
FREEDOM OF POLITICAL EXPRESSION IN PAKISTANI NEWS CHANNEL

**Andeel Riaz^{1st}, Dr. Deeba Shahwar^{2nd}, Syed
Muhammad Wafaur Rahman^{3rd}, Syed Zain Ul Abidin^{4th}**

^{1st} Research Student, Department of Mass Communication, The Women University
Multan. andeelriaz@gmail.com

^{2nd} Assistant Professor, Department of Mass Communication, The Women University
Multan. deeba.6378@wum.edu.pk

^{3rd} Research Scholar, Academy of Research Pakistan.
syedvifa@gmail.com

^{4th} Institute for Region and Urban-Rural Development, Wuhan University, Wuhan, China.
thesyedzain@gmail.com

* Corresponding author: deeba.6378@wum.edu.pk

Abstract

Only in an encouraging climate will the media be able to play a positive role in democracy. They require the essential abilities of detailed reporting that a modern democracy requires. There should also be a structure in place to ensure that they are responsible to the public and uphold moral and professional standards. Media independence is ensured when media organizations are monetarily independent of media owners and the state and function in a competitive atmosphere. The media should also be accessible to as broad a cross-section of society as feasible. Efforts to assist the media should focus on strengthening press rights, increasing media liability, developing media capabilities, and democratizing media access. This theory suggests that media, and in particular television channels, develop the ideas of the people. People who spend more time on television, it tends to be their main source of information. Therefore, the population of present study consisted of all the female and male who study in universities. Four universities selected for the collection of data and the survey sample comprises a total of 120 respondents, 30 respondents taken from each university. The findings of paper indicate that most people rely on electronic media for political news. It influences people's perceptions and they are becoming politically aware by electronic media especially by the news channels.

Keywords: Electronic media, Political Perception, Freedom of expression

1. Introduction

The proliferation of electronic media and the explosion of the information revolution have practically turned the world into a global village. Information, news, and events can now spread to any area on the earth with no restrictions or limitations. Even before governments can intervene and control, these events reach every living room in a split second. The media's growing influence has influenced social, economic, and political life. Visuals in the media have an impact on how people think, believe, and interpret things. It has crept into the daily lives of ordinary people, elites, decision-makers, and statesmen alike. Freedom of political expression on news media is important for highlighting the reality and diverse narratives to the public. Sometimes people use this freedom of political expression to spread fake news and do propaganda. There needs to be some system to control the fake news and threads. Everyone has the right of freedom of expression but this freedom should not be used for wrong purposes. Public opinion is important aspect as it tells us about the view of public about the freedom of political expression in TV shows. This study analyzes the role of Pakistani electronic media in creating political awareness among people and the role of state owned news channel and private news channel in developing political perceptions of the people.(Kaul, 2012).

People are exposed to information about the world by electronic media. Media is quite important in all sectors of life like weather, political problems, war, economy, fashion trends, music, and health and so on. It provides all details of the political situation and all the other happenings around the world (Yogi, 2013). Electronic media in Pakistan has progressed rapidly during the last decade. A number of news channels have been started which shows that there are relatively independent media as compared to the previous years. Electronic media has given coverage to politically related issues and problems. A number of political incidents were highlighted and given prime time coverage which has generated political knowledge among people. Media had accelerated the pace of providing precise and quality information to people in every nook and corner of the world. Media had witnessed rapid development in the current time, which made available a number of modes to get the latest news on each and every issue (Dawn Newspaper, Dec 9, 2010). In contemporary society, Pakistani media has become a more powerful source of information. It is obvious that the free media has made a valuable contribution to society by creating political awareness among the masses, empowering them to use their freedom of speech (Mahsud, 2013). In Pakistan, media is working freely and independently. Media should be very responsive while presenting its country towards the world. As Sadi (2013) had compared results of elections held in 2008 and 2013, the voter turnout was 60% in 2013 against 40% in 2008. A huge number of people who normally did not bother to face hardships of going to polling booths in extreme weather decided to vote. This is a new development as was as the use of technology and media (Sadi, 2013). Moreover, people in general elections 2013 were attracted by the live transmission to cast the vote during the period (Safdar, 2015).

When we see the history of Pakistani electronic media we used to have only one national channel: Pakistan Television (PTV) from 1964 till 1990 which mostly presented the government

policies (Sharma, 2012). People in Pakistan used to have no other source to get political news and information about different events happening around the world. PTV the only one source worked to cover all aspects; but practically it was difficult to provide all political news, entertainment, world politics, and international events, etc. After assuming power, the Musharraf government, on 1st of March 2002, issued the ordinance for launching private channels including news and entertainment. During the Musharraf government, just in one and a half year, several news channels were introduced, i.e., ARY, GEO, AAJ, Express, Samaa, Dunya, etc. (PEMRA, 2009). These news channels, established in a short span of time, tried to present national and international news from every nook and corner of the entire world. Before the advent of media, people had only a limited scope of accessing news about world politics and entertainment but contemporary media and their technological advancement and programs provide all this information to people.

1.2 Electronic Media role in Developing Political Perception

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

Media plays a very important role in developing people perceptions. The talk shows have brought more development and changes in people perceptions (Anwar, 2011). Nowadays these talk shows and political programs in which the problems of common men are discussed are quite valuable. These programs are simply effective. Now media have many ways to influence people’s perceptions. People have a platform where they can exchange their thoughts, ideas with each other through these discussion programs. News is another important source of information. It can be defined as reports which keep us informed every time that something happens in our own community and other communities around the world. Sometimes, a few media reports, on different occasions, show their own interest and these one-sided reports influence people’s perception to make them favorable towards their benefit. These kinds of one-sided or deficient reports should definitely be kept away from people. Through news, we know the basic facts about our needs. It satisfies our curiosity, concerns and gives us the opportunity that we discuss with each other about all those facts which lead to community action (Ali, 2011). The majority of the general population frames their opinion from the information they get from the media. To make people’s opinion, mass media use articles, news analysis, and editorials (Ali, 2011). Media plays a major role in politics and especially television is a very efficient way to reach a large number of people quickly and to directly contact people (Biage, 1994). People Perception is highly impacted by people relations and by the media. Media apply different advertising techniques to pass on their messages and impact on the opinions of the general people on specific issues. People opinion depends on different factors like the social issue, beliefs, values and their existing knowledge. Opinion leaders and their views on mainstream issues are considered very important because they are the voice of a common man and they have a main role in affecting

people's opinions. Perception is the way of thinking about something or somebody and belief is a feeling of being confident that something is excellent, right or important. Perception is the result of a collection of beliefs which we can learn from our parents, teachers, friends and other early influences from the world around us. Every individual perception is a different set of beliefs, different sort of influences, and everyone perceives the world differently.

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

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

1.3 Levels of Political Awareness

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

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

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

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

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

Expert: The expert working in government. May knows all the problems and discerns all the candidates and power players and many times personally. This individual is likely to have

worked in several “elections, diplomacy and might appear on talk shows, they read political books, articles and their opinion carry influence in political society”. They vote in all the elections (Hutchinson, 2007).

1.4 Significance of Study

The study is significant in highlighting that how free are politicians to express their political views. This study highlights how in talk shows politicians express their differences with other politicians. Current Affairs discussion programs play an important role in shaping public opinions. Furthermore, these current affairs transmissions put a major influence on the viewer’s perception, conduct, and attitude toward critical national concerns. Politics is one of the most talked topics in Pakistan’s current affairs talk programs, “when conflict is instigated by the hosts or guests to raise TRP or as a publicity stunt”. Social concerns are also addressed, although their representation is significantly less than that of political hard and severe discussions.

1.5 Statement of Problem

Media is considered to be a watchdog in a country where regulations help in sustaining independence for the channels. Pakistani news channels update the people about all the current events, within and outside the country. It has exposed information to people about social issues and crimes. Role of electronic media cannot be neglected in Pakistan general elections 2013 where a huge number of people cast their votes and media covered each and every polling station results keeping the people updated and aware of the current situation of election results.

1.6 Objectives of the Study

- To investigate the public opinion about the freedom of political expression in Pakistani news channel.
- To find out the public opinion about the rights to privacy of politician in Pakistani news channel.
- To find out the credibility of Pakistani news channel in promoting freedom of political expression.

2. Literature Review

This research is an endeavor to dig out on what level there is freedom of political expression in talk shows aired on different channels. Treating both sides impartially, disciples of media is a mirror and it is just a deception or false reality.

Political talk shows play an important role in bringing change in society. “Today the world we live in is commonly structured by media. Media inform us, entertain us and invade our lives. The Constitution of Pakistan Article 19 states that ‘every citizen shall have the right to freedom of speech and expression, and there shall be freedom of press, subject to any reasonable restrictions imposed by the law in the interest of the glory of Islam or the integrity, security or defence of

Pakistan or any part thereof, friendly relations with foreign states, public order, decency or morality, or in relation to contempt of court, commission of or incitement to an offence.” Therefore, the freedom of expression and speech is enshrined in the very basis and spirit of the legal foundations of the country. The government monopoly on the electronic media was further broken, with the introduction of dish antenna in 1995-96, through which international TV transmission could be seen directly without any interruption or control. Nonetheless, due to limited awareness and cost factors, it remained confined to the elite class and the privileged segment of the society. The real change occurred when the Geo News began its first test transmission in August 2002, the era of private channels started in Pakistan. “Between 2002 to 2008 the private electronic media proliferated unprecedented and the number of TV channels reached to 70. The private media received further boost with the introduction of Cable Television Networking in 2004; the transmission of TV services through cable to the large population in very cheap cost. Seeing the success of private media, the state control electronic media also had to change its substance and contents”.

Chauhan (2001) in his book *Television and Social Transformation* highlighted the importance of political talk shows in creating affinity between the viewers and media. However, “it has also been divulged through this study that audience prefer entertainment programs than the rest of television genres”. Kuo-Yi Wu (1990) reckoned “Taiwan television role in forming social perception on crime and violence, politics and ageing along with background and social condition exerts substantial effect”. According to Qaisarand Amin (2014), “media is performing its functions effectively in formulating, shaping and reshaping public opinions, culture and society. It is also helping to understand the social issues, highlighting issues like unemployment, education, law and order situation, corruption of elites, energy and economic crisis”. Similarly, Fog (2004) “Media is the backbone of democratic system. It is fulfilling its duties as a watch dog and exposing corrupts. It is identifying problems of society and also spreading political awareness”. In another study Yaser, Mahsud and Chaudhry (2011) concluded that “media is not only spreading awareness but it is also shaping their political perceptions and voting behaviors”. Riaz (2008) further explained this in a way, “that for shaping perception media do not act passively, whatever they broadcast, their choice of words, selection, rejection and repetition of stories are the tools of media outlets”. But he also emphasized that this is not just their power but actually it is a responsibility and it is their duty to fulfill this carefully because if they will show irresponsibility or misuse this then it will damage interests of masses. Adding to this narrative, Jamali (2014) also added that “it not only informs but also develops opinions and consensus, he hits the higher nodes by saying that media is the face of society and she also called it the new member of every family”. Similarly, Li and Chiang (2001) made conclusion that “with every passing year where competition is increasing, diversity is reducing; innovative ideas from TV channels are becoming very rare so to them there is a negative relationship between competition and diversity of content”. Mezzera and Sial (2010) emphasized that “Pakistani media is a complicated area to discuss because there are several issues like owners either have political affiliations or they have commercial interests more than professional journalism, there are two

mediums in Media as well, Urdu and English and both have different areas and angles which they cover differently”. Talk shows of the television provided the platforms to the people and to the opinion leaders from the different way of lives. “As Pakistani talk shows play vital role in politicizing the public debates and providing freedom of speech at a vast level while discussing the political issues. Talk shows of the different news channels provide different news and opinion with different agenda, the political and economic inclination of media houses also molds the policy of the channel or news programs” (Ahmad, 2010). Madni and Abdullah (2011) also “emphasized on the importance of talk shows as they stated that people watch current affair talk shows to stay updated about the current happenings in their country and around the world and adding to this they claimed that the more exposure of political talk shows you have, the more politically aware you will be”. Mahsud, Chaudhary, Amin and Khan (2013) also argued that “public is much interested to see issues of national importance in talk shows and they are satisfied with the content of talk shows. Public is not only getting information from talk shows but they think media is presenting what is important for them as well”.

3. Theoretical Framework

This theoretical composition introduces and identifies the theory which makes clear why the investigation trouble underneath research prevails. This theoretical composition will be the design that could store for or perhaps service new research on the basis of this study. “Cultivation theory was developed by George Gerbner in 1967. Cultivation theory is well suited to multinational and comparative study” (Gerbner, 1998). This theory explains how people’s conceptions of reality are influenced according to exposure to television. Gerbner claims that “those who watch television more have the perception that the real world is similar to the world present in television” (Gerbner & Gross, 1976). According to cultivation theory, televise messages influence the behavior of individuals. The theory which is called George Gerbner’s theory also known as Cultivation theory accentuates the effect of television viewing on the attitude of the audience. People who spend more time on TV are more influenced. Theory of cultivation looks at the mass media as a source of bringing change in people’s opinion and society; people who watch television are more influenced and watch the world through the eyes of TV. Cultivation analysis appears to be the most appropriate conduit towards achieving the objective of this present study. “This theory is applicable because it measures the impact of media on the perception and thinking of the people. It changes the way of thinking. The news of media is appropriate in developing the opinion of the people and is a powerful medium in framing the perception”. This present study is mainly related to the role of media and T.V channels shaping and developing the perception of people. Thus, media is acting as an influential tool, in other words, it can be said that T.V news channels are refining the values and culture to some extent and bring change in our community. This study going to explore whether (ARY News, PTV News) acting as a source of political awareness and develop political perceptions of people. According to cultivation theory, TV viewers refine or develop their views about reality with reference to what they watch on television. “Television shows about politics, education and

other amusement programs are mainstream entertainment easy to access and generally easy to understand. Television seeks to show and emphasize people. Therefore, those who regularly watch television tend to see the world in the ways television portrays it” (Bryant, 1986).

3.1 Research Questions

- i. What is public opinion about the freedom of political expression in news channel?
- ii. Does Pakistani news channel respect politician rights to privacy?
- iii. Is Pakistani news channel being credible source in presenting political views?
- iv. Does Pakistani news channel avoid covering some important issues due to political pressure?
- v. Does Pakistani news channel give space to controversial political view?

3.2 Research Methodology

Research was based on mixed methodology i.e. qualitative and quantitative. It was based on survey tool. The sample size was 100 and convenient sampling will be done. The survey was done through questionnaires. Data was collected through literature review and the published report.

3.3 Content Analysis

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

4. Findings

Table 1

Gender	Participants	Percent
Male	53	53%

Female	47	47%
Other	0	0%
Total	100	100%

Note: Distribution of participants on the basis of gender

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

Table2

Scale	Participants	Percent
Strongly agree	30	30%
Agree	54	54%
Neutral	8	8%
Strongly disagree	3	3%
Disagree	5	5%
Total	100	100%

Note: Electronic media is an important resource of political information

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

Table 3

Scale	Participants	Percent
Strongly agree	25	25%
Agree	58	58%
Neutral	9	9%
Strongly disagree	2	2%
Disagree	6	6%
Total	100	100%

Note: Electronic media creates political awareness among people

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

Table 4

Scale	Participants	Percent
Strongly agree	28	28%
Agree	56	56%
Neutral	10	10%

Strongly disagree	4	4%
Disagree	2	2%
Total	100	100%

Note: Pakistani media played an important role informing people

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

Table 5

Scale	Participants	Percent
Strongly agree	28	28%
Agree	54	54%
Neutral	9	9%
Strongly disagree	3	3%
Disagree	6	6%
Total	100	100%

Note: Pakistani media develops perception in a positive way

According to this table 54% of people agree while 28% strongly agree while 9% partially and 6% disagrees that media play a positive role in developing people perceptions. Only 3% strongly disagree. The stated result shows that the majority of people agree that Pakistani media play a positive role in developing people perceptions.

Table 6

Scale	Participants	Percent
Strongly agree	18	18%
Agree	13	13%
Neutral	16	16%
Strongly disagree	19	19%
Disagree	34	34%
Total	100	100%

Note: Pakistani media play a negative role in developing public perception

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

Table 7

Scale	Participants	Percent
Strongly agree	24	24%
Agree	50	50%
Neutral	16	16%
Strongly disagree	6	6%
Disagree	4	4%
Total	100	100%

Note: Electronic media motivate people to cast their votes

Table 7 result shows that a majority of 50% people agree and 24% strongly agree that electronic media motivate people to cast votes; only 16% of the respondents neutral on this statement.

Table 8

Scale	Participants	Percent
Strongly agree	26	26%
Agree	46	46%
Neutral	14	14%
Strongly disagree	7	7%
Disagree	7	7%
Total	100	100%

Note: People are now able to learn about their social and political rights

Table 8 shows the results on this statement that people are now able to learn about their social and political rights through media 46% agree and 26% strongly agree that now they are able to learn their social and political rights; only 14% were neutral and 7% disagree and strongly disagree.

Table 9

Scale	Participants	Percent
Strongly agree	30	30%
Agree	47	47%
Neutral	12	12%
Strongly disagree	5	5%
Disagree	6	6%
Total	100	100%

Note: Electronic media is the trustworthy source for political news

Table 9 shows the result that electronic media is the trustworthy source for political news because 47% of people agree and 30% strongly agree only 12% partially agree 5% strongly disagree and 6% disagree on this above-mentioned statement.

Table 10

Scale	Participants	Percent
Strongly agree	29	29%
Agree	38	38%
Neutral	18	18%
Strongly disagree	11	11%
Disagree	5	5%
Total	100	100%

Note: Electronic media is the only source of political news

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

Table 11

Scale	Participants	Percent
Strongly agree	29	29%
Agree	49	49%
Neutral	12	12%
Strongly disagree	5	5%
Disagree	5	5%
Total	100	100%

Note: Electronic media programs extend their intellectual horizons

Table 11 shows that there are 49% of people who agree that electronic media programs extend their intellectual horizons and 29% strongly agreed; only 12% of people partially agreed with the statement. The results show clearly that the majority of people agree that media enhance their intellectual skills.

Table 12

Scale	Participants	percent
Strongly agree	24	24%
Agree	34	34%
Neutral	18	18%
Strongly disagree	7	7%
Disagree	17	17%
Total	100	100%

Note: Electronic media divert their mind from one specific topic to another

Table 12 shows that there are 34% people who agree that media divert their mind from one specific topic to another and 24% strongly agree while 18% partially on this statement and 17% disagree and 7% strongly disagree.

Table 13

Scale	Participants	Percent
Strongly agree	21	21%
Agree	51	51%
Neutral	15	15%
Strongly disagree	8	8%
Disagree	5	5%
Total	100	100%

Note: Electronic media get valuable information

This table shows that media have an influence on people's mind, that it diverts people's mind from one specific topic to others. 51% of respondents agree that they get valuable information from news only 15% partially agree on this statement and 21% agree with this above-mentioned statement.

Table 14

Scale	Participants	Percent
Strongly agree	34	34%
Agree	42	42%
Neutral	12	12%
Strongly disagree	5	5%
Disagree	7	7%
Total	100	100%

Note: Media is an important source for better society

Further table 14 outcomes show that 42% of respondents believe that media is important for the betterment of society and 34% of respondents strongly agree; only 12% partially agree with the statement. The results show that people believe that media is an important source for a better society.

Table 15

Scale	Participants	Percent
Strongly agree	18	18%
Agree	31	31%
Neutral	21	21%
Strongly disagree	15	15%
Disagree	15	15%
Total	100	100%

Note: Media over supply of information makes people confused

This table shows that there are 31% of people who agree that oversupply of information make people confused while 15% disagree that oversupply of information makes them confused; 18% strongly agree and 15% strongly disagree. The outcome of this statement shows that half of the

majority agree that media oversupply information makes people confused and on the other hand half of the majority disagrees with it.

Table 16

Scale	Participants	Percent
Yes	86	86%
No	14	14%
Total	100	100%

Note: who watched television daily

Table 16 shows that there is 86% off the selected population who watched television daily while 14% didn't watch television daily. The result shows clearly that people have a daily routine of watching television.

Table 17

Hours	Participants	Percent
2 to 3	7	7%
4 to 5	46	46%
5 to 6	21	21%
6 to 7	15	15%
More than	11	11%
Total	100	100%

Note: People spent much time watching television

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

Table 18

Channels	Participants	Percent
ARY	77	77%
PTV	23	23%
Total	100	100%

Note: Which channel you watch for political information

Table 18 shows that 77% respondents watch ARY News for political information and 23% of respondents watch PTV News for political information. The results show that people watched both news channel for political information but mostly people watched ARY News channel for political information as compared to PTV News channel.

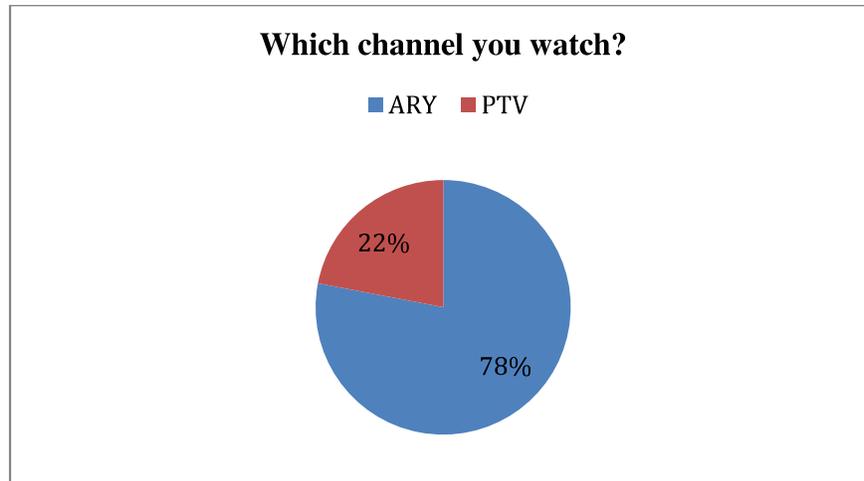


Table 19

Channels	Participants	Percent
ARY	81	81%
PTV	19	19%
Total	100	100%

Note: Channel influence in developing public perception

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

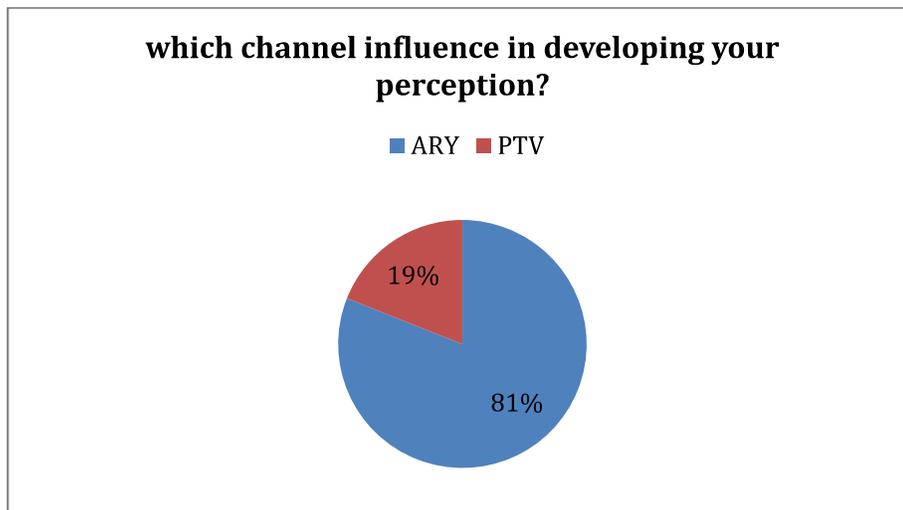


Table 20

Scale	Participants	Percent
News Bulletins	70	70%

Talks shows	30	30%
Total	100	100%

Note: Which source is providing you more political information

According to this table 70% of people believe that News Bulletins provide more political information and 30% consider that Political Talk Shows give more political information. The outcome of this statement that people believe that both sources are providing political information but News Bulletins provide more political information compared to Political Talk Shows.

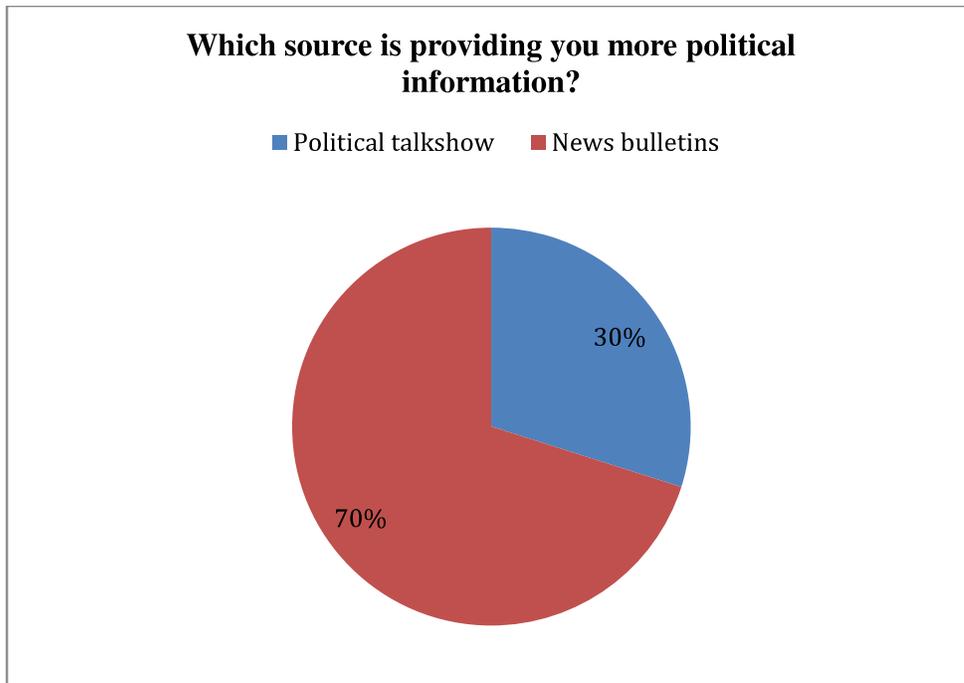


Table 21

Scale	Participants	Percent
News channels	72	72%
Other	28	28%
Total	100	100%

Note: viewers watch news channels for political information

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

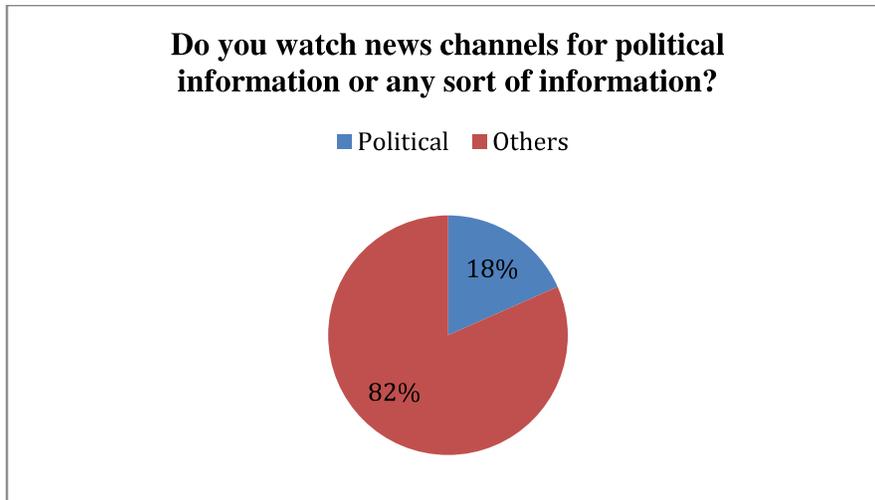


Table 22

Scale	Participants	Percent
Political Talk show	59	59%
Entertainment	15	15%
Music	7	7%
Comedy shows	15	15%
Other	4	4%
Total	100	100%

Note: category of shows people enjoy to watch

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

Table 23

Scale	Participants	Percent
Yes	2%	2%
No	92%	92%
Total	100	100

Note: people affiliation with any media

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

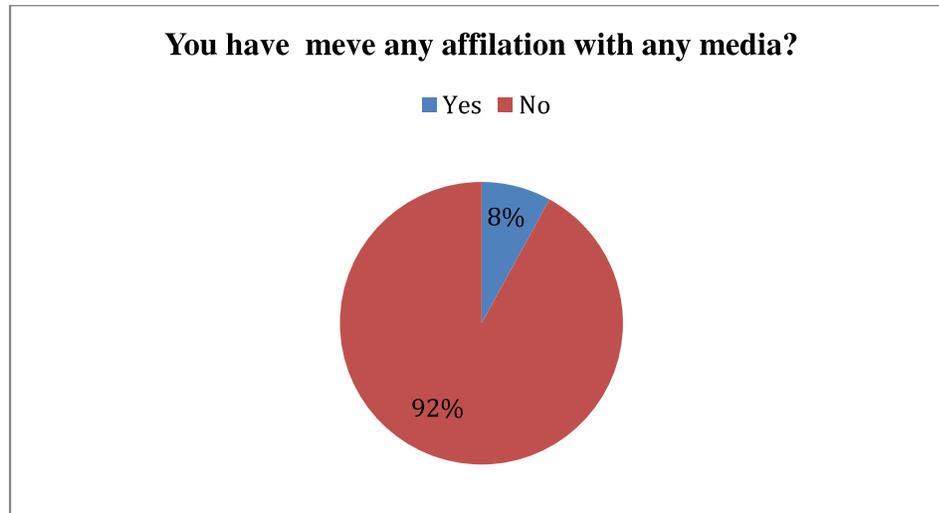


Table 24

Scale	Participants	Percent
Electronic media	67	67%
Political Mobilization	9	9%
Education	16	16%
Other	8	8%
Total	100	100%

Note: Electronic media is responsible for political awareness among people

Table 24 shows that there were 67% of respondents who believe that electronic media is responsible for political awareness among people while 16% believe that education is responsible; only 9% agree with political mobilization and 8% go with others. The result shows that most people believe that electronic media is the main source of political awareness among people compared to other factors.

Table 25

Scale	Participants	Percent
Yes	79	79%
No	21	21%
Total	100	100%

Note: viewers discuss politics with other

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

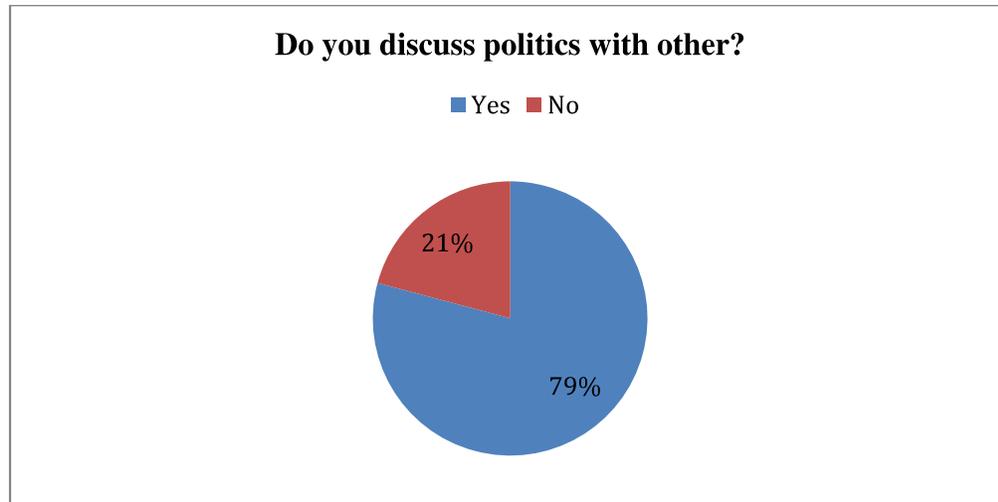
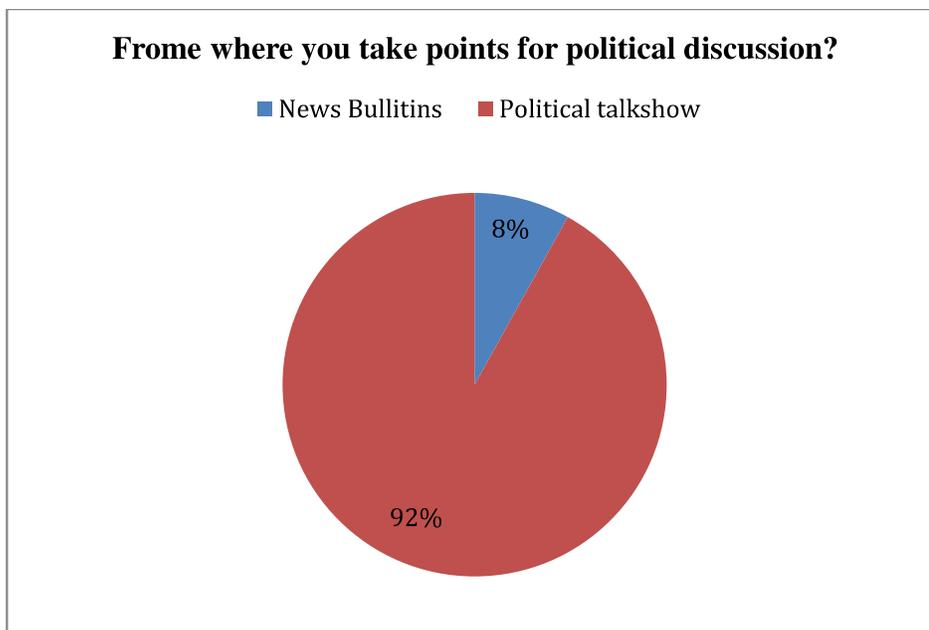


Table 26

Scale	Participants	Percent
Political Talk Show	72	72%
News Bulletins	28	28%
Total	100	100%

Note: Viewers take point for political discussion

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



5. Conclusion

This study was basically designed to measure the role of electronic media in creating political awareness among people and develops their political ideas about politics. In this thesis impact of news channels, political programs and news have been observed which were providing political information to people. According to results media communicate with people and aware them about their voting rights and their social and political rights. Selected news channels namely ARY and PTV political programs developed a political perception of people. Mass media such as newspaper, television, etc have become an integral part of human life. It is the main channel of disseminating knowledge and creating awareness about regional, national and international events among the people and thereby influencing the social-cultural, economic and religious aspects of society. According to the present study, results media have the ability to develop people's opinion. It can easily divert people's mind from a specific topic to others. Media provide political news and bring awareness among people. People know their social and political rights. They become more aware of political news and the politics of their country. It's all because of electronic media which shows its positive role in society. But an oversupply of news make people confused sometimes and people don't know which news is reliable and which is not, people spent many hours on television and other electronic media sources and due to these activities they can spend less time with family. It shows that it has some negative impact as well, but overall it plays a positive role in society. Electronic media feed the people with the latest information and create the need for change in contemporary society.

5.1 Suggestions & Recommendations

The present study was done by the researcher with a limited sample size and only in Lahore. Again, from the present study seems that there is a good scope to carry out this study in various aspects through the inclusion of different ideas and information. Some of such aspects which having promising prospect may be suggested as a need for the future course of investigations. This research is limited to the urban area alone. It may not be applicable in rural areas. In rural areas, there may be different trends and behavior of people who watch television, and how they perceive political news. Other news channels may be more effective in people's perceptions in rural areas. Different political programs may be more effective in these areas because urban area people have a wide choice of news channels. In contrast, electronic media and especially, a wide range of news channels would not be very common in rural areas. The main objective is that in rural areas people have fewer channels and less political knowledge as compared to urban areas. If this research would be done in different rural and urban areas with the selection of different news channels the results would be different and would be more relevant to understand that how many people are politically aware in different rural areas.

References

- Arnold, J. R. (2011, December 21). Political Awareness, Corruption Perceptions and Democratic Accountability in Latin America. *Palgrave Journals*, 781-896.
- Ali, M. (2010, February 3). History of News Channels In Pakistan. Retrieved June 2, 2013, from www.tag/history-of-news-channels-in-
- Burton, G. (2010). *Media and Society: Critical Perspectives*. Maidenhead, UK: Open University Press.
- Biage, S. (1994). *Media Impact Introduction to Mass Media*. California: International Thomson Publishing.
- Bartle, J. (2005, December 1). Political Awareness, Opinion Constraint and the Stability of Ideological Positions. *Sage Journals*, 653-675.
- Cadavid, T. (2015, September 1). Our Reality is a Reflection of Our Perception. Retrieved February 28, 2016, from unfulfilled: <http://unfulfilled.com/our-reality-is-a-reflection-of-our-perception/>
- Dudman, J. (2007, July 11). The power of political awareness. Retrieved August 13, 2013, from The Guardian: <http://www.theguardian.com/society/2007/jul/11/guardiansocietysupplement1>
- Dr. Muhammad Ali, N. (2011). Introduction to mass communication. Retrieved February 15, 2014
- Denzin, N. K., & Lincoln, Y. (2001). *Handbook of Qualitative Research*, (Vol. 33). Sage.
- Elizabeth Dowler, (2008, October 2). Assessing Public Perception: Issues and Methods. *Journal of Business Research*, 1-22.
- Ghulam Safdar, (2015). The Role of Media in Increasing Turn-out in Election 2013: A Survey Study of Multan, Punjab, Pakistan. *Pakistan Journal of Social Sciences*, 3, 411-424.
- Gerbner, G. (1998). Cultivation analysis: An overview. *Mass Communication & Society*, 1 (3/4), 175-194.
- Hutchinson, A. (2007, December 22). The Five Levels of Political Awareness. Retrieved October 30, 2014, from <http://blogcritics.org/http://blogcritics.org/the-five-levels-of-political-awareness/>
- Jabbar, J. (2013, October 2). Role of Media in National Development in the 21st Century, vol 2.16-29.
- Jennings Bryant, Oliver, Mary Beth. (1986). *Perspectives on Media Effects*. New York: Lawrence Erlbaum Publishing.
- Martinussen, W. (1971). Political Awareness and the Distribution of Other Social Resources: The Case of Norway. *Scandinavian Political Studies*, 456-477.
- Mughal, M. A. (2014). Mass Media and Its influence on society. *Journal of Mass communication* (vol. 33)1-16.
- Muhammad Anwar, M. J. (2011). Role of Media in Political Socialization: The Case of Pakistan. (Vol 3), 787-790.
- Muhammad Nawaz Mahsud, (2013). Exposure to Private TV Channel's Political Coverage and Viewers' Perception. *Berkeley Journal of Social Sciences*, (vol. 3),991-999.

Muhammad Saeed Yousaf Zai, (2014, November 13). Media Construction of PTI: An Analysis of Public Perception. *Applied Environmental and Biological Sciences*,10-25.

Moazma Naseer, (2010).Role of Media in Pakistan. International Islamic University, Islamabad, <http://catchyworld.com/download/Journalism/Role%20of%20Media%20in%20Pakistan.pdf>.

Norris, P. (2006). Political Parties and the Media. Retrieved June 29, 2014, from Brit Politics: <http://www.britpolitics.co.uk/political-parties-and-the-media>.

Pakistan Electronic Media Regulatory Authority.(2009, December 11). Retrieved January 25, 2014, from Scribd: www.scribd.com/doc/23965204/What-is-Electronic-Media-2-Background-of-Electronic-Me#scribd.

Rehman, S. (2014, April 21). Increasing Role of Media in Pakistan. Retrieved September 25, 2014, from Islamabad Policy Research Institute.

Rawat, D. R. (2014).Role of Media Promoting Peace in Global Political Contexts. *International Journal of Education and Science Research*, vol 1 no (4), 786-790.

Sabir, M. (2012). Analysis of Mass Media: Influences on Socio-Political Perceptions and Stability in Pakistan. *Journal of Political Studies*, (vol. 1) no (19).

Sadaf, A. (May 2011). Public perception of media role. *International Journal of Humanities and Social Science*, (vol 1) no. 5, 1-9.

Sharma, A. (2012). Open Government Data- Report On Denmark's e- Government strategy 2011-2015, [open-government-data-report-on- Denmarks-government-strategy](http://www.open-government-data-report-on-denmarks-government-strategy).

Sadi, S. (2013, May 22). Pakistan Internet Use Survey 2013. Retrieved July 12, 2015, from academia.edu: https://www.academia.edu/7617771/Pakistan_Internet_Use_Survey_2013

The Dawn Newspaper (2010, December 9). Retrieved June 10, 2014, <http://www.dawn.com/news/589745/media-s-role-vital-for-creating-awareness>.

The Express Tribune (2012, October 9). Retrieved September 29, 2013, from Building bridges: 'Electronic media can play a vital role in promoting peace.

Vineet Kaul (2012 April).The Changing World of Media & Communication. Department of Communication and Media, DA-IICT University, Near Indroda, Gandhinagar, Gujarat, *Journal of Mass Communication & Journalism*, (vol. 24)

Wassan, D. A. (2008). Role/ State of Electronic Media in Pakistani Society: A Sociological Analysis.

Yogi, S. (2013). Role of Media in Social Awareness. *International Journal of Humanities & Social Sciences*, (vol. 1) no (01), 71-73.

Yousaf, Z. (2012). Private News Channels: Altering the political perception of Pakistani people. *Academic Research Journal*, vol 3, 45-66.

Zaller, J. (1990). Political Awareness, Elite Opinion Leadership, and the Mass Survey Response. *Guilford Journals*, vol 8 no (1), 125-153. Zaidy, S. O. (2015, June 17). House of Pakistan. Retrieved August 25, 2015, <http://www.houseofpakistan.com/author/owais/>