



Role of TV Talk Shows in Creating Political Awareness among Youth



MakiRessan Abdullah Al Mamori*

Syed Inam ur Rahman†

Abstract: Media in Iraq after 2003 has become very effervescent in providing useful information to the people. In this research the political perspective of media information was studied where it was gauged that how media is creating awareness among masses of Iraq, as news talk shows have become integral part of electronic media in the world and it has established its trustworthiness. The researcher desires to assess the altitude of opinionated standards and level of consciousness about political contribution footed on the information about the Iraqi educated youngsters and the influence upon them by TV talk shows regarding politics. The quantitative method is used in this study. Universe for the present study consists of the general youth living in Baghdad. The researcher has selected 200 samples from Baghdad, the capital of Iraq. The researcher used the non-probability sampling technique with random selection method to fulfill the requirement of data gathering from the targeted audience. A well-designed questionnaire is used in this research study as a tool for the data collection. For data analysis the SPSS software for social science research is used. The outcomes of this study show that those viewers who watch talk shows have better culture and political knowledge than those who do not watch talk shows.

Key Words: Talk Shows, Media, Democracy, Youth

Introduction

The significance of media as a communicator, informer, educator and entertainer cannot be ignored. In today's world it is very difficult to live without media as it has become confederate of our day to day activities. It is only media that update, consider, and occupy our lives. In the vast history of human society and culture, media is the tool of mass communication which is not older than decades. Media development has changed the social arrangement and long way traditional way of life and it is now a fact that media is way of life and its impact is negligible. Public opinion also now shapes with media information and it has also impact on the mindset of voter, attitude of public and behavior. The efficiency of the media was artificial when television was invented but soon after that it grasps the appeal and become the taste of every renown and common. The new invention also ruttred its effectiveness. Now media is not only a tool for activities of entertainment but it makes a field of knowledge and most of the people now rely on information

*Student, International Islamic University, Islamabad, Pakistan.

†Teacher, Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan.

Email: s.inamrahman@gmail.com

provided by this tool of communication. Today most of the intellectuals have notion that media is the ideal tool for enhancing any kind of political awareness. Its competency to amalgamate images, reverberation, acts, color and recurrences at the same time on one hand and on the other hand presentation of the talk shows as a tools to show most relevant and vital information for awareness is notable as many scholars of human sciences have proved by doing research on different dimensions of topics related to the impacts and influence of mass media on society and people. So now this belief is stronger than the belief in past that it brings to bear more persuade than previous timings.

The programs on the television and influence our action, perceptions and way of seeing. Additionally, the optimistic established reality that we have an affinity to area unit higher informed and in contact with this news we must always bear in mind that accretive this large stream of information and letting it to form our brain will be treacherous. Television penetrate our lives, steering what area unit we have a tendency to speculated to dress in, however we have a tendency to area unit speculated to appear to be and take action.

The establishment of politics is single among the establishments that effort for the wellbeing of people and anxious with government and alternative connected problems with administration, vote, elections etc. In the majority of the world nations, state power of politics and power area unit agreed to numerous people and teams in the course of politics, sometimes by all means that of negotiated between contradictory benefits.

People area unit chiefly littered with the news, stories and talk shows that are on aired on diverse news channel of Iraq round the clock. Each news program begins with some topic and concludes on summarized suggestions that are repeatedly strained by the moderator of the program or anchor himself. Individuals might or might not believe on the assumption pinched by the anchor. Opinionative news has continuously been a tough capsule to ingest in any society of world.

After 2003 once new non-public channels came on ground, they modified the patterns of talk shows and new era of TV started in Iraq. Clock time talk shows of the news channels become lifeline for his or her advertising. Owing to high rating and massive viewership created these talk shows terribly engaging for advertisers. The influences of those talk shows were okay visible throughout the elections and presently several occasions. The role of media is gaining importance a day. Its quick reworking itself associated successively turning into an agent of reworking the word. Currently media helps democracies and promoting economic process.

In the gift age media has inexplicit role of a lead with in area. currently media is that the tool of strategy through that government in addition as associate effectual channel of attention aggregation and articulation the media of Iraq perpetually shapes and reshapes public religion, approach and opinion regarding politics, inconsistency motion, political input, political customs, and public need political growth, and policy matter.

This study highlights the importance of TV talk shows for educating the lots. The well grasp and easily belief and views of opponents that talk shows area unit simply amusement events and

folks watch these programs area unit simply killing their time and having amusement can prove the.

Problem Statement

The youth in Baghdad is very conscious about the prevailing politics and also the different stages seen time to time with the propagation through the lens of media. Nowadays, some issues of public concern are easily tested through public affairs through talk shows on TV channels. The problem of the study in hand is to explore the "Role of TV talk shows in creating political awareness among youth of Iraq".

Now, it is a matter of concern that what is the role of these political talk shows and which information they are spreading in our society and what would be the impact of this agenda setting on the common voter who rely on these information spreading cannons largely and what would be the outcome and do there is any impact on the political effectiveness of youth because of these talk shows.

Objective of Study

Specific objectives for this study are:

- To examine the aftermath of talk shows on the political awareness of the viewers.
- To determine the relationship between degree of exposure to news talk shows and awareness among the voters.
- To know the role of news channels in creating awareness about the political affairs.
- To examine the role of the news media in shaping political behavior of the youth.
- To analyze that how talk shows impact on the awareness level of the viewer about political issues.
- To understand about whether or not talk shows play some evident role in voter behavior.
- To evaluate that how people perceive talk shows and make their opinions about different issues presented in talk shows.

Significance of Study

This study is aimed at exploring the impact of Television programs and talk shows in producing political awareness with emphasis on the youth of Baghdad, Iraq. After the post war 2003 in Iraq several television channels started their transmissions through satellites. Majority of these channels are owned and operated by private enterprises. A large number of these private channels are dedicated to news and current affairs programs, which opened new avenues for the viewers who want more access to fresh and reliable information about important events happening around them and abroad.

These channels in order to get attention of the people started competition with each other especially in providing exclusive and more reliable news. These channels have variety of

influences on the viewer's capabilities of acquiring and processing information about important events, which in turn helps in shaping their opinion about these issues. Therefore, the study of the effects of these channels on the political awareness of the viewers is of greater importance as it will provide an insight in the process of opinion formation and the decision-making capabilities of the people of Iraq.

This study will show the patterns of impact of talk shows on TV viewers' behavior. As Iraq is underdeveloped country, political stability never remains ensured. But after the coming of new private news channels now information reaches the TV viewers in real time. This thing increases the impact of information on viewer's attitude. By studying the role of talk shows in political awareness among youth will enable us to become more aware of the ways and trend of media in Iraq prospective.

Literature Review

Exposure to news talk shows influence and development of the mass media attracted attention of the researcher to investigate their impact and contribution toward society and audience these effects are: civilization, economic, social and state etc and researcher try and beat up them. That's why huge literature concerning media and political awareness exists. Media and political awareness, Mass media and voting behavior, media influence on political data etc appear quite appealing topic for scientific discipline researchers. This study conjointly has a number of constant objectives to explore and to work out the factors poignant the modification and shift within the manner of political course.

The growth well of television system viewers programs in close to past be an apparent example of cultural growth. Growth of television system viewer ship emerge the new viewer ship that has distinction life vogue and their classification. Therefore, this cultural impact produces completely different layers of behavior and created new socio-economic conditions. There are completely different studies to elucidate the role of those program on public behavior however still it's tough to elucidate actual effects. It's a lot of means relating with the socio-economic surroundings from country to country.

Present electronic media is extremely well prestigious than ever before. Generally, the media generate public data on socio-Political issues- such vital topic as fitness, culture, hygiene joblessness, rising artifact costs staples and also the condition of the country and also the folks. However, the aim of this analysis is to focus on to political facet of electronic media. Presently media took a task to direct the orbit. it's used as instrument of state policy and also the effectiveness of channel aggregation and articulation of interests within the Iraqi media perpetually structure and structure public beliefs, angle and perceptions concerning the policy, conflict resolution, cultural and political participation policy, public inquires policy development, and policy matter.

The importance of talk shows personal TV to coach folks politically. In different words, the beliefs and opinion of critics- that the political talk shows are simply wasting of your time and

resources and therefore folks also become curious and waste their time for nothing. They analyze World Health Organization won and lost. Personal televised debates play a very important role within the realization of modification awareness within the public. During this time Iraq electronic media created its own role and obtain their area.

Since 2002 once personal electronic media came on surface they started with aggressive mood and shake each sphere of life. Because it was simply AN rising medium that Iraq society ne'er saw, therefore it begins wasn't up to mark? Time is teacher, and this teacher tutored okay this medium conjointly. Currently once ten years Iraqi media is way mature. Currently we have a tendency to are therein society that's influenced by media and rely upon data and communication generating by it. Currently this communication has busted all hurdles across national limitation and brought new thoughts through cross- fecundation of cultures. Therefore, we are able to assume that electronic data has created undefeated impact in growing completely different social structure.

Media effects in several means on the agricultural similarly as urban views in line with their educating, exposure and participation in politics. (Madhvi, 2002). The mass media is seen as a robust authority to make a decision the course of great problems. As Street (2001) mention the ability of the media, saying: (the media have the power: they verify the fate of politicians and political causes, they influence government and votes. they're to be numbered with different political establishment, parliament, executive, body and parties.

Communication researchers assume that the media, express TV has spare valued in politics. McQuail, Blumler Gunther, Mughan provides a high rate to TV for his role among the widespread political life, McQuail (2005) aforementioned that: though' it's the actual fact that TV look like some recreation but it contributes visible role ahead politics. And in election temporal order it's visible provider of communication among elective officers and customary man. Throughout this role knowledge for public TV keep authentic and responsible. In policy matters media has necessary role in creating national unity. Policy matter could also be on education, conflict resolution and many of various issues. There ar few areas where media person lack experience. Like national security and defense. This issue lands up in rumors. That why presently media persons have gotten correct education equally as correct coaching job.

Research that challenges the image of teenagers as alienated and disaffected has uncovered a high level of voluntary and campaigning activity amongst fourteen and sixteen-year olds (Roker et al. 1997). Bhavnani's (1991) social science study raised the possibility that teenagers are often involved in activities that they themselves would not define as politics, but that may be placed among a broad domain of political interest. Similarly, variety of the participants throughout a study by Richardson (1990) had been involved in activities or committees in school, but rarely saw this as political activity.

There has been increasing concern that schools do not appear to be doing enough to teach youngsters regarding political institutions and processes. Since the introduction of the National information, politics has alone been coated in an advertisement hoc manner; as a result of the 1998 Education Reform Act did not want faculties to possess any central responsibility for civic

and political education. Following the Crick Report in 1998, that provided tips for effective education for citizenship, it completely was declared in 1999 that citizenship will become a compulsory subject for 11–16-year olds once Gregorian calendar month 2002. It's planned that this could embrace learning regarding illustration, the operation of Parliament, partitioning moral dilemmas and ways in which within which to participate in community service. At school, citizenship lessons area unit a district of existing courses in personal, social and health education (PSHE). but among the absence of a lot of sturdy understanding of young people's interests and wants, such proposals also are robust to implement.

A review of the current literature reveals that there is still associate degree absence of understanding and misperception regarding but the young browse the political world as they watch on News talk Shows, the political institutions and conjointly those that operate them. It's jointly not clear what aspects of politics – either throughout a typical or broader sense – interest teenagers. Moreover, there is meager knowledge regarding the ways in that within which throughout which the young do, or do not, act among the civic methodology. Given there is such concern regarding the disconnection of the young from politics, and conjointly the implications this could wear future democratic follow, there is a demand to understand these issues in an exceedingly ton of larger depth.

Research Hypothesis

H₁: Exposure to news talk shows enhance the political awareness among youth

H₀: Exposure to news talk shows do not enhance the political awareness among youth

Research Questions

1. How talk shows bring people close to the political party?
2. How the political talk shows motivate youngsters to join a political party?
3. How the political talk shows create trust in TV viewers approach?
4. How the political talk shows making and changing the viewers opinion

Theoretical Framework

The purpose of searching a theoretical framework for analysis work is to unearth an area wherever a researcher will place his work. Since scientific discipline deals with human society and studies social relationships, it is occasionally not terribly straightforward to search out a particular theoretical framework for a probe study below taken in alternative society.

This study "Role of TV talk Shows in making Political Awareness among Youth in Iraq" examines the role of TV talk shows in making political awareness among youth associated examination of an individual's sense of political potency is vital as a result of potency is related to political participation, the acquisitions of political info and therefore the discussion of the political problems. a way of political effectiveness is that a part of the individual, general

psychological orientation to his atmosphere and can't be separated from alternative parts of that orientation. The social characteristics of the individual and therefore the "Social Milieu" at intervals that operates appear to have an effect on his sense of political effectiveness. Those people with higher social and economic standing read themselves as more practical in political matters.

To support these arguments and to link this study with the theories given by the social sciences philosophers, researcher has elite the subsequent theories:

Uses and Gratification Theory

Katz, Blurnler, and Gurevitch (1974), has traditionally taken a need-fulfillment approach. Basically, uses and gratifications researchers believe that folks have sure desires that they need to gratify. Individuals might fulfill these desires by the utilization of assorted commutation channels, mass and social. This angle assumes that audience members are each active and goal oriented once choosing what type and kind of mass media programming they'll use. (Katz etal.1974). The researcher used Uses and Gratification theory to look at that however youth is exposing themselves to electronic media and are gratifying.

Agenda Setting Theory

The term "agenda-setting" was initially utilized in a study by Maxwell E. rate Combs and Donald L. Shaw revealed in 1972. Within the study, the researchers interviewed one hundred undecided voters in town, North geographical region and asked them what problems they were most involved regarding within the returning (1968) election. once determinative the 5 problems the voters deemed most significant, the researchers evaluated the media serving town (both print and broadcast) for the content of their" stories. McCombs associated Shaw found a virtually good correlation between the kinds of stories that were coated most frequently and therefore the voters' concern for a similar problem.

Agenda-setting analysis continues to be a desirable and enlightening field of communication study. The development remains studied usually by researchers, and their findings have helped to shed light-weight on the facility (or lack thereof) of the media to focus the public's attention upon subjects of perceived importance. Thus, the theoretical framework is however a theory that is a basis for conducting analysis.

Agenda setting theory describes a really powerful influence of the media, the flexibility to inform us what problems are necessary. Researcher aims to analyze the agenda setting role of talk shows on electronic media that influence the understanding and political awareness of youth. Researcher is keen to look at any distinction survive between the agenda of reports talk Shows and political awareness of youth of Al-Iraq.

Research Methodology

The core idea of this research is to find out connection among function of talk shows and political

efficiency. The major aim of this study is to sought out the manipulation of TV talk shows in generating political effectiveness among youth and to measure the level of political efficiency based on awareness, information, and political participation between knowledgeable youth.

The research method used here is survey method and the feedback from/questionnaire contains close ended questions is used as a tool for collection of data from selected sample. The universe of the present research is youth of Baghdad, Iraq as researcher is from Baghdad and the collection of data from the selected population is easy for the researcher. The research selected the 200 respondents from the above cited area aged not less than 18 years and not more than 30 years. To keep the respondent's privacy only gander, age, qualification and occupation were asked to analyze and interpret the data.

Method of Research

Research is a unique way of exploration of physical or social phenomena, which mostly all researcher goes thorough and analyze their data and interpret it. Physical science and social science are some way different in their methods. As social phenomena are compound and varying nature, most of the time researchers use different methods for data gathering like, interview, case study and survey method.

In this research the survey technique is used, in which researcher distributed 200 questionnaires between young TV viewers in capital of Iraq, Baghdad. With the aim to gather data that how talk shows creating political awareness among youth of Iraq.

Population

The Population of the study is the viewers of the talk shows of limited areas of Baghdad, capital of Iraq as it is easy for the researcher to select and get the response from the desired population.

Sampling Method

Even a modest sized survey typically requires considerable time, material, money and assistance. Thus, the researcher has applied sampling technique to collect the data considering the definition of Wimmer and Dominick (1993) "a sample is the subset of the population that is taken to be the representative of the entire population".

The researcher has selected Baghdad, Iraq as the field of study because it is the city of world repute and easy for researcher to reach and collect the data.

The researcher was interested in collecting the data through questionnaire from large population but due to time and financial constraints, a total of 200 youth from Baghdad, Iraq were selected as a sample of the study.

Hypothesis

The hypothesis designed for this study is "Exposure to news talk shows enhance the political

awareness among youth”

Variables of the Study

There are independent and dependent variables in this study

Independent Variable

Exposure to News Talk Shows is independent variable of the study. It means that the more the youth watch TV Talk Shows the more will be the awareness on political issues among youth.

Dependent Variable

Political awareness among youth due to exposure to the political talk shows is the dependent variable of the study.

Conceptualization of Key Terms

Terms used in this study are defined as

Talk Shows

Talk Shows are programmes on aired on different TV news channels in which the moderator and invited guests discuss different social and political issues in detail and draw conclusion on the basis of that discussions. Majority of the talk shows are broadcast in prime time due to large number of viewership.

Awareness

Awareness here is the level of consciousness and judgment about political process and political business in the country including government, opposition and assembly proceedings.

Political Effectiveness

Political proceeding, government functioning, public bodies, and all other political conduct could be included as the political effectiveness in this study.

Youth

By youth here the researcher means the youngsters aged 20 to 30 living in Baghdad, Iraq and watch new talk shows regularly.

Data Collection

The researcher with the assistance of research experts and teachers carefully constructed a questionnaire that includes questions related to information about demography and variables

used for testation of hypothesis. Questionnaire is used as a tool for data collection. All respondent is literate and can read so the language of questionnaire was selected by the researcher as English.

Data Processing

The researcher has used the Statistical Package for the Social Science (SPSS) for analyzing the data. Besides, MS Word was used for composing the thesis script. For data entry and analysis, the researcher had taken a very careful training course, particularly to learn SPSS. The researcher by experience felt that without the knowledge of computer in general and understanding the SPSS in particular, this research study might have not been successfully accomplished.

Quantification for Analysis

After data collection scores were assigned to the respective categories of the questions which were necessary for quantification of variables. The researcher entered the data through SPSS. Data sheet was prepared by transferring information obtained from the respondents for the purpose of scoring.

Data was analyzed separately to examine the hypothesis. As the study evaluated the association between exposure to talk shows and change in political awareness among youth of Iraq, a statistical tool was used to testing the hypothesis.

Each of dependant variables was operationalized into a set of parameters and the answers were obtained on Likert 5 – point scale as mentioned in table.

Table 1. Opinions to Choose for Respondents and Appropriate Values

Opinion	Value
Strongly Agree	1
Agree	2
Neutral	3
Disagree	4
Strongly Disagree	5

On the foundation of the above-mentioned Likert-Scale table the questionnaire was constructed and distributed to the selected population, each question clearly indicating the variables of study, respondents were asked to rate every option according to their desired preference.

Data Analysis and Interpretation

This study was an investigative study in nature with the core objectives of to discover whether news talk shows are enhancing the level of political efficiency among youth, political sharing, and conscious level of youth for politics and their observations and attitude about politics and government departments.

In this study a questionnaire comprises of 18 questions each indicating different variable was used as a tool for data collection and distribute among male and female youngsters in Baghdad City, the Capital of Iraq. A total of 200 questionnaires were distributed. The proposed sample size was 200 both male and female of age 20-30, where questionnaires were distributed and response was gathered from 136 male and 64 female youngsters living in Baghdad, Iraq.

The respondent's data was further examined with the help of SPSS and the results were generated by comparing frequency, means and percentage of variables and presented here in the form of frequency table and bar chart where each tile of bar painted in different color to clarify the margin between the responses.

Table 2. Frequency Tables and Bar Charts

Gender		
	Frequency	Percent
Male	136	68.0
Female	64	32.0
Total	200	100.0

As shown by the table above in 200 respondents 132(68%) male and 64(32%) female youth have actively participated in this survey and share their views by filling the questionnaire provided to them by researcher.

Table 3. Age of Respondents

	Frequency	Percent
18 to 21	45	22.5
22 to 25	84	42.0
26 to 30	71	35.5
Total	200	100.0

The age group of respondents who have participated in this survey was 22.5% from 18 to 21, 42% from 22 to 25 and 35.5 percent from 26 to 30 that clearly indicates that the respondent group was all youth from between 18 to 30 years of age.

Table 4. Qualification of Respondents

	Frequency	Percent
Intermediate	61	30.5
Bachelor	88	44.0
Masters	39	19.5
Above Masters	12	6.0
Total	200	100.0

The Qualification of interviewee was 30.5% intermediate, 44% holding bachelor's degree, 19.5% masters and 6% more than masters that indicates that most of the respondents were well educated and have knowledge about the exercise they have participated in.

Table 5. All Talk Shows have any Agenda

	Frequency	Percent
Strongly Agree	46	23.0
Agree	77	38.5
Neutral	38	19.0
Disagree	19	9.5
Strongly Disagree	20	10.0
Total	200	100.0

23% strongly agreed where 38.5% agreed that all talk shows have any agenda while 19% remain neutral on this argument. 19.5 % youth do not believe that talk shows have any agenda.

Table 6. Talk Shows Work According to their Set Agenda

	Frequency	Percent
Strongly Agree	49	24.5
Agree	65	32.5
Neutral	46	23.0
Disagree	13	6.5
Strongly Disagree	27	13.5
Total	200	100.0

When asked if talk shows worked according to their set agenda, 57% agreed with this opinion while 23% remain silent and did not give their opinion where 20% youth disagree that talk shows work according to their set agenda.

Table 7. Talk Shows Discriminate Valuable Information to the Youth

	Frequency	Percent
Strongly Agree	55	27.5
Agree	91	45.5
Neutral	31	15.5
Disagree	16	8.0
Strongly Disagree	7	3.5
Total	200	100.0

Surprisingly, result shows that 73% youth think that talk shows disseminate valuable information to youth where 15.5% remain disinterested and 11% do not agree with this belief.

Table 8. Talk Shows Discriminate only Political Information

	Frequency	Percent
Strongly Agree	43	21.5
Agree	89	44.5
Neutral	38	19.0
Disagree	23	11.5
Strongly Disagree	7	3.5
Total	200	100.0

It was learned that 66% youth believe that talk shows discriminate only political information that indicates strong relation between political awareness and talk shows as a tool to spread awareness regarding politics. 19% people are neutral where 15% do not agree this thought.

Table 9. Talk Shows are Helpful to give you Political Awareness

	Frequency	Percent
Strongly Agree	37	18.5
Agree	90	45.0
Neutral	39	19.5
Disagree	26	13.0
Strongly Disagree	8	4.0
Total	200	100.0

More than 60% (127 Out of 200) youth think that talk shows are helpful in giving them political awareness, where 17% disagree and almost 20% remain impersonal.

Table 10. Talk Shows Play Positive Role in Promoting Political Awareness

	Frequency	Percent
Strongly Agree	34	17.0
Agree	80	40.0
Neutral	44	22.0
Disagree	26	13.0
Strongly Disagree	16	8.0
Total	200	100.0

Do you think that talk shows play a positive role in promoting political awareness? 57% said “Yes” where 21% said “No” and 22% nether said yes nor no.

Table 11. Talk Shows are Helpful to Set the Agenda for Public

	Frequency	Percent
Strongly Agree	42	21.0
Agree	76	38.0
Neutral	41	20.5
Disagree	25	12.5
Strongly Disagree	16	8.0
Total	200	100.0

59% youth believe that TV shows are helpful to set the agenda for public where 20.5% were neutral and 20.5 per cent remain entirely refuse.

Table 12. Talk Shows Focus on the Social Issues only

	Frequency	Percent
Strongly Agree	32	16.0
Agree	84	42.0
Neutral	43	21.5
Disagree	23	11.5
Strongly Disagree	18	9.0
Total	200	100.0

58% is the number of youths who think that talk shows focus on the social issues only where the remaining 21.5 percent are neutral and almost same amount is disagreed with this notion.

Table 13. There is Always Debate on Political issues in Talk Shows all the Time

	Frequency	Percent
Strongly Agree	30	15.0
Agree	77	38.5
Neutral	47	23.5
Disagree	32	16.0
Strongly Disagree	14	7.0
Total	200	100.0

53 and half percent youngsters from Baghdad think that all the time there is debate on political issues in news talk shows where 23% disagree and same number remain neutral.

Table 14. Watching Talk Shows on TV is Waste of Time and Boring

	Frequency	Percent
Strongly Agree	27	13.5
Agree	29	14.5
Neutral	60	30.0
Disagree	31	15.5
Strongly Disagree	53	26.5
Total	200	100.0

42% dissent that watching talk shows on TV where there is a great deal of choice is not boring but fruitful and full of knowledge about the society and social issues. Where 28% still there who think they must not watch TV for talk shows as there are many other programmes to watch also.

Table 15. By watching Talk Show, your Political Awareness has Increased

	Frequency	Percent
Strongly Agree	35	17.5
Agree	79	39.5
Neutral	45	22.5
Disagree	29	14.5
Strongly Disagree	12	6.0
Total	200	100.0

57% youth believe that their political knowledge was increased due to watching talk shows where 22.5 remain neutral and 20.5 do not agree that they have received any political knowledge by watching talk shows.

Table 16. Present Political Situation of our Country is Satisfactory

	Frequency	Percent
Strongly Agree	50	25.0
Agree	71	35.5
Neutral	48	24.0
Disagree	15	7.5
Strongly Disagree	16	8.0
Total	200	100.0

60.5% youth believe that our country is in safe hands and functioning under the public friendly government and situation of politics is satisfactory in Iraq, where 15% do not agree and 24% remain neutral.

Table 17. Talk Shows are Helpful in Changing Political Structure

	Frequency	Percent
Strongly Agree	37	18.5
Agree	74	37.0
Neutral	55	27.5
Disagree	25	12.5
Strongly Disagree	9	4.5
Total	200	100.0

There are 55.5% youth who think that talk shows are helpful in changing political structure where 27.5% were neutral and 17% do not think that talk shows help in changing political structure.

Table 18. Talk Shows are Effective Tool to Change Voter Behavior

	Frequency	Percent
Strongly Agree	19	9.5
Agree	76	38.0
Neutral	39	19.5
Disagree	47	23.5
Strongly Disagree	19	9.5
Total	200	100.0

47.5% youngsters are confident that talk shows are effective tool to change voter behavior while approximately 20 percent remain neutral and 33% do not agree with this impression.

Table 19. Talk Shows are Best Source for Political Awareness Enhancement

	Frequency	Percent
Strongly Agree	45	22.5
Agree	66	33.0
Neutral	42	21.0
Disagree	35	17.5
Strongly Disagree	12	6.0
Total	200	100.0

55.5% youth trust that news talk shows are best source for enhancing their political awareness where 21 percent are neutral and 23.5% do not think that by watching talk shows they could enhance their political awareness.

Findings of the Study

The major findings of this study are as following:

1. 23% strongly agreed where 38.5% agreed that all talk shows have any agenda while 19% remain neutral on this argument. 19.5 % youth do not believe that talk shows have any agenda.
2. When asked if talk shows worked according to their set agenda, 57% agreed with this opinion while 23% remain silent and did not give their opinion where 20% youth disagree that talk shows work according to their set agenda.
3. Surprisingly, result shows that 73% youth think that talk shows disseminate valuable information to youth where 15.5% remain disinterested and 11% do not agree with this belief.
4. It was learned that 66% youth believe that talk shows discriminate only political information that indicates strong relation between political awareness and talk shows as a tool to spread awareness regarding politics. 19% people are neutral where 15% do not agree this thought.
5. More than 60% (127 Out of 200) youth think that talk shows are helpful in giving them political awareness, where 17% disagree and almost 20% remain impersonal.
6. Do you think that talk shows play a positive role in promoting political awareness? 57% said “Yes” where 21% said “No” and 22% nether said yes nor no.
7. 59% youth believe that TV shows are helpful to set the agenda for public where 20.5% were neutral and 20.5 per cent remain entirely refuse.
8. 58% is the number of youths who think that talk shows focus on the social issues only where the remaining 21.5 percent are neutral and almost same amount is disagreed with this notion.
9. 53 and half percent youngsters from Baghdad think that all the time there is debate on political issues in news talk shows where 23% disagree and same number remain neutral.

10. 42% dissent that watching talk shows on TV where there is a great deal of choice is not boring but fruitful and full of knowledge about the society and social issues. Where 28% still there who think they must not watch TV for talk shows as there are many other programmes to watch also.
11. 57% youth believe that their political knowledge was increased due to watching talk shows where 22.5 remain neutral and 20.5 do not agree that they have received any political knowledge by watching talk shows.
12. 60.5% youth believe that our country is in safe hands and functioning under the public friendly government and situation of politics is satisfactory in Iraq, where 15% do not agree and 24% remain neutral.
13. There are 55.5% youth who think that talk shows are helpful in changing political structure where 27.5% were neutral and 17% do not think that talk shows help in changing political structure.
14. 47.5% youngsters are confident that talk shows are effective tool to change voter behavior while approximately 20 percent remain neutral and 33% do not agree with this impression.
15. 55.5% youth trust that news talk shows are best source for enhancing their political awareness where 21 percent are neutral and 23.5% do not think that by watching talk shows they could enhance their political awareness.

Hypothesis Testing

The proposed hypothesis for this study was

H₁: Exposure to news talk shows enhance the political awareness among youth

H₀: Exposure to news talk shows do not enhance the political awareness among youth

By computing the Chi Square value for the said hypothesis, the relation between variables “political awareness” and “exposure to talk shows” is positively associated that is why the hypothesis H₁ is accepted with the degree of freedom =1 and value of Chi square 60.500^a as shown in following tables:

Table 20. Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Political Awareness	200	1.22	.419	1	2

Table 21. Test Statistics

	Political Awareness
Chi-Square	60.500 ^a
Df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 100.0.

Conclusion and Recommendations

The present study was gap study within which key objectives were to analyze whether or not news talk shows square measure arousing the extent of political effectiveness among youth, political participation, understanding level of youth for affairs of state and their views and opinions concerning politics and alternative self-opinionated organization.

Following Points can Conclude the Findings During this Study

- I. Communicators who are watching news and talk shows have nice altitude of political comprehension, information regarding completely different sections of state and structure of grouping than those respondents who don't watch TV talk shows.
- II. Study showed that news speaks shows unit mounting the political awareness and political acculturation of the viewers.
- III. Most of the answerers have political knowingness regarding news speak shows but notwithstanding they're doing not partake in affairs of state except tiny low vary of them.
- IV. Some respondents don't has any knowledge regarding their political rights which they don't understand their rights and therefore the approach they'll exercise them. there's an awfully low share of youth UN agency have awareness regarding their political rights.
- V. The gender distinction is critical as a results of female partakers unit really low in choose, election campaign and student politics than the participation of males and other people persons UN agency unit involved in political actions.
- VI. Womanly students' unit less interested by politics as compared to men students.
- VII. There is really low input of youth in political activities, as results of most of the youth is't interest in politics and having low political effectiveness as a results of educated youth don't have any belief and trust in political bodies and grouping additional.
- VIII. Most of the respondents have indifferent behavior towards political principles and grouping of Iraq; there unit many reasons for this behavior such as; lack of democratic system, unlawful use of power, corruption by politicians and in addition excess pressure of army in grouping of Iraq.
- IX. Majority of the respondents suppose and believe that at intervals the case of Iraq the present government isn't participating in its effective due role.
- X. Civilized youth can bring the speedy modification at intervals the political customs and system of Iraq as results of they have extra understanding, thoughts and superior ideas to manage the current political state of affairs.
- XI. Respondents express that news speak shows unit a offer of dissemination of the uncertainty and longing among voters as a results of due to news speak shows audience is losing their ability to suppose and examine completely different things; they unit below nice pressure and believe no matter speak shows are demonstrating.

Recommendations

Talk shows are illustration actuality and unbiased image of condition and conjointly highlight the problems that are the necessity rather than making legends and commotion.

Following are a number of the recommendations of this study:

- I. The anchorpersons of the talk shows ought to give a clear and impartial on opinionative problems.
- II. Anchors ought to be visible and systemize show and avoid to demoralized criticism and conjointly there\'s no got to repeat the problems once mentioned subsequently.
- III. The talk Shows are providing a ground to change your ideas concerning politics and show the reality behind any underneath discussion political issue.
- IV. Talk Shows ought to portray a lot of normal and gift issue and it\'s seemingly resolution towards policy manufacturers.
- V. Talk Shows ought to justify result from the discussion and take realistic measures to eradicate the issues gift in social group.
- VI. Government ought to make sure that the elections and vote method is honest and open; this may increase the political donation of youth.
- VII. There is a good want of amending within the current vote method, opinionative system and within the method of implementation of policies.

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