Mass Media Ethics in Views of Islam and Role of social media in Human's Socialization

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Abstract Due to advancement of science and technology, our world has become a global village. People are interconnected to one another through internet, social media and other online sources of communication. One can get one's desired information on a single click. In moments, the situation of any region of the world can be known by mass media. In a society, these mass media sources are influencing in different ways. Social media has great role in upgrading or degrading a personality, a matter or an issue in hours. A news or a video becomes viral in seconds without any confirmation. So, there is need to determine some kinds of ethical values for mass media. Islam emphasizes on authentication before propagation. In Islam, telling a lie and spreading a baseless news are prohibited. One cannot interfare in others private matters. Spreading shameless content has been disallowed in Islam. This paper is to highlight the moral values of Islam regarding mass media. The main objective of this study is, to describe the social media ethics prescribed by Prophet Muhammad (PBUH). A descriptive research method has been used for this study

THE ETHICS OF MASS MEDIA IN VIEW OF ISLAM AND ROLE OF SOCIAL MEDIA IN IDEOLOGICAL EVOLUTION

Islamic Ethics for Mass Media, an Introduction

In last sermon, prophet Muhammad (PBUH) asked for the participants, 'o people! Have I paid my duty honestly? Everybody replied, 'yes, of course. Then prophet Muhammad (PBUH) advised, Now, it is upon you people to convey my message to others who are not here. The detail of this sermon has been mentioned in different books of Hadiht and Sirah. "The Prophet (PBUH) said, "Convey from me even an ayah of the Qur'an."[1] After that, this was declared the duty of every Muslim to convey the message to others or tell others even if one knows a part of a verse or a hadith. A religion is called a social institution by modern sociologists. Because it guides people to determine a life style. It also palys basic role in socialization of children, adults as well as people of any ages. So, every religion works in a society as an agent of socialization. This concept was promoted by John J Macionis (1947-2021) in his book '*Sociology*'. "Religion, then, is a social institution involving beliefs and practices based on recognizing the sacred."[2] A religion creates strong bond among people of different areas, regions and colours. It gives a lot of instructions to people from birth to death. Even in funeral ceremony, without the involvement of a religious person, a dead body cannot be cremated or buried. So, a religion influences in individual's life from his birth to death.

For human socialization, it plays an eminent role in every stage of life. Also, socialization and re-socialization occurs when a religious belief gets changed. Roberta M. Berna revealed that a religion is a source of transformation of ethical values form one generation to next. "Religion is a significant socializing mechanism in the transmission of values and behavior. Traditions, rituals, and religious institutions reinforce the values taught in families."[3] In some ways, a religion and mass media have same functions. Both play fundamental role in creating, building or modifying human ideologies. A sermon of a religious person in a Masjid is more effective than a lecture delivered through a TV channel by a scholar. A Masjid has been used to convey the guiding principles given by Allah and Prophet Muhammad (PBUH) from start to nowadays. Having modern technology and mass media, to convey the message of government to public, mosques are being used in these days. As, in most intensive situation of COVID-19, mosques were used to propagate the government policies and to give awareness to public to adopt safety precautions.

Like this, through mass media people were alarmed in different ways after getting huge amount of charges from government but mosques, its loud speakers and its organizing committees were used for free of cost. The ultimate moto or objectivity is same and it is to convey the message to the mass using the source of print media or electronic media or through a mosque. So, mosques are used a source of communication even

in the age of science and technology. It is also reality that mosques are also being used to get personal benefits as mass media is being used by some specific persons. Both; positive or negative characters have been seen in our country. In some ways. mosques or mass media itself cannot be blamed for their negative role. People use these sources to get their personal goals. This is the reason that Islam determined some kinds of moral principles to keep such sources and places positive or fruitful for public. Islam emphasized on ethical values like authenticity, reality and confirmation before propagation. A news should be confirmed before its spreading. The honor of a man is highly important in view of Islam. One is not allowed to disclose the loopholes or faults of others. Black mailing has no concept in an Islamic society. To become a Muslim, it is necessary for a person that he must care for others emotions and must care for their likings and dislikings. Once prophet Muhammad (PBUH) was asked, 'who is the most excellent among the Muslims? He said, "One from whose tongue and hands the other Muslims are secure."[4]

Statement of the Problem

Mass media is considered to be a basic pillar of a state. It has primary role in modifying the ideology of mass into positive or negative ways. Islam guides in this way to propagate authentic content. In Islam, pulling one's leg has been prohibited. To disclose one's privacy has been disallowed in Islam. Prophet Muhammad (PBUH) introduced the best moral values and ethics in this regard. In a society, imposing these principles, can wave different antisocial activities and antagonism among people. Social media ethics can be derived from social values of Islam. One's socialization can be positive in this way.

LITERATURE REVIEW

Different books have been compiled on the life of Prophet Muhammad (PBUH). These books reveal the basic aspects of noble Sīrah in distinctive ways. Safi ur Rahman al-Mubarakpuri (1943-2006) wrote a comprehensive book on prophetic Sīrah with the title of "*Ar-Raheeq Al-Makhtum*". Its English translation; "*The Sealed Nectar*" is available on many websites. This is an award-winning book and covers all the aspects of noble Sīrah of Prophet Muhammad (PBUH). Prophe Muhammad (PBUH) taught many ethical values to His followers. The translation of the Holy *Qur'ān* with the title "*The Meanings of the Glorious Qur'ān*" by Muhammad Marmaduke Pickthall is an authentic English

translation. Basic social ethics have been discussed in surah Hujurat. This translation has distinctive qualities and is used by international scholars for research purposes. On http//www.Sunnah.com contains different books of Hadith in three languages Arabic, Urdu and English. Also, the types of Hadith whether it is authentic or un-authentic has been mentioned. In many authentic Hadith, ethical values have been discusse. "*Encyclopedia of Islam & the Muslim World*" is a comprehensive book written by Richard C. Martin and others. Many Islamic scholars have appreciated this work. This book contains comprehensive knowledge on Islamic terminologies and basics of Islam. "*Islam, an historical Introduction*" is a book written by Endress G. This book explains the Islam in historical ways. Many other books have been consulted to write this book. This is an authentic book on Islamic history. "*Social Media and the Islamic State: Can Public Relations Succeed Where Conventional Diplomacy Failed*?" is a book written by Ella Minty this book reveals that how social media transformed extremist discourse in different ways. John J. Macionis wrote a book on sociology with the title, "*Sociology*". This book covers all basic aspects of a society. In this book, writer has discussed interactions of a man with others in a society. A research paper on "*Islamic New Media Ethics*" written by Zain ul din Zahiri. This paper was published in a journal of Islamic Science University of Malaysia. This paper covers the comparison between media of Europe and Islamic moral values about mass media.

Islamic Ethics for Mass Media

Islam guides its followers in every walk of life. This characteristic makes Islam distinctive amon other religions. This quality makes Islam universal and an attracting religion for people of different areas. Preaching or communication is a main source of propagation of Islam. For this reason, every Muslim has been advised to preach or convey the part of Islam which he knows. But for propagation or communication, some ethics and moral values have also been determined for speakers, preachers and communicators. So, everybody has been advised to adopt these ethics or moral values. These ethical values are actually the basics of Islam. In this modern age, it is necessary to adopt by the people related to mass media. For the people those who are active on social media should act upon these values. These values promote harmony and peaceful

environment in a society. Some basic ethical principles determined by Islam are here.

Confirmation before Propagation

To speak truth is the basic component of every religion. This is the common aspect among world religions, Prophets and reformers advised their followers to speak truth. So, it is universal demand and no one society let its people to tell a lie in any condition. To tell a lie or to propagate a baseless message, news and fake post on social media is a punishable sin in Islam. Islam encourages only to speak truth in every situation. Telling a lie has been declared a base of every evil. Comparatively, people were forced to speak truth as compared to other moral values. One of basic aspect of Prophet Muhammad (PBUH)'s mission was to speak truth. That was the reason, He whole His life spoke truth and got the title of '*Sadiq*' (a man speaks truth all the time). In the early period or in start, Prophet Muhammad (PBUH) began His preaching with a few commandments. One of them was to speak truth. "O ye who believe! Guard your duty to Allah, and speak words straight to the point."[5] Once, a man asked for Prophet Muhammad (PBUH) to grant him some relaxations in doing wrong deeds. Actually, he did not want to leave every type of evils. Holy Prophet (PBUH) advised him to give up only telling a lie. Within a short period, he left every evil because when he wanted to commit an unsocial activity, he realized that when he would be asked about it or when people would come to know, he would have to speak clearly and would be ashamed. Gradually, he left every unsocial, illegal and wrong deed. This is the reason, telling lie is the base of almost every punishable sin. To speak truth in every condition has been recommended in Islam.

Speaking the truth holds primary status in Islam. Its importance cannot be denied. A man will find high rank on the day of resurrection if he is not a liar. "It is obligatory for you to tell the truth, for truth leads to virtue and virtue leads to Paradise, and the man who continues to speak the truth and endeavors to tell the truth is eventually recorded as truthful with Allah."[6] In Islam, a fabricated news or a message taken from un-authentic sources are disallowed to be propagated. For this purpose, in Holy Qur'an, Muslims are advised to make confirmation if they receive any kind of news or a message from a person whose character is not good. "O ye who believe! If an evil liver brings you tidings, verify it, lest ye smite some folk in ignorance and afterward repent of what ye did."[7] Prophet Muhammad (PBUH) advised His followers to verify a matter, news or a message and then one should show his reaction. Sometime, a man has to face very severe consequences if one relies on unauthentic sources.

According to the teaching of Islam, a person is sufficient to be a Lier if he acts or adopt something without verification. Whether it is the matter related to pure religion or related to a social setup. "The Prophet (PBUH) said, "It is enough for a man to prove himself a liar when he goes on narrating whatever he hears."[8] So, it is basic moral value determined in Islamic Shari'ah to speak truth, to propagate truth and to communicate in authentic ways. In any kind of media, on social, electronic or print media, to spread rumors, fabricated stories or baseless news have been strictly prohibited according to the teaching of Islam. Islamic Shari'ah does not allow any body to spread baseless news. To create sensations or to make a news attractive for public, the amalgamation of unreal data, is *haram* in Islamic shari'ah. A man will be punished if he shares fake posts on social media or involves him selves in those communicative sources which use unauthentic ways of propagation. Today, mostly, unreal and unauthentic data is broadcasted by electronic media and on print media fake stories are published. A scandalous person is blackmailed in different ways whenever his secret activity is captured by a media person. In negative ways, social media is being used for political purposes to defame an opponent by spending huge amount of money.

Human Privacy and Honor is Valuable

Leaking one's personal matters, scandals and private issues have been disallowed in Islam. One's privacy and honor have been secured in Islam. No one can inter fare in one's privacy. In Islamic teachings, one is not allowed to become a spy or to remain in search for others faults. "O ye who believe! Shun much suspicion; for lo! some suspicion is a crime. And spy not, neither backbite one another. Would one of you love to eat the flesh of his dead brother? Ye abhor that (so abhor the other)!"[9] One is not allowed to enter in his own house but after getting ensured that the people those who are at home have been informed or become conscious. The privacy of the people those who are at home, has been saved in this way. As it has been mentioned in Holy Qur'an, "O ye who believe! Enter not houses other than your own without first announcing your presence and invoking peace upon the folk thereof. That is

better for you, that ye may be heedful."[10] On mass media, the human privacy is not secured. Some media persons take money from the people to maintain their privacies secret. A person is blackmailed and humiliated by so called stories and scandals to spoil his image or to degrade his personality. For this purpose, mass media, especially, the plate form of social media is used. This is a negative usage of mass media in our country. "Blackmail on social media is gradually becoming more common, with information typically being gathered from social media profiles or beguilingly extricated from users themselves."[11] It is restriction for every kind of media to care for other's privacies and their personal matters which they don't like to be known by other people. According to Islamic teaching, one cannot narrate one's faults openly even those are possessed by a person. This action is called backbiting and it is strictly prohibited in Islam. "Backbiting implies your talking about your brother in a manner which he does not like."[8] Backbiting is the discussion about a person's personal matters, habits and issues. This is a big sin according to Islamic Shari'ah. Prophet Muhammad (PBUH) told His followers about a backbiter, "A backbiter will not enter Paradise."[12] On mass media, this is being practiced generally by media persons. Without the permission of a man, his private matters or personal issues are discussed .

Blaming a person is also a punishable action according to the teaching of Islam. One cannot slander others in any condition. This a basic moral value taught by Prophet Muhammad (BPUH) to His followers that blaming a person is an unsocial and criminal activity. With the help of this moral value, a peaceful and harmonious environment can be created in a society. Positivity of people is enhanced in a society. "If what you say of him is true, you have slandered him, and if what you say of him is not true, you have reviled him."[13] In these days, this social evil is being adopted by people while using any kind of media. This is the reason that there is social chaos in our society. Particularly, on mass media (social media) this evil is being practiced by media persons. For poor performance, government persons blame opposition and opposition blame government institutions. On mass media, especially, in talk shows, such discussion is arranged by anchors to get the rating of their programs. But Islam strictly restricts the blaming discussion. But by media persons, fake stories and falseness is spread about

a person or institution. To get some personal benefits or rewards, people are threatened to expose their scandals. This is very popular in our country and by so-called journalists this policy is being practiced in these days. According to Islamic teaching, if one knows other's faults, scandals or bad habits, one should not expose them. One should hide them and must keep them secret. Prophet Muhammad (PBUH) said, "Whoever conceals the (hidden) fault of his Muslim brother, Allah will conceal his faults on the Day of Resurrection. Whoever exposes the fault of his Muslim brother, Allah will expose his faults, until (so that) He shames him, due to it, in his (own) house."[11] Actually, blaming is the start of enmity among two persons, two groups or two parties. On mass media, one party member blames other's party and objectives behind their irrelevant discussion is to remove the focus of people from actual issue. Federal institutions blame provincial institutions when they are asked for the reasons of their poor performances. All this happened on mass media. There is need to determine some ethical principles. Also, there should be some restrictions for the persons those who show unethical attitudes on social media.

Shameful Words, Characters and Dressing
Shameless acts, wordings and gestures are *haram* in Islam. People those who like such kind of environment in which pornography, shameless acts and sexual intercourses are being openly discussed or practiced, will be punished by Allah both in this world as well as on the day of judgment. People those who propagate such things have also been warned by Allah. "Those who love that slander should be spread concerning those who believe, theirs will be a painful punishment in the world and the Hereafter."[14] It is basic feature of an Islamic society to prevent or to stop such sources which cause shamelessness among people. Becsues pornography is a major cause of social disaster in a society. Through mass media, shameless acts cannot be spread. Such kinds of actions are unlawful and punishable in Islamic Shari'ah. It has been advised in Islam to suppress pornography and its related sources. On electronic media, shameless movies, ads, news, pictures and comments cannot be shown. Social media is run by individuals and everybody through his own account can share everything. It is the major source of propagation of good or bad things. People related to any religion or any society are connected to one another. They share what they

like or want to spread anything in minutes. So, social media has become more complex source of communication or propagation in these days. Sometimes, some shameless data is tagged to many people by a person without getting their permission. On next stage all the people who are in their friend list can watch that data. So, social media is a rapid source of propagation of objectionable content.

A Muslim is strictly advised to not to utter a shameless word. To propagate a shameless data through a source of communication has also been prohibited in Islam. A Muslim who commits such acts is not ranked in the category of a believer. As declared by Prophet Muhammad (PBUH) "The believer is not a slanderer, nor does he curse others, and nor is he immoral or shameless."[15] One is not allowed to spread pornography or shamelessness in an Islamic society and if one does so, he is not a Muslim. If somebody does, he would be punished by Allah. This is actually a basic cause of sexual harassment of females. Islam disallows all those sources which lead a man (or a woman) toward *Zina* (illegal sexual relations). "He prohibits shameful sins (illegal sexual intercourse, etc.) whether committed openly or secretly."[16] In our country, on mass media, such data is broadcasted, telecasted and published without any hesitation. Consequentely, the graph of manners and ethics is falling day to day in our society. Many newspapers publish almost naked photos. On electronic media, with shameless acts and wordings, many ads are being shown. On the name of entertainment, many shameless stories are being shown in serials. Kissing, hugging and pornographic scenes are being promoted on social media. By using different apps like Tik Tok, Instagram, Link In, Facebook and Twitter, people are spreading pornography by making their own videos. They are sharing comments, posts and pictures without any restriction. There is no censorship on social media so everybody what he wants can share easily. In this way, shamelessness is being promoted by common persons. Unethical, immoral and objectionable values are being customized day to day in our society.

Role of social media in Ideological Revolution and Islamic Values

Medicines and media have become a necessary part of human life even in the age of science and technology. Everybody takes some kinds of medicines (multivitamins, antibiotics, pain killers and some stress relieving Drugs) according to his needs. Also, to get mental relaxation and to enhance bodily performance, many people take prohibited doses. The routine works of many people cannot be started but after taking a minor dose of drugs. Like this media has become a necessary part of our life. Before taking breakfast, people prefer to read a newspaper. Headlines of TV channel are necessary to watch by some people. Some serials have become life style of women in most of countries. While doing their routine works, women keep their TV on to watch the serials. Like this social media has become a necessary part of our life. Browsing, reading, sharing and commenting on social media have become the life style of people of different ages. Both positive and negative impacts of social media have been seen in our society. Mr. Sanjay Mishra (an Indian comedian actor), expressed his views about media in a talk show in 2017. He claimed, "After next half of century, banks, medicines and media will rule on the world."[17] He also explained that after getting *Aadhaar* card from a bank, one becomes under its surveillance, everybody after the age of 30 has to take some kinds of medicines in a day. He further explained that our thinking, liking, disliking and our heroes will be those which would be determined by our media. People will think and react as they would watch on TV, what they would read on newspapers and what they would watch on social media. Media especially social media plays an eminent role in our socialization. Children's characters are being build or their personalities are being socialized according to the material which is being telecasted, broadcasted or being published on any kind of media. What is being watched and what is being propagated, all these are affecting or modifying our ideologies. Like this, mass media especially social media has become a very necessary part of our life. Everybody has been inter-connected with one another through social media. They are sharing their personal photos, comments and ideas with one another. Children, adults and old are participating on social media according to their nature of job. Most of their time which was spent on reading, writing and doing some creative things is being spent on social media. Somehow, they have been involved their selves in different ways.

A news or a message is spread in seconds by posting on social media and people belonging to different countries or different places of this planet can watch easily. Also, people's backlash can be noted on a single post in seconds. A process of

socialization and re-socializaion occur by social media in a society that may be negative and positive. "Social media also provides us the opportunity to be informed and updated, giving us the opportunity to tinker with the world at our finger tips. In a way, social media should have provided the utmost opportunity to be the most socialized animal in the world."[18] Many beneficial posts, informative messages and instructive news can be seen on social media. These messages help people in enhancing their general information. Sometime, general knowledge, social awareness and religious teachings are seen on social media. In this way, social media plays positive role for a society. "The positive side of watching television is that television can be entertaining, educational and can open new windows of information for children, enabling them to travel even where it may not be present, to teach reading and writing, other languages, different cultures and peoples, to attend various educational programs."[19] Sometime, pornography, unauthentic news and religious orthodoxic comments are given on social media those can spoil the image of a society. Such types of posts create negativity in a society. In this way, the ideology of an individual as well as whole the society can be changed from positive to negative by social media. "Sexual content on television often sends messages about sexuality that are distorted, stereotypical, and potentially harmful."[20] It can be said, social media play an effective role in one's positive as well as negative socialization and determination of ideas of people about a person, concept and belief. What has become vrial on social media even it is fake, people accept it without verification and sometime, make it a part of their ideologies or characters. Many times peole's liking and disliking are determined in these ways. In minutes, on social media, the image a personality can be made good or spoiled by propagating fake scandles and baseless negative criticism. "Social media can without much of a stretch destroy somebody's notoriety just by making a false story and spreading over the online networking."[21]

Ultimately, the ideas or ideology of an individual as well as whole the society can be modified with the help of social media. So, positivity of social media can create positive and constructive ideology and on the other hands, negativity on social media will spread destructive charateristics. Media's role in a society cannot be neglected. People can be gathered on a single point due to positive usage of media and can be divided into groups by giving varieties of ideas and methodologies. A person's image can be spoiled in short time by posting some controversial or scandalous data. Also, a person using social media can advertise fame in days. Also, many rumors can be removed using such sources. The excessive use of social media by people has become the source of learning of social, religious and economic values. So, people have ignored reading books, novels and literature. They are trusting in available data shared by their collegues on social media. It has become a big source of knowledge in these days.

CONCLUSIONS

Islamic ethical values guide people related to any kind of media to become positive and beneficial for a society. The main focus of Islamic teachings is to speak truth all the time although situation is odd. Mostly, on mass media, this aspect is ignored. One's honor and privacy are secured in Islam. Prophet Muhammad (BPUH) strictly advised His followers to not to become a spy and not to interfere one's personally matters. One cannot discuss others faults in any condition. Backbiting and blaming are haram in Islam. On mass media especially on social media, pornography, shameless posts and contents are being shared by users. In Islamic Shari'ah prevented such unsocial and unethical activities. The main purposes of Islamic ethical values are to make society peaceful and harmonious. Social media is playing basic role in human socialization. It helps people in modifying thinking and making a view point about a person, theory or activity. Imposing the Islamic ethical values on social media will make social media positive for our society.

Recommendations

Mass media is a social institution of a society or a country. It plays an eminent role in modifying people's ideas. It helps to provoke people toward positivity or negativity. There is need to determine some kind of ethical values for mass media. Islamic ethics for mass media (social media) are the best values to make mass media positive and constructive. For this purpose, government should take interest and must promotes these ethical values. For TV channels, newspapers, anchors, reporters and every user of social media, strict legislation is necessary. people related to mass media should know about these ethics. For this purpose, a training session, certificate or a kind of course should be declared necessary. people those who violate these ethical values on social media

should be dealt as criminal and must be prosecuted. Electronic and print media or anchors those who don't care for these ethical values should be banded temporary and if the repeat then permanently.

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