

# **Mechanized Content Quality Audit of Information Industry in Capitalist Economies**

By

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## **Abstract**

Information, as a public good, is the new oil in capitalist economies. Profit motive, competition, and minimal government intervention constitute the top characteristics of a capitalist economy. Content, as a carrier of information, if not attended properly, could be used under the table by the private ownership for unfair profiteering and camouflaged competition by taking benefit of minimal government intervention. With the advent of New Media and commodification of information, this task has become exceedingly dynamic. The canvas of the New Media constitutes the use of innovative communication technologies and platforms to achieve massive viewership. Being the language of thought, content rules everywhere in various forms. That's why the management and regulation of media content have always been challenging job. Issues related to lack of information credibility, objectivity, equal accessibility, and wholeness shared through media channels appear to be intensifying in nature. Media, being the fourth pillar of a state, heavily influences the public opinion and policy-making process. Selective information projected through media handles results in the formulation of unbalanced and sometimes counterproductive public opinions and policy frameworks. Further, the relationship between media channels and audience resembles the one between sellers and consumers. Focusing on critical public policy issues, healthy media competition, and delivery of quality media content are positively correlated with the availability of the audience (consumers) of highly developed KBEs. Like other organizations, the media needs to be audited as well. This study aims at introducing the pragmatic Content Quality Audit Standards for the media industry. The objective of the Content Quality Audit of the media industry is to maximize the quality, credibility, and impact of information delivered. So that, the media industry could play its expected role in building the Knowledge-Based Economy (KBE) and safeguard national security. Content Quality Audit Reports (CQARs) ensure the application of legal, social, and economic standards for use of information in a way that is not only productive and ethical but also mandatory for national security. Auditing prevents the deliberate misstatement of facts, ensures that judicial decisions are not unduly biased in favor of management/ group, guarantees that records are dependable and disclosure is complete. Mechanized and manual CQARs are proposed way-outs that are imperative for ensuring the delivery of media content in a way that is impactful and helps in identifying and resolving the pertinent policy issues of an economy. Content, if not compatible with the intended information framework, may give rise to economic wars, policy failures, and social ramifications.

## **Introduction**

Media has been an emerging force for decades. From traditional (print) to electronic media (TV) to digital media, the revolution in the media industry is astonishing. As media has a consequential role in public policy such as setting the agenda, designing the public opinion, and setting up the policy issues, therefore, analyzing the quality of content aired through these media outlets is imperative (Protess & McCombs, 1991).

Finance is the lifeblood of a financial firm, while content is the lifeblood of media. If the political, social, economic, or cultural debate is polarized in nature, it would endanger the real narrative of the state. If its repercussions are analyzed in a larger context, the unhinged

political content can not only result in futile debates, ineffective or unbalanced policies, negative economic upshots but can also hurt the true spirit of democracy, leading to a potential threat to national cohesion.

Capitalist economies or free-market economies are the ones in which means of production are privately owned and profit and income are distributed through market operations. Linking this to the information industry, media houses are privately owned organizations in a capitalistic economy. A widely thought and restated argument for capitalism is that it is an important counterpart to democracy; that the two systems, economic and political respectively, go hand in hand.

The linkage amid media and capital is not incidental as “media depicts politics in a certain way in order to cater to corporate interests because its advertisers are corporations.” However, advertising is a substantial source of revenue for these media companies, their association with capital is much more apparent: they are corporations themselves. Big media depends on a comfortable relationship with certain political and business agencies. As The New York Times columnist, Bob Herbert reveals:

“Not so widely covered was an interesting and enlightening study by the Center for Public Integrity... [which examined] the travel records of F.C.C. employees and found that over the last eight years, commissioners and staff members have taken 2,500 trips costing \$2.8 million that were "primarily" paid for by members of the telecommunications and broadcast industries.” (Herbert, 2003).

It is a fact that wealth concentration otherwise stated inequality in the distribution of resources is the main cause of major economic problems such as socio-political issues, monopoly, and exploitation of natural as well as human resources (Muzio, 2015). On the other hand, the projection of unbalanced content gives rise to issues like information concentration, pre-decided specific agenda setting, and finally, interest-led public policy issues concentration. This product can include tangible consumer goods, a person, a political party, or an economic school of thought. That’s why the achievement of Content Equilibrium (CE) is imperative as it will encourage healthy competition among media organizations and also will promote healthy public policy debates. CE on media channels entails the equal representation of all major and minor sub-themes of political economy, equal provincial representation, information credibility, constructive journalism, ethical value, and protection of state-narrative.

In this study, Content (audio, video, and infographics) includes the content of print, electronic and digital news channels excluding dedicated entertainment, sports, religious and academic channels. The objective of this study is to ensure the provision of quality rich content to the public, via print, electronic, and New Media by carrying out internal as well as external Mechanized and Manual Content Quality Audits. This content will not only serve as a credibility check for various media channels but also will help in inculcating transparency and fair rating of TV channels on credibility ground by introducing healthy competition among firms.

## **Theoretical framework**

There is a well-accepted point for a modern society that different sources of information – print, electronic, social, and digital media – are employed by the people which help in keeping them informed on the events and activities around the world especially related to international and national security, politics, economy, and culture. Thus, it calls for a structure of pulsating mass media that can keep individuals cognizant of the world’s social and political activities. However, information media literature is evident that media forms the public perception as per its interests by dissemination of selectively amended information, usually through the recurrent circulation of the same content to animate their interest on audiences’ minds (McQuail & Deuze, 2020). It turns the net impact of content upside down. Trivial content becomes important for the audience and policymakers; whereas, important issues gather no mass on the media canvas. Media framing theory is pertinent to mention in this regard. This theory focuses on how certain events are given coverage and how these events are presented in a particular way before the audiences commonly termed as ‘frame’. This ‘frame’ influences the ways people understand information and make choices. Evidently, modern media is less of a public entity and more of a business. A study by Gallup Pakistan in 2020 highlighted in its report “TV Shows Content Analysis”, that out of 2759 shows, 1671 were related to politics only, whereas only 5% discussed economy and only 3% law. That's why Content Equilibrium (CE) is imperative. What entails content equilibrium, what isn’t being done by the media industry, and what are the consequences analyzed with various lenses have been discussed in the following chapters.

## **Cross-Media Ownership, Developed KBE and Balanced Journalism**

Mass media has been criticized for serving hegemonic interests, for creating a knowledge gap among audiences, and for being biased (Trappel, 2019). As globally, the information industry is controlled by very few and cross-media ownership is prevalent. (Murdock, Wasko, & Sousa, 2011; McChesney, 2002; Wasko, 2005; Vizcarrondo, 2013). Concentrated media ownership produces distorted and selective information giving birth to biases and public opinion that favor a particular segment, group, or political party. The lack of objectivity, impartiality, and credibility can potentially distort the collective decision-making- imperative for sustainable democracy and a flourishing economy. In this way, information concentration has the same impacts as wealth concentration carries (Corneo, 2006). This is hugely destabilizing the economics of information leading to information failure. Masses get incomplete, misunderstood, and inaccurate information not only affecting the individual decision but also public decisions at the policy level.

On the other hand, a developed KBE is significantly dependent on the healthy and competitive information industry. The development of citizens and netizens and their efficient decision-making are entirely linked with the availability of unbiased and complete information that is propagated through various mass media channels. Either it is about voting choices, national policy matters, or local infrastructural issues; balanced journalism plays a significant role in setting agenda and shaping opinions. At the same time, well-learned audiences can rectify the media biases (McQuail & Deuze, 2020). In this way,

consumers of developed KBE are by themselves major contributors toward warranting balanced or impartial journalism.

Balanced content representation is about giving due weightage to all major and minor themes, cultures, and provinces of political economy in the media content. While content regulation based on provincial representation (based on a percentage of population) is about equality and fairness. However, the issue of cross-media ownership with feeble KBE leading to information concentration, manipulation, and distortion is a major obstacle in this way. Information media is broadly based on the four pillars – political, economic, social, and cultural – that are the backbone of the information industry.

The lack of impartial, credible, constructive, and balanced media content has negatively influenced the credibility of media channels (Thorson, Vraga, & Ekdale, 2010). This criticism has caused a divergence of the media content consumers from political discourse disseminated via print, broadcast, and digital media tools. Being ignorant of politics may be rational, but is it efficient? This question is seldom raised in the debate regarding media policies. The choice to pursue political evidence is a function of both the individual characters of consumers and the supply of news content in specific media arcades (Althaus, Cizmar, & G., 2009). However, as far as economic content representation, importance is concerned; economic news content and *negative* economic content more precisely, wields a significant impact (Damstra & Mark, 2018).

Dewey (2008) was of the view “Society not only continues to exist by transmission, by communication but it may fairly be said to exist in transmission, in communication.” Dewey basically, restated centuries-old ideas of scholars and philosophers: small groups, grander communities, and gigantic associations — all the things that compiled to form a society — function concerning how information streams inside and amongst the groups. Cultures, on the other hand, are not considered as static, monolithic units, but are fluid, constantly fluctuating, and retorting to forces and impacts, such as the varying experiences of the members, or interface with other cultures. Understanding cultural differences and importance are fundamental (Kagitcibasi & Berry, 1989), especially when the information content is considered.

So in this age of information, when due to cross-media ownership and other economic factors, the media houses are acting more like business and less like public entities; the need of ensuring balanced content dissemination is imperative for the sake of ensuring the development of effective policy-making, sustainable democracy, and strong KBE.

### **Information Credibility for Countering Fake News**

The issue of fake news is a global concern and is considered a great threat to democracy, journalism, and socio-economic-political stability (Majin, 2019). Fake news is intentionally created to mislead and misinform the users for the sake of promoting the specific agenda at the national level and waging the Fifth Generation War at transnational fronts. Fake news is highly deceptive as it looks like a legitimate one. Under the auspices of the New Media, news has a wider reach and is hard to detect. Media, an important tool to spread fake news, has now developed gradually from traditional print and electronic

media to the New Media. In addition, due to advancements in machine learning, there are trolls and bots to speed up the propagation of such news. A number of researchers found the fake news presence in the platforms of traditional media as well as social media (Flintham, et al., 2018).

The origin of fake news dates back to the history of journalism. There is a huge body of literature on media's propagandistic and jingoistic trends in WWI and WWII. Ironically, even afterward the media still do so while covering the war on terror instead of opting for unbiased and objective reporting (Carruthers, 2011; Youngblood, 2017). Due to advancements in multimedia technology, visual content such as images and videos are also utilized for the sake of misleading users through fake information.

On the political front, a month before the 2016 U.S. presidential election campaign, even well-known publishers published one to three fake stories on average. This fake news misled the voters and thus influenced the election results (Allcott & Gentzkow, 2017). On the economic front, fake news regarding President Obama's injury cost \$130 billion to Wall Street in 2013<sup>3</sup>.

In Pakistan, Two well-known TV anchors Dr. Shahid Masood, with reference to reporting on Zainab rape case and Dr. Amir Liaqat Hussain, accused owner of Jang group of blasphemy, were charged by the Supreme Court for spreading the fake news, as both failed to produce evidence for their claims (Rehman & Hussain, 2020). Around 17 satellite TV channels were issued show-cause notices only in year 2018 by PEMRA (Pakistan Electronic Media Regulatory Authority) for airing the fake news. On social media, as per "Global Digital Report" by Express Tribune (2018), around 18 fake news were only related to international relations in a three-month period. The most prominent fake news included: news about federal minister threatening Israel to be omitted with nuclear bombs, signing of an agreement between PTI government and Israel for resolving water scarcity issue on condition that Pakistan would recognize the state of Israel, fake picture of Foreign Minister Shah Mehmood Qureshi receiving a standing ovation at UN, and reference of fake research study on declaring Pakistan 3X more dangerous to humanity than Syria.

The question is: Why does the media forward fake news when it hurts the soft image of the country, has negative economic repercussions, and gives rise to disintegrated tendencies within society. Bakir & McStay (2018) analyzes this issue of fake news from a psychological lens and correlates it with the economics of emotions. As advertisements are a major source of revenue for media entities, so media employ emotional news, either true or fake, for enticing the audience. The greater the number of audiences, the greater will be the revenues from advertisements. In addition, fake news is not propagated in isolation rather these are mixed with an abundance of right information, complicating the recognition of misinformation within right information (Metzger, Flanagin, & Medders, 2010). That's why auditing the media channels for disseminating the fake or uncertified news is regulatory requirement. For dealing with menace of fake news, primarily, information credibility is a must and it is the responsibility of every media channel to

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<sup>3</sup> <https://www.telegraph.co.uk/finance/markets/10013768/Bogus-AP-tweet-about-explosion-at-the-White-House-wipes-billions-off-US-markets.html>

ensure the credibility of content being shared, otherwise, such media platform hurts the national interests.

### **5th Generation Warfare, National Security and Constructive Journalism**

The warfare designs have been transforming. Conventional warfare techniques are hardly used now. In this era of Information, direct confrontation among states is not an option to meet state interests; rather, non-kinetic wars or 5th generation warfare tools are employed to achieve this purpose (Bachmann, 2015). Important tools of this warfare include information manipulation, media propaganda, and hybrid warfare via asymmetric information. This type of warfare as explained by Carl von Clausewitz is “continuous politics by other means.” The 5th generation warfare is basically a battle of perception and information. Enemy attacks the perception of the masses, by employing tools of misinformation and disinformation, to present a manipulated political, economic, and social picture for fulfilling the agenda. The masses of the country are targeted psychologically through media and literature and are turned against their state institutions, armed forces, and the system. Thus national security of the country is put at stake. This warfare is most dangerous because it is highly secretive in nature.

Wherever misinformation, disinformation, or vacuum exist, it can be exploited by foes for the sake of fulfilling their propaganda model (Prier, 2017). These fault lines or vacuums are searched for in cultural, religious, ethnic, and provincial contexts. Other times, issues like economic disparity, racism, and terrorism are highlighted for creating anxiety in masses. For waging the perception war, first of all, a weakness or vacuum is located by an enemy before moving toward the triple C Formula – convince, confuse, conflict (Kamboh, Mustafa, & Rasul, 2021). First, masses are ‘Convinced’ their state institution or system or security institutions are badly injuring their interests, exploiting their resources, and eating their taxes. Once they are convinced and vocally speak about it, these issues are raised at international platforms for further weakening the national security of the country and for branding the country as ‘unsafe’, ‘corrupt’, ‘terror-financer’. Pakistan’s entry into grey list by the FATF and the EU Disinfo Lab Report are examples in this regard.

Evidently, the 5<sup>th</sup> Generation Warfare is threat to national security. And in this era of increased cyberspace and digital media, the threats of fighting an information and perception war are greater (Qureshi W. A., 2019). So media has huge role, as it is major tool employed for waging this war. As 5GW (Fifth Generation Warfare) is fought on multiple fronts, so media must ensure the strict compliance of the Article 19 of the constitution of Pakistan which states that:

“Every citizen shall have the right to freedom of speech and expression, and there shall be freedom of the press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security or defense of Pakistan or any part thereof, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, [commission of] or incitement to an offense.”

Media must always protect and reinforce the state narrative with positive tone. Undue criticism leveled against the state institutions or aggregate system for the sake of



sensationalism creates distrust and confusion in masses, which is perilous in this era. So media content audit on this front is highly imperative. As any existing vacuum or weakness is also exploited by the rivals, for this reason, media needs to focus on content productivity. Such vacuums would automatically be refilled by constructive and investigative journalism. These kinds of journalism would not only effectively deal with the 5<sup>th</sup> GW but also would enhance the overall level of quality and productivity of content aired through media channels – highly needed for formulating effective public policies based on truthfulness and actuality.

### **Social Cohesion and Media Ethics**

A number of times, media content in the form of audio, video, and infographics violates the ethical and professional principles of journalism. Ethical journalism is about accuracy, principle of independence, impartiality, humanity and accountability (Ward, 2005). Accuracy entails no deceptive handling of facts while the principle of independence ensures that media isn't a spokesperson of the government, any specific business, lobby, or interest group. The value of impartiality is about the recognition of fact that every coin has two sides, and a journalist is responsible for doing scrutiny of the substance. Humanity implies that the media channel is aware of the consequence of the content published electronically, digitally, and in print. There is no hate speech, the obscene image of violence, or any information that could bring more harm than good. The element of accountability keeps check on the functioning of media that if something false is disseminated it should be clarified with an apology because the information is a public good.

The success of the media business is solely dependent on the number of readers or viewers. To attract as many readers as possible, the phenomenon of sensationalism, distortion, and manipulation of news is common. Most of the time, media is hardly fulfilling its social responsibility as there exists false, unbiased, unbalanced, selective reporting along with violation of the right to privacy, criteria of decency, obscenity, and bad taste (Goran & Karamarko, 2015). This kind of content hinders the space for enlightened judgment of the public as media readers, listeners and viewers are manipulated. At the same time, such biased partial and inaccurate content doesn't take humanity into account. Often, pictures, audio, and videos of the dead bodies of terrorists, patients, assault, and rape victims are shown on media for grabbing the attention of the audience. Such practices along with issues of fake news, propaganda, and unproductive debates significantly injure the social integration and cohesion of the society.

Content equilibrium also demands that content is morally ethical. Such content must be gender-sensitive, privacy-sensitive, decent, not religiously infuriating, and state narrative friendly. Ethical journalism also entails that a person speaking on any topic must have a qualified authority to speak on a specific topic.

### **Proposed Regulatory Framework - CQARS**

Like an unaudited financial statement that does not carry any audit opinion, unfortunately, information media is following unaudited content assessment. The world has shifted from

the war of weapons to the war of brains. There is a great need for Information Media Content Quality Audit. The CQA focuses on the analysis of coverage of various issues of the political economy of information, or in other words, different parameters that need to be considered for improved content quality. The proposed CQA aims at determining the quality of content by focusing on the content equilibrium. Content Equilibrium is measured through the following equation:

$$CE_i = f (CR_i, PR_i, IC_i, CV_i, SN_i, EV_i) \quad (i)$$

Where,

- CE Content Equilibrium
- CR Content Representation based on social, economic, political, and cultural themes
- PR Provincial Representation in the content shared
- IC Information Credibility of content
- CV Constructive Value of content
- SN State Narrative and tone of media
- EV Ethical Value of content shared

‘i’ represents the number of media channels that can take numbers 1....., n.

One of the major parameters for Content Quality Audit is the fair representation of the major counterparts. So,

$$CR_i = f (Pol_i, Eco_i, Cult_i, Soc_i) \quad (ii)$$

Where CR is dependent on the fair representation of political (Pol), economic (Eco), cultural (Cult), and social content (Soc). For assessment of Content Representation, each theme would be assigned weightage as per its value in the political economy of information. As, for political content specifically, (Qureshi F. , 2020) suggested that following the steps of BBC and CNN, the well-reputed international news channels; there is a need to follow the rule of 20% politicians or any spokespersons of political parties and 80% should be analysts or experts. The content of political and economic nature should make up 30% of the total content for each category. On the other hand, the content on social, and cultural issues would be assessed at an assigned weightage of 20%. The study by (Kim, Song, & Kim, 2020) supports the parameter of content representative of the proposed model by stating newspapers that issue proportionally supplementary articles on politics, business/economics, sports, and general social news tend to perform well. For instance, increasing the proportion of business/economic news by 1% is nearly 1.4 times more effective than increasing the proportion of general social news by the same percentage. Moreover, within each major theme, for example, economy, all relevant

current issues must be given due coverage rather than focusing on just two or three aspects of the economy.

In the above-mentioned model, consumers have access to information either directly through a newspaper’s website, or indirectly through a platform, which offers a wide range of content of social, cultural, economic, and political nature. However, a frequently revealed demonstration of non-representative news quality content is the documented decline of newsroom sizes and of the overall number of journalists (Cagr, 2016; Fan, 2013).

The second most important parameter for CQAR is whether there is fair provincial representation in the content being presented. This representation would be correlated with the percentage of speakers of each province. For example, there are 3.75% of the Balochi speaking population, so at least equivalent weightage to the issue related to their province must be given in the published content by the media channels.

The population size by different languages spoken in Pakistan, according to the Pakistan Bureau of Statistics, is shared in the table below:

							(in %)
Pakistan	Urdu	Punjabi	Sindhi	Pushto	Balochi	Saraiki	Others
	7.57	44.15	14.1	15.42	3.57	10.53	4.66

*Source: Population by Mother Tongue- Pakistan Bureau of Statistics*

On basis of assigned weightage, the coverage by a respective news channel for each theme and sub-theme including due provincial representation would be ranked on a scale of 1-10.

There is a great diversity in the format of Urdu dailies in comparison to other languages. In English newspapers, news associated with society's undesirable characters is presented inside columns on page corners (Zahra & Sadaf, 2016). The readers’ attention on important current issues is not diverted in such paper formats. Relatively, English newspapers’ dialects are not very blunt and spicy.

Enquiring the Information Credibility (IC) is not a new phenomenon, it was first given in 1988. Credibility can be defined into three categories: source, media, and message. (Appelman & S., 2016) stated that two forms of indicators are: formative (objects responsible for the credibility of a message) and reflective (objects responsible for the credibility of a message). In a trial, the authors executed a sequence of confirmatory factor analyses. They recognized three reflective factors (believable, accurate, and authentic) and ten formative ones (professional, concise, consistent, complete, objective, no spin, etc.). Another important contribution of this study was on separate and different *source*

credibility measures (trustworthy, reputable, authoritative, and reliable) from those of credibility of *message* indicators. So majorly based on the following four parameters IC would be measured in the audit reports of media channels. First, the trustworthiness of the source of information, second, the publisher's credibility, third, the same content shared by other media channels (numbers), fourth, infographics and headlines with sensational appeal.

Constructive Value (CV) of content is the qualitative and quantitative output of programs run on respective media channels. It will be a dummy variable being 0 for persona and 1 for value-driven content. Value-driven content would be measured via various sub-parameters such as 'number of subject experts' called to the program; no stale content; and level of constructive and investigative journalism carried out. Assessing the output of media content is important because journalism isn't merely about presenting the problems but also about rigorous expert debates for offering refined and pragmatic solutions. Constructive content reports about the right as well as wrong things that are happening in the world, and what is being done, and what needs to be done to tackle the hard issues.

State narrative (SN) would be analyzed through the content as well as the tone of media in light of Article 19 of the constitution of Pakistan along with ensuring that no undue criticism has been presented against the state institution or any debate that could substantially create disharmony and turmoil in the society on the political, economic, social, cultural or religious front.

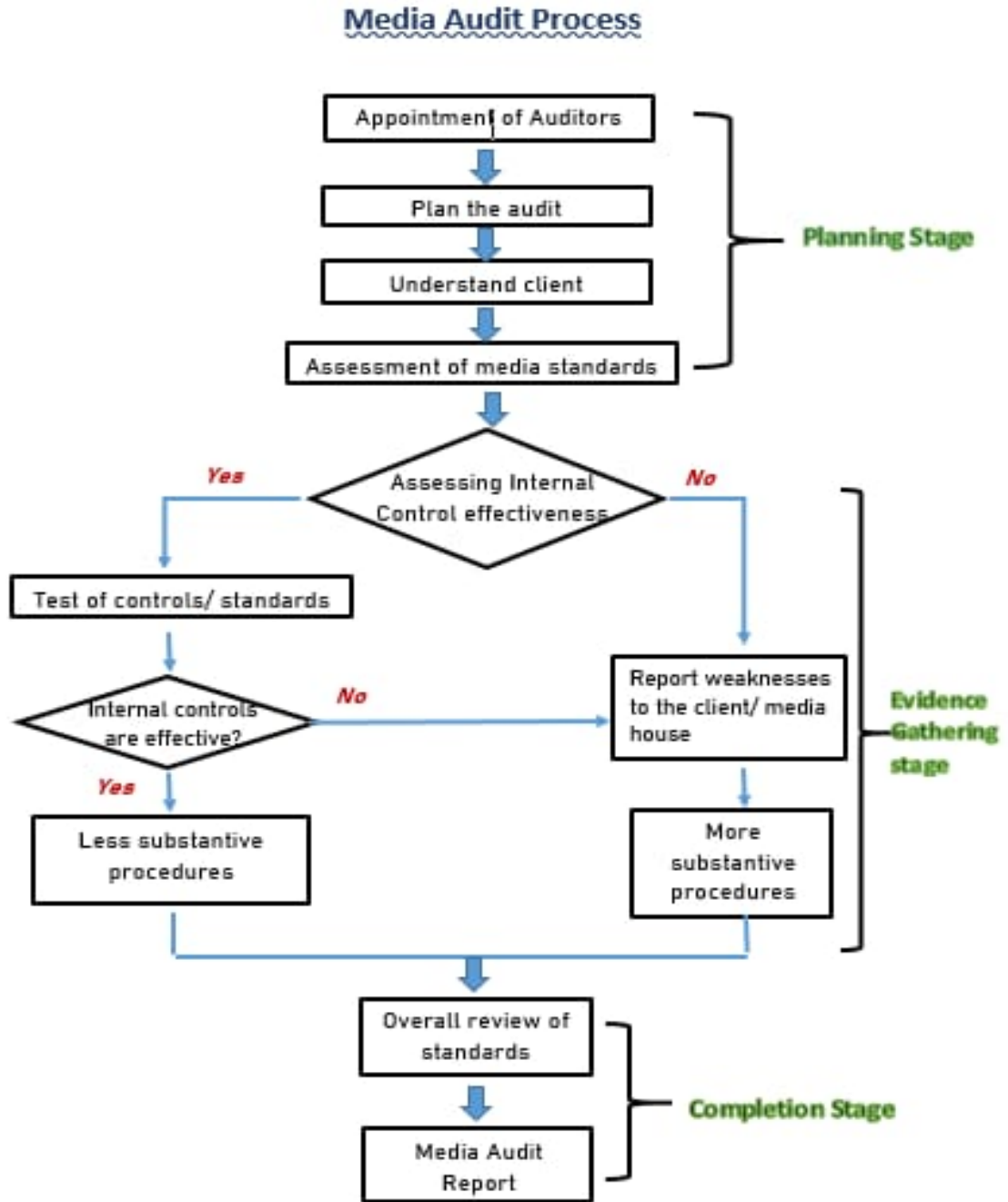
The Ethical Value (EV) of content disseminated by media houses would be measured through the number of training imparted by the respective media houses to their employees on gender, religion, and privacy sensitivity along with courses on media ethics and professionalism.

For each category, the content will be rated on a scale of 1-10. This CQAR would provide the credibility-based ranking of each media channel and not the viewership-based ranking. CQAR provides the rating by measuring the overall quality of content aired through each media organization during a specific period such as quarterly, bi-annual or annual, and is not for daily or weekly analysis. Because the content representation of major themes, sub-themes, credibility, and value of content on a daily or weekly basis can hardly achieve the content equilibrium level. So a certain time range is mandatory to carry out accurate CQAR.

### **Media Audit Process**

The parameters and standards discussed above can be used as a benchmark to design Information Media Audit Reports, which can be impactful and can resolve policy issues. Following the Financial Audit Process, Media Audit Process can be generalized into three stages; planning stage, evidence gathering stage, and completion stage. For perfect results, external audit is the key path accompanying the internal audit, as it helps in reinforcing the credibility of a company's (in this case of media houses) content and compliance with regulations. Media Audit is a unique concept and there is no literature available to support

the model and process discussed in this paper. Figure 1 shows a process of how media audits can be conducted from the perspective of auditors.



Media content audit report facilitates the media organizations as well as regulatory institutions to understand the real worth of content being aired for the public information. The procedural loopholes would be resolved, once the regulatory authorities (PEMRA and PCP (Press Council of Pakistan)) would make it mandatory to submit periodic CQARs by every media house.

It is a highly comprehensive, rigorous, and time-consuming task to carry out the content quality audit. So specific media audit firms, on the model of financial audit firms, will be established - licensed by PEMRA. As credibility and quality are real parameters of TV channel rating, this gigantic task of TV channel rating based on the quality of content aired will be done automatically based upon the scores of these reports. This will promote healthy competition among the media channels that will not only strengthen the KBE but will also ensure the formulation of effective public policies.

## **Conclusion**

In this era of highly developed print, electronic and new media, content regulation is inevitable for the political economy of information in capitalistic economies. In Capitalist economies, most media firms hold certain ideologies and interests, and their content production is focused on fulfilling both of these objectives, keeping the national interest aside. These firms are either corporations in themselves or are highly dependent upon their financiers. Along with this, a huge body of literature highlights the issue of ownership concentration - a major impediment in way of balanced journalism. Due to this reason, the unhealthy and non-productive competition within the media industry is evident. This selective agenda-driven content accompanied with fake news could seriously hurt political, economic, social, and cultural stability in this era of 5GW. As 'a half-truth is even more dangerous than a lie', so without objective, credible and wholesome information the national security of the country might be in deep waters. Moreover, the delivery of quality media content is mandatory for the formulation of effective public policies and the establishment of a strong KBE. A biased political discourse projected through media channels basically sets the agenda and forms public opinion leading to polarized policy formulation. Therefore, the proposed Content Quality Audit of the fourth pillar of state is highly needed as it would ensure national security, overall stability, promotion of ethical values, and reputation of the state. Without it, the system may suffer from the phenomenon of Information Failure at socio-economic and geo-political fronts along with the huge burden of policy failure.

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