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Article:	Portrayal of Transgender on Facebook and Audience Behavior: A Case Study of Julie Khan
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ABSTRACT

This study examines the portrayal of transgender on Facebook by The centrum Media (TCM) Originals that had made a series namely Naked Truth in which they had featured Julie Khan (Transgender). Various national and international studies have been reviewed in this research. Agenda setting theory has been applied in this study. Content analysis has been selected with a systematic random sampling technique. Two units are segmented in this study for analysis. One was the dialogues of Julie Khan, and the second one was Audience comments on the videos of Julie Khan, which TCM uploaded on the platform of Facebook. Season 01 has been selected as the population of the study. In these videos, Julie Khan highlighted different kind of issues in Pakistan. The conclusion was in favor of Julie Khan. People highly encouraged the videos and issues discussed by Julie Khan in the series Naked Truth.

Key Words: *Transgender, Facebook, Audience Behavior, Julie Khan*

INTRODUCTION:

Private sectors have initially adopted social media productions to promote their ideas and collect the opinion of people. Sharing information and interacting digitally with each other is the prime function of social media networks (Qadeer, 2016). Transgender is an immense term that describes the different meanings and types of transgender. Few transgender people are sexually different from my birth; they are not entirely male or female; on the other hand, there is some male who started behaving and looks like female due to their interest in the opposite gender; they are referred to as transsexual (Sidique & Mirbehar, 2017). The primary purpose of the researcher is to analyze the depiction of transgender in newspapers and scripted television by the textual analysis, and there is still a development needed in our media perceptions and depiction of transgender. Further studied its depiction effects on Tran's community. Transgender should be treated equally and provided with fundamental human rights.

Transgender is an issue that many people feel ashamed to discuss, and generally, it is not worth containing element, but by the time, the confusions and issues regarding this must be wiped out. *Therefore, social media* is chosen for the study because it is a direct way of communication that fulfills all the communication steps from sending a message to the receiver and gaining feedback. Now a day's audience of social media is much more than any media and an easy source to gain audience opinion regarding any matter (Espinera, 2016).

The research study will aim to discuss one of those platforms that provided an opportunity to the transgender named Julie Khan to speak up about her issues, fundamental human rights, and the agenda of the Trans community. The central medium (TCM) is the social media channel on Facebook and YouTube that first emerged the face of Julie Khan. She is a Pakistani transgender person and frequently raising voice for her fundamental right and problems faced by the Trans community. Julie Khan is a transgender person, and being a transgender person, she discussed the issues and complications wisely. Facebook is the old and most used application. People have more interest in Facebook and especially TCM original has their page on Facebook with more subscribers. Julie Khan's videos went viral on Facebook, and the audience gave more attention to the Julie Khan videos on Facebook.

Issues of transgender are still a matter of talk in our Pakistani society. Our society and authorities have neglected them; even mainstream media failed to provide them a platform to speak about daily routine issues regarding work and public harassment. In this digital age, social media is a platform that provides us the freedom of speech to speak up about the good and bad about right and wrong. We all know that the users of social media applications are more than the mainstream media. The policy of social media as freedom of speech for the general public is discussed in current research.

Significant issues of Pakistani society that Julie Khan had highlighted. Moreover, the issues of the transgender community are well defined to reach out to the general public through a forum of Facebook. However, like personality and respect as transgender people, they are still poorly faced by the public and even their own families.

This study enlightened the social, cultural, economic, double standards issues of Pakistan highlighted by Julie Khan. Through the TCM page, the audience learned about many issues and concerns that were not well addressed or overlooked. With all this effort, the confidence of the overall transgender community has been boosted to come forward and participate freely, just like other human beings.

In 2016 she was assaulted by men on camera in a video that went viral but later on, the culprits were arrested. So the only purpose of Khan is to get the rights equally and not be a sign of ashamed for the Pakistani society and culture, however by raising the voice and speaking about the facts, she had attracted many enemies and the people of her community who are not in favor of Julie Khan.

Objectives of the study are

1. To analyze the dialogues of Julie Khan used in TCM videos.
2. To evaluate the audience response on transgender issues and portrayed.

LITERATURE REVIEW

In his article entitled, the author has stated, "Transgender Issues in the Pakistani community." Pakistan is the second leading Islamic state in the world. Islam has given equivalent rights to everyone. Through electronic and print media, we found that being an Islamic state; still transgender are unnoticed by the government and the indigenous civilization. Many NGOs are working for human rights, but also they have unrestrained the transgender. In Pakistan, transgender people are overlooked in each way of walking of life and education, government jobs, health care, and even security. Although, in 2013, the Supreme Court of Pakistan gave rights to transgender which still are not accomplished to communal. Not only society but their families are not accommodating them like family members (Siddique et al., 2017).

"Plight of Marginalized: Educational Issues of Transgender Community in Pakistan" has proposed glitches of the transgender community about their education. It is one of the incipient issues of our society that directly interacts with the intricacies of gender identity and their lives who were facing gender disapprobation from society (Tabassum & Jamil, 2014).

"Transgender Representation in the Media" described that media is vital in expanding information. People are introduced to media can be thoughtful and obligatory on society's (perhaps stereotypical). Unfortunately, the transgender society often gets misapprehended in the media. Most transgender people face many predispositions in American society, and contemporary transgender depictions in media can underline negative stereotypes. Twelve examples of news, television, and movies from as early as 1975 and as recent as 2013 were scrutinized for their truth and fair-mindedness in their portrayal of Trans people and their issues. Many models focused on transgender characters jokingly, making light of transgender struggles and strengthening common delusions and negative stereotypes of what it means when transgender (Jobe, 2013).

Textual examination of this article entitled, “The effects of transgender media manifestation on the transgender community” explained how newspapers check the illustration of transgender and did textual analysis of the scripted television shows which has presented the transgender in different ways. Now Transgender community continues to emerge in media representation (Cifuentens, 2013).

In the study of “Advancements still needed for transgender coverage,” tell the amount and type of news coverage of transgender lives. This article studied instant newspaper coverage of transgender citizens. Findings show journalistic practices accommodate transgender identity and articulation, but efforts to produce more multi-dimensional representations of this marginalized community are still ought. In addition, results exposed new representations of transgender people by the United States’ highest spread newspapers (Capuzza, 2016).

“A study of the representation of the transgender community in the media industry” illuminated how the transgender community is portrayed in several print and visual media. These analyses aim to know and study the portrayal of transgender people in media and the results and prejudices faced by them from society. Findings specify that journalistic practices accommodate transgender identity and appearance (Tilak & Singh, 2019).

This entitled study “Media and gender: How has the story of Chaz Bono impacted media’s portrayal of transgender people?” has investigated the coverage of transgender issues in serious media is nearly new and has been on the rise. The number of stories covering this issue on the major networks and cable news programs in the United States nearly doubled in 2007 compared to 2006 (Hollar, 2007). The purpose of this study is to examine the influence a high-profile celebrity has on the media’s portrayal of transgender people. As discussed, media coverage of transgender people and issues has often been narrow and sensationalized (Eldredge&Imre, 2012).

"Social Media Usage Patterns among Transgender People of Hyderabad, Sindh, Pakistan" this study explained that Online digital culture and social media are essential to the lives of the youth, and the internet is entirely bounded in their way of thinking and living (Jenzen, 2017). Though, social media has originated as an instant two-way communication medium around the globe. It has become a significant chunk of a person's everyday life (Chauhan, 2020).

The authors have written a very insightful book chapter titled Transgender Individuals in Asian Islamic Countries: “An Overview of Workplace Diversity and Inclusion Issues in Pakistan, Bangladesh, and Malaysia (2016).” labeling transgender people in media all over the world is more of a norm than an exemption. This paper probes the media that depict transgender people in Pakistan regarding the Nation-one of the leading English newspapers. The study is qualitative and quantitative and analyzes the data stressed over five years from 2011 to 2015. The paper highlights that in a country like Pakistan, where anti-transgender violence and stigmatization abound, it is crucial to get rid of cliched and prescribed representations of transgender people (Al Mamun et al., 2016).

THEORATICAL FRAMEWORK

Agenda setting theory is involved in this research. The main reason to select this theory is how media is setting the agenda for transgender at the platform of Facebook. As videos analyzed for this study entitled "TCM Naked truth." TCM team uploaded Julie Khan's videos on Facebook. They used social media as an instrument for stimulating transgender rights and matters. The crew fixed one prominent character from the transgender community to represent their community rights. They set the agenda and chose Julie Khan (male transgender) from society for this sake. By setting the agenda, the TCM team conducted research in which they highlighted different problems that transition faced in the society like personality issues, employment issues, and some cultural issues. They recorded several series which they uploaded on Facebook. In each episode, they set an agenda by choosing a specific topic, and they used Julie Khan to show her views on that issue. The season is the most suitable example of this agenda-setting.

RESEARCH METHODOLOGY

The qualitative research method was applied in this research. Research can be grown and continued on education based on knowledge. Knowledge does not grow naturally, but "It is generated through researches, questioning and problems statements of scholars – empirics, practitioner's efforts, and theorists' explanation made this happen" (Shulman, 1986). Content analysis technique has been selected as a research method in this study. It is a research procedure used to make replicable and practical implications by inferring and coding textual material. By methodically calculating texts can be transformed into quantitative data. According to Neumann (2004), content analysis is a term used as a scientific way of reading books or watching a TV program. The content analysis enables the researcher to analyze data by applying statistics tools in relevant matters. "TCM Originals," a Facebook page, were selected as the universe of this study. The period selected for this study was "Julie Khan" videos broadcasted from 4th May 2020 to 19th August 2020 by TCM originals. The systematic random sampling technique used in this study, our targeted population, is the social media audience who has commented on Julie Khan's videos. Therefore, twelve videos of transgender Julie Khan are selected for this research. Through her videos, she underlined the social, cultural, and economic issues of Pakistan and issues of transgender (Hayes, 2020).

Unit of analysis:

1. Dialogue analysis of Julie Khan
2. Audience Comments

Categories/ Themes of this study:

- Social Issues
- Cultural Issues
- Economical Issues

RESEARCH QUESTIONS

Q1: How efficiently Julie Khan highlighted the Pakistani societal, cultural and economic issues?

Q2: How Facebook audience commented on Julie Khan videos?

DATA ANALYSIS AND INTERPRETATION:

This part is divided into two phases. In phase one researcher deeply analyzed the dialogues of Julie Khan's naked truth series and picked up the most viral dialogues to discuss briefly, and in the second phase, the researcher has intensely studied the audience behavior towards the viral videos of Julie Khan through the comments under the videos.

PHASE 01: QUALITATIVE ANALYSIS OF JULIE KHAN'S VIDEOS (TCM NAKED TRUTH)

Several dialogues have been analyzed in phase 01. Details are given below:

*“From day one media does not want to give respect to transgender, the show on *** TV where I was invited under my name they wrote khuwajasira whereas under her they wrote anchorperson, was writing transgender under my name is necessary? Or was it important to introduce my sexuality? People already know who I am?”*

While analyzing her dialogues researcher found out Julie efficiently explained the truth about the media industry and told the audience her real experience that once she was invited to the private channel and badly humiliated by the host and other team members. She minds that the channel mentioned her as a transgender person; moreover, the channel openly showed the content of her Sialkot harassment incident and made fun of her by exaggerating that incident which badly triggers the mind of Julie Khan.

Besides, media always go with the concept of TRP, and they always want to sell that content or product, which gives the hype to their channels, just like they used Marvia Malik (transgender). No one used to watch that channel that aired on her because they tried to get the audience's attention, so they also got in the media market. Moreover, in that period, no one tried to approach her and offer her a handsome amount because everyone knew that this was some product that would be devalued after some time, so that is the actual reality of our media market.

“The media industry is a modern version of Tawaif culture” British law has criminalized the transgender long ago, and Julie highlighted that her community wants the lost pride, and they are just like other human beings they are not criminals as being born transgender is not a crime. "Transgender was always a fundamental part of a Tawaif Culture; there was a powerful bond between tawaif and transgender." Now similarly, the media has this type of connection with the transgender. The only difference is that the value remains the same as the terms changed.

“We do not know what teacher is; we would know their importance if there would be actual teachers. All we have are business people. Different days are celebrated in private schools. Because if they teach every day how they will earn money.”

The education system is just badly exploited due to these private institutions. People do business in the name of education. Moreover, those people have just demoralized the concept

of education. Teachers are not like what they have meant to be for their students. Today's education system is less knowledge and more entertainment, the faculties give a rush to the students and so their parents too in the name of different days celebration and this become a trend in a private institute to grab the money from the students.

"Who dreams of living in Pakistan? Everyone wants to take from this country, but no one wants to live in it. So either we sell our mothers' jewelry or father's property to serve foreigners to wash their utensils and clean bathrooms and earn money to come back home and arrange dance shows, parties to show off money."

A prevalent issue and a sad thing about us is that we are not patriotic and keen about our country's values. So the youth always try to follow the western culture whether it sits about positive trends, clothing, or language. Today's youth tries hard to go to foreign to earn money for that purpose they may sell their ancestors properties or assets which they made by living in their own country but what they left Pakistan for the slavery of foreign and after washing and cleaning of their washrooms they finally came back to their homeland to show off the money and spent all that in dinners parties and doing shisha. So what they gained from the other culture by leaving their cultural values is clear to everyone.

"I told you that I challenge the whole of Pakistan to show me the milk shop that sells the organic milk; if you do not have that surety, that means Malik Riaz is sitting in every corner. What is the Sicilian mafia? If we look for the meaning of Sicilian mafia in a modern language, it means influencing an institution made for people. The institution made in the name of democracy gets influenced by powerful people. The personality that is more famous for its influence these days. Its family takes the name of these institutes as they dance on their orders".

In this dialogue, she critically debated the power of money by highlighting the powerful personality of Pakistan Malik Riaz. She confidently said that "everyone is Malik Riaz in their capacity." People are using their powers in the way they can, as she explored that a mil man keeps mixing water in milk and doing wrong that way, and no one is ready to catch him or question him because he is a source of providing the pure milk. Khan used the term Sicilian mafia, specifically made for the powerful and influential groups. However, the main thing is if there is a single influential and authoritative person in the surroundings, people start using their names to threaten the people.

PHASE 02: ANALYSIS OF AUDIENCE BEHAVIOR THROUGH COMMENTS

The twelve videos of Naked truth have collected the data featured Julie Khan on the Facebook page of TCM Originals. The audience commented on the videos, and the comments are taken as the unit of analysis to examine the societal, cultural, and economic issues portrayed or discussed in the videos. To check the audience reactions on specific issues which Julie Khan has discussed, we have done the content analysis of 600 comments through systematic random sampling. Moreover, I made a coding sheet to study in detail.

Audience comments have shown Julie, Khan, as an intellectual character. The study has examined the supportive and non-supportive comments, showing Julie as an intellectual character. Fifty-one people have supported Julie Khan as an intellectual character, while eight people did not support her as an intellectual. One of the audiences has commented, "***Genius personality tells the naked truth of our society.***" Julie Khan act as a genius person, and whatever she is sharing with her words are pretty honest and realistic.

On the other hand, just a few people did not support Julie Khan and commented, 'looks like it is a scripted speech. "This comment has shown that in this heterogeneous society, there are different kinds of people too who believe that a transgender person can never be that much genius or intellectual to talk about anything. Comments show that whatever media is showing to us is scripted because it is what happened in this industry; either the mainstream media or social media people think that whatever they see is a scripted or planned thing to trigger the audience's mind.

How did the audience perceive Julie Khan's video that elaborated the significant issues and complexities of the education system? Few people commented that the issues that Julie Khan has discussed are honest, but few show some weird reactions in comments shows that they disagree with this discussion of the education system by Khan.

One audience commented,

"She has touched everybody's heart with her words. She is telling the truth that has been happening in every corner of our country. Pakistan is not a Muslim country; Pakistan is a Muslim majority country."

Julie discussed and highlighted the expensive institutes and their policies regarding fees and how they made education a business, and people so commented that "***Beacon House kiachi ho gai hay.***" Beacon House is one of the expensive schools because it is an international school chain. One of the ***audience commented that agreed & speechless.***"

Another audience commented that

"Primarily education is the task of parents. You cannot ignore the role of parents. This issue opens new thoughts as well. Another user commented, "This is so true even in Indian schools. In the name of personality development, parents are made to pay in bulks! Education was so much grounded during our school time. Now it is all about showing off cell phones, doing drugs, and getting physically involved with classmates that too as early as in class 6th"

People agree that they are frustrated with this education system and that the reality that the b institutes have looted them and one is held accountable for this. However, only a single person commented it as a fake that

"I condemn harassment as general; there are so many cases in Universities and colleges nowadays."

So here, it means that it is not about the big names like where the elite go and study; it is an overall thing that is happening in every educational institute. This will be wrong to say as it is not happening generally everywhere.

Audience comments support the cultural issues of Pakistan discussed by Julie Khan. She had discussed specific cultural issues in her videos, and the Facebook users' comments show that they agree with an in the whole matter and acknowledge such issues on absolute grounds. There are numerous cultural issues like media, modern language, foreign culture, unemployment that have been discussed by Julie Khan, and people's comments reflect that either they are valid or non-valid cultural issues. For example, the user commented,

"Very effectively expressed his opinion. He is looking rather better than our existing political elite who has even no clarity of issues" the other one commented, *"thanks, Julie, for showing the real ugly faces of society and media."*

"She is right! Media is the modern kotha/tawaif! Whatever you want to call it, commented that "Unbelievable mindset...The real Mirror for us to think why we cannot start from ourselves? We only tend to wish for a better society. I wonder who makes a society in-country or piece of land. We make the society, so today, if we hold ourselves accountable for the disgusting system, we will be able to correct ourselves and resultantly will be able to make a better society where justice and sense prevail. As she mentioned, we all are Malik Riaz in our capacities."

On the other hand, some people did not show any willingness and did not accept that these issues were worthy of discussion.

RESULTS AND DISCUSSIONS

This study deals with the portrayal of transgender on Facebook & audience behavior towards naked truth featured Julie Khan. For the analysis researcher selected dialogues of KhanKhan and the audience comments on the videos of TCM originals. This study analyzes how the selected Facebook page portrays transgender through social media and how Facebook's audience commented on the videos of Julie Khan (transgender) discussing the critical issues and problems.

The first research question is ***"How efficiently did Julie Khan highlight the Pakistani societal issues?"*** TCM originals have provided Julie Khan with a platform to come and discuss the issue in which Khan also explained and highlighted the abandoned problems and complexities of society. She has discussed the scenarios very profoundly and wisely, with the facts. Her retrospection is an eye-opener for many who believe that transgender is a disgraceful and illiterate community.

Julie critically explored the motives of today's education system in Pakistan. Julie does an autopsy of Pakistani society and how it gives leverage to the nation's elites. With her harsh words and critical point of view, Julie slams the media and showbiz industry for its dualism. The second question is, ***"How did the Facebook audience comment on Julie Khan's videos?"*** Facebook is the oldest medium that people use for communication differently. When the videos got viral, everybody noticed that a transgender person was getting much hype, and the videos were trending; this thing grabbed more audience and so their attention. People made many statements in every episode of naked truth. All the comments were different on different

issues, firstly people hit on comments to Julie Khan as a philosophical person, being transgender people inversely comment on her gender and portrayal their comments has shown the element of respect in sympathetic and some harsh.

CONCLUSION

Julie Khan shocked everyone by her knowledge and concept about several societal, cultural, and economic & class issues. She has a good command of communication with the audience, and she explains every matter with facts and figures. However, the audience shows different kinds of behavior in her videos. First, the Facebook audience reacted differently to watching Julie Khan (transgender). Around 150 audiences praised her personality as transgender, four audiences criticized her, and five audiences disgraced her personality for being transgender.

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