

## **Role of Electronic Media in Developing Political Perceptions of People: A Comparative Analysis of ARY and PTV (2008-16)**

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### **ABSTRACT**

Pakistan has one of the most vibrant media landscape in the region. Since liberalization in 2002, the number of media outlets has increased. This study analyzes the role of Pakistani electronic media in creating political awareness among people and the role of state owned news channel and private news channel in developing political perceptions of the people. Considering the present situation in Pakistan i.e. the high saturation levels of media usage and its reflection in the people attitudes suggests the implication of certain theory such as cultivation theory. This theory suggests that media, and in particular television channels, develop the ideas of the people. People who spend more time on television, it tends to be their main source of information. Therefore, the population of present study consisted of all the female and male who study in universities. Four universities selected for the collection of data and the survey sample comprises a total of 120 respondents, 30 respondents taken from each university. The findings of paper indicate that most people rely on electronic media for political news. It influences people's perceptions and they are becoming politically aware by electronic media especially by the news channels.

**Keywords:** *Electronic media, ARY, PTV, Political Perception*

### **Introduction**

Communication is like a lever which drives the modern world across every sphere of life and the media is the fulcrum, that connects opines and influence society, through its evolution. This is the age of communication and the current information revolution is dramatically increasing the potential for sharing information across the globe. Today, the media industry has been punctuated by a very small number of very sharp and very important junctures (Kaul, 2012).

People are exposed to information about the world by electronic media. Media is quite important in all sectors of life like weather, political problems, war, economy, fashion trends, music, and health and so on. It provides all details of the political situation and all the other happenings around the world (Yogi, 2013). Electronic media in Pakistan has progressed rapidly during the last decade. A number of news channels have been started which shows that there are relatively independent media as compared to the previous years. Electronic media has given coverage to politically related issues and problems. A number of political incidents

were highlighted and given prime time coverage which has generated political knowledge among people.

Media had accelerated the pace of providing precise and quality information to people in every nook and corner of the world. Media had witnessed rapid development in the current time, which made available a number of modes to get the latest news on each and every issue (Dawn Newspaper, Dec 9, 2010). In contemporary society, Pakistani media has become a more powerful source of information. It is obvious that the free media has made a valuable contribution to society by creating political awareness among the masses, empowering them to use their freedom of speech (Mahsud, 2013). In Pakistan, media is working freely and independently. Media should be very responsive while presenting its country towards the world.

Media is considered to be a watchdog in a country where regulations help in sustaining independence for the channels. Pakistani news channels update the people about all the current events, within and outside the country. It has exposed information to people about social issues and crimes (Afzal, 2012). Role of electronic media cannot be neglected in Pakistan general elections 2013 where a huge number of people cast their votes and media covered each and every polling station results keeping the people updated and aware of the current situation of election results. As Sadi (2013) had compared results of elections held in 2008 and 2013, the voter turnout was 60% in 2013 against 40% in 2008. A huge number of people who normally did not bother to face hardships of going to polling booths in extreme weather decided to vote. This is a new development as was as the use of technology and media (Sadi, 2013). Moreover, people in general elections 2013 were attracted by the live transmission to cast the vote during the period (Safdar, 2015).

When we see the history of Pakistani electronic media we used to have only one national channel: Pakistan Television (PTV) from 1964 till 1990 which mostly presented the government policies (Sharma, 2012). The decision to start private news channel in the country on a wider scale was aimed at informing and educating the people through wholesome entertainment and to create in them a greater awareness of their own history, current issues, heritage, and development as well as information of the world at large.

People in Pakistan used to have no other source to get political news and information about different events happening around the world. PTV the only one source worked to cover all aspects; but practically it was difficult to provide all political news, entertainment, world politics, and international events, etc. After assuming power, the Musharraf government, on 1st of March 2002, issued the ordinance for launching private channels including news and entertainment. During the Musharraf government, just in one and a half year, several news channels were introduced, i.e., ARY, GEO, AAJ, Express, Samaa, Dunya, etc. (PEMRA, 2009). These news channels, established in a short span of time, tried to present national and international news from every nook and corner of the entire world. Before the advent of media, people had only a limited scope of accessing news about world politics and entertainment but contemporary media and their technological advancement and programs provide all this information to people.

### **Background of Pakistani Media**

One can trace the history of Pakistan media back to pre-partition years of British India when many newspapers were established to encourage a communalistic or partition agenda. At that time Quaid-e-Azam Muhammad Ali Jinnah founded Dawn newspaper in 1941 to break the monopoly of the Hindu majority and to present the optimistic point of view of dominating newspapers. In 1941, the first newspaper was established and it was the start of print media in Pakistani history. With the passage of time, the need for a national Pakistani TV channel was realized so as to create awareness among Pakistani people about politics and other happenings around the world (Sharma, 2012). And finally, on 26th November 1964, Pakistan launched the first national channel Pakistan Television (PTV). PTV is the first official national channel in Pakistan. The launching of the first government network in 1988 with the name of Peoples Television Network (PTN) was under the Shalimar Recording Company (PTN was later named as Shalimar Television STN). From 1964 till 1990 Pakistani media had only one official national channel which presented the government policies and political news. In 1989 STN channel was sold to a private company which was later aired as ATV (Zaidy, 2015).

In January 2002 during General Pervaiz Musharraf government new avenues were opened for Pakistan's media industry when private news channels were allowed to operate openly. In this era, within a short span of half a year, Pakistani media came up with several news channels ARY, GEO, AAJ, Express, Samaa, Dunya, etc. During the Musharraf regime, many independent radio channels were also established which are considered as an important source of information in the rural and urban areas. Pakistani media entered a particularly new period of rapid change and with notable irony. Most of the countries where there is military rule, they have strict control over their media. But the situation is opposite in Pakistan where even a military general as head of the government played a crucial role in promoting free media. Pakistan is considered one of those states where media appreciates the most elevated amount of flexibility of expression (Sharma, 2010).

Pakistani media has worked under the military authoritarianism for more than half of its existence but it has not adversely affected media. Pakistani media has nonetheless faced numerous challenges during every government, journalist's faces numerous threats but they still enjoying the freedom of expression in Pakistan (PEMRA, 2009).

### **ARY, PTV News Channel**

TV media is considered to be the most prominent and compelling method of connection. In this study, an attempt has been made to inquire into the news of two channels i.e. ARY, PTV, as the information revolution has brought about political awareness among people and they get many news every day.

There are different media houses in Pakistan. Followings are national and international news channels which have been selected for this study:

1. ARY news channel
2. PTV news channel

### **ARY News Channel**

Dubai based Pakistani news channel ARY was launched on 26th September 2000 in both languages English and Urdu (Ali M, 2010). It is the part of the ARY Digital Network, which is a subchannel of ARY group and was established in 2004. It has a large group of viewers. It was known as ARY One World until 2009 when it was renamed as ARY news. ARY News is one of the initially committed international news channels in Pakistan (Yousaf, 2012). It has selected journalists almost in every capital around the world, a system of more than 500 columnists and reporters in Pakistan, and real worldwide systems as elite accomplices for the trading of news, data and other specialized offices. The channel additionally keeps up a rich file library with the best footage.

### **PTV News Channel**

On 26th November 1964, Pakistan launched the first national channel Pakistan Television. PTV is the first official channel in Pakistan. PTV Home would surely have been very popular at the time it was launched because before that time period, there was no concept of television in Pakistan. During the past few years, there has been rapid growth in the area and range of news coverage. PTV has many journalists almost in every capital and many specialized offices, and five PTV centers in Pakistan namely Quetta, Peshawar, Lahore, Karachi, and Islamabad. Through these stations, different talk shows, children programs, informational programs, sports programs, entertainment programs are aired. PTV gradually and slowly started gaining popularity with its continuous improvement in performance and soon it was being aired in 32 other countries with the help of satellites. In 2007, PTV ONE was named as PTV HOME and PTV WORLD was named as PTV NEWS (Zaidy, 2015).

### **Role of Electronic Media**

Mass media has become very powerful with the passage of time and has started educating and developing the perceptions of people. Youth is educated by the media and gathers political information through this important source. Youngsters rely more on media to get news about the war on terror by the speech of president or many other social, national and international issues (Ali, 2013). Many educational programs are providing information to the youth and sometimes they take participants in these programs which enhance their knowledge further. These exercises are useful for any society and it increases the literacy rate in youth (Mughal, 2014).

The media has a great effect on society in shaping the people opinion. Media modify the people's opinion in various ways depending on how the goal is set. For instance, the situation of Taliban in Swat was typical. However rehashed broadcast of a video snip which showed the Taliban whipping of women changed the people opinion overnight in favor of the Government to take action against the Taliban (Mughal, 2014). Media gives information about the conceivable outcomes of terrorist assaults and makes awareness about these sorts of assaults. It plays an imperative role in promoting peace in the world. A number of articles, columns, editorials are regularly published in the newspaper, and magazines for promoting peace (Rawat, 2014).

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The role of media in national progress in the 21st century is very important. In 20th-century mass media acquired a pervasive political presence. Especially news media will now be relied upon to function as like early cautioning that aware people at large and also the headship of common and political society to the important trends which are already promising within countries is likely to increase in the future (Jabbar, 2013). In modern societies, it becomes a valuable source of information. It reshapes views and events into a medium of knowledge after collecting information. Media has the power to exercise influence on truth. Some anchors say that the private news channels mostly discuss social and political issues and social differences in the upper and middle class. In this argument, several media personalities contend and speak in the justification of media that all journalists pay more attention to political and social conflicts because they are much more extreme or intense (Mahsud, 2013).

Media like newspaper, radio, television are a mirror of society and they make a bridge between the government and people. Media give awareness to people about everything which relates directly or indirectly to people. The government takes a decision that the prices of petrol or diesel will be increased or decreased and media conveys these decisions to the people. Media not only aware people about all these things but it also aware people that what is the effect of the decision taken publicly by the government. Many of us think that if we touch the infected person we will be infected. But, television programs create awareness us that by touching an HIV/AIDS patient we do not get infected. Media role is quite important in all phases of life like weather, political problems, war, economy, fashion trends, music, and health and so on. Media provides all details of the political situation and all other happenings around the world (Yogi, 2013, p. 71).

Media also presents various styles of life and gives us social awareness. It changes every person's mood, even conservative to liberal and purifies any society from evil and fake stories (Naseer, 2010). Media upgrade our living standards, guide youth for new opportunities in all fields of life. Some media persons indulge in blackmail to get personal gain. They create sensationalism through their news content to get cheap publicity for their channels. English and Indian channels affect our youth's morality and are the cause of inflow of the foreign culture. People waste their time to watch TV constantly which impacts their perceptions (Naseer, 2010).

With the advent of news channels, magazines and through different sites of communication teens know about global activities. Media develop social skills in teenagers which in turn helps them navigate successfully through modern society. Media celebrities, when they talk about their favorite books, inspire the teenagers with their personality and may entice them to take a book too. Our reality is brimming with immaculate individuals; they have impeccable skin, body and every youngster wants to be completely perfect himself.

Media leads to blind impersonation; it likewise serves as a wellspring of motivation. Media is the best source of information and entertainment. Probably, individuals can get to everything through electronic media like games or television shows, legislative issues, diverse political gatherings, plans, news about significant

occasions over the globe and all the information about what's new, what's drifting and what's in and out.

#### Electronic Media role in Developing Political Perception

People perception is the type of information which is acquired after a popular opinion survey. People opinion is only the collective perceptible of people about any specific issue or occasions (Dowler, 2008). Media is the main source of giving the news to the people who need to know who is doing what and what is going on around them (Anwar, 2011).

Media plays a very important role in developing people perceptions. The talk shows have brought more development and changes in people perceptions (Anwar, 2011). Nowadays these talk shows and political programs in which the problems of common men are discussed are quite valuable. These programs are simply effective. Now media have many ways to influence people's perceptions. People have a platform where they can exchange their thoughts, ideas with each other through these discussion programs.

News is another important source of information. It can be defined as reports which keep us informed every time that something happens in our own community and other communities around the world. Sometimes, a few media reports, on different occasions, show their own interest and these one-sided reports influence people's perception to make them favorable towards their benefit. These kinds of one-sided or deficient reports should definitely be kept away from people. Through news, we know the basic facts about our needs. It satisfies our curiosity, concerns and gives us the opportunity that we discuss with each other about all those facts which lead to community action (Ali, 2011). The majority of the general population frames their opinion from the information they get from the media. To make people's opinion, mass media use articles, news analysis, and editorials (Ali, 2011). Media plays a major role in politics and especially television is a very efficient way to reach a large number of people quickly and to directly contact people (Biage, 1994).

People Perception is highly impacted by people relations and by the media. Media apply different advertising techniques to pass on their messages and impact on the opinions of the general people on specific issues. People opinion depends on different factors like the social issue, beliefs, values and their existing knowledge. Opinion leaders and their views on mainstream issues are considered very important because they are the voice of a common man and they have a main role in affecting people's opinions. Perception is the way of thinking about something or somebody and belief is a feeling of being confident that something is excellent, right or important. Perception is the result of a collection of beliefs which we can learn from our parents, teachers, friends and other early influences from the world around us. Every individual perception is a different set of beliefs, different sort of influences, and everyone perceives the world differently.

Our observations and beliefs interpret our reality. Perceptions depend on whatever situation we faced with people, circumstances which we face from the physical environment and other individuals' attitudes towards other things. There's a strong link between our belief and our reality because what we want to see comes from our perception. Law of attraction shows us that our conviction drives our reality. If

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we need to change anything about our present reality we should need to work on changing our convictions and then our perceptions.

Media's effects on perception can distort or develop people's opinion about anything like beauty, politics, and disease (Cadavid, 2015). Our perceptions about events are created and shaped by media. Viewers have no ability or another source to observe these events with their own eyes; they can just make a sense about it as they received information via media or any other source. The effects of mass media are very strong on community and society; they repeat the information to create a picture in the minds of viewers to believe its accuracy and reality. Public exposure to watching electronic media has developed their perception because people watch reality through the eyes of the media (Zai, 2014).

### **Role of Electronic Media in Developing People Perceptions**

Electronic media is a noteworthy source of giving the news to the general population. It plays a crucial role in developing people perception. The talk shows have brought more development and bring changes in people perceptions. It provides a direction for people to perceive action about social and political issues. In this era of technology, people get easy access to media for quick and authentic information of the surroundings and people can be simply influenced by media, and it can easily mold their opinion and perception. Media is also a social institution which socializes people. What media present is not much important but how it present that is important (Sadaf, 2011).

Media informs the people about all the details of major political changes, political decisions and the current situation of politics. Media is considered the base of any political system; if it plays its role properly it will be an enormous power in building a nation. It plays a major role in conveying a general people's message to their leader (Yogi, 2013). According to Willy, political systems are based on the broad and active involvement of its citizens in politics, and media motivate people to participate in political activity and affected on people's voting behavior through political advertisement (Martinussen, 1971). The opinion of well aware voters is more stable over time than those who are less aware (Bartle, 2000). According to Arnold, the media can be useful to eliminate and reduce social evils like corruption and further enhancing government transparency. People who have information about corruption can better understand corruption than others and take better decisions about choosing a government and take better decisions to reduce corruption in society (Arnold, 2011).

According to Dudman, there are five attributes of political awareness; first, is personal skills, the second is interest influences to others, the third one is to handle conflict, fourth is to build alignments and alliances, and the last is to undertake long-term strategic and scanning (Dudman, 2007). Political awareness influences virtually every aspect of citizen's political thoughts, voting actions, and greater support for nation mainstream values (Zaller, 1990).

### **Levels of Political Awareness**

According to (Hutchinson, 2007) there are five levels of political awareness: Illiterate, Misinformed, General, Activist, and Expert.

**Illiterate:** A person who is not politically literate and does not know who is the president and the governor of their state and don't watch the news. This person doesn't vote.

**Misinformed:** They are often strict, opinions and prefer partiality in their opposition because they are likely to lose in an objective discussion. They generally knew about the perspective. They have shown growing awareness by them. Therefore, this person generally claims to vote but often does not.

**General:** Some of the government officers, as well as some of the issues, are known to this person. There is leaning towards stability, moderation, and bipartisan movement. This person votes in approximately every general election.

**Activist:** This person gets involved in politics. He has a good grasp of the political issues and also active on at least once in elections. This person read books on politics, up to date with the daily paper. This person knows all political candidates and votes in every election.

**Expert:** The expert working in government. May knows all the problems and discerns all the candidates and power players and many times personally. This individual is likely to have worked in several elections, diplomacy and might appear on talk shows, they read political books, articles and their opinion carry influence in political society. They vote in all the elections (Hutchinson, 2007).

### **Role of Electronic Media in Politics**

Role of media is crucial in making people's perception and develop their views about politicians and politics. Media affects people's attitude and is a mirror to society. Different political, educational programs and projects which media presents enhance youth's political knowledge; motivate them to participate in politics, and prepare them for better political communication. Through media, youth learns an immense deal about the political and fiscal system of society (Rehman, 2013). Media has contributed a lot in increasing general knowledge; it plays an imperative role in everyone's daily life. In today's world media highlights each and every issue which relates to society. Media highlight many issues like health, education, unemployment, and increasing prices of our day to day commodities, each and every issue which we face. Pakistani media reshapes our opinion, attitudes, and perceptions. Pakistani media have become more powerful than ever before and have been educating people and informing them about those things which they did not know before the advent of media (Wassan, 2008).

Media impact people's attitude. In an election, campaign time is too short to present the agenda and party leader's views to the people but with the help of media they do this easily and convey their message properly to the people, and how media do this. The first and the main thing is agenda-setting by choosing the issues: which issue is to be covered and in which way. There are other ways to persuasion, by influencing voter's perceptions, to inform people about their leader's views, and last but not the least through mobilization, by encouraging people to take an interest in the campaign and the outcome is sometimes increasing the voter turnout, or sometimes depressing it (Norris, 2006).

To influence people's perception and their voting behavior, different political parties have their own newspaper and T.V channels, which are used as a



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mouthpiece of these parties to communicate with people during the election campaign. On the other hand, the parties which have no media channels have to pay to promote their party agenda and party messages. In that case, all political parties and candidates want access to state-owned channels and radio during an election campaign so that everyone has equal time for broadcasting their party agenda or message by advertising without any cost (Media Access and Freedom of Expression). Modern media technology and format innovations have created many ways of communicating and reaching people. With technology now people are capable of creating significant and valuable roles for them in the political domain (Alb, 1999). Responsibility of Pakistani media is much greater as compare to other media in the world as Pakistan wants a change for its nationwide solvency. Media impact on cultural, social perceptions shapes people opinion and develops a political perception of people in Pakistan at large. Media brings awareness to people about national issues and highlights different important aspects of national and international issues. Electronic media plays an enormous part in increasing people understanding but could not create such behavior that alters people attitude towards solving political and national issues. Media is the real cause of change but the nature and degree of change depend upon the information which is provided by the media. Media has an important political and powerful control over the individual around the world (Sabir, 2012).

### **Theoretical and its Implication over Pakistani society**

This theoretical composition introduces and identifies the theory which makes clear why the investigation trouble underneath research prevails. It has also the set-theoretical foundation of the “Role of Media in Developing Political Perceptions: A Comparative Analysis of PTV and ARY (2008-16)”. This theoretical composition will be the design that could store for or perhaps service new research on the basis of this study. Cultivation theory was developed by George Gerbner in 1967. Cultivation theory is well suited to multinational and comparative study (Gerbner, 1998). This theory explains how people’s conceptions of reality are influenced according to exposure to television.

Gerbner and other claims that those who watch television more have the perception that the real world is similar to the world present in television (Gerbner & Gross, 1976). According to cultivation theory, televise messages influence the behavior of individuals. The theory which is called George Gerbner’s theory also known as Cultivation theory accentuates the effect of television viewing on the attitude of the audience. People who spend more time on TV are more influenced. Theory of cultivation looks at the mass media as a source of bringing change in people’s opinion and society; people who watch television are more influenced and watch the world through the eyes of TV.

Cultivation analysis appears to be the most appropriate conduit towards achieving the objective of this present study. This theory is applicable because it measures the impact of media on the perception and thinking of the people. It changes the way of thinking. The news of media is appropriate in developing the opinion of the people and is a powerful medium in framing the perception. This present study is mainly related to the role of media and T.V channels shaping and developing the perception of people. Thus, media is acting as an influential tool, in other words, it

can be said that T.V news channels are refining the values and culture to some extent and bring change in our community. This study going to explore whether (ARY News, PTV News) acting as a source of political awareness and develop political perceptions of people.

According to cultivation theory, TV viewers refine or develop their views about reality with reference to what they watch on television. Television shows about politics, education and other amusement programs are mainstream entertainment easy to access and generally easy to understand. Television seeks to show and emphasize people. Therefore, those who regularly watch television tend to see the world in the ways television portrays it (Bryant, 1986).

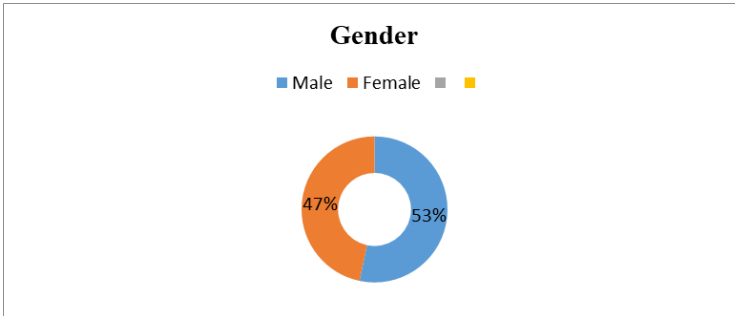
### **Methodology**

Quantitative method is the most achievable method to measure the perceptions of people. The quantitative method looks at the relationship between variables and can establish cause and effect (Denzin & Lincoln, 2001, p. 721). In this research, perceptions of people measured through the quantitative method and the questionnaire used as a tool to measure the perceptions. The basic objective of this study was to find out that whether media developing political perceptions of people and who watch TV news channel namely by ARY and PTV and to what extent these channels provide political news and develop a political perception of people. Keeping in view the nature of the study, the survey method was considered to be an apt method for collecting information and data analyzing, which was presented in those selected private television channels. The survey has been conducted in different universities of Pakistan located in Lahore. Two Public Universities are selected namely Government College University, Lahore (G.C.U) and Punjab University, Lahore (P.U) and two Private Universities are selected namely University of Management and Technology, Lahore (U.M.T), University of Central Punjab, Lahore (U.C.P). 120 respondents were chosen from these universities and 30 students were selected from each university through quota sampling. The units of analysis in the present study are male and female of the above-mentioned universities. To the purpose of classification in population, the researcher used the convenience sampling method. After specifying the convenience method and also the quota sampling method was adopted to collect the data.

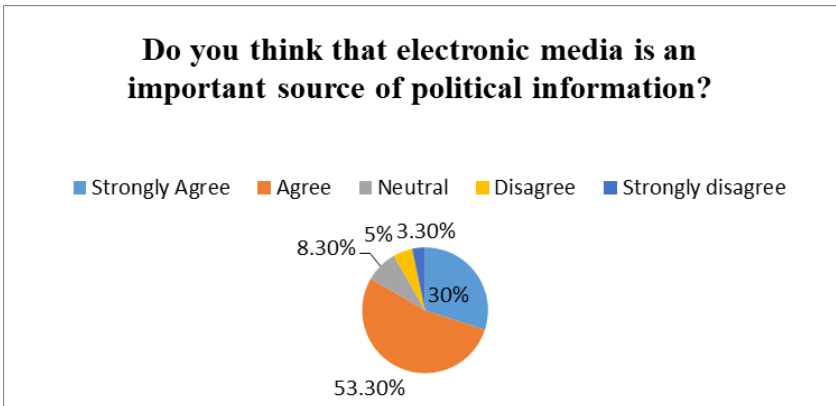
### **Results and Discussions**

The respondents were male and female. The result shows that 53% of the respondents were male while 47% of the respondents were females from the selected universities of Lahore who participated in this survey.

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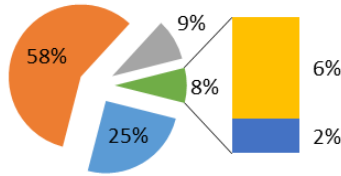
Upon asking the question that electronic media is an important resource of political information majority of the respondents (54%) agree that electronic media is an important source of information while 30% of the respondents strongly agree with the statement, 8% respondents partially, 5% disagree and only 3% strongly disagree. This result shows that the majority of people consider electronic media is an important source of political information.



Further, asking the question that electronic media creates political awareness among people of Pakistan majority of respondents agree i.e. 58% while 25% strongly agree, 9% partially and 6% disagree while 2% strongly disagree with the statement. The results show that electronic media create political awareness among the people of Pakistan.

**Electronic media creates political awareness among people of Pakistan?**

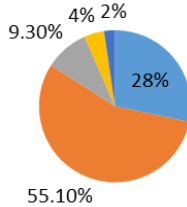
Strongly Agree Agree Neutral Disagree Strongly disagree



Upon asking the question that Pakistani media played an important role in forming people opinion 56% of respondents agreed while 28% of respondents strongly agreed that media played a significant role in forming people opinion. Only 10% partially and 4% strongly disagreed. The results show that a great number of people believe that media form people opinion.

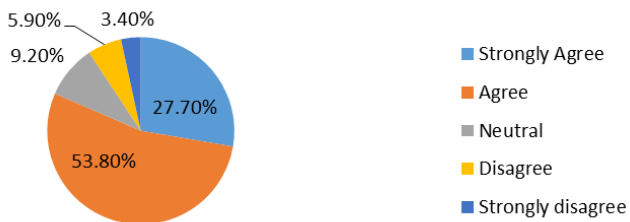
**Pakistani media played an important role in forming people opinion?**

Strogly Agree Agree Neutral Disagree Strongly disagree



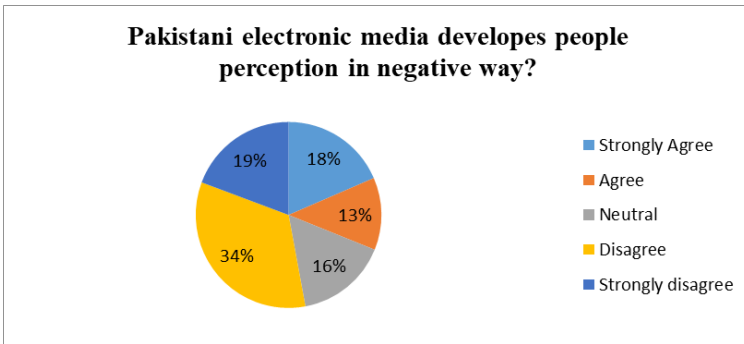
Upon asking a question that Pakistani media develops people perceptions in a positive way 54% of people agree while 28% strongly agree while 9% partially and 6% disagrees that media play a positive role in developing people perceptions. Only 3% strongly disagree. The stated result shows that the majority of people agree that Pakistani media play a positive role in developing people perceptions.

**Pakistani electronic media developes people perception in positive way?**

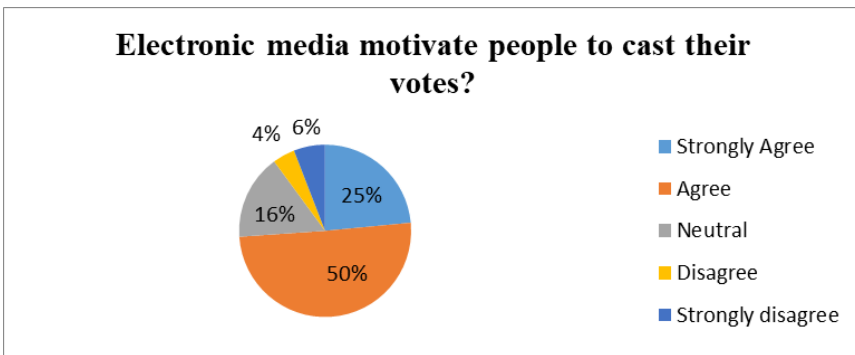


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Responding to the statement that media play a negative role in developing public perceptions 34% people disagree while 18% strongly agree on that statement. 19 of people strongly disagree and 13% agrees while only 16% of people partially agree with this statement. The stated result shows that the majority of people disagree that Pakistani media didn't develop a public perception in a negative way.

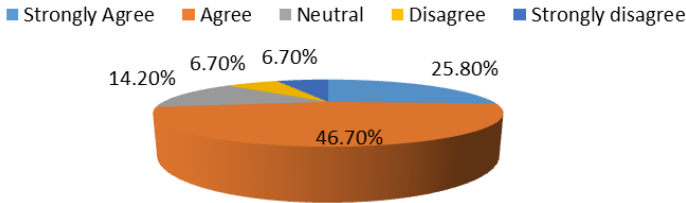


This question result shows that a majority of 50% people agree and 24% strongly agree that electronic media motivate people to cast votes; only 16% of the respondents neutral on this statement.



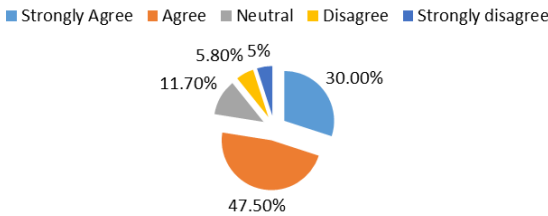
The results on this statement that people are now able to learn about their social and political rights through media 46% agree and 26% strongly agree that now they are able to learn their social and political rights; only 14% were neutral and 7% disagree and strongly disagree.

**Do you agree that people are now able to learn about their social and political rights through electronic media?**



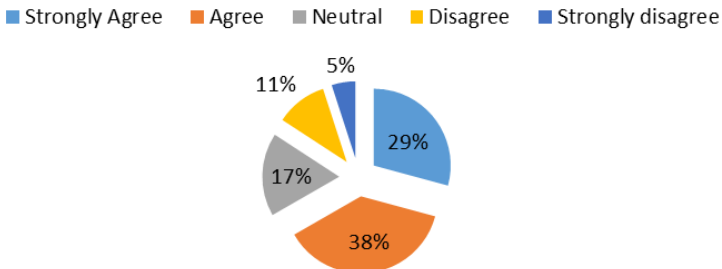
The study results show that electronic media is the trustworthy source for political news because 47% of people agree and 30% strongly agree only 12% partially agree on this above-mentioned statement.

**Do you think electronic media is a trustworthy source for political news?**



On asking whether electronic media is the only source of political news, 38% agreed and 18% neutral, while 29% strongly agreed and 11% disagreed.

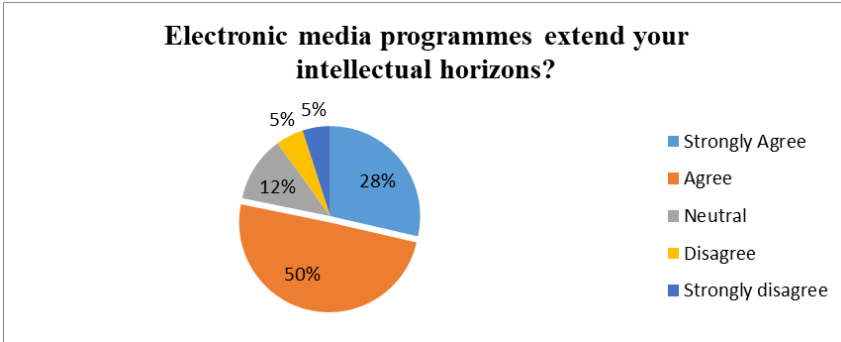
**Do you think that electronic media is the only source of political news?**



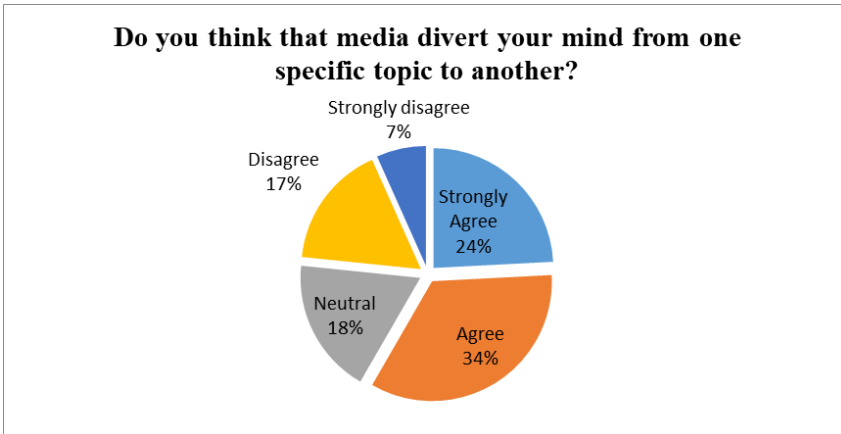
There are 49% of people who agree that electronic media programs extend their intellectual horizons and 29% strongly agreed; only 12% of people partially agreed

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with the statement. The results show clearly that the majority of people agrees that media enhance their intellectual skills.



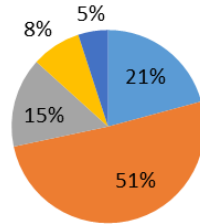
There are 34% people who agree that media divert their mind from one specific topic to another and 24% strongly agree while 18% partially on this statement and 17% disagree and 7% strongly disagree. This result shows that media have an influence on people's mind, that it diverts people's mind from one specific topic to others.



51% of respondents agree that they get valuable information from news only 15% partially agree on this statement and 21% agree with this above-mentioned statement.

### Do you get valuable information from news channels?

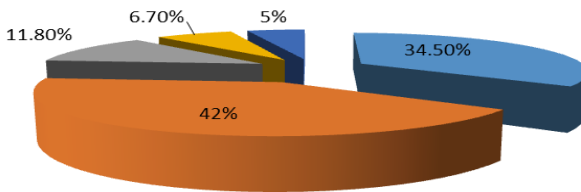
Strongly Agree Agree Neutral Disagree Strongly disagree



Further outcomes show that 42% of respondents believe that media is important for the betterment of society and 34% of respondents strongly agree; only 12% partially agree with the statement. The results show that people believe that media is an important source for a better society.

### Is media important for a better society?

Strongly Agree Agree Neutral Disagree Strongly disagree



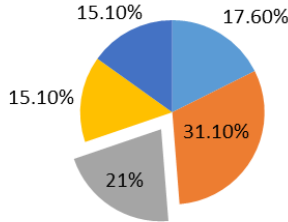
There are 31% of people who agree that oversupply of information makes people confused while 15% disagree that oversupply of information makes them confused; 18% strongly agree and 15% strongly disagree. The outcome of this statement shows that half of the majority agree that media oversupply information makes people confused and on the other hand half of the majority disagrees with it.



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**Do you think over supply of media information makes people confused?**

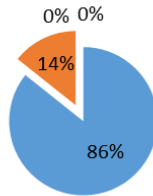
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree



There is 86% off the selected population who watched television daily while 14% didn't watch television daily. The result shows clearly that people have a daily routine of watching television.

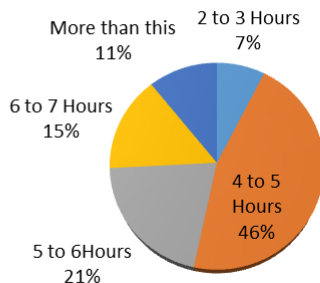
**Do you watch T.V daily?**

■ Yes ■ No ■



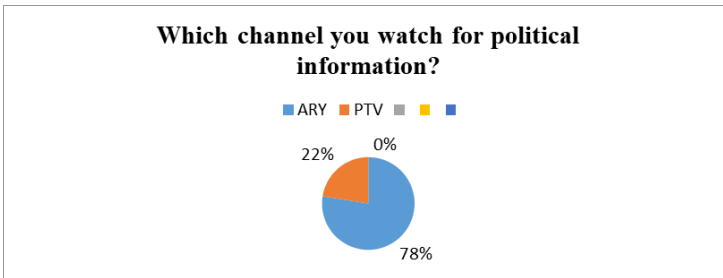
This study shows that people spent much time watching television. 46% of people watch 4 to 5 hours and 21% of people watch 5 to 6 hours and 15% of people watch 6 to 7 hours while 11% watch more than this. The result shows that people spent their quiet time on watching television.

**How often you spent time watching T.V?**

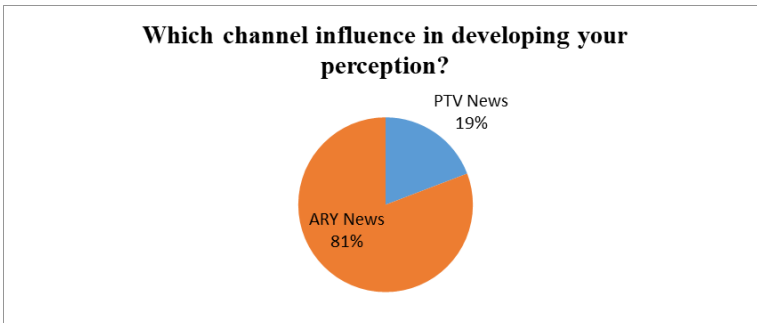


Upon asking the question that which channel you watch for political information.77% respondents watch ARY News for political information and 23%

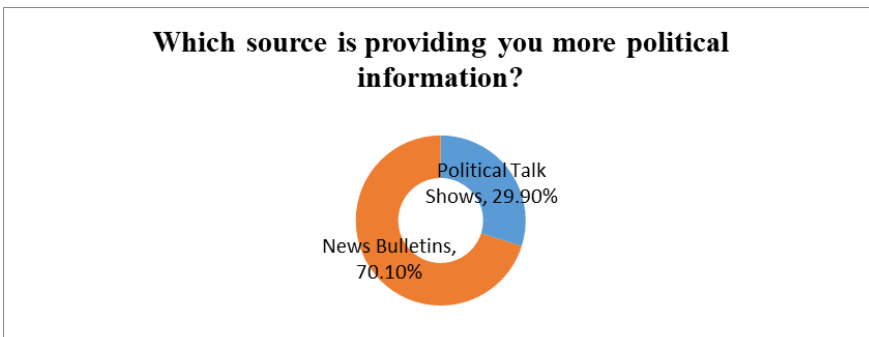
of respondents watch PTV News for political information. The results show that people watched both news channel for political information but mostly people watched ARY News channel for political information as compared to PTV News channel.



The study results show that 81% of people who believe that ARY News channel has an influence in developing their perception while 19% believe that PTV News channel develops their perception. The outcome of this statement is that the majority of people believe that ARY News channel influence more in developing their perception while PTV News channel has less influence in developing people's perception.



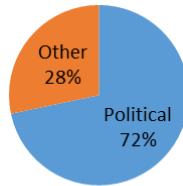
Further asking a question which source is providing you more political information 70% of people believe that News Bulletins provide more political information and 30% consider that Political Talk Shows give more political information. The outcome of this statement that people believe that both sources are providing political information but News Bulletins provide more political information compared to Political Talk Shows.



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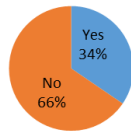
Further, the study results show that 72% respondents agree that they watch News Channel for political information and only 28% watched News Channel for another sort of information. This statement shows that most of the respondents watched News Channels for political information.

### Do you watch news channels for political information or any other sort of information?



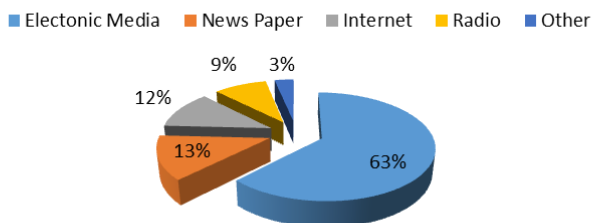
The majority of respondents on asking a question that does you watch news channels for information other than politics, 66% said that they do not watch News Channel other than for political information and 35% said yes that they watch News Channel for other information than politics.

### Do you watch news channels for information other than politics?

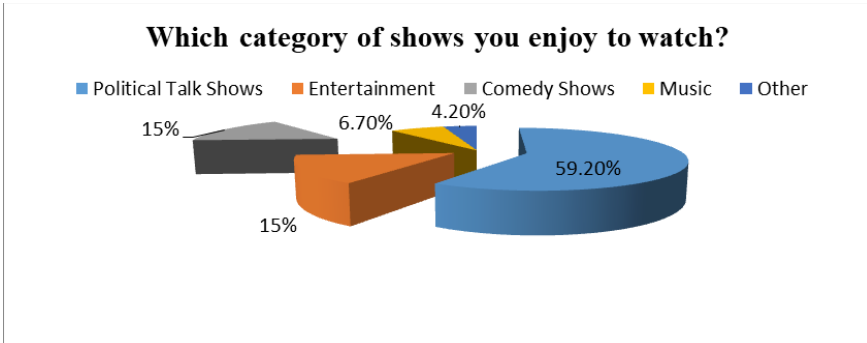


Further asking the question where do you go to get political news information, 63% people said that they go to electronic media to get political news information 13% used newspaper 12% use the internet only 9% use the radio. The outcome of this question statement that majority of public go to get political information from electronic media.

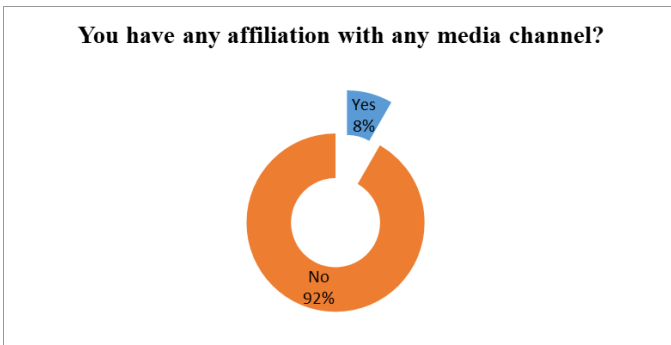
### What is the source of getting information about political news?



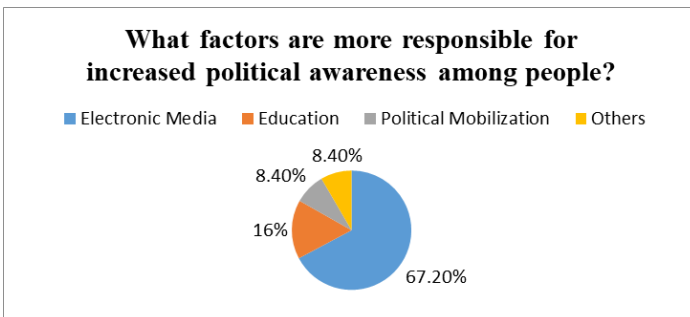
On asking the question that which category of shows you enjoy to watch. Numbers of respondents 59% watch political Talkshows 15% said that they watch entertainment 15% watch comedy shows and 7% music while 4% watch other. The result shows that people watch political talk shows to get aware of politics and to know the happenings of politics.



Upon asking the questions that do you have any affiliation with any media channel? Most respondents 92% said that they have no affiliation with any media channel while only 8% have affiliation with media.

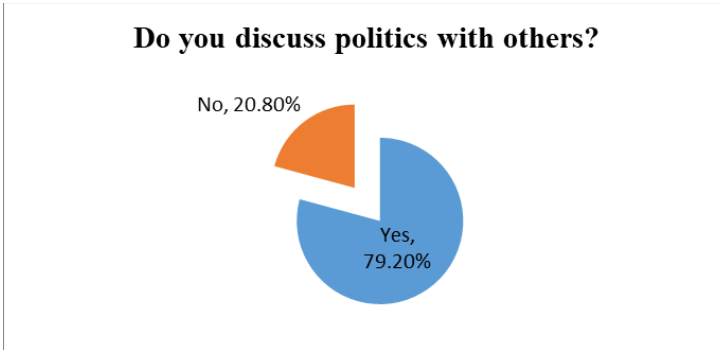


There were 67% of respondents who believe that electronic media is responsible for political awareness among people while 16% believe that education is responsible; only 9% agree with political mobilization and 8% go with others. The result shows that most people believe that electronic media is the main source of political awareness among people compared to other factors.

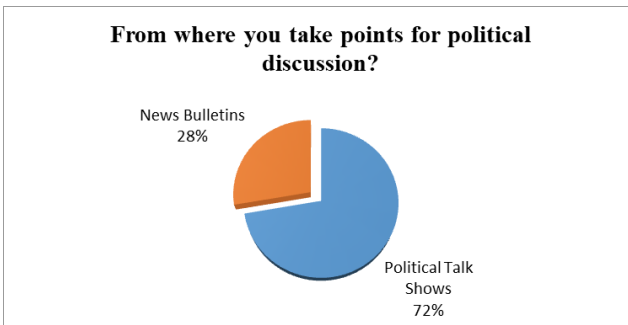


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The majority of population discusses politics with others i.e. 79% while 21% didn't discuss politics with others. The results show that people discuss politics with others to know what and how is it happening in politics; whether it is good for them or bad.



Upon asking the question that from where you take points for political discussion 72% people said that they take points for political discussions from talk shows while 28% said that they take points for political discussion from News Bulletins. The result clearly shows that people watched both sources but most people take points from Political Talk Shows comparative to News Bulletins.



### Conclusion

This study was basically designed to measure the role of electronic media in creating political awareness among people and develops their political ideas about politics. In this thesis impact of news channels, political programs and news have been observed which were providing political information to people. According to results media communicate with people and aware them about their voting rights and their social and political rights. Selected news channels namely ARY and PTV political programs developed a political perception of people. Mass media such as newspaper, television, etc have become an integral part of human life.

It is the main channel of disseminating knowledge and creating awareness about regional, national and international events among the people and thereby influencing the social-cultural, economic and religious aspects of society. According to the present study, results media have the ability to develop people's opinion. It can easily divert people's mind from a specific topic to others. Media

provide political news and bring awareness among people. People know their social and political rights. They become more aware of political news and the politics of their country. It's all because of electronic media which shows its positive role in society. But an oversupply of news make people confused sometimes and people don't know which news is reliable and which is not, people spent many hours on television and other electronic media sources and due to these activities they can spend less time with family. It shows that it has some negative impact as well, but overall it plays a positive role in society. Electronic media feed the people with the latest information and create the need for change in contemporary society.

### **Suggestions**

The present study was done by the researcher with a limited sample size and only in Lahore. Again, from the present study seems that there is a good scope to carry out this study in various aspects through the inclusion of different ideas and information. Some of such aspects which having promising prospect may be suggested as a need for the future course of investigations.

This research is limited to the urban area alone. It may not be applicable in rural areas. In rural areas, there may be different trends and behavior of people who watch television, and how they perceive political news. Other news channels may be more effective in people's perceptions in rural areas. Different political programs may be more effective in these areas because urban area people have a wide choice of news channels. In contrast, electronic media and especially, a wide range of news channels would not be very common in rural areas. The main objective is that in rural areas people have fewer channels and less political knowledge as compared to urban areas. If this research would be done in different rural and urban areas with the selection of different news channels the results would be different and would be more relevant to understand that how many people are politically aware in different rural areas.

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