

Media Diet Plan: Analyzing What Media Serves and What's Needed

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Abstract:

This study examines the diversification of television content and the diet plan media channels are providing for viewership in terms of genre division, content variety, and framing. The study based on mixed-method research in which quantitative part includes genre-wise content shared on major Pakistani television channels during the year 2019 with the sub-genre division of each, whereas the qualitative part includes interviews of media personnel to find out content approaches. The outcome of research gives a clear picture of imbalanced content framing in terms of pyramid. The study highlights that drama content, categorized as Junk media, constitutes the majority share, while the news genre falls under general media with a significant market share. In contrast, media for growth ranks up to the 20th position, and media for practice, including the Kids genre, holds a minimal market share. The findings underscore a noteworthy pattern: the current media content structure resembles a reciprocal media diet pyramid, where a considerable portion corresponds to Junk media—a trend contrary to the expected pyramid model.

Keywords: *Media Content, Diversity, Viewership, Genre, Media-Diet.*

INTRODUCTION

Background of the Study

The lesson on a healthy and balanced diet is instructed in school courses and represented by a food pyramid diagram. The pyramid is divided into portions as per the variety of food. Similarly, when subjected to the daily media diet there comes an associated degree of exponential modification with poor progress. There is a powerful demand to be anxious concerning what is in the day-to-day diet setup. As this generation is glossy with media and there is a requirement for selection in daily diet showing wisdom and discernment that's why media choice ought to be purposeful similar to the food diet.

Hunger precedes the current scenario. Media turned from being scanty to prolific in a blink of an eye and we become liable to guzzle ourselves. The most troublesome factor is to control when there is abundance, people try to eat plenty when there are buffets, and similarly, media buffets are considered devils if they are not smartly diverse. (Faris, 2018)

Media diversity is about people, and for people. A well-balanced diet of media content from completely different viewpoints and ideas is widely perceived because of the matrix for cultural exchange, democratic participation, and private self-deployment. Yet, paradoxically, today's diversity policies are increasingly detached from the way users notice, access, and consume media content.

Significance of the study

The statement of Marshall McLuhan justifies the research topic, "We shape our tools and thereafter our tools shape us", similar to the way media content would shape, a society shaped in particular. (McLuhan, M. 1964)

Media content has a great impact on society. If the genres, which channels provide, would not be balanced and appropriate, it directly affects society. Television programming needs to be a mixture of all genres with the contrast of knowledge, infotainment, and entertainment. The study plays a role in identifying the basic framing for content diversity.

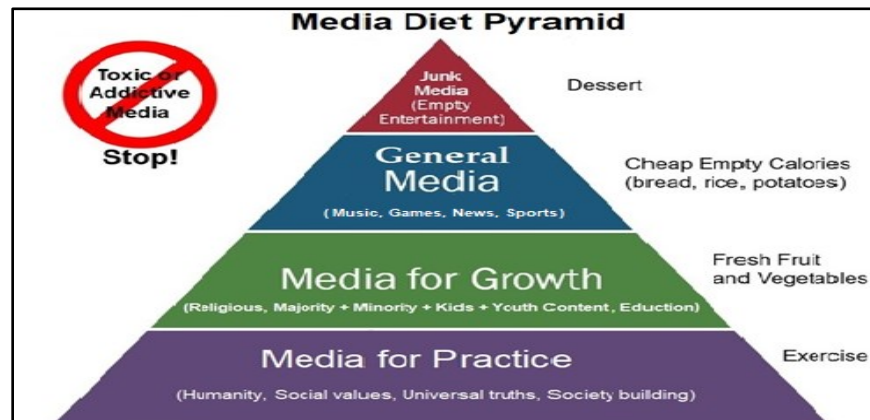
Purpose of the Study

The main purpose of this study is to highlight the imbalance in media diet, identify a balanced diet pyramid of television programming, and diversity in content framing with an overview of media regulation. As society grasps from media, people have 12 hours a day contains the bulk but how one uses it determines what personality one becomes, mind and life are largely shaped by how one consumes that.

Research objectives

The study assumes:

1. To provide the media industry, with a complete package of research work for the formulation of diversified content.
2. To facilitate researchers to get an understanding of the framework for balance television programming.
3. To highlight the genre division, which genre needs to be added, and which genre is overwhelmed.



Proposed Media Diet Pyramid

Source: Media Nutrition pyramid lesson plan by Dr. Andrew sears (President City Vision University)

Research Questions:

RQ1: Does the media diet offer an extensive variety of diversified content?

RQ2: Does television content framing in Pakistani media are evenly weighed?

RQ3: Does Pakistani media properly divide genres as per diet pyramid? If not, which genres are overvalued and which are necessary?

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Genre Framing and Diversity

Every aspect of television exhibits a reliance on the genre. Most content has some generic identity, fitting into well-entrenched generic categories or incorporating genre mixing (as in dramas, or blends, as a comedy or game show). Some new genres have become the focus of a global form of flow and adaptation, the licensed format trade. Format, in this sense, is a more specific framework for production than the genre.

According to Moran (1998), a television format is a set of invariable elements in a program out of which the variable elements of individual episodes are produced. So, a melodrama or primetime serial is a genre. The concept, script, and production guidelines of comic content constitute a specific format. This is so even if it is subtly transformed from the US style of primetime serial to sat the distinctive Latin American telenovela, which most would argue is now, a different genre (La Pastina et al., 2003). Study observed that the two main kinds of formats are, first, drama, situations, comedy, and scripted Entertainment, and second, reality shows including game shows, talk shows, and news.

Gerbner and colleagues (2002) argued that all TV programs contribute to “massive, long-term, and common exposure of large and heterogeneous publics to centrally produced, mass-distributed, and repetitive systems of stories” (p. 47). By opposing the “tendency of media research to isolate and dissect pieces from the whole” (Gerbner et al., 1986, p. 21), they are primarily concerned with the effects of overall patterns of TV viewing. The theory was developed in the 1970s, a time when there were far fewer channels and programs on TV than there are today. Thus, audiences in the 1970s might have encountered similar types of content even if they

were selective in choosing what they watch. However, this assumption is questionable amid the number of channels and genres available in cable and digital TV, at least in the United States. Indeed, many scholars have argued that media effects researchers should focus assessments of media effects on specific programs, genres, or channels of content to which audiences are exposed (Annenberg Media Exposure Research Group, 2008; Bleakley et al., 2008).

A study provides a systematic analysis of media content framing studies in the worlds leading communication journals. A quantitative content analysis of 131 studies revealed in fifteen international journals demonstrates how frames are conceptualized and measured. Current issues in frameworks embrace a lack of operational exactness, the descriptive focus of the many analyses, neglect of visuals, and scanty reporting of reliability. By examining the origins and effects of the framework, researchers may move on the far side from a mere description of media content, so ultimately advancing the understanding of frames. The analysis contributes to its modification by pushing framing officials to move forward to fertilize, advance, and challenge content framing analysis for upcoming years. (Matthes, 2009).

In realizing the challenges of media diversity as policy aims to lie down in diversity of supply and in search to create a condition so a user can choose between diverse content (Burri, 2016). Numerous studies have linked media use to a great deal of sadness. Another issue consuming the prepared stream and drawing it into the danger zone is that the algorithms themselves now favor lie over truth and make it difficult to discriminate between the two by design. (Faris, 2018)

The liberalism is rapidly changing the media structure. Author Mara Einstein (2003) examines the diversity of media and suggests that it has been outdated and ineffective, as study after study finds diversity regulations to be wanting. During diversity research on the impact of minority ownership, regulation of cables, multiple network ownership, and cross-ownership of media on program content. Einstein poses the question that why regulatory bodies regulate only structure rather than content. It is argued that media industry consolidation does not affect Entertainment program diversity concludes with ramifications for the

media industry and further studies about media monopolies (Einstine, 2003).

There is a need to reinforce media broadcasters in Pakistan similar to what the UK has done with BBC by providing them adequate resources so that they could compete with other media and would be able to play a role in diversified programming for public goodness instead of commercialization. Pakistan's regulatory authority should also be vigorous and progressive and must have the ability to intervene in the industry to give the best results as per the requirement of the industry as well as viewers of broadcasting content. The liberty in media diversity is not about making choices but the effects on viewers. (Napoli & Sybblis, 2007).

Diversity of TV Content that Entertains Informs and Inspires

Diversity is a broader social topic that is increasingly appearing in TV programs and advertising campaigns. Through the variety of content offered, TV plays a strong role as a force for good and contributes to democratic debate in society. "Diversity is a fundamental component of a positive and vibrant society and should be seen as wealth rather than a threat. Diverse quality content can inspire viewers to expand their minds and look beyond everyday life through inspiring shows. Any attempt to diversity can only contribute to a better world," said Caroline Petit, Deputy Director of the United Nations Regional Information Center for Europe (UNRIC).

THEORETICAL FRAMEWORK

For the study, Media dependency theory was chosen under the consideration of the topic.

Media Dependency Theory

Media dependency theory, have relevance to the study. According to this selective theory of the study, "there is an internal link between media, audience, and large social system. The viewers' learning from real life is limited, so they can use media to get more information to fulfill their needs. Extensive use of media generates dependent relations with viewers.

Also, Media can able to create a dependent relationship with target audiences to achieve their goals by using their media content.”

Sandra Ball-Rokeach and Melvin DeFleur proposed the “Dependency theory” in 1976.

The theory is blended with numerous perspectives like psycho analytics and social system concepts, systematic & informal method, and base factors from uses and Gratification theory however much less recognition of results. Media Dependency theory is one of the theories, first of its type which regards the target audience as a lively component in communication procedures. The dependency theory is accelerated from the principle of uses and Gratification.

Due to diversified content framing, viewers reconsider their beliefs, practice, and behaviors when strong social change, conflicts, or disturbances would affect them to create perceptions and make new decisions. During this period, media dependency is dramatically increased, because there is a strong need for information, support, and advice.

In this communication process, the active viewers choose the media depending on their individual needs and other factors such as economic conditions, society, and culture. If an alternative source fulfills the viewer’s needs, then it will reciprocally decrease the media dependence, and viewership falls automatically. However, the study is relevant to Media Dependency Theory, because it is necessary to observe how diversity in content framing is a need for media viewers who are somehow dependent on media to fulfill their needs.

Although, the media dependency theory study will explore how people consume media content, the use and need of genres, what genre is more attractive to viewers, and how media could be able to fulfill their needs.

In the light of media dependency theory, the study justifies the need for content diversification and how the framework of content diversity needs to be designed.

RESEARCH METHODOLOGY

Methodological Approach

The study conducts mixed-method approach. The quantitative part of the analysis includes data collection of aired content as per genre. In order to fulfill research objectives, the qualitative part of the research includes

interviews with content planners/heads, to understand their approaches, advice, and point of views.

Method of Data Collection

The data is collected from research agencies to enquire about the precise position of content diversity among Pakistani channels. The researcher takes the genre-wise content viewership analysis from Instar people meter software for twenty-four hours that were on air throughout the year 2019.

To identify possible chances for improvement of content diversity, semi-structured interviews were conducted with content heads (News/Entertainment), Policymakers, and General Manager of PEMRA. On the premise of collected knowledge (i.e. content diversity and genre-wise share), they asked the question to inquire about the answers of lack of content balancing. The queries of the research objective were the fundamental inquiries to ask.

Method of Analysis

The program details of major channels were classified in forms of programming and genre share and then divided into sub-genres. The quantitative data findings were represented through bar graphs and pie charts with brief descriptions for each. The comparisons of collected knowledge besides the pyramid diagram provide a clear image of content framing in media channels.

The interviews were transcribed to identify the lacking aspect in the framework. All interviewers offered answers to each question from the research objective respectively. All the answers were examined conjointly to induce a higher understanding of diversity matters in the content framework.

DATA ANALYSIS AND FINDINGS

Quantitative Data

Technical Card

Source: Kantar Media

Dates Duration: 1/1/2019 to 12/31/2019
 Target Audience: Male 15+ C&S, Females 15-45 C&S
 Regions: NEW Pakistan Urban
 Time: 24 Hours
 Universe: 12.462 million
 Sample: 1456

Genre Wise Viewership Share in Percentage of Television Industry

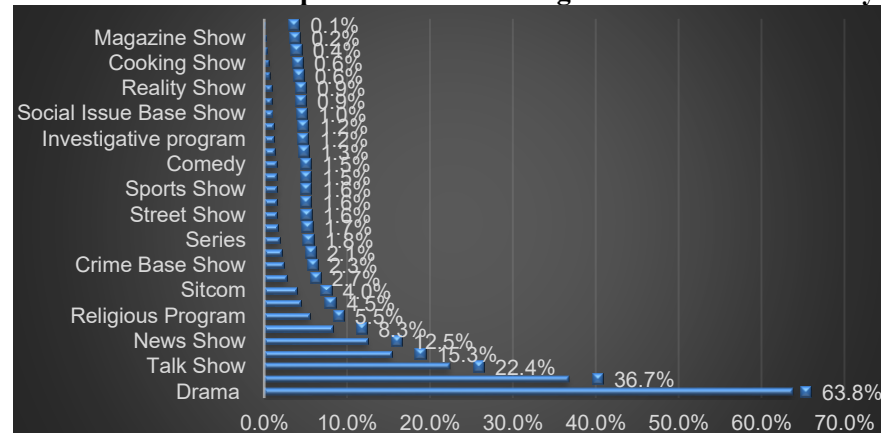


Figure 1 (Television Industry Viewership Share)

Description: Entertainment and News genres dominated in 2019 as well as first 5 ranks taken by the News and Entertainment Industry. Drama was the most influential genre which gained 63.8% share during the year 2019, similarly, News and Talk shows from the News genre hold 36.7% and 22.4% market share. However, Infotainment and Religious genre were ranked in the top 10, whereas Sports and Music genre lies in top 20 ranks with 1.6% and 1.7% share respectively. As far as Kids genre is ranked in 30's with 0.1% market share.

Technical Card

Source: Media Monitors, Kantar Media
 Dates: 7/1/2019 to 12/31/2019
 Targets: Male 15+ C&S, Females 15-45 C&S
 Coverage Condition: Average
 Regions: NEW Pakistan Urban

	Universe	Sample
Male 15+ C&S	38694	4526
Females 15-45 C&S	14849	1568

GENRE WISE AVERAGE DIVISION OF OVERALL CONTENT TELECAST ON MAJOR PAKISTANI TELEVISION CHANNELS

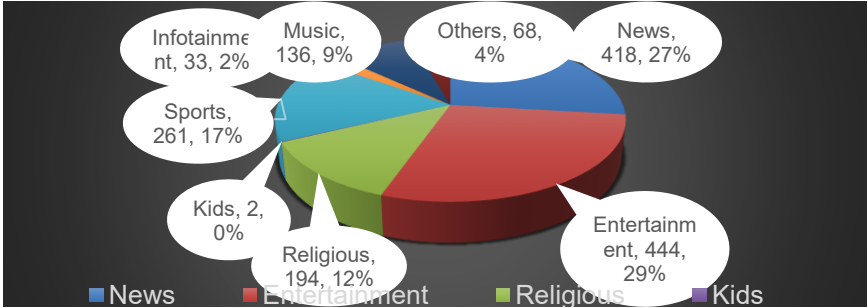


Figure 2

Description: Among overall television content, as per average division, the Entertainment genre covers most of the content with 29% programs, while News Genre covers 27% programs, whereas sports genre content covered by 17% programs, Religious content covered with 12% programs. Music, infotainment and other genre covered by 9%, 2%, and 4% respectively, whereas kids’ content is almost 0% with 2 programs.

SUBGENRE WISE AVERAGE DIVISION OF NEWS GENRE ON MAJOR CHANNELS

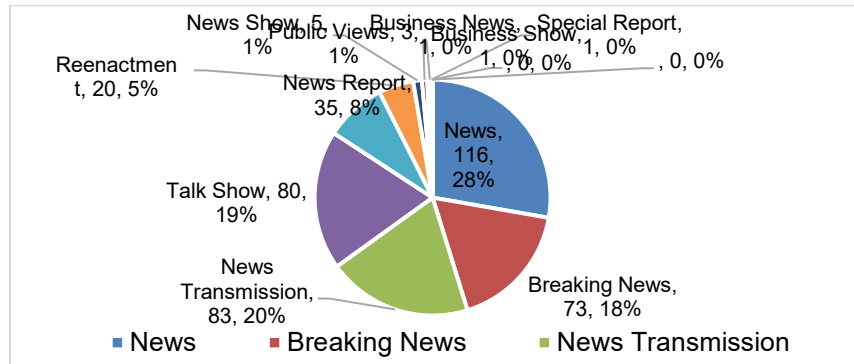


Figure 3

Description: Among News Genre, the highest share achieved by news which is 28%. The second highest 20% has been taken by News transmissions. The third highest 18% share has been taken by breaking news content. Talk shows achieved 19% share with 80 programs, which is on fourth in the ranking. Sports show in the fifth position with 21 programs, 4% share, 20 Reenactment programs with 3% share in the sixth position, news shows and public views programs gains seventh and eighth position with 1%, and 1% share, whereas other genres have maximum 1- 2 programs with approx. 0% share.

SUBGENRE WISE DIVISION OF ENTERTAINMENT GENRE ON MAJOR CHANNELS

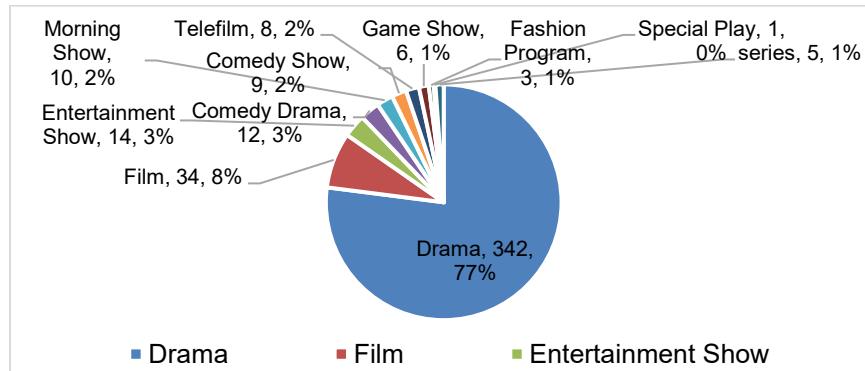


Figure 4

Description: In Entertainment Genre, highest share 77% has been achieved by Drama content. Films got second highest rank with 8% share. Entertainment shows received third rank with 3% share; comedy-dramas got fourth highest position with 3% share. Morning shows and comedy shows and Telefilms received fifth rank with 2% share, whereas series, Game shows, and Fashion programs have 1% share respectively.

SUBGENRE WISE DIVISION OF RELIGIOUS GENRE ON MAJOR CHANNELS

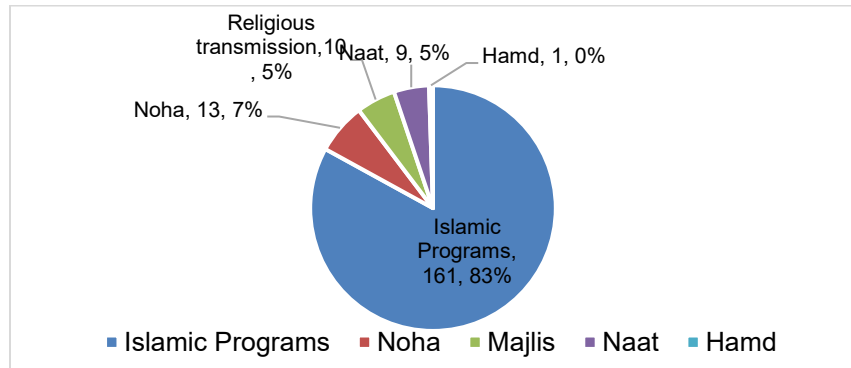


Figure 5

Description: In Religious Genre, Islamic programs gained 83% share, whereas Noha content has 7% share. Religious transmission content has 5% share, Naat also stands on 5% share while Hamd lies on 0% share.

SUBGENRE WISE DIVISION OF KIDS GENRE ON MAJOR CHANNELS

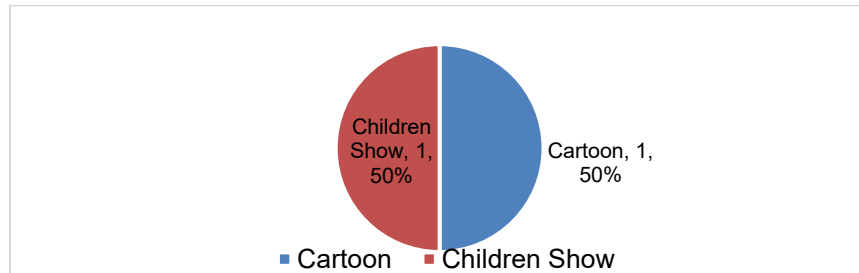


Figure 6

Description: In the kids' Genre, only two programs aired with 50% share specifically.

SUBGENRE WISE DIVISION OF SPORTS GENRE ON MAJOR CHANNELS

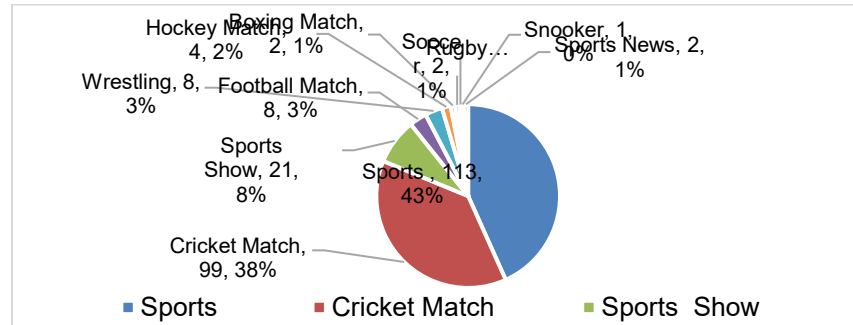


Figure 7

Description: Among Sports Genre, the highest share taken by various sports, which is 43%. Cricket match has Second highest 38 % share, Sports shows gained third-highest share which is 8% while Football and wrestling content gained 4th position with 3% share, boxing match, and soccer got 1% Share. Whereas Rugby and snooker have least share of 0%.

SUBGENRE WISE DIVISION OF INFOTAINMENT GENRE ON MAJOR CHANNELS

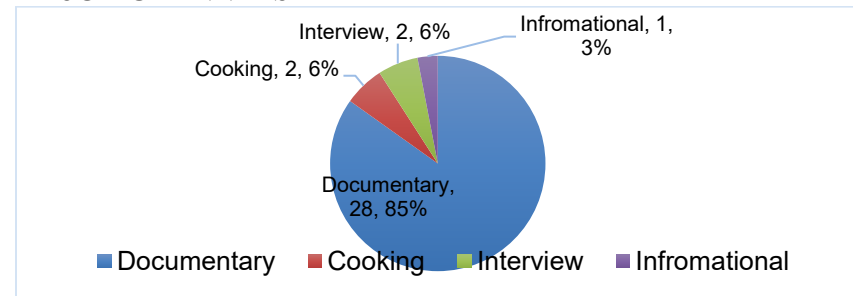


Figure 8

Description: Among Infotainment Genre, the highest share is taken by documentary, which is 85%. Cooking content has Second highest 6 %

share Interviews content gained 6% share. Whereas Informational content has 1% share.

SUBGENRE WISE DIVISION OF MUSIC GENRE ON MAJOR CHANNELS

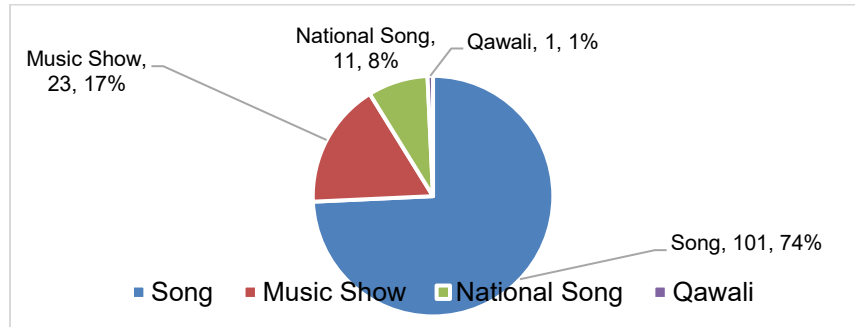


Figure 9

Description: Among Music Genre, highest share taken by songs, which is 74%. Music shows has Second highest 17 % share, National songs have 8% share. Whereas Qawali have 1% share.

SUBGENRE WISE DIVISION OF MULTIPLE/OTHER GENRE ON MAJOR CHANNELS

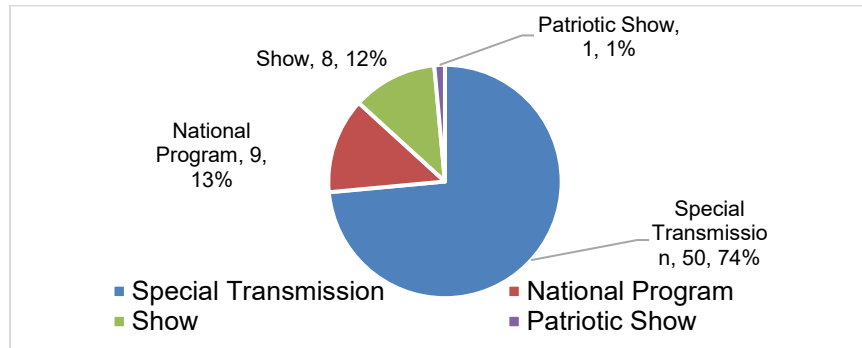


Figure 10

Description: Among Other Genres, a highest share taken by special transmission, which is 74%. National program has second highest share

which is 13% share, general shows have 8% share. Whereas Patriotic shows have 1% share.

Qualitative Themes

- **Toxic Content**

Toxic content has a different definition for every individual. If any content is creating toxins in society it needs to be stopped and controlled. According to content heads, toxic content is not spoiling society it's the reflection of society. If something is happening in society, the media shows people what is going on. Rather than the denial of the facts of society people should accept those facts even the taboo areas have also been discussed as they exist in society.

The content considers toxic is a part of society. The different mindset of society wants to see different content that might seem toxic to some but seems good to some people with another mindset.

- **Empty Entertainment**

There is a lot of entertainment aspect hidden under domestic drama content and soft news content. According to content heads, "empty entertainment has no benefit to society but if individuals get smiles on faces because of that harmless content. It is not that bad to on-air it". Empty entertainment projection is more than the average projection.

The content at somehow approved or rejected by the masses, so if a viewer is showing high demand for the content which is empty entertainment then it is getting a high projection. The regulator could not dictate viewer choice.

- **Informative Content (News)**

Media gives proper and diversified information. Either it's news information or drama topics. News content provides informative content and proper awareness. News genre has quite enough

projection as it's channel-based now, so a news channel airing 24-hour news. Information is available in bulk and different perspectives need to be on board with all variables to balance the information.

- **Music And Games**

In the beginning, the industry had music channels, many new talents came Infront through and the industry grow but as the viewer or competitor did not proceed then the regulatory body has nothing to do in between. At times there was proper music content in the industry but due to social issues, it gets down or mostly suspended. Similarly, there is no specific or appropriate content for games.

- **Content For Minorities**

There is no content for minorities. Minority content is not yet specified. Eventually, on religious occasions, specific months, dates, and days, it turns to minority content. Sometimes the role of any character reflects minority.

As Pakistan's electronic media regulatory authority (PEMRA) doesn't allow religious channels to be aired, (religious channels which are airing all are on stay orders) because the regulatory body considers that if anything could create religious conflict then it is better to prevent it. Similarly goes with minority content. However, occasional content relates to minorities presented in the news genre.

- **Educating Society**

Channels are educating society but media owners are concerned about how it works on the user end. In societies like Pakistan, where the literacy rate is low, people to some extent get education and awareness through television.

Media makes people aware of social issues, crimes, problems, and corrects myths. Partially media is educating society but not for the overall masses.

- **Helping People To Grow**

According to content creators, Media content is helping society to understand the surroundings and realities, media bring much new technology knowledge, terms, development, and growth in worldwide innovations and many things.

Policymaker states, “If we look back, the content was limited but in the last 15 years it continues to grow, in terms of literacy, awareness, people know what’s happening they are questioning. Media establish and flourish our lifestyle. Different content helps us to grow in different phases of life.”

- **Reflection of Religion**

Religious content is almost seasonal. Channels are straight away from 5 times of azan and regular religious content. As Manto said “Media is a reflection of society “Viewers don’t want to watch religious content throughout the year (except Ramzan, and Moharram)

According to the spokesperson, Pakistan's electronic media regulatory authority (PEMRA) doesn't support religious content and religious channels but somehow it is aired.

- **Practicing Content**

In entertainment genre, content preserves social values, actually whatever media portray is society’s image but content always drives a better ending where negativity gets cursed while positivity wins, stated by a content head of an entertainment channel.

At some level news, content preserves social values, humanity element sometimes gets violated due to the nature of news content. Giving insights about universal facts is not the media’s job it's something you learn spiritually, stated by a content head of a news channel.

○ **Balance In Content**

Present media content is balanced with a lot of imbalance. It still needs a long journey to create a good balance. As there is always room to improve, it could be better.

There is a segment-wise division of multiple genres in entertainment and news industry, which reflects a balance in content variety. However, few genres like the kids' genre are lacking. The reason for lacking this genre is because of finance because channels don't have vertical integration of kids/cartoon content.

○ **Diversified content**

In the perception of a content head, “Academically we can talk about diversification in content and strongly agree with the idea but practically seems impossible. Practically it is a business module media sell what viewers want to buy.”

First of all, kids' content is needed to be added, it has been tried to put a lot of women's content in terms of morning shows but time by time it's also getting down. A content head states that “Whoever owns the channel wants rating which doesn't come with diversity. Diversity in content is not saleable”. However, policymakers and content heads agree with the recipe for content diversity.

In the coming days or might be coming years, by the time when Pakistan moves toward a subscription model then automatically channels would get pressure to diversify the content. New content would automatically be generated once the subscription model arrives.

○ **Content As Per Age Groups**

Unfortunately, there is a huge market in the entertainment genre which target female of multiple age groups. Despite that no

content for other ages and gender. In the news genre, content is for males of the age group between 30 to 60.

There is a huge market for kids but channels have very little content for children. Some channels had some content for kids but the darker part is advertisements didn't come on such content, all the kids' advertisers who're brands have an association with kids don't want to be part of kids' programming. Sometimes some brands come up for it like Knorr etc., although children's programming is expensive so if good sponsorship would be available then-new ideas would be automatically generated.

- **Genres In Media Buffet**

The media buffet contains news, soaps, serials, sitcoms music, sports, games, religions, movies, documentaries, shows, and politics, has very little in business and kids programs, has a little bit of history, overshadows economic programs, and contains some other genres as well,

“Channels have multiple things fallen by the wayside it's not like that they don't have many genres. The initial fixed-point chart (FPC) which has been created almost has all the genres, even the fixed-point chart (FPC) designing personnel knew that as much diversity would be added in the daily cycle the content become more attractive. But content controllers have to eliminate a lot of programming, the only way to have all the diversified content is now to have specific channels for multiple genres.” elaborated by Policymaker. Pakistani channels have almost all genres but kids' genre is badly needed to be added.

- **Content Choice**

Content supervisors always try to choose channel content that has variety, different from one another, relates to social issues, breaks stereotypes, bold issues, child molestation, sexual harassment, females facing domestic violence, etc. They try to choose that one topic should be changed from another.

Pakistan's electronic media regulatory authority (PEMRA) begins in 2002, and as per its mandate, tv channels are allowed to provide people opportunities and choices about entertainment, information, and some other things related to electronic media

- **Healthy society**

According to content creators, current content is portraying real issues in society, they are pointing to society about social threats, and problems, and making them aware that these things are happening. Not every channel content is nourishing a healthy society. Although there was an organization for healthy content airing rules established to nourish a society with representatives of all channels. However, yes, it is important to air the content which nourishes a healthy society but we should also keep in mind that media is in a growing phase and will grow well in this term in the future.

- **Content Similarity**

To a large extent, channels tend to become a copycat, there is always a follower and there is always a leader that's something happens all over the world. A certain type of programming becomes popular. Every channel has news at 8:00 and 9:00 PM, and every channel has talk shows at certain times and what happens is they just getting makes blur images of each other content. Like who does it better or faster than the other. It's a constant race rather the being diversified content.

Channels had done variations but not happening in real because every channel follows the same trend due to fear of market failure. Some channels did some experiments for diversification or variation in content but viewers reject it by rating.

- **International Standards**

They look into and observe the international standards but at this point, content heads think that they cannot diversify content

variety as media is not mature enough to digest every taste of the content. Ultimately it is a choice of the viewer whatever channels are on-air.

“Content heads watch and follow international standards and get very much inspired by the content and also admits that Pakistan media is not making that kind of content because our people are not capable to digest that content as society is still immature”. A content head stated.

- **Balance Projection**

In content heads' perception, channels are giving balance projection by variation of topics in our dramas, and morning shows, some format needs to be revised, and some trends are objectionable.

According to policymakers and content heads, channels analyze viewership choice (in terms of rating). For any content, viewer choice comes first. Channels project what they like. Does not matter whether it is good or content for society or not.

CONCLUSION AND RESULTS

Media Diet Pyramid in Today's Media

The study examined all the research objectives and questions through qualitative and quantitative analysis, including those pertaining to content framing, media diet and the pyramid division. After examining and analyzing the outcomes, it concludes that the media diet pyramid, practiced in our media industry, is a reciprocal of the healthy and balanced diet pyramid.

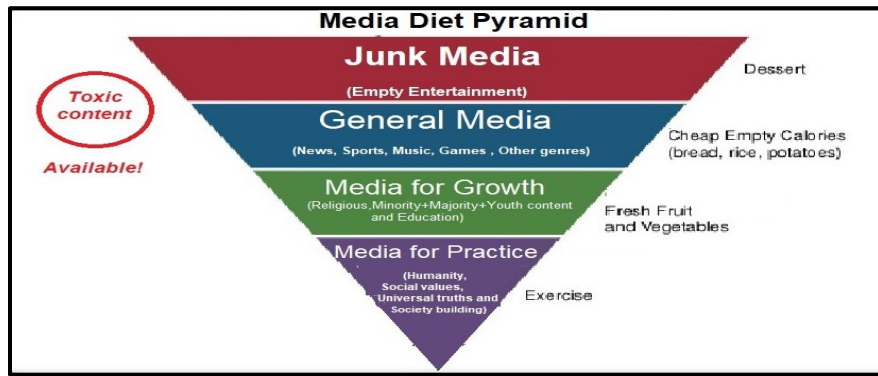


Figure 11
Inverted Media Diet Pyramid

Content Framing

Current media content is balanced with lots of imbalance; it has been observed that it still needs a long journey to create a good balance since there is always room to improve.

During the year 2019, the overall content telecast on major Pakistani TV channels has been divided into 8 main genres containing 52 subgenres amongst which a major part has been taken by Entertainment and News. While, among overall television programming, as per average division, the entertainment genre covers most of the content with 29% of programs, while news genre covers 27% of programs, whereas sports genre content has been covered by 17% of programs, religious content has been covered with 12% programs. Music, infotainment, and other genre have been covered by 9%, 2%, 4% respectively, whereas kids' content is almost 0% with 2 programs.

There is a segment-wise division of multiple genres, especially in entertainment and news industry, which reflects a balance in content variety while there is a huge market in the entertainment genre that targets females of multiple age groups. In news genre, most of the content is for males of a specific age group. However, few genres are still required to be included as there is a huge market for kids but Pakistani content creators are not focused on kids' content, on this point more purposeful creativity is needed, and that is how to create or shape content for different age groups.

The facts identified by content supervisors, channels produce content with variety and try to assure that one topic should be changed from another but seems unsuccessful due to audience attention. Although, every channel has its different and unique selling proposition (USP) which is being followed during content selection and creation.

Academically, the study talks about the diversification and content heads. It strongly agrees with the idea but programmatically seems impossible because practically it is a business module. Media sell what viewers want to buy. Diversity in content is not saleable. Policymakers and content heads also agree with the recipe for content diversity.

However, the study is relevant to Media Dependency Theory, because diversity in content framing is a need for media viewers who are somehow dependent on media to fulfill their needs. If media channels are failed to provide balance and healthy content to their dependent viewers then viewership will drop.

Media Diet

During the study of the Media diet pyramid, content has been categorized into multiple types (i.e. toxic content, empty entertainment, general media, informative media, media for growth, and practicing media) which is needed to figure out the balance and healthy media diet in-terms of content. Content is considered the king.

The content, which is considered toxic, is a part of society while having a different definition for every individual. Empty entertainment projection is more than the average projection. There are many entertainment aspects hidden under domestic drama content, with the highest viewership share of 63.8% achieved by drama content. The content at somehow approved or rejected by the masses, so if a viewer shows high demand for the content which is empty entertainment, then it gets high projection.

News content provides informative content and proper awareness. As 36.7% viewership share is taken by news, information is available in bulk but needs to be balanced. Moreover, Pakistani media do not have appropriate music and games projection. There is a lack of diversity for such content.

There is no specific content for minorities. However, occasional content relates to minorities presented in the news genre. Religious content is almost seasonal, but some religious channels are there that air only religious content throughout the year.

Channels are educating society but not for the overall masses as media owners are concerned about how it works on the user end. In societies like Pakistan, where the literacy rate is low, people to some extent are getting education and awareness through television. Media is making people aware of social issues, crimes, and problems, and revising the myths. Media content also helps society to understand the surroundings and realities; media also brings much new technology knowledge, terms, development, and growth in worldwide innovations and many things.

However, as per the media pyramid, a healthy media diet plan should contain the least amount of junk, an average amount of general media, and a good amount of content for growth than a large amount of practicing media, while through the research it has been observed that our media buffet is having the reciprocal of media pyramid which seems an unhealthy diet plan.

Hence through the study, it has been derived that, as much balance, we create in media diet by presenting the diversified content (which is still needed) as much the society would be balanced and will become healthy as Marshal McLuhan said: “We shape our tools and thereafter our tools shape us”

RECOMMENDATIONS

1. Kids' content should be created, as our media content lacks in the kids' genre.
2. A Pakistani kid's channel should be launched.
3. Every channel should be restricted by Pakistan's Electronic Media Regulatory Authority (PEMRA) in terms of the balance projection of each genre.

4. Pakistan Electronic Media Regulatory Authority (PEMRA) should propose a balance Media diet plan which contains a framework of content diversity.
5. As international media have equal air time rules and balance transmission rules etc. Pakistani media should also have some rules to balance the content.

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