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## Role of Political Talk Shows in Creating Political Awareness among Youth: Case of Southern Punjab, Pakistan

**Abstract:** *Political talk shows to drive the political socialization of youth, inculcating different political trends. This research aimed to examine the role of political talk shows in creating political awareness among the students at public sector universities of southern Punjab. For this study, the researcher selected the students of all the departments of selected public universities; the researcher collected the data through a self-constructed questionnaire from 411 students of BS (Hons), Masters, and M.Phil. By using a simple random sampling technique from selected universities. The findings of this study revealed that political talk shows are created political hype, dissatisfaction, and controversies among the youth of the public sector universities of southern Punjab. The study concluded that television, radio, the internet, and newspaper are the numerous varieties of media through which the young generation gets information and knowledge about all current issues, especially politics.*

**Key Words:** Media, Political Awareness, Political Socialization, Participation, Talk shows

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### Introduction

The media play an important role in political structuring and organization changes as well as to socialize the masses on different political attributes. Political debate is a way of talking about politics and discussion programs show the behaviour of the people of the country. As there are two types of media such as electronic and print media. In the present time, news

channels successfully running on electronic media because talk shows are famous and extremely liked by youth. The government of Pakistan has provided licenses to 22 new private channels, an obvious detonation about to occur. PTV is the state channel it works in the order of government whereas GEO, SAMA, and ARY news channels are privately owned. As far as, private channels allow broadcasting within Pakistan and wide-

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reaching without any censorship (Mahsud, [2013](#)). Hassan ([2009](#)) stated that these private channels work as a tool of communication, forward messages, and are responsible to make continuous sustainability and accountability of the government. Pakistani masses think that an excellent feature of these programs as a purposeful debate among dissimilar bureaucratic celebrities as well as ultimately an advantage to collective opinion on nearly all essential civic affairs to exist in the state. These talk shows mostly shape the attitude of the educated masses, their behaviour, thinking, awareness about politics, political parties, their political agenda, and the performance of assemblies. On the contrary, numerous masses claimed that discussion programs are converting into the medium through which contestants discuss societal issues along with viewers getting insignificant discussion and some masses consider that TV programs are a source of pleasure (ElGabry, [2014](#)).

Moreover, contribution by members of parliament with political entity into discussion programs has added vitality impact to present discussions on the democratic system in the state besides the discussion of such debate has helped the public to encourage political participation, restructuring hope, and trust in politics in addition to developing the democratic process (Kaufmann, [2011](#)). While Naz et al., ([2014](#)) described that the crucial role was not refuse talk shows to develop democracy as well as become the source of accountability and expose the scandals of political bodies and politicians. These Programs directly affect the thinking, attitude, and opinion of the youngster in their decisions regarding political leaders and parties. There are many types of talk shows transmitted in Pakistan but the most favourite and considered informative programs in Pakistan include political talk shows, entertainment talk shows, and radio talk shows (Jamil, [2010](#)).

Bilal et al., ([2012](#)) demonstrate that "Critical discourse analysis of political TV talk shows of Pakistani media" that the names of

some special programs are as follows Geo TV Talk Show "AAJ KAMRAN KHAN KE SATH" which specially, focuses on the country problems, various political personalities are invited to the program and inquire into the causes of social issues as well, explored their solution, which is very informative and fruitful for the audience. On the other hand, the very popular program "Hasb-e-Hall" hosted by Junaid Sleem is a very informative and interesting show, in which a famous character whose name is Azizi (Sohail Ahmed) secondly "Hum Sab Umeed Say Hain" hosted by Saba Qamar, which describes and criticizes the role of the ruling party and their policies as well compares it to the performance of other political parties. These programs have done a great job of public awareness and country benefits. Moreover, Ahmed ([2010](#)) discover that these programs are affecting people's perception of their judgments and shaping their observation of the world as well as having a large impact on the masses' opinion regarding a political scenario. In addition, Madni et al. ([2012](#)) depict that the main theme of the current affair program mostly resolves the matters around social, and political, at local and provisional levels, besides, producing awareness in society and explaining the economic, political, and social issues at the country level. More significantly, the pattern of these programs is very different compared to television news because news bulletin only updates at the time, when something happened in society, but talk shows presented the issues to the spectators with the greatest analysis. Neil, S. ([2015](#)) stated that satirical talk shows are much popular and very comedic and try to capture the interest of young viewers and generate a positive move toward politics. It produces a lot of humour, a reality about politics that assists with entertainment as well as a significant source of information for spectators regarding Political Awareness. These types of programs encourage their viewers to ensure their participation in political actions and due to these shows, the youngster has started to link with politics and play a helpful role to raise positive ideas about

democracy, politics, and government (Hoffman, 2011). This study aims to examine the role of political talk shows in creating political awareness among the students of public sector universities in southern Punjab.

## **Literature Review**

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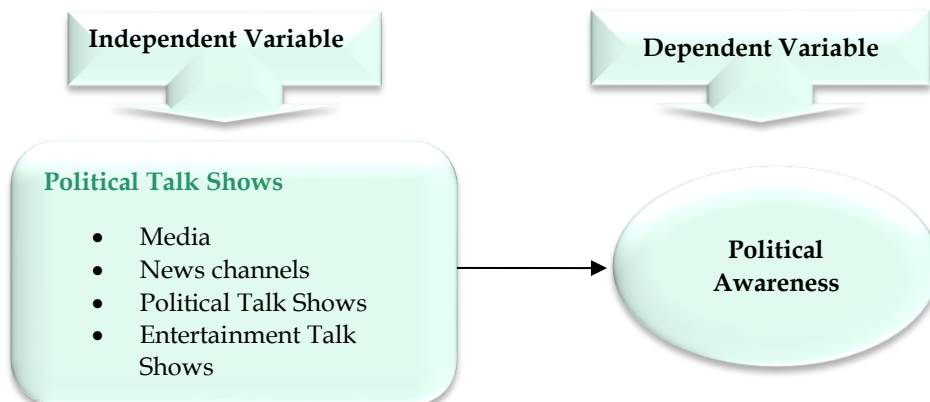
Karamat et al. (2016) described that social media is a global phenomenon and a new idea all around the world that has changed the world. It is a necessary source of viewing political activism as well as it performs through their platform which consists of social webpage, YouTube, Twitter, and Facebook, in the same way, it allows the permission to masses they make and share information, ideas, videos, and images with other masses. It is a virtual conversation that starts with cooperation and interaction among the public, furthermore, it changes the behaviour and attitude of youngsters and circulates awareness among youth by constructing incompatible accounts and online pages to split their knowledge and scheme by this forum. According to Chaffee and Frank (1996), Talk shows provide meaningful knowledge about politics and political parties as well as a source of information regarding hot-burning issues in the country. However, Prat and Strömberg (2005) stated that people who watch TV commercial news increase their level of political information and knowledge about positive public policy from media news and besides, they aware of corrupt or false promises politicians and such information are also useful and necessary for voters thus they can easily identify and replace the wrong politicians. Furthermore, it describes in such a way how people live in their country and behave with each other. It plays the role of moderator between political malaise and political realities in addition to the people's perceptions their preferences about politicians and politics. It has created peace in the country by hiding the contradictions and journalism found in the country consequently tries to solve these problems (Mirza, 2011). According to Ahmed (2010), political talk shows

programs government, of any country controls and influences the minds of a young and educated generation. Moreover, it gives confidence and puts the soul in youngsters, as well as encourages them to select the administration following their preferences. With the generosity of these programs educated young voters easily choose the customized administration of their choice.

Anwar & Jan (2010) stated that television programs are a significant organization and stream of awareness for their spectators that promote public relations and socialization about politics as well as an effect on everyday actions, which are performed by the masses. However, it is trying to the formation of public opinion and mobilization, in contrast through political socialization, public opinion is established, and the masses take on perception with value regarding political matters. (Lee, 2011) conceived from the research of (Dahlgren, 2009,) that talk shows display political issues such as policy disputes international status electoral techniques, and political scandals because the young generation is particularly interested in such political activities later it also explains the solution to all the problems that are found in society. It works on a few objectives they are working on, especially breaking political scandals, providing political information with criticism, underlining social problems, and playing a key role in finding solutions in a fun way. Political discussion segments become an important source of an informed network of political information and political cohesion as well as catch the public interest and passion for politics. Political discussion programs and political ideology motivate younger audiences to share their opinions. Individuals watch discussion programs and learn from political discussions as well as take part in political activities (Mushtaq, Abiodullah, & Akber, 2011). This discussion helps ordinary people understand the issues, take political action, and share their views as participation (Habermas, 1984).

**Figure 1**

*Conceptual Framework of the Study*



## Method and Material

### Procedure

The unit of analysis of this study was university students. This study was cross-sectional in nature. In line with Ashraf et al. (2019), a multistage sampling technique was adopted to select the respondents. Firstly, three districts were selected through a simple random sampling technique from thirty-six districts of Punjab. Secondly, one university was randomly selected from each district. Finally, a systematic sampling technique was adopted to choose the respondents from (Islamia University Bahawalpur, Bahauddin Zakariya University Multan, and Ghazi University, Dera Ghazi Khan) public sector universities. While the total numbers of

students in these universities were 43153 and data was collected from 411 students although, the sample size was drawn by using Cochran's (1963) formula.

The measurement of sample size is as follows:

$$\begin{aligned}
 - n &= \frac{z_{\alpha/2}^2 \sigma^2}{d^2} \\
 - n &= \frac{(1.96)^2 (0.31)^2}{(0.03)^2} \\
 - n &= \frac{(3.8416)(0.0961)}{0.0009} \\
 - n &= \frac{0.36917776}{0.0009} = 410.20 \text{ or } 411
 \end{aligned}$$

### Proportional Allocation

$$\begin{aligned}
 - n_i &= n \frac{N_i}{N} \\
 - \text{Where, } i &= 1, 2, 3
 \end{aligned}$$

**Table 1**

*Proportional Allocation of Selected Students*

S. No.	Name of University	Enrolled Students	$n_i = n \frac{N_i}{N}$
1	Bahauddin Zakariya University Multan.	21444	$n_1 = (411) \frac{21444}{43153} = 204$
2	Ghazi University, Dera Ghazi Khan	2902	$n_2 = (411) \frac{2902}{43153} = 28$
3	Islamia University, Bahawalpur	18807	$n_3 = (411) \frac{18807}{43153} = 179$

Total	43153	411
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### Measurement

A structured questionnaire was distributed to a sample of the population for getting their information about political awareness. While questionnaire was consisting of three parts: personal particulars of students, indicators of political awareness, and dissimilar indicators of political knowledge as well. A Five-point

Likert scale (ranging from 1=strongly Agree to 5=strongly disagree) was used to measure the items. The demographic profile consists of age, gender, level of education, parental qualification, parental occupation, family income, place of residence, and type of family as well. Data were analyzed by using SPSS version 23.

### Data Analysis Descriptive Statistics

**Table 2**

*Distribution of the Respondents regarding Their Socio-economic Status*

Variable	Categories	F(%)
Age	17-21	215(52.3)
	22-26	193(47.0)
	Above 27 and less than 30	3(0.7)
Gender	Male	62.8
	Female	37.2
Level of education	BS (Hons)	228(55.5)
	Master's	170(41.4)
	M.Phil.	13(3.2)
	Illiterate	30(7.3)
Father's qualification	Primary	26(6.3)
	Middle	38(9.2)
	Matriculation	77(18.7)
	Intermediate	54(13.1)
	Graduation	80(19.5)
	Masters	90(21.9)
	Other	16(3.9)
	Governmental	152(37)
Father's work sector	Semi-governmental	30(7.3)
	Private	118(28.7)
	Unemployed	32(7.8)
	Other	79(19.2)
	Illiterate	96(23.4)
Mother's qualification	Primary	44(10.7)
	Middle	73(17.8)
	Matriculation	78(19)
	Intermediate	42(10.2)
	Graduation	44(10.7)
	Masters	24(5.8)
	Other	10(2.4)
	Governmental	33(8)
Mother's work sector	Semi-governmental	8(1.9)

Variable	Categories	F(%)
Family income	Private	50(12.2)
	Unemployed	243(59.1)
	Other	77(18.7)
	12000-43000	220(53.5)
	43001-74000	97(23.6)
	74001-105000	64(15.6)
	105001-136000	13(3.2)
Place of residence	13600 and above	17(4.1)
	Rural	171(41.6)
	Urban	240(58.4)
Family type	Extended	88(21.4)
	Joint	210(51.1)
	Nuclear	113(27.5)

N= 411, F=Frequency, %= percentage

The above-mentioned Table 2 revealed that the majority 52.3% of respondents belong to the age group of 17-21 years, 62.8% of the respondents were male, while the majority 55.5% respondent's level of education was Bs (Hons), also, majority 21.9% of respondents were reported that their father had done masters, however, majority 7.3% father of the respondents working as semi-governmental

employs, as well as, 23.4% of the respondent's mothers were illiterate, while, majority 59.1% of the respondent's mothers were unemployed, whereas, 53.5% respondents had less than or equal to 12000-43000 monthly family income, although, 58.4% respondents belonged to urban areas of southern Punjab, and a majority 51.1% of the respondents belonged to joint family structure.

**Table 3**

*Correlation Matrix*

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Political Awareness	R .131** P .008													
Political agenda	R .150** P .002	.799**												
Public Issues	R .022 P .661	.586**	.357**											
Political Socialization	R .020 P .684	.495**	.250**	.296**										
Political Opinion	R .020 P .693	.483**	.264**	.273**	.321**									
Political Behavior	R .094 P .057	.465**	.298**	.230**	.262**	.241**								
Political Thinking	R .012 P .815	.444**	.389**	.159**	.110*	.161**	.122*							
Political Influence	R .034 P .492	.722**	.466**	.468**	.411**	.407**	.310**	.267**						
Political Interest	R .004 P .939	.637**	.337**	.358**	.325**	.309**	.302**	.214**	.548**					
Political	R .162** P .008	.487**	.354**	.279**	.223**	.224**	.242**	.176**	.337**	.299**				



Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Participation	P	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000			
Political Hype	R	.153**	.383**	.329**	.172**	.054	.077	.064	.126*	.060	.154**	.117*		
Political	P	.002	.000	.000	.000	.279	.121	.194	.010	.227	.002	.018		
Controversies	R	.002	.410**	.327**	.053	.087	.184**	.134**	.224**	.063	.076	.074	.282**	
Political	P	.975	.000	.000	.284	.078	.000	.007	.000	.204	.126	.134	.000	
Dissatisfaction	R	.071	.302**	.172**	.222**	.032	-.017	.062	.101*	.125*	.128**	.080	.250**	.115*
	P	.148	.000	.000	.000	.523	.727	.211	.041	.011	.010	.107	.000	.020

The above-mentioned Table 3 revealed that there is a significant correlation between political awareness and political knowledge values explained respectively. In the same way, political agenda is absolutely correlated with political knowledge and political awareness. Similarly, political issues also have a robust relationship with political knowledge, political awareness, and political agenda. While political socialization has a strong relationship between political knowledge, political awareness, political agenda, and political issues. Whereas political opinion has a significant association with political knowledge, political awareness, political agenda, political issues, and political socialization, as well as the variable of political behaviour, is significantly associated with political knowledge, political awareness, political agenda, political issues, political socialization, and political opinion. Similarly, political thinking has strong with political knowledge, political awareness, political agenda, political issues, political socialization, political opinion and political behaviour. While political influence has a significant correlation with political knowledge, political awareness, political agenda, political issues, political socialization, political opinion, political behaviour, and political thinking. Whereas political interest has a positive correlation with political knowledge, political awareness, political agenda, political issues, political socialization, political opinion, political behaviour, political thinking, and political influence.

Further, political participation is positive with political knowledge, political awareness, political agenda, political issues, political

socialization, political opinion, political behaviour, political thinking, political influence, and political interest. The variable of political hype has a significant relationship with political knowledge, political awareness, political agenda, political issues, political socialization, political opinion, political behaviour, political thinking, political influence, political interest, and political participation. Further, political controversies have positively correlated with political knowledge, political awareness, political agenda, political issues, political socialization, political opinion, political behaviour, political thinking, political influence, political interest, and political participation with political knowledge, political awareness, political agenda, political issues, and political socialization, as well political opinion. However, negatively associated with political behaviour. While positively correlated with political thinking, political influence, political interest, political participation, and political hype, political controversies.

### Discussion and Conclusion

The findings of the study indicated that talk shows perform an influential and powerful role in creating political awareness among the university students of southern Punjab. The obtained evidence assists that there is a correlation between political knowledge and political awareness among the educated youth of southern Punjab. The study highlights that the consumption of talk shows is deeply associated with creating political awareness, as well as such kind of discussion programs are defined by the interest of the masses and political discussions are an important element

to measure political knowledge regarding politics (Mushtaq et al., 2011). This study exposed that two different outlets for instance political and entertainment talk shows are liked to consume by the students furthermore most of the students consume the SAMA News channel for watching talk shows in addition further results revealed that the majority of the youth like to watching especially political talk shows as compare to entertainment talk shows, but some students like to read the newspaper, columns, and editorials for political awareness (Mirza, 2011). In fact, mass media with reference to talk shows are more popular for creating political knowledge; political awareness moreover political talk shows are popular among other political formats target population likes to watch them for the purpose of political information. However, Hayat et al. (2015) believed that the content of talk shows set the agenda for public discussion. Talk shows set the agenda for political issues in the present time news channels are in competition and the main competition is between political talk shows, therefore mass media programs set the agenda for political issues and discussion programs (Madni et al., 2012).

The reason behind the setting agenda by political talk shows because of news channels try to capture the maximum audience concentration and the second purpose of agenda-setting is to increase the rating of viewership as well as creates the hype and controversies among young viewers and due to which youth mostly focus and rely on discussion programs that are broadcast on news channels (Mirza, 2011). However, youth like to discuss political issues with others and for political conversation; they take points mostly from talk shows. This is because political talk shows have a significant

influence on the behaviour and mind of their spectators as well as play a role in the socialization of their audience about politics and the audience discusses and distinguishes information in the way talk shows wants than within the structure of the frame.

This research concluded that political actor has been playing a crucial character in underscoring certain characteristic of matters these are also the authentic source of political socialization of youth as well as it also creates political controversies, political dissatisfaction, and political hype among the youth of the country. The results revealed that respondents even male and female who belong to rural areas have comparatively high political knowledge regarding politics than urban male and female respondents. On the contrary, the level of political awareness is high in the respondents who belong to urban areas. Further, results depict two types of talk shows political and entertainment both programs generate political information for their viewers but here seems to researcher and given results explain that political talk shows are a much more influential form as compared to the entertainment talk show. As well as political talk shows have a significant impact on spectators thinking, shape their opinion, socialization, behaviour, interest regarding politics and influence the political participation of the masses, present public issues, as well as creates political hype, dissatisfaction, and controversies among youth. On the other hand, the correlation test revealed that there is a positive relationship between (Political Knowledge, awareness, agenda, issues, socialization, opinion, thinking, influence, interest, participation, hype, controversies, and dissatisfaction) but a negative correlation with political behaviour.



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