developed countries implement other practices to control over communication associations of the 3rd World to govern and influence news flow. These countries have control the mass media in the world by major advertising and marketing organizations which fabricate their profits by serving the commercial firms.

Their TV frameworks turn into a method for transportation when they rely upon imported projects, for instruments created outside the state with music, workmanship, writing, convictions, culture, values and customs immaterial and not hurtful to its very own human progress. The trouble which nations confront is risk to its mystery from satellite correspondence and worldwide PCs information bases. Satellite telecom has the capacity to send fundamental measurements back to a domain watching the satellite TV transmit. In late time, developing states are the designers and want to have a controller of instruction, writing, craftsmanship, generation, music, culture, rationalities, conduct, human advancements, traditions and customs. They envision having control over the awesome Muslim and Islamic conventions and human advancement by trading this with their unhindered ethics and culture. Europe and America are dependent upon western popular governments in the field of instruction, policymaking and IT aptitudes and have

²⁴ Gerbner, G. *"The global media debate: Its rise, fall, and renewal"*. (Norwood: Apex Publications, 1993).

²⁵ Giddens, A. *"The Consequences of Modernity"* (London: Stanford University Press, 1990).

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the pros and experts in broad communications for this point. The Islamic nations are in the ambush and Mass media exposure and publicity of European and American is as opposed to the conventions, qualities, methods of insight, and culture of penniless countries. However, Muslim learned people and scientists don't know to the circumstance. Nobody can protect them from inconvenience. Material way of life on the name of modernization, western culture has determined the capacity of sex related and mental infection. To concern the Islamic qualities, convictions, culture, standards, conventions and developments, Europeans and Americans are having dynamic basis and the responsibility of Islamic states to protect force on them. At present, it is incredibly significant that Islamic rationalists and Muslim analysts should outline correspondence and media methodology utilized for all media affiliations which may uncover Islamic convictions, culture, religious conviction, and societal way of life effectively. The Muslim world has intends to light up the issue of social ambush or scholarly interfering so avoid all channels of data and correspondence.

Globalization: The Role for Muslims in Islamic Republic:

Globalization presents a splendid opportunity to the Muslim *Ummah* and their religion Islam. Islam with its essential value of Oneness of God, Oneness of mankind; of supremacy of the moral over the material; its overriding commitment to justice of integration , of spiritual and mundane, beneficence and compassion (*al-adl wa al-ehsan*) for all and its insistence of *shura* - consultation . Globalization could be a blessing for mankind as it is the process for decision-making at all levels can give a framework for authentic. However this can become a prospect only if the Muslim *Ummah* get ready to take stock of its and follow a way that is truly delegate of the Islamic culture. The current situation of the Muslim is quite disillusioning. The *Ummah* of Muslims can grab these opportunities in two ways, One is they seriously struggle to conquer their faults and problems and second they open up a meaningful civilizational dialogue with the remaining world, especially with the West as an *ummah* with a mission.²⁶

Media Globalization of beliefs, at its most significant dimension, sees the developing advancement of a customer culture, a culture that appears to support another worldwide vision. The reaction of Pakistani state to different social globalizations has been conflicting, opposing and befuddling. Incompletely this pursues from strains inside its national personality. From one perspective, Pakistan tries to remain a modernizing Islamic majority rules system with a guarantee to current law based opportunity, on the other, religious inclination, intrinsic in its opportunity development and later co-picked in its established and legitimate arrangements by progressive governments, requires a show adherence to Islamic law and ethical quality. However, globalization plans to push differing social standards and qualities into a blend forming these in such a way, to the point that the socially underprivileged gatherings are likewise ready to assume their job; there is a reaction against globalization from the social patriots.

Conclusion with Special Reference to Pakistan:

The social intrusion of western media has made mental subjection and social mastery in the creating nations in light of the fact that there is one-route stream of data. The Islamic nations as well as the wide of the underdeveloped nations are under the intrusion of global media. Eastern societies are assaulted by western movies,

²⁶ El-Fadl Khaled Abou “*Islam and the Challenge of Democratic Commitment*” *Fordham International Law Journal*, Volume 27, Issue 1, 2003.

dramatization, music and daily papers and diaries. Satellite unrest has influenced four circles of life, financial, culture, social and political, with the distinctive stations which are influencing our social conventions, traditions and this is because of satellite innovation. Muslim Ummah ought to plan one aggregate stage to confront the test of globalization. For this reason religion practices ought to have the full participation from the masses. They ought to give moral and ideological preparing and attention to the masses and ought to show them to evade shades of malice, deceptive nature, telling falsehood, debasement and shared animosity. They ought to have close participation, basic life, and soul of give up for each other. Islam, from its start has energized and requested scholarly exercises and preparing. Through information and preparing Islam acquires changes the lives of Muslims and instructs to hone Islamic esteems in the general public. It will be an awesome test for Muslim to spare their religious esteems, convention, culture, dialect and character without experiencing western media spurious impacts.²⁷

The procedure of globalization with support of broad communications battle, furnished with science, most recent innovation, amusement projects and purposeful publicity methods, has been begun which is the consequence of unification of western forces. So Muslims ought to be joined together and draw their own line of activity as per the instructing of Holy Quran, Sunnah and on the bases of their own particular manner of life to abstain from expecting impacts of western media. The significant protest on globalization is the entrance of media in creating social orders or third world and Muslim nations, which have conventional standards and qualities. The western media is attempting to diffuse social esteems in these nations having no plural social orders. There is significant danger to personalities of these nations because of globalization. It portrays the built up nations' point of reference that antagonistically influences nearby creations and changing the exchange and culture in the Muslim nations. The intense sites on Internet likewise convey western commanded online administrations and items. These items and its commercials additionally depict western culture.²⁸ Some of western items alarmingly abuse Muslims esteems and standards like indecent photographs imprinted on bundles. The social parts of globalization have likewise brought about transmission of western social items straightforwardly focusing on customary social orders. The western nations, through their propelled media innovation, disperse socially one-sided programs in affection to comprehend one another culture point of view. Notwithstanding, it is very evident that created nations take next to no effect from creating nations culture while consequently put incredible impact on their standards and qualities.²⁹

The globalization is two-edged sword; it not just unfavorably influences financial states of customary social orders additionally make risk social condition. The monetary catastrophe created by globalization, rendered a great many specialists jobless in creating nations on the grounds that fiscally stable nations have ruled their business sectors. Resultant youthful era in these nations is falling prey to hostile to social exercises instead of getting to be plainly dynamic individuals from the related groups. Comparative

²⁷ Huntington P. Samuel, *"The Clash of Civilizations and the Remaking of the World Order"* (UK: Simon & Schuster, Ltd 2002).

²⁸ Marcus Nolasdn & Pack Howard *"Islam, Globalization and Economic Performance, in the Middle East"* International Economics Policy Briefs, Number PBO4-4, June 2004

²⁹ Katzanstein Peter, *"The Culture of National Security: Norms and Identity in World Politics"* (New York: Columbia University Press, 1996).

is the effect of social generation of media outlets in the created nations which has achieved changes in standards, qualities and convictions. In Pakistan there is a basic requirement for additional illumination and edification of the indigenous and residential matters.

In Pakistan, the greater part of the TV stations broadcast European or Indian projects so social attack done by media which is socially harmful to a country that's the objective of such addition. For instance, the people of a state sit in front of the TV programs displaying western conduct of normal life, completely disconnected from the truths and morals, the country perspectives the peril of social destabilization. It is a danger which is trying for the country and individuals are confronting trouble in mass correspondence. The cause is they have bad innovation framework and regularly, they have not the capacity to encounter these practices. ICT, data correspondence innovation advances toward the countries and when it happens, the countries have a test to protect its social and good esteems. At the point when countries depend for imported projects through ICT turn into methods for transportation for craftsmanship, music, writing society, convictions, qualities and customs which winds up plainly hurtful to its own particular progress.

Western culture outfitted with mainstream convictions and materialistic approach is heading while in transit to the Muslim human advancements in Pakistan. There is an attack through ICT, online networking systems, TV, satellite Cable, dish TV radio wire and today this can be named as social intrusion of the western media. Western states need to hold the whole countries under the social predominance. Western culture has decided the bent of psychosomatic infections and sex related issues on the name of modernization in Today's mainstream lifestyle. The culture of Pakistan can't be protected from western culture intrusion since we dismiss western human advancement and standard of living. Media's western projects must be restricted to stop social assorted qualities. For correspondence self-sufficiency, social affliction can't be legitimized. Since, social orders are weird and distinctive in verifiable, masterful, and basic sense; same media substance can't be fitting for all social orders. Truth be told mass correspondence have likewise gone down in the industrialist snare, in this manner stream of data is normal. Controlling people groups and the purported urbanized states, made the substance in support of their political, financial and group arrangements, and constrained such on the disgraceful parts of the world purposefully.³⁰

The social colonialism is still goes ahead in our reality. To whole up the talk we may have a few proposals. To hold the broad communications on correct pathway, we should detail comprehensive media arrangements on the level of household in worldwide range, there should be a guiding leading group of researchers of mass media , who offer suggestions to save unfriendly effects of media and substance should be built on spiritual customs and good limits, Media should add to advance Islamic culture, human rights, , progress and lifestyle method must be set up by broad communications, Film organizations and adverting affiliations should be ceased from dissemination of indecency, Media ought to impart the everyday citizens about moral values and indecent, offensive tunes should be prohibited on small screen. Television slots should be kept

³⁰ Wang Jieru Wang, "Options of Cultural Identification in Constructing Globalization: Global Culture or Cultural Globalization?", Kunming Institute of Botany, Chinese Academy of Sciences) (2003).

away from to demonstrate plugs that are bridge breaking points of good esteems. Training separation programs, woman instruction and non-formal instruction must be introduced in media. Government ought to fuse programs identifying with conventional societies and legacy. Government ought to create parliamentary security for customary culture, legacy historical center and libraries in Pakistan. Authorities ought to give preparing in the utilization of ICT for documentation, digitization and safeguarding of social legacy. There is the need to hold classes, workshops for preparing of heads and teachers in the field of conventional culture and legacy.