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## Role of News and Current Affairs Channels in Creating Political Awareness Among Youth: A Case Study of Lahore City

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### Headings

- [Introduction](#)
- [Literature Review](#)
- [Youth's Political Efficacy](#)
- [Research Methodology](#)
- [Data Analysis and Results](#)
- [The credibility of Talk Shows](#)
- [Discussion and Conclusion](#)
- [Media and Political Opinion](#)
- [Theoretical Framework: Agenda-Setting Theory](#)
- [References](#)

**Abstract** *Today, electronic media are playing an essential role in altering public opinion and political structure in a country. The role of electronic media is specifically significant in Pakistan as Pakistan has a larger and more vibrantly active Media landscape. The study also investigates the relevant effects of media content on Pakistani youth. The researcher employed the case study method and randomly selected a sample of n= 300 respondents from three public and three private sector universities in Lahore. The results indicated that Pakistani youth have good media exposure and frequently watch political discussion-based programs. Respondents also revealed that different news and current affairs channels affect the political efficacy of the youth and general population in Pakistan. Thus the research concluded that youngsters watch news and current affairs channels, no matter how biased that content is. Political Talk shows are much more prevalent, especially during election campaigns and other political situations. Further, the research discussed the limitations and made recommendations for future studies accordingly.*

**Key Words:** Public Opinion, Political Awareness, Media Role, Voting Behaviour

### Introduction

A free and responsible press's value of participatory democracy was the most crucial impetus to political communication research. Political communication is focused on the relationship between media exposure and individual voting behavior in apolitical systems (Walter Lipmann, 1922). Political communication is a popular field in Mass Communication Research. It is essential to watch the native's behaviors' towards the political parties and leaders in their respective countries. The evolution of advanced research in political communications has proved that the media's role is vital to change voters' opinions and behavior. They

absorb the media content about their favorite and non-favorite politicians, and their opinion and behavior change accordingly (Bhatti et al., 2012). Besides being a Democratic state, Pakistan is still passing through the development phase of a modern form of democracy. The media plays a vital role in linking people with their political figures. The media educates the masses on using their vote as responsible, civilized citizens in favor or opposition of any political party. At the same time, political parties also use media for their benefit. Political communications are essential in defining the relation between the public media and political figures and

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voters' behavior. Consequently, the Pakistani public receives a flood of messages through political talk shows. These talk shows change the public's behavior spontaneously ([Bilal et al., 2012](#)).

Although maximum channels are politically biased, our public, especially young people, like to watch them for their political awareness. These talk shows are popular across Pakistan and play their role in forming a public opinion ([Zahra, 1989](#)). Pakistan is a Democratic state and a developing country with less education. Masses are not well aware of their political rights and duties. According to the low literacy rate factor, newspapers are not read on a grander scale. TV is mainstream media to educate people about their political rights and voting choice.

Moreover, over a period of time, different segments of society had their own will and opinion about their favorite and unfavourite political actors according to their political affiliations. Usually, they were dependent upon print media for their knowledge and information about political situations, but today television is too active as mainstream media. The media always has an agenda to be followed by the public for their commercial interests. It brings cognitive changes among the different segments of society ([Zaheer, 2016](#)).

Thus, the study will focus on the various frames used in news coverage to mold youth's opinion towards the country's political situation and create political awareness by framing and priming news. The significance of this study also lies in exploring the effects of creating attentiveness amid different sectors of youth in Pakistan in the current political scenario. Their behavioral and cognitive change after receiving a flood of messages by television is significant to be studied according to the political situation in the country. The study will reveal the factor of opinion change among different segments of youth in our society. The main research hypotheses in this study involve:

**RQ1:** What is the role of TV news and current affairs in shaping political wakefulness among youth?

**RQ2:** How does media shape and reshape public opinion about the political situation?

## Literature Review

### Media and Political Opinion

Electronic media plays a crucial role in structuring political organizations; it brings variation and socializes communities in different political scenarios ([Kensky and Stroud, 2006](#)). We realize that lack of education is a noteworthy hindrance to mindfulness in Pakistan, so the job of TV is critical. Almost 50 million individuals watch TV, as indicated by ongoing examinations. The immense number of individuals living in the country and urban territories have TV now. In Pakistan, electronic media is a more dominant operator than print media ([Ahmed, 2010](#)).

Moreover, a study conducted by [Qamar & Mumtaz, 2018](#) evaluates the role of political talk shows in raising political cognizance amongst youth. This was a quantitative study, and a sample of 150 young respondents was taken. Most of the survey respondents were female household ladies and had maximum exposure to television. The study finds that respondents had political awareness and reported their positive interest in watching news channels. So, the study showed that news networks are creating political attentiveness among youth, and television shows carrying talks and discussions about the country's political situation are a cradle of manipulating public opinion of youth. An interesting fact was found out in this study that most of the respondents replaced their views by liking PTI instead of their old affiliations.

Notably, [McCombs & Shaw \(1972\)](#) believe that media fix the agenda for folks to discuss the country. They believe that electronic media is the only platform the masses gather information about their favorite and unfavourite political actors and then formulate their opinion towards the country's political circumstances. Talk shows on news and current affairs channels successfully generate political consciousness. Through bringing the general public to the particular political procedure by keeping them aware of an updated version of political orientations and producing attentiveness to make their involvement more effective by making the right decisions and casting as a responsible voter ([Hayat et al., 2015](#)). This factor is also significant. Electronic media enhances the political

understanding and partaking level than any other information platform. Television offers voters several orientations during the polling year as it generates many political talks and debates and frames political issues to think about and act accordingly. This platform educates the general public about the current political situation and overall environment. Political talk shows provide more detailed coverage of the country's political issues. They also highlight the political situation of the general public and their opinion towards an issue spontaneously ([Bilal et al., 2012](#)).

Moreover, Political talk shows enhance the strength between the relationship of government and the public. This study reflects solid reasoning that talk shows presented by television can maintain a powerful bond between government public edges. This study evaluated the performance of Bangladeshi TV channels ([Ahmed, 2010](#)). They disclose that the public relies on these talk shows because of their instinct to participate in political activities. The primary objective is that this research work fulfills the evaluation talk shows' credibility whether they are capable of being a good platform of politics for the common public. Most of the public exposure that TV programs on a political level have a little inspiration on their level of political consciousness. The work emphasizes bringing out the role of television programs about current affairs to check their positivity. In their view, these programs are a basis for an excellent democratic process ([Opdycke et al., 2013](#)).

### Youth's Political Efficacy

The research done by Sohl (2014) was a great effort in the field of advanced political communication. She here analyses the youth's efficacy and its sources as well. She has also worked on the sources and potentials for political equality. Sohl defines her purpose of this research as to enhance the knowledge about media influence on the political affiliation of natives empirically and theoretically." In her research work, quantitative data on teenagers are analyzed. In her first paper, she has discussed what political efficiency involves. Four main lanes are tested related to the sources from which youth gain political efficacy. She raises questions about the more active institutes to

educate the youngsters about their political efficacy. Also, her work scrutinizes the impact and role of political efficacy on the citizens' participation in poles.

Similarly, [Hayat et al., 2015](#), defined the role of Indian youth in their election process by showing the profile of Indian youth. The researcher exposed the views on youth's activities in the political process. They prove that the political efficacy of youth is influenced by media and drives youth to a state of changed mindset about the political scenario. In the findings of his study researcher presents a complete overview of the sample characteristics and their interpretation, reactions of adults to the media exposure, political affiliation, and voters' behavior. They also define the immediate significance in shaping political organization in the country. They conclude that this research explored the objects involved in accessing the standard of political awareness produced in educated Indian youth. The researchers' analysis shows that politically oriented TV programs increase political rights in educated Indian youth. It drives them to a behavioral change for vote casting, which is the final destination of Political Communication's process. Most of the respondents were well aware of News Talk Shows, while some were unaware of these talk shows.

Furthermore, [Zhang & Chia \(2007\)](#) found widespread trust that media bias is significant to study as it is not always true. However, maybe sometimes they do not affect viewers' behavior. They defined the relationship between media, political actors, and voters. They also explained the particular bias in media that influence the public. They argue that media acts as a spotlight in elections and enlightens the public's minds according to their desire and requirements.

### Theoretical Framework: Agenda-Setting Theory

Media set the public agenda. The media tell the public what to think and how to think about specific issues. Media set the priorities of the issues. The public always thinks about the political scenario as per the media's orientation. Public pay due to importance to the issues as propagated by the Media. Audiences' mental orientations about their favorite and unfavorable political actors are just

according to the media's orientation. According to the media appeals, their understanding and beliefs about specific issues are also reshaped and modeled ([Hoffman & Thomson, 2009](#)). Media do not reflect realities but just set the agenda. Media concentration on particular issues is prominent or influential (McComb & Shaw, 1968). Agenda-setting designates the capability of television networks to keep viewers stuck to the news and current affairs topics and spread the news and current information more frequently than the public could consider the most crucial issue. The spirit of agenda-setting lies in this factor ([Mcquail, 2005](#)). Television discussions and talks about current issues are a kind of visual orientation in which the particulars of any issue are happening in current scenarios with the most critical scrutinize and debates to give an insight to the audience. It is pretty diverse from news in which the issue is broken out when it happens. In simple news, the audience is given the slightest analysis. It is not like a news magazine that offers and presents abrupt analyses and appropriate discussions about the matters (Mamdani, 2008).

Being a democratic country, Pakistan has gained a good capacity of freedom to its news media, and they are working freely to keep the audience aware of daily news. They especially generate follow-up talks and further discussions on current affairs. We see this factor proving during general elections in Pakistan in 2018. After considerable exposure, PTI succeeded as another stronger political party in the country. Although there was a massive rejection for PTI's stance in the country on a higher level, the actual agenda worked indeed by media, and PTI succeeded in elections ([Qamar & Mumtaz, 2018](#)). During this election campaign, Pakistani channels did much work according to the agenda and got a massive response from the public. This study proves that media have a specific capability to mold and manipulate public opinion. They proved helpful in reshaping and manipulating public thought about PTI. Youth especially was impressed by IK's political agenda, but it was all Media content credited. This event was the broader level practice of agenda-setting. The observation was that the Pakistani public following their favorite political stance holder for generations

was quickly driven to the expected election results. Most of the private channels happened to launch during Musharraf's regime. So their working frames were set according to a particular dictator's choice. Although it gave Pakistan a new era of electronic media and gave a big hand to our media industry, somehow invisible hurdles and hindrances existed. Nevertheless, now private channels enjoy the freedom to present their stance on some issues. They sell their product and buy public opinion all the way and carry their trade as per their will ([Conway, 2000](#)).

### Research Methodology

The method of this study is quantitative. It includes particulars related to survey design and designing questionnaires to check news roles and current affairs channels to create political awareness among the youth. Moreover, the survey method is used in this study. A questionnaire was prepared to check how news and current affairs channels raise political awareness. Notably, the questionnaire was constructed with 14 items to capture participants' reactions to news and current affairs channels. The survey instrument was made with close-ended questions. Basic demographic information was added in the first section, like gender, education, and age. The second section was comprised of questions about news and current affairs channels.

The population of this survey was the young generation from Pakistan. However, the researcher randomly selected a sample of  $n=300$  from different public and private universities. Further, the convenience sampling method is used for the selection of respondents. After data collection, the researcher coded, manipulated, and analyzed the data using Statistical Package for Social Sciences (SPSS) Version 64 bit. The analysis included frequencies, percentages, and descriptive statistics. Most analyses were performed with cross-tabulation analysis.

### Respondents Demographics and Response Rate

For this study, 300 questionnaires were distributed among the respondents, and the response rate remained 100%. From which 44.7% ( $n=134$ ) participants were males and 55.3% ( $n=166$ ) were

females. Participant age range was below 20 years to 30 years. Three categories of participants' age were made; below 20 years, 20-25 years, and 26-30 years. The majority of the sample was between 20-25 years of age, 49.3% (n= 148), 32.0% (n= 96) of the respondents were between 26-30 years of age, and 18.7% (n= 56) of the respondents were below 20 years of age. Participants' education categories were from matriculation to post-

graduation level. Most of the respondents were bachelors' students, 45.0% (n= 135). The second group of respondents was 20.7% (n=69) intermediate-level students. The third group of respondents was 15.3% (n=46) of masters' students. The fourth group of respondents was MS/M.Phil. /PhD students 13.0% (n= 39) and the last group of respondents were undergraduate students 6.0% (n= 18).

**Table 1.** Demographics of Study Respondents

Variable	Constructs	N	%
Gender	Male	134	44.7%
	Female	166	55.3%
Age	Below 20 years	56	18.7%
	20_25years	148	49.3%
	26_30years	96	32.0%
Education	Bachelors	166	55.3%
	Masters	77	25.7%
	MS/M.Phil./PhD	57	19.0%

## Data Analysis and Results

### Time Consumption of Watching Political Shows

Respondents were asked about weekly time which they devote to watching TV talk. Age-wise analysis revealed that in the age category of below 20 years, 14 (4.7%) respondents spend 1-2 days weekly, 20 (6.7%) respondents see political programs 3 to 4 days weekly, 8 (2.7%) respondents view these programs 5 to 6 days weekly, while 14 (4.7%) respondents watch political shows for the whole week. In the age category of 20-25 years, 52 (17.3%) respondents responded that they watch political shows 1-2 days a week, 52 (17.3%) respondents responded that they spend 3-4 days weekly, 27 (9.0%) watch 5-6 days weekly, and 17 (5.7%) respondents watch political shows for the whole week. In 26-30 years of age category, 32 (10.7%), 36 (12.0%), 18 (6.0%), and 10 (3.3%) respondents watch political shows for 1 to 2 days a week, 3 to 4 days weekly, 5 to 6 days a week and for whole week respectively. It was revealed in gender-wise analysis that 54 (18.0%) males spend 1-2 days, 45 (15.0%) males spend 3-4 days weekly,

20 (6.7%) males spend 5-6 days weekly, and 15 (5.0%) males spend the whole week on watching political shows. Therefore, 44 (14.7%) females spend 1-2 days, 63 (21.0%) females spend 3-4 days weekly, 33 (11.0%) females spend 5-6 days weekly, and 26 (8.7%) males spend a whole week on watching political shows. Education analysis indicated that in the category of bachelors, 56 (18.7%) respondents spend 1-2 days weekly, 66 (22.0%) respondents spend 3-4 days weekly, 24 (8.0%) respondents spend 5-6 days weekly, and 20 (6.7%) respondents spend a whole week on watching political shows. In the category of masters, 22 (7.3%) respondents spend 1-2 days weekly, 26 (8.7%) respondents spend 3-4 days weekly, 17 (5.7%) respondents spend 5-6 days weekly, and 12 (4.0%) respondents spend a whole week on watching political shows. In the category of MS/M.Phil. /Ph.D., 20 (6.7%) respondents spend 1-2 days weekly, 16 (5.3%) respondents spend 3-4 days weekly, 12 (4.0%) respondents spend 5-6 days weekly, and 9 (3.0%) respondents spend a whole week on watching political shows.

## Reasons for Watching Political Shows

Respondents were asked the reasons for watching political talk shows. Age-wise analysis revealed that in the age category of below 20 years, 10 (3.3%) respondents watch political shows to get information, 19 (6.3%) respondents watch political shows to know about politics, 10 (3.3%) respondents watch these shows for current affairs and 17 (5.7%) respondents watch political shows for other reasons. In the age category of 20-25 years, 30 (10.0%) respondents watch political shows to get information, 51 (17.0%) respondents watch political shows to know about politics, 38 (12.7%) respondents watch these shows for current affairs and 29 (9.7%) respondents watch political shows for other reasons. In 26-30 years of age category, 22 (7.3%) respondents watch political shows to get information, 33 (11.0%) respondents watch political shows to know about politics, 21 (7.0%) respondents watch these shows for current affairs, and 20 (6.7%) respondents watch political shows for other reasons. It was revealed in gender-wise analysis that in male respondents, 26 (8.7%) respondents watch political shows to get information, 47 (15.7%) respondents watch political shows to know about politics, 33 (11.0%) respondents watch these shows for current affairs and 28 (9.3%) respondents watch political shows for other reasons. While in female respondents, 36 (12.0%) respondents watch political shows to get information, 56 (18.7%) respondents watch political shows to know about politics, 36 (12.0%) respondents watch these shows for current affairs, and 38 (12.7%) respondents watch political shows for other reasons.

Education analysis indicated that in the category of bachelors, 39 (13.0%) respondents watch political shows to get information, 52 (17.3%) respondents watch political shows to know about politics, 36 (12.0%) respondents watch political shows for current affairs, and 39 (13.0%) respondents watch political shows for other reasons. In the category of masters, 13 (4.3%) respondents watch political shows to get information, 27 (17.3%) respondents watch political shows to know about politics, 22 (7.3%) respondents watch political shows for current

affairs, 15 (5.0%) respondents watch political shows for other reasons. In the category of MS/M.Phil./Ph.D., 10 (3.3%) respondents watch political shows to get information, 24 (8.0%) respondents watch political shows to know about politics, 11 (3.7%) respondents watch political shows for current affairs, 12 (4.0%) respondents watch political shows for other reasons.

## Priorities of Watching TV Programs

Respondents were asked about their priorities of watching TV programs. Age-wise analysis revealed that in the age category of below 20 years, 16 (5.3%) respondents' priority of watching TV programs is news/current affairs channels, 17 (5.7%) respondents prioritize political talk shows, 7 (2.3%) respondents' priority is entertainment and 16 (5.3%) respondents have other priorities of watching TV programs. In the age category of 20-25 years, 47 (15.7%) respondents' priority of watching TV programs is news/current affairs channels, 44 (14.7%) respondents prioritize political talk shows, 35 (11.7%) respondents' priority is entertainment and 22 (7.3%) respondents have other priorities of watching TV programs. In 26-30 years of age category, 20 (6.7%) respondents' priority of watching TV programs is news/current affairs channels, 31 (10.3%) respondents prioritize political talk shows, 29 (9.7%) respondents' priority is entertainment and 16 (5.3%) respondents have other priorities of watching TV programs. It was revealed in gender-wise analysis that in the category of male respondents, 36 (12.0%) respondents' priority of watching TV programs is news/current affairs channels. 39 (13.0%) respondents prioritize political talk shows, 36 (13.0%) respondents' priority is entertainment and 23 (7.7%) respondents have other priorities. In the category of female respondents, 47 (15.7%) respondents' priority of watching TV programs is news/current affairs channels. 53 (17.7%) respondents prioritize political talk shows, 35 (11.7%) respondents' priority is entertainment, and 31 (10.3%) respondents have other priorities of watching TV programs. Education analysis indicated that in the category of bachelors, 48 (16.0%) respondents' priority of watching TV programs is news/current

affairs channels. 51 (17.0%) respondents prioritize political talk shows, 36 (12.0%) respondents prioritize is entertainment, and 31 (10.3%) respondents have other priorities of watching TV programs. In the category of masters, 20 (6.7%) respondents' priority of watching TV programs is news/current affairs channels. 25 (8.3%) respondents prioritize political talk shows, 18 (6.0%) respondents' priority is entertainment, and 14 (4.7%) respondents have other priorities in the category of MS/M.Phil/Ph.D., 15 (5.0%) respondents' priority of watching TV programs is news/current affairs channels. 16 (5.3%) respondents prioritize political talk shows, 17 (5.7%) respondents' priority is entertainment and 9 (3.0%) respondents have other priorities of watching TV programs.

### Purpose of Watching Talk Shows

Respondents were asked about the purpose of watching TV programs. Age-wise analysis revealed that in the age category of below 20 years, 12 (4.0%) respondents' purpose of watching talk shows is entertainment, 17 (5.7%) respondents responded that they watch talk shows for passing their time, 15 (5.0%) respondents responded that they watch political shows in order to get political awareness and 12 (4.0%) respondents have other purposes of watching talk shows. In the age category of 20-25 years, 33 (11.0%) respondents' purpose of watching talk shows is entertainment, 46 (15.3%) participants watch talk shows for time pass, 50 (16.7%) respondents for political awareness and 19 (6.3%) respondents have other purposes of watching talk shows. In the 26-30 years of age category, 22 (7.3%) respondents' purpose of watching talk shows is entertainment, 31 (10.3%) participants responded that they turn on political shows channels for passing their time, 34 (11.3%) respondents watch political shows for political awareness, and 9 (3.0%) respondents have other purposes of watching talk shows. Gender wise analysis indicated that in male respondents, 29 (9.7%) respondents' purpose of watching talk shows is entertainment, 41 (13.7%) respondents' purpose is passing the time, 46 (15.3%) respondents watch talk shows for political awareness, and 18 (6.0%) respondents have other

purposes of watching talk shows. In female respondents, 38 (12.7%) respondents' purpose of watching talk shows is entertainment, 53 (17.7%) respondents' purpose is passing the time, 53 (17.7%) respondents watch talk shows for political awareness, and 22 (7.3%) respondents have other purposes of watching talk shows.

Education analysis indicated that in the category of bachelors, 39 (13.0%) respondents watch talk shows for entertainment, 58 (19.3%) respondents watch talk shows for time pass, 44 (14.7%) respondents' purpose of watching talk shows is political awareness and 25 (8.3%) respondents have other purposes. In the category of masters, 17 (5.7%) respondents watch talk shows for entertainment. 21 (7.0%) respondents watch talk shows for time pass, 28 (9.3%) respondents' purpose of watching talk shows is political awareness, and 11 (3.7%) respondents have other purposes in the category of MS/M.Phil/Ph.D., 11 (3.7%) respondents watch talk shows for entertainment, 15 (5.0%) respondents watch talk shows for time pass, 27 (9.0%) respondents' purpose of watching talk shows is political awareness, and 4 (1.3%) respondents responded with another purpose.

### The credibility of Talk Shows

Respondents' opinion regarding the credibility of talk shows was taken. Age-wise analysis revealed that in the age category of below 20 years, 11 (3.7%) respondents consider TV shows as highly trustworthy, 22 (7.3%) respondents believe as somewhat credible, 8 (2.6%) respondents think as rarely trustworthy, and 15 (5.0%) respondents do not take these shows as credible. In 20-25 years age group, the opinion of 22 (7.3%) respondents revealed that talk shows are highly credible, 65 (21.7%) respondents believe as somewhat credible, 25 (8.3%) respondents responded with rarely credible, and 36 (12.0%) respondents gave an opinion that talk shows are not at all credible. In 26-30 years of age category, 13 (4.3%) respondents' opinions showed that political programs are highly trustworthy, whereas 45 (15.0%) respondents responded that these programs are somewhat credible, 18 (6.0%) respondents responded that political shows are

rarely credible and 20 (6.7%) respondents have an opinion that political programs are not credible. It was indicated in gender-wise analysis that in male respondents, 24 (8.0%), 55 (18.3%), 23 (7.7%), and 32 (10.7%) respondents believe that political programs are highly, somewhat, rarely and not trustworthy, respectively. In the category of female respondents, 22 (7.3%) respondents say political programs are highly credible, according to 77 (25.7%) respondents talk shows are somewhat credible, 28 (9.3%) respondents' opinion revealed that talk shows are rarely credible and 39 (13.0%) respondents think political programs are not credible at all. Education-wise analysis indicated that in the category of bachelors, 26 (8.7%) respondents think that talk shows are highly credible, 70 (23.3%) respondents think that political programs are somewhat credible, 29 (9.7%) respondents' opinion revealed that talk shows are rarely credible and 41 (13.7%) respondents think that talk shows are not credible at all. In the group of masters, 12 (4.0%) respondents think that talk shows are highly credible, 35 (11.7%) respondents think that talk shows are somewhat credible, 10 (3.3%) respondents' opinion revealed that talk shows are rarely credible and 20 (6.7%) respondents think that talk shows are not trustworthy in the group of MS/M.Phil/Ph.D., 8 (2.7%) respondents think that political shows are highly credible, 27 (9.0%) respondents think that talk shows are somewhat credible, 12 (4.0%) respondents' opinion revealed that talk shows are rarely credible and 10 (3.3%) respondents think that talk shows are not credible at all.

### **Political Talk Shows form Public Opinion about Current Issues.**

The researcher asked respondents about their agreement or disagreement that talk shows can mould audience opinion about political issues. Age-wise analysis revealed that in the age category of below 20 years, 10 (3.3%) respondents strongly agreed, 35 (11.7%) agreed, 10 (3.3%) disagreed, and 1 (0.3%) respondent strongly disagreed. In the age category of 20-25 years, 26 (8.7%) respondents strongly agreed, 93 (31.0%) agreed, 26 (8.7%) disagreed, and 3 (1.0%) respondents strongly disagreed. In 26-30 years of age category,

18 (6.0%) respondents strongly agreed, 57 (19.0%) respondents agreed, 18 (6.0%) disagreed and 3 (1.0%) respondents strongly disagreed. It was indicated in gender-wise analysis that in male respondents, 22 (7.3%) were strongly agreed, 80 (26.7%) were agreed, 29 (9.7%) disagreed, and 3 (1.0%) strongly disagreed. While in female respondents, 32 (10.7%) respondents were strongly agreed, 105 (35.0%) respondents were agreed, 25 (8.3%) disagreed, and 4 (1.3%) respondents were strongly disagreed. Education wise analysis indicated that in the category of bachelors, 33 (11.0%) respondents were strongly agreed, 104 (34.7%) were agreed, 27 (9.0%) disagreed, and 2 (0.7%) respondents were strongly disagreed. In the category of masters, 12 (4.0%) respondents were strongly agreed, 51 (17.0%) were agreed, 12 (4.0%) disagreed and 2 (0.7%) respondent strongly disagreed. In the category of MS/M.Phil. /PhD, 9 (3.0%) respondents were strongly agreed, 30 (10.0%) were agreed, 15 (5.0%) disagreed and 3 (1.0%) respondents were strongly disagreed.

### **Political Talk Shows Increase Awareness about Political Rights**

Respondents were asked to tell their agreement or disagreement level about the statement that talk shows can enhance awareness of political rights. Age-wise analysis revealed that in the age category of below 20 years, 24 (8.0%) respondents strongly agreed, 23 (7.7%) agreed, 7 (2.3%) disagreed, and 2 (0.7%) respondents strongly disagreed. In the age category of 20-25 years, 64 (21.3%) respondents strongly agreed, 54 (18.0%) agreed, 25 (8.3%) disagreed, and 5 (1.7%) respondents strongly disagreed. In 26-30 years of age category, 32 (10.7%) respondents strongly agreed, 38 (12.7%) respondents agreed, 25 (8.3%) disagreed and 1 (0.3%) respondent strongly disagreed. It was indicated in gender-wise analysis that in male respondents, 51 (17.0%) were strongly agreed, 50 (16.7%) were agreed, 28 (9.3%) disagreed, and 5 (1.7%) strongly disagreed. While in female respondents, 69 (23.0%) respondents were strongly agreed, 65 (21.7%) respondents were agreed, 29 (9.7%) disagreed, and 3 (1.0%) respondents were strongly disagreed. Education-



wise, the analysis indicated that in the category of bachelors, 68 (22.7%) respondents were strongly agreed, 66 (22.0%) were agreed, 27 (9.0%) disagreed, and 5 (1.7%) respondents strongly disagreed. In the category of masters, 35 (11.7%) respondents were strongly agreed, 24 (8.0%) were agreed, 17 (5.7%) disagreed, and 1 (0.3%) respondents strongly disagreed in the category of MS/M.Phil/Ph.D., 17 (5.7%) respondents were strongly agreed, 25 (8.3%) were agreed, 13 (4.3%) disagreed, and 2 (0.7%) respondents were strongly disagreed.

### Talk Shows Provide Positive Discussion

Respondents were asked to tell their level of agreement or disagreement about the statement that talk shows positively contribute to political talks. Age wise analysis revealed that in the age category of below 20 years, 13 (4.3%) respondents strongly agreed, 26 (8.7%) agreed, 14 (4.7%) disagreed, and 3 (1.0%) respondents strongly disagreed. In the age category of 20-25 years, 20 (6.7%) respondents strongly agreed, 84 (28.0%) agreed, 30 (10.0%) disagreed and 14 (4.7%) respondents strongly disagreed. In 26-30 years of age category, 18 (6.0%) respondents strongly agreed, 50 (16.7%) respondents agreed, 26 (8.7%) disagreed and 2 (0.7%) respondent strongly disagreed. It was indicated in gender wise analysis that in male respondents, 27 (9.0%) were strongly agreed, 65 (21.7%) were agreed, 32 (10.7%) disagreed, and 10 (3.3%) strongly disagreed. While in female respondents, 24 (8.0%) respondents were strongly agreed, 95 (31.7%) respondents were agreed, 38 (12.7%) disagreed, and 9 (3.0%) respondents were strongly disagreed. Education-wise analysis indicated that in the category of bachelors, 28 (9.3%) respondents were strongly agreed, 96 (32.0%) were agreed, 35 (11.7%) disagreed, and 7 (2.3%) respondents strongly disagreed. In the category of masters, 13 (4.3%) respondents were strongly agreed, 37 (12.3%) were agreed, 20 (6.7%) disagreed, and 7 (2.3%) respondents strongly disagreed. In the category of MS/M.Phil/PhD, 10 (3.3%) respondents were strongly agreed, 27 (9.0%) were agreed, 15 (5.0%) disagreed and 5 (1.7%) respondents were strongly disagreed.

### Political Talk Shows Change Voters' Behavior

Respondents were asked to tell their agreement or disagreement level about the statement that political talk shows change voters' behavior. Age-wise analysis revealed that in the age category of below 20 years, 15 (5.0%) respondents strongly agreed, 24 (8.0%) agreed, 14 (4.7%) disagreed, and 3 (1.0%) respondents strongly disagreed. In the age category of 20-25 years, 32 (10.7%) respondents strongly agreed, 85 (28.3%) agreed, 24 (8.0%) disagreed, and 7 (2.3%) respondents strongly disagreed. In 26-30 years of age category, 23 (7.7%) respondents strongly agreed, 53 (17.7%) respondents agreed, 19 (6.3%) disagreed and 1 (0.3%) respondent strongly disagreed. It was indicated in gender wise analysis that in male respondents, 28 (9.3%) were strongly agreed, 71 (23.7%) were agreed, 29 (9.7%) disagreed, and 6 (2.0%) strongly disagreed. While in female respondents, 42 (14.0%) respondents were strongly agreed, 91 (30.3%) respondents were agreed, 28 (9.3%) disagreed, and 5 (1.7%) participants were strongly disagreed with the statement that political talk shows change voters' behavior. Education wise analysis indicated that in the category of bachelors, 39 (13.0%) respondents were strongly agreed, 90 (30.0%) were agreed, 33 (11.0%) disagreed, and 4 (1.3%) respondents strongly disagreed. In the category of masters, 19 (6.3%) respondents were strongly agreed, 40 (13.3%) were agreed, 14 (4.7%) disagreed, and 4 (1.3%) respondents strongly disagreed in the category of MS/M.Phil/Ph.D., 12 (4.0%) respondents were strongly agreed, 32 (10.7%) were agreed, 10 (3.3%) disagreed, and 3 (1.0%) respondents were strongly disagreed that political talk shows change voters' behavior.

### Political Talk Shows are Bridge between Government and Public

Respondents were asked to tell their agreement or disagreement level about the statement that political talk shows are a good bridge between government and public. Age wise analysis revealed that in the age category of below 20 years, 14 (4.7%) respondents strongly agreed, 25 (8.3%) agreed, 14 (4.7%) disagreed, and 3 (1.0%) respondents strongly disagreed. In the age category of 20-25 years, 45

(15.0%) respondents strongly agreed, 51 (17.0%) agreed, 37 (12.3%) disagreed and 15 (5.0%) respondents strongly disagreed. In 26-30 years of age category, 30 (10.0%) respondents strongly agreed, 41 (13.7%) respondents agreed, 17 (5.7%) disagreed and 8 (2.7%) respondents strongly disagreed. It was indicated in gender wise analysis that in male respondents, 36 (12.0%) were strongly agreed, 52 (17.3%) were agreed, 33 (11.0%) disagreed and 13 (4.3%) strongly disagreed. While in female respondents, 53 (17.7%) respondents were strongly agreed, 65 (21.7%) respondents were agreed, 35 (11.7%) disagreed, and 13 (4.3%) respondents were strongly disagreed. Education wise analysis indicated that in the category of bachelors, 53 (17.7%) respondents were strongly agreed, 66 (22.0%) were agreed, 36 (12.0%) disagreed, and 11 (3.7%) respondents strongly disagreed. In the category of masters, 15 (5.0%) respondents were strongly agreed, 31 (10.3%) respondents were agreed, 22 (7.3%) disagreed, and 9 (3.0%) respondents strongly disagreed. In the category of MS/M.Phil./PhD, 21 (7.0%) respondents were strongly agreed, 20 (6.7%) were agreed, 10 (3.3%) disagreed and 6 (2.0%) respondents were strongly disagreed.

## Discussion and Conclusion

The study mainly focuses on the concept of political communications, whose main agenda is to evaluate the connection between media, public and political actors. Results of data and final analysis show that heavy media consumers are affected by political media orientations. Heavy media consumption affects the public's political efficacy. General elections 2018 in Pakistan is proven evidence for this analysis, as youth changed their voting behavior in the political participation process. This difference is prominently visible in that huge followers of two Pakistani leading political parties, PMLN AND PPP, changed their political mindset and voted for the leading party PTI. Exposure to news and current affairs channels provides distinct evidence that youth changed their mindset after watching political shows. 54% of respondents agreed that political talk shows could mould and manipulate the political affiliation of the public. The study raises the question

through its findings that do public takes political orientations as a good bridge between the public and government. The primary purpose of political communications is to bring out the communication bridge that should be developed between the government and the public. 39% respondents agreed that political talk shows are a good communication bridge between the public and government. It shows their level of awareness about the political process and media orientations. 53.0 % of respondents believe that political shows are biased. It shows that youth in Pakistan is well aware political program's main agenda. It finds that viewers are more active despite being passive while watching television shows. They have a particular belief that many media orientations are biased, and these programs also manipulate the political affiliation of the public.

This research aimed to identify the media's role in changing the voting behavior of youth. However, it is recommended that studies be carried out to find the general public's response and precisely the rural public's response about media orientations. The most current literacy rate of Pakistan is 57%. Statistical data shows that 43% of the public is ignorant. Studies should be conducted on larger scales to evaluate the perception of media messages received by the illiterate public unaware of their political rights and still participating in the political process without awareness. This study has a valid linkage between previous relevant studies regarding its results, such as a focused study on the effects of media campaigns on the Indian public (Gautam,2015). The results of this study and his one are likely to be similar. Another resemblance is that media acts as a spotlight and enlightens the public's mindsets during election campaigns and political processes (K Chandrapa, 2012).

## Limitations and Recommendations

This study has some limitations that narrow down its focus in specific ways. First, this research is conducted in Lahore, Pakistan that questions its generalizability in other cities. Second, this study is descriptive and does not contain any experimental method. Finally, the third limitation involves selecting a convenience sampling technique that further narrows its scope. However, the

researchers also make some recommendations for future researchers. Future researchers in Pakistan should focus on the political representations of popularity in Pakistan and their impacts. This

phenomenon should be investigated in detail during the election campaigns to gain in-depth details of media effects.

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