

Slogan

| | |
|--------------|-----------|
| Afghanistan | Afg. 200 |
| Australia | A\$ 20 |
| Bangladesh | Taka 200 |
| Bhutan | NU 150 |
| Canada | C\$ 20 |
| China | RMB 30 |
| France | FR 100 |
| Hong Kong | HK\$ 75 |
| India | Rs. 200 |
| Japan | ¥ 1250 |
| Korea | Won 7500 |
| Malaysia | RM 20 |
| Maldives | Rf 150 |
| Nepal | NcRs. 200 |
| New Zealand | NZ\$ 20 |
| Pakistan | Rs. 200 |
| Philippines | P 188 |
| Saudi Arabia | SR 40 |
| Singapore | S\$ 20 |
| Sri Lanka | Rs. 300 |
| Thailand | B 250 |
| Turkey | Lira. 10 |
| UAE | AED 20 |
| UK | £ 5 |
| USA | \$ 10 |

Ethics in Advertising

Is advertising industry in Pakistan aligned with ethical and moral principles?



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Uplifting Showbiz Industry

Pakistan government has announced to establish a Film Finance Fund with the annual allocation of one billion rupees and launching the first-ever medical insurance policy for artistes. The film and entertainment industry of Pakistan has been facing a number of challenges in the past few years. Whether it was the pandemic that closed cinemas or intense competition for local films amidst rising costs, filmmakers have time and again complained how they want greater support from the government. It seems like their prayers have finally been answered. Unveiling the federal budget for the fiscal year 2022-23, Federal Finance Minister Miftah Ismail highlighted everything that the government was willing to provide to the film and entertainment industry of the country. Here are all the measures announced in the budget to aid the entertainment industry.

This was revealed by Federal Finance Minister Miftah Ismail during the budget speech 2022-23 in the National Assembly. He termed the uplift of film, culture and heritage, drama and fine arts necessary to promote the soft image of the country at the international level and bring innovations in societal trends. He announced a five-year tax holiday for film makers, five-year income tax exemption on construction of new cinemas, production houses, film museums, tax rebate on film and drama export and income tax exemptions for cinema and producers. Meanwhile, artistes have praised the positive measures the government has taken for the next fiscal year to promote the film industry and relieve film actors and workers. Film actress Meera welcomed the budget and motivation given to the film industry by Prime Minister Shehbaz Sharif, saying that she was really joyous to see that the government announced tax exemption for producers and cinema owners, 5-year tax holiday for filmmakers, new cinemas, production houses, film museums besides 10-year tax rebates for film and drama exports. She said she would like to set up her own production house for which she would request the prime minister to give her a grant of one hundred million rupees. She said the film industry would be revived in the country as film education and production facilities would be established with the status of CSR, including Post Film Production Facility, National Film Studio and National Film Production Institute. Stage actress Saima Ali Khan said artistes dedicated their entire life to entertainment of general public and the government's announcement of medical insurance of artistes and provision of a Rs1 billion fund for the film industry was an acknowledgement of the services given by artistes. She also welcomed the withdrawal of customs duty on equipment and machinery for production houses, theatres and cinemas, saying that it would promote the film industry and modernise the show business. She appreciated the decision that producers and cinema owners would be exempted from income tax. Filmmaker and director Sarmad Khosat said the establishment of a Rs1 billion annual binding film fund and National Film Institute, National Film Studio and Post Production Facility Centre at a cost of Rs1 billion would seem like a dream. If it was done, it would really benefit the film industry. With the exemption of five-year customs duty on the purchase of film and drama production equipment, the showbiz activities would increase. Actor Humayun Saeed lauded the introduction of medical insurance policy for artistes. Cinema owner Zooraz Lashari said the five-year income tax exemption would increase investment by those who build cinema halls, film museums and production houses. Filmmaker and director Syed Noor said the government's move was welcome as 70pc shooting of films with foreign film makers would boost domestic tourism and industry. Distributors Association Chairman Chaudhry Ijaz Kamran said the government "has won our hearts by abolishing 8pc withholding tax on distributors and producers".

The uplift of film, culture and heritage, drama and fine arts is necessary to promote the soft image of the country at the international level and bring innovations in societal trends. Rs 1 billion will be utilised for establishing a National Film Studio along with a National Film Institute and a Post-Film Production Facility. The foreign film makers will be given tax rebate on local joint productions of films and dramas with the condition of 70 per cent shooting within Pakistan so that the projection of different local places can help promote tourism and culture, besides business activities. The minister said eight per cent withholding tax was being withdrawn for distributors and producers while five-year exemption from the customs duty on import of necessary equipment for films and dramas was being given.

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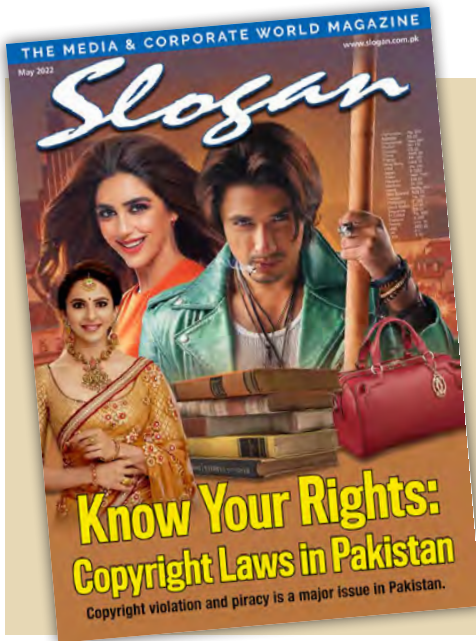
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Intellectual Rights

This is with reference to last month's cover story on the copyright violations in Pakistan and its implementation in the industry. Though the country has shown some progress in terms of lawmaking and its enforcement throughout industries and businesses, it has yet to make sure that no intellectual properties' violations and the infringement of copyright laws take place in any form of media. The current state of law-abiding in the TV and advertising industry is quite satisfactory but it is still not up to the mark, thus lots of serious efforts are required to improve the situation.

*Amjad Ali,
Karachi.*

Transport Woes

The transport problem in Karachi is said to have been solved after introduction of Greenline buses which run from Surjani Town to Guru Mandir. The city has a population of over 3 crores and sprawls over large expanse. How is it possible then that a single route can solve the long-standing transport woes of the city? What this huge metropolis needs is a wide network of transportation routes that should cater to the needs of commuters moving from different locations of residence in the city to their workplaces in other parts of the city. Merely one route does not solve this problem. The city fathers need to consider road plus above surface and underground rail routes to bring about meaningful convenience for commutes and also mitigate traffic congestion.

*Abdul Aleem
Karachi, Pakistan*



Forgotten Afghanistan

Afghanistan's problems prompted an OIC summit conference in Islamabad but somehow the country has been forgotten and there is not much talk about its travails. In fact, the US is even said to be contemplating bombing Afghanistan once again



to avenge its earlier defeat there. It is obvious the country has no future and it will continue to be a hiding place for terrorists and criminals in the times to come. The US pays only lip service to the innocent people of the country and has no sympathy for them.

*Amar Singh
Al Ain, UAE*

Governing from London

Prime Minister Shahbaz Sharif and a good part of his cabinet rushed to London recently for guidance in handling of the country's economy from Nawaz Sharif, the bigwig of the PML(N). Nawaz Sharif is a criminal who was jailed in Pakistan for life and who fled to London on a false medical pretext. He promised to return in a few weeks but has been gone for over two years. The jailbird is now summoning the Pakistan government members to London to give them instructions. Is this how governments are run?

*Muhammad Safir
Peshawar, Pakistan*



Off Base

This is about your editorial 'Sewing the National Fabric' which appeared in SouthAsia, May '22 issue.

While the magazine title photo of Imran Khan and a catchy caption were impressive, I thought the editorial would have some journalistic prudence and research. To my utter disgust, the entire editorial was off base with needless praise of young dynastic politician Bilawal Bhutto. As things currently stand, Billawal Bhutto is an inexperienced politician who does not carry the same DNA as his grandfather, Zulfikar Ali Bhutto. To the contrary, ZAB was smart, intelligent, experienced and naturally talented and his party's slogan 'Roti, Kapra Aur Makaan' was enough proof of his farsightedness, compared to the term 'selected' used by Billawal and his father Asif Ali Zardari, who is known for his corruption and nothing else.

I personally like Pakistan State Minister of Foreign Affairs Hina Rabbani Khar as she has competence. However, after watching her recent interview on Al Jazeera it seems that she has now lost her diplomatic aura and does not hold a firm perspective on key matters.

*Mahmood Nanji,
Karachi, Pakistan*



Climate Change

Forest cover is fast disappearing in Pakistan. The minister for climate change in the Shahbaz Sharif government, Sherry Rehman, is reported to be conducting an inquiry into the trees that were planted or not planted under the last government. In fact, what she should be more concerned about is the planting of more trees in the country so as to increase forest cover as this would make a positive difference in climate change. Ms. Sherry Rehman must put her priorities right.

*Aalia Mussadiq
Rawalpindi, Pakistan*

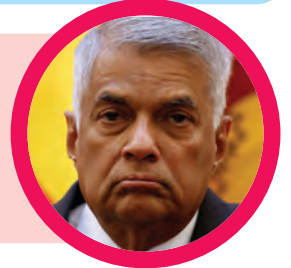


'Here, cases run through generations. Witnesses die, papers are lost and memories fade away.'

Dr. Arif Alvi,
Pakistan President.

'The next couple of months will be the most difficult of our lives.'

Ranil Wickremesinghe,
Prime Minister of Sri Lanka.



'The US has made Pakistan a slave without invading it.'

Imran Khan,
former Prime Minister of Pakistan.

'Dadagiri, gundagardi is not okay.'

Arvind Kejriwal,
Chief Minister of Delhi.



'Pity the nation that needs to jail those who ask for justice.'

Arundhati Roy,
Indian writer.

'I am the culprit of setting the trend for weddings on TV shows.'

Shaista Lodhi,
Pakistani TV Show Host.



'When you become a challenge for other TV channels, they close in to thwart your progress.'

Sultana Siddiqui

'Racism happens everywhere, but you should be strong enough and have the confidence to not let it affect you.'

Akshay Kumar, Actor



The Hostess

From make-up girl to TV host and cricket commentator, Zainab Abbas has come a long way. Perhaps it is her passion for cricket that has driven her this far. Her father was a cricketer too in the playing days of Ramiz Raja. With all her zing, Zainab does not seem to be an inspiration for Pakistan's female cricketers though, who are quite a losing lot.



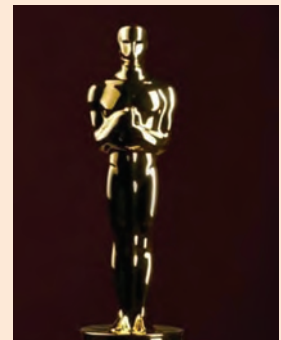
Topsy-Turvy

Should politicians end up in bandages and collar supports? Shahbaz Gill, a close Imran Khan associate, ended up in a capsized car while travelling on a motorway. His vehicle was hit from the rear and went topsy-turvy. If a smash-up is the price of loyalty to the leader, Gill or any other PTI guy shouldn't have any problems.



Recognition

When a Pakistani gets recognition in the West for his or her work, they become celebrities at home. Laraib Atta is one such person. She has been in the SFX teams of 10,000 BC, The Chronicles of Narnia, Prince of Persia, Godzilla and X-Men: Days of Future Past and has also worked for the BBC, Glassworks Barcelona and MPC. Daughter of popular singer Attraullah Essakhelvi, Laraib has contended for OSCAR and BAFTA awards in 2022.



Newsmaker

Farah Khan became a newsmaker after the Imran Khan government folded up. The main accusation against her was taking lots of money for postings and transfers in the Punjab while Imran Khan was Prime Minister. And all because she is a friend of Bushra Bibi, the prime minister's wife. So it was a sort of allegation of corruption against Imran Khan, in the absence of any other corruption charges against the outgoing PM.

Ambiance Boutique Art Hotels Launched in Karachi with NAPA Students' Performance

Titled 'Living Art: Episode Two,' a unique immersive theatrical performance was presented by a group of students from the National Academy of Performing Arts (NAPA) in the opening ceremony of the Ambiance Boutique Art Hotels in Karachi.

Directed by theatre actor Vajdaan Shah, the Living Arts performance was aimed at bridging the gap between the visual and performing arts and was an amalgam of 18 different stories inspired by the artwork, which was displayed at Ambiance Hotel. Notably, all performances were made by NAPA students.

Prominent people from different walks of life participated in the event. They included former Senator Javed Jabbar, Dr. Ishrat Husain, Lt Gen



Wajid Jawad, Jibran Nasir, Sanam Saeed, Mohib Mirza, Ayesha Omer, Maria Wasti, Asim Raza, Saqib Malik, Asad Ul Haq and Farah Haq, Tariq Amin, Tapu Javeri, Shamoos Sultan, HSY, Khadijah Shah, Yousaf Shahbaz,



Maheen Karim, Saba Ansari, Fouzia Amaan, Sachal Afzal, Takeshi Khoji, Mahvaish Rehman, Misbah Momin, Asad and Laila Premjee, Nida and Adnan Tapal, Simeen Tapal and Mikhaal Habib, Raza and Mehreen Agha, Chandni Saigol, Farah Leghari, and many others.

Audience members walked through several rooms to follow the trajectory of the performances in four time slots

from 6 to 10 pm. Guests interacted with the actors who individually and in small groups told an interwoven tale which featured themes of sibling separation, lost love, trauma of war, regeneration and celebration replete with whispering surgeons,



(R) Moinuddin Haider, former foreign minister Khurshid Mahmud Kasuri, Syed Jawaid Iqbal, Asif Zuberi, Lt Gen (R) Khalid Kidwai, Maj Gen (R) Aqeel Hassan, former minister Nisar Khuhro, Nassir Kasuri, Amina W Kasuri, Nasreen Kasuri, Sharmila Faruqi, Munirah and



mad scientists, cheeky fembots, and other colourful characters. **S**

PM Shahbaz Sharif Meets Nestlé Delegation

Pakistan's Prime Minister Shahbaz Sharif met a delegation of Nestlé Pakistan, headed by Waqar Ahmed, Head of Corporate Affairs, and Abdullah Javed, General Manager of Nestlé Pakistan. The delegation lauded the efforts of Prime Minister Shahbaz Sharif for sending the relief goods to flood-affected areas of Afghanistan. Nestlé Water also donated about 60 thousand litres of drinking water as contribution to the relief efforts of the Government of Pakistan. **S**



GO Surpasses 1,000 Retail Outlets

Gas & Oil Pakistan Ltd. (GO), in line with its vision to becoming Pakistan's largest Oil Marketing Company (OMC) in the private sector, has recently announced that it has surpassed the milestone of 1000 retail outlets. GO started operations in year 2015 and has become a front-running OMC in the country in this short period of time.

GO's ambitious business growth strategy relies on unrelenting focus on customers round-the-clock, in all seasons and in every situation. It is one of the leading OMCs to incorporate state-of-the-art tools and high-tech resources; making full use of technology to hone their supply chain management functions and spearheading efforts to curtail fuel shortages in the future and to stabilize the petroleum sector in its entirety. **S**

'Black Mirror' Returns

After two long years, the highly anticipated dystopian sci-fi show Black Mirror is back with its secret messages and mystery clues. According to Variety, the sixth season of the hit anthology series is in the works and will soon be back on Netflix for another heavy ride of virtual reality, surveillance, and data privacy themes.



The sixth instalment is reportedly in its early development stages with casting as a priority right now. Creator Charlie Brooker's landmark show, known to instigate critical thoughts about society and progress, is said to follow the same structure as the fifth one; with fewer episodes in number but each having the length of a feature film. Season five was preceded by an innovative play-along feature, Bandersnatch and comprised three episodes: Striking Vipers with Anthony Mackie and Yahya Abdul-Mateen II, Smithereens with Sherlock star Andrew Scott and Rachel, Jack and Ashley Too, which starred Miley Cyrus as a pop star. **S**



Andrew Symonds No More

Australian cricketer Andrew Symonds died in a car crash about 50 km from Townsville, Queensland, on 14 May 2022.

Andrew Symonds was commonly known by the nickname 'Roy'. He played all three formats as a batting all-rounder. He was an important member of two World Cup winning squads. Symonds was a right-handed, middle order batsman and alternated between medium pace and off-spin bowling. He was also notable for his exceptional fielding skills.

After mid-2008, Symonds

spent significant time out of the team, due to disciplinary reasons, including alcohol. In June 2009, he was sent home from the 2009 World Twenty20, his third suspension, expulsion or exclusion from selection in the space of a year.

His central contract was then withdrawn, and many cricket analysts speculated that the Australian administrators would no longer tolerate him, and that Symonds might announce his retirement. Symonds eventually retired from all forms of cricket in February 2012, to concentrate on his family life. **S**

JOLIE IN UKRAINE

Hollywood star Angelina Jolie made a surprise appearance in the western Ukrainian city of Lviv where she met displaced people and was spotted in a cafe. Jolie is a UNHCR special envoy but it was not known if she was visiting the country in that capacity.

At a hospital, she visited children injured in the bombardment of the Kramatorsk station, blamed on a Russian missile, in which more than 50



civilians trying to escape the under-fire east were killed, according to the governor. Over 7.7 million people have been internally displaced since the Russian invasion on February 24, 2022. A further 5.4 million have left the country. Later the dressed-down star was spotted in a Lviv cafe by Maya Pidhoretska who posted a video on Facebook. **S**

Pakistanis Shortlisted for Art Prize

Two Pakistani have made it to the final round of South Asia's biggest art prize, The 2022 Sovereign Asian Art Prize. Ayessha Quraishi and Marium Agha were selected from over 400 entries. The finalists hail from 16 countries and regions across Asia-Pacific, of which Hong Kong has the strongest representation, followed by China, Iran, Singapore, and Vietnam.

The finalist, Marium Agha, 40, holds a BFA from Indus Valley School of Art and Architecture, an MFA from University

of The Arts London, Central Saint Martins, London and completed a course in Curating Contemporary Art from Chelsea School

of Art And Design, London (2009). The second finalist, Ayessha, 52, works in a way natural to her since childhood, her



process appearing like braille. Physically, she maintains constant contact with two materials: the surface and the paint. **S**


Monroe's Statue Stolen

Someone climbed a more than two-story tall Hollywood public art piece and stole a statue of Marilyn Monroe.

The statue depicting Monroe in her iconic pose in a white dress from the 1955 film "The Seven Year Itch" went missing from the "Four Ladies of Hollywood" gazebo.

The gazebo was missing its Marilyn Monroe.

Los Angeles Councilman Mitch O'Farrell says a witness saw someone climb the gazebo on the Hollywood Walk of Fame


and saw off the statue. Los Angeles police say investigators have recovered fingerprints from the gazebo. The gazebo was erected in 1994. It pays tribute to women in film, with depictions of Dolores Del Rio, Dorothy Dandridge, Mae West and Anna May Wong making up the structure's pillars. Monroe, whose real name was Norma Jeane Mortenson, died in 1962. 



TRAUMA RECALLED

Palestinian-American model Bella Hadid has made her stance on her home country Palestine clear countless times and she's asserted that



she will not stop raising her voice till Palestine is free. This Nakba Day, she penned an emotional note that talked about both the personal trauma her family went through and the pain Nakba survivors go through to this day, once again calling for Palestine to be free. 


Women's Property Rights Documentaries Launched

The Legal Aid Society (LAS) collaborated with filmmaker Sharmeen Obaid-Chinoy's production house SOC Films and the National Commission for Human Rights (NCHR), and held a conference in

awareness of women's rights to property and educate them on legal action they can take to protect their rights and how to access the laws of Pakistan.

The five documentaries, directed and produced by SOC Films, were

showcased at this conference. The films highlighted issues faced by women, detailing some powerful storylines of women from across Pakistan

as they fight for their right to property, reflecting the challenges they face in the pursuit of justice. 




Islamabad to launch five documentaries on women's property and inheritance rights. The films aim to spread

COVID-19 SONG LAUNCHED

Atif Aslam and Shae Gill's highly-anticipated Covid-themed collaboration is finally here. Manzil, a song dedicated to the Covid effort as well as the ongoing work towards prevention, premiered on



YouTube. The track has been released in collaboration with the US embassy, with the video featuring Sarwat Gilani.

The song is an uplifting message of hope and perseverance made complete with the soul-stirring vocals of Aslam and Gill's soothing voice. 

Ethics in Advertising

Is advertising industry in Pakistan aligned with ethical and moral principles?

Ethics means a set of moral principles which govern a person's behaviour or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer.

Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the

advertising industry. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

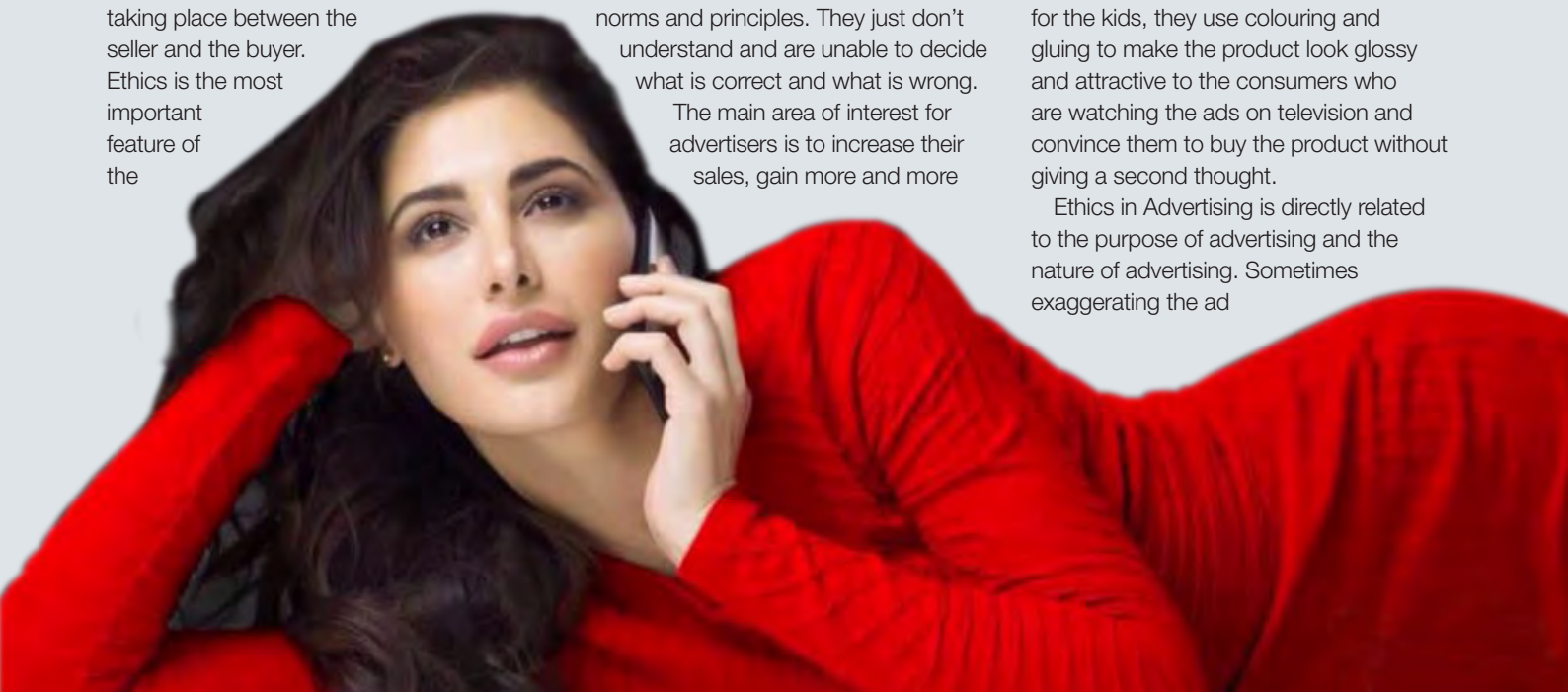
An ethical ad is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency.

Nowadays, ads are more exaggerated and a lot of puffing is used. It seems like the advertisers lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong.

The main area of interest for advertisers is to increase their sales, gain more and more

customers, and increase the demand for the product by presenting a well decorated, puffed and colourful ad. They claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use colouring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought.

Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising. Sometimes exaggerating the ad





becomes necessary to prove the benefit of the product. For e.g. a sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. This doesn't show that the ad was unethical.

Ethics also depends on what we believe. If the advertisers make the ads on the belief that the customers will understand, persuade them to think, and then act on their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and will be called as unethical.

Recently, the Vatican issued an article which says ads should follow three moral principles - Truthfulness, Social Responsibility and Upholding Human Dignity.

Generally, big companies never lie as they have to prove their points to various ad regulating bodies. Truth is always said but not completely. Sometimes it's better not to reveal the whole truth in the ad but at times truth has to be shown for betterment.

Pharmaceutical Advertising - they help creating awareness, but one catchy point here is that the advertisers show what the medicine can cure but never talk about the side effects of that same thing or the risks involved in intake of it.

Children - children are the major sellers of the ads and the product. They have the power to convince the buyers. But when advertisers are using children in their ad, they should remember not to show them alone doing their work on their own like brushing teeth, playing with toys, or infants holding their own milk bottles as everyone knows that no one will leave



their kids unattended while doing all these activities. So showing parents also involved in all activities or things being advertised will be more logical.

Alcohol - till today, there hasn't come any liquor ad which shows anyone drinking the original liquor. They use mineral water and sodas in their advertisements with their brand name. These types of ads are called surrogate ads. These type of ads are totally unethical when liquor ads are totally banned. Even if there are no advertisements for alcohol, people will continue drinking.

Cigarettes and Tobacco - these products should be never advertised as consumption of these things is directly and badly responsible for cancer and other severe health issues. These are already banned in countries like India, Norway, Thailand, Finland and Singapore.

Ads for social causes - these types of ads are ethical and are accepted by the people. But ads like condoms and contraceptive pills should be limited, as these are sometimes unethical, and are more likely to lose morality and decency at places where there is no educational knowledge about all these products.

Looking at all these above mentioned points, advertisers should start taking responsibility of self regulating their ads by:

- design self regulatory codes in their companies including ethical norms, truth, decency, and legal points
- keep tracking the activities and remove ads which don't fulfil the codes.
- Inform the consumers about the self regulatory codes of the company
- Pay attention on the complaints coming from consumers about the product ads.
- Maintain transparency throughout the company and system.
- When all the above points are implemented, they will result in:
- making the company answerable for all its activities
- will reduce the chances of getting pointed out by the critics or any regulatory body.
- will help gain confidence of the customers, make them trust the company and their products.

Ethical advertising principles

Purposeful marketing means leading with responsibility, values, and inclusion. People are looking for brands to be authentic and act with purpose, especially in the face of change and uncertainty, and marketers play a powerful role within their companies to build trust and business value through purpose-driven marketing.



The big question around trust is how best to create it. Leading with values builds trust by putting customers and communities first. The key is authenticity and genuine, personalised experiences woven together through an ethical advertising strategy.

Based on the latest Edelman 2020 Trust Barometer, ethics are more important to creating trust in companies than competence.¹ Transparency is the most important ethical guiding principle, as well as the need to conduct ourselves, our businesses, and our relationships with consumers in a fair, honest, and forthright manner.

Trust is not something naturally given. It is earned. Consumers are not readily trusting of the digital environment, making it even more critical for brands to focus on building trust with their consumers — particularly younger consumers, who are not naturally predisposed to trust.

As trust is foundational to purchase consideration, “supporting ethical practices within [a] company to promote positive economic, social and environmental impact” ranks high in creating trust. Amongst consumers, it ranked of even greater importance in driving trust in the Retail and Financial Services verticals.

Ethical advertising is extremely important to consumers and our marketplace economy. With the explosion of new technologies and the proliferation and use of consumer data, ethics in online advertising is becoming increasingly essential to regain some of the trust we have lost, especially among younger consumers.² Consumers want and expect advertising to be held to high

ethical standards. It's an industry-wide shared responsibility that we must further enhance if we are to rebuild consumer trust for our profession and brands.

Ethical advertising principles — 9 steps to build trust

Microsoft Advertising supports the Institute for Advertising Ethics (IAE). The IAE has a set of 9 Principles for Ethical Advertising that are the foundation of their approach to building a more trusted digital



marketplace.³ They are based on the premise that all forms of communications, including advertising, should always do what is right for consumers, which in turn is right for business. These principles serve as great guidelines to ensure that you don't risk losing trust with customers due to your advertising practices.

PRINCIPLE 1: Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth and high ethical standards in serving the public.

PRINCIPLE 2: Advertising, public relations, and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of

commercial information to consumers.

PRINCIPLE 3: Advertisers should clearly distinguish advertising, public relations, and corporate communications from news and editorial content and entertainment, both online and offline.

PRINCIPLE 4: Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.

PRINCIPLE 5: Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed, and the nature of the product or service advertised.

PRINCIPLE 6: Advertisers should never compromise consumers' personal privacy in marketing communications, and their choices as to whether to participate in providing their information should be transparent and easily made.

PRINCIPLE 7: Advertisers should follow federal, state, and local advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices.

PRINCIPLE 8: Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.

PRINCIPLE 9: Trust between advertising and public relations business partners, including clients, and their agencies, media vendors, and third-party suppliers, should be built upon transparency and full disclosure of business ownership and arrangements, agency remuneration and rebates, and media incentives.⁴

MAHAL

Music of the Mountains

By Muhammad Omar Iftikhar

Irfan Ali Taj has released his debut album, Mahal. It was recorded and produced at A for Aleph Karachi as part of their residency program. According to Irfan, the founder of A for Aleph, Umair Dar, invited him and this led to the creation of the songs followed by their composition and recording.

During the residency, Irfan also produced two more songs, 'Talib e Wahdat' and 'Ibn e Adam'.

Interestingly, the language of the album is Khowar, a dialect spoken in Chitral and Gilgit Baltistan. For nearly seven years, Irfan Ali Taj has been composing original folk music.

It is his vision to take his regional language and spread it across the world through his music. To achieve the goal, the album titled 'Mahal' was produced for a worldwide audience. Irfan has merged the elements of Blues, Jazz and Folk, producing a distinct musical experience for listeners.

Indeed, such an experiment requires dedication, hard work, and a vision to know what kind of music will have an impact. Such a venture is not possible without teamwork. Irfan acknowledges the support of Anas Alam Khan and Aziz Kazi. They shared their insights in arranging the songs for the album. They provided the album with a unique sound because of their musical experience and the exposure they had under their belt. Irfan is also thankful to Zahra Hassan Shah for designing the artwork. Aziz Kazi played the drums and flute and Anas Alam Khan made the composition and arrangements and played the guitar (Electric, Baritone and Acoustic).

Mahal, the first-of-its-kind music album released in Pakistan, is expected to create ripples in the

vocals that are soothing for the listener, and second, the presence of flute and sitar – an element of



country's music industry. It is through such new talent and experimentation that musicians will produce exclusive songs.


The songs have an individual tone because of two factors. First, Irfan's

folk music embedded into the composition.

There is a calming quality in the songs. Echoing the music of the mountains, the songs begin slowly but gather pace as the vocals begin. The songs include Ta Khayala, Phik Biko, Khoshan, Passum, Royane and Chui Anos. They resonate with a touch of Sufi music blended with the essence of folk music and modern beats and tunes.

Adding Jazz is a concept not followed at the broader level in our music industry as it resonates with Western compositions.

However, Irfan kept a fine balance of Western and Eastern tones.

Mahal may open new vistas for the people and, in the process become, to some extent, acquainted with the Khowar language. 

GHABRANA NAHI HAI

Fast Paced

Saba Qamar (Zoobi), Zahid Ahmed (Sikander Hassan) Syed Gibran (Vicky), and Bhai Mian (Nayyer Ejaz) are the central characters in the film Ghabrana Nahi Hai. The title is a cheap take on the words of a politician. Obviously, the only purpose of the title is to exploit the popularity of the words.

The plot revolves around the tussle of a father and daughter against injustice on a piece of property.

The film opens on the sound of wedding bells. Zoobi is tying the knot. With whom? That is for you to find out. She fires a pistol shot in the air, leaving the audience startled! Whose blood has been shed?

The scene shifts to Zoobi and her father. Zoobi intones words of how a son is desired over a daughter. A girl's marriage is really the funeral of her desires, highlighting the inequality between genders in society.

Vicky, Zoobi's cousin is madly in love with her. The audience breaks into a peal of laughter when Zoobi addresses Vicky as Vicky Bhai!

Vicky cannot understand Zoobi's desire to be a man, not react to his attraction.

Here, Inspector Sikandar Hassan makes an entry.

The film moves from a serious tone to a scene in a lighter note.

A break is given from the love triangle between Vicky, Sikandar and Zoobi, to focus on the passionate relationship between Sikandar and Zoobi. Vicky is left out of the picture.

The film bursts into a song that features about the intensity between the two.

Cupid strikes the three! Who will get whom? I will not break the suspense.

How do Sikander and Zoobi meet?

Zoobi leaves for Faisalabad, with the dream of becoming an actor. Whilst she is giving an audition, the boss, the casting director, tries to exploit



her.

He speaks the title line of the film:

'Ghabrana nai.'

'Sharmana nai.'

Zoobi in a frenzy of fury takes him to the police and that is where she meets Sikander for the first time.

Sikandar immediately falls in love with her.

From her blunt, courageous quality to the tenderness of her heart, she is a perfect combination of fire and water.

Sikander puts forward a question for Zoobi:

What is your standard for choosing a man for yourself?

She says it must be someone who will accept her with her flaws and not try to change her.

Zoobi questions Sikander's integrity and duty of respecting the uniform.

She wants justice and won't settle for anything less.

Meanwhile, Bhai Mian, is lured into a trap by Sikander, Vicky and Zoobi to make him return her father's piece of land.

With the help of two Chinese individuals and their interpreter, Bhai Mian is offered 5 million dollars in exchange for vacating Zoobi's land. Zoobi plays an imposter in the form of Jehanara, Bhai Mian's ex-wife.

Bhai Mian is so overpowered by the beauty of Zoobi's drunken stupor that he agrees to her wish but in exchange for her hand in marriage.

Here, Saba's acting is phenomenal. The way she moves from one character to another is remarkable.

The costume design in the film is also noteworthy. It is in sync with current fashion and simple and elegant!

Zoobi shops for Sikander, picking clothes that he can afford. Her resilience and wisdom overwhelm the viewer.


Jehanara the imposter sings a ghazal for Bhai Mian.

It is beautiful! Jehanara takes Bhai Mian into her clutches with her melodious, heart-wrenching poetry.

Who and what is Bhai Mian really?

Will Bhai Mian be defeated? Will Zoobi get justice? Who will Zoobi marry? Vicky or Sikander?

Will the scheme to defeat Bhai Mian work? Is it his greed for money or his provocation through Jehanara? It is a family comedy coupled with heart-rending moments.

Ghabrana Nai Hai is directed by Saqib Khan, written by Mohsin Ali and Saqib Khan. 

ANGNA

FAMILY PLAY



By Humeyra Kazmi

ARY TV serials are normally family-oriented as they depict family values, culture, Pakistani attitudes and ethics. Compared to other entertainment channels, plays from ARY TV are free from vulgarity and they do not follow formula plots from Indian films and soap operas. Angna is one such serial that transcends the usual and has something to say.

It is a story which revolves around a well-to-do business family. The elegant couple is played by Javed sheikh, while the wife is Atiqah Odho. They have four daughters, which is quite common, but the couple does not have a son. They have raised their four daughters in a very healthy environment, with love, respect and confidence. They are educated, outgoing, there is a bonding with parents and there is respect for values and culture and traditions, also shown in respect to their grandmother and later with the

interconnected families.


The family gives importance to the grandmother, which is normally not shown in TV plays. There is a bonding between the sisters as well as the mother and grandmother. They are strong young women and empowered, which is encouraging as mostly we see that women are beaten and cursed, often bullied and even divorced, for giving birth to girls.

Family values, respect, ethics, education, culture are fast diminishing, materialism has been taken over and is shown quite a lot on TV. Javed sheikh and Atiqah Odho have a remarkable chemistry, so near to reality and their attitude towards their daughters, the concern, the frustrations and how subtly they handle each situation. The widow is not a cursed person. When one daughter is widowed, the in-laws are considerate. Nobody blames the girl and nobody curses her for the untimely death of the son.

The grandmother's wisdom is

given importance in their lives and they take her advice at every occasion. The grandmother also shows respect and is not rigid, she bows down to her granddaughters' choice. This serial is very near to real life happenings in average families and how to intelligently cope with situations. The serial has no foul language, no vulgarity of dress code, albeit being a rich business family, modern and educated.

The saas bahu syndrome is age-old, and here it is depicted in beautiful coordination, mutual respect and kindness. The interconnected families too show consideration and are ready to help each other both in distress and happiness. It certainly will have an impact, when we observe such caring and considerate families. Even the supporting cast performs well and there is a lot of synchronization.

Angna is remarkably portrayed and a well-written and well-produced serial. 



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