

# ***WATCHING HABITS OF CURRENT AFFAIR PROGRAMS OF PRIVATE TV CHANNELS AND PUBLIC PERCEPTION ABOUT POLITICAL PARTIES AMONG STUDENTS OF NAROWAL, PAKISTAN***

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## **Abstract**

The present study is about Watching habits of current affair programs of private TV channels and public perception about political parties among students of Narowal, Pakistan current affair programs like capital talk (Geo News) off the record( Ary news) takrar (Express news) Nadeem Malik Live( SAMAA News) are selected for the current study. By using the questionnaire the data of 200 respondents is collected from Narowal city using purposive and convenience technique on the basis of age, education and gender equally distributed 100 male and 100 female. The overall findings of respondents showed that majority of the viewers watch geo news very frequently as compared to other programs. According to the findings, current affairs programmes significantly change viewers' perceptions. The research hypothesis, "It is more likely that viewers are much satisfied with the information of Capital Talk than Off The Record and Nadeem Malik Live," has been matched to this particular case. When compared to other programmes, the Geo News programs had a substantially greater impact on the respondents. People from different sphere of life prefer to watch television for information and

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*entertainment. For this purpose they have great interest in social, economic and political issues. People belong to different institutions have deep interest in country's politics.*

**Keywords:** *Watching habits, current affair programs, Private channels, public opinion.*

### **Introduction**

*Since the turn of the twenty-first century, television has grown in importance in every home, to the point where it is now hard to fathom living without one. In addition to being a popular form of entertainment, television serves as a significant informational resource and offers a wide selection of shows covering diverse societal topics. Both in the industrialized and developing worlds, the quantity of television sets has expanded dramatically during the past 20 years. Numerous research' findings demonstrated how much more readily available satellite and cable television is now. Additionally, it is apparent that a single television set is watched by a large number of individuals. (Hussain,j, 2010).*

*Private television channels will assist us in filtering the changes that these channels have introduced into society; these channels are free to choose how they use the media and what impact they have (Atif, M 2009). The political debates, live coverage of many subjects, and current events shows on television provide a surprising level of understanding for the general public. People were ignorant of their surroundings in the past due to the lack of information sources and coverage. Even the general public was ignorant of the murders, human rights abuses, and exploitation of these crimes by the ruling elite.*

### **Selected Private Channels**

*Twenty- first centuries opened the new horizons for private news channels in Pakistan with the permission of government. Because of their amazing effects, anyone can tell private news networks apart from state-run ones with ease.. The main reason behind this is that private television channels are totally autonomous and they gave coverage to the high officials as well as the general public. With the facility of cable system now every individual has an easy access to private channels (khan, 2009 p. 32).*

### **Selected Political Talk Shows**

*Pakistani politics are greatly influenced by the private media, which also greatly shapes public opinion. Actually, the beginning of some discussion and debate shows on significant private news networks is where this all began. The success of these programs led the anchors to view themselves as experts and begin offering their own opinions on policy matters; as a result, they shifted from being mediators to active participants (Khan, 2009, p. 34).*

### **Capital Talk**

*Capital Talk is a very popular political talk show hosted by Hamid Mir that*

airs on GEO News. In this political talk show it includes a panel of well-known persons who like to participate in a discussion that contributes towards reaching possible and rational solutions (Capital Talk, GEO News).

### **Off The Record**

The founding news channel in Pakistan, ARY News, bases its operations on the idea that its audience should always be "Har Lamha Bakhabar." The word "Bakhabar" in Urdu means "informed," and that is exactly what the channel aims to accomplish by delving deeply into each subject, both locally and globally, and not skipping a beat.

### **Takrar**

It has always been a top goal to provide as much information as possible regarding the most fascinating and exclusive parts of the news. The narrative is also updated and revised as it progresses after it is published online. Additionally, the website is jam-packed with fascinating features and blogs written by accomplished authors and well-known journalists. The Pakistani television program Takrar discusses a wide range of topics, such as current events and societal issues. This programme is hosted by Imran Riaz Khan. He was the first to report the event involving Ramond Davis.

### **Nadeem Malik Live**

Journalist Nadeem Malik is from Pakistan. He hosts the popular current affairs program Nadeem Malik Live and is connected to SAMAA TV. He presented Islamabad Tonight, the top daily talk show, and served as Director of Programming for AAJ TV prior to joining Samaa.

### **Significance Of The Study**

In democratic countries media are considered as the most important pillar and important building block for society and it also strengthens the function and responsibility of political government. In this whole procedure media provide a platform to political parties for the presentation of their political ideologies and mottos as well as it gives a chance to the voters for getting political information about political parties and political leaders (Ward, 2004). In modern age Mass media becomes a bridge between governments, political parties, candidates and voters. It also supported the messages of the politicians and sometimes provides unprejudiced information to the common people (Cook, 1999). Television political talk shows covered lot of issues related to politics and the majority of the viewers got lot of information from these talk shows (Timberg, 2002).

### **Study's Objectives**

This study is planned to determine the following objectives

To analyze the role of talk shows in raising awareness about politics in students.

To determine the consumption patterns of private TV channels' political programs.

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*The indicate the level of information obtained from current affair programs of private TV channels.*

*To determine the watching habits of satisfaction of private television channel's political programs.*

### **Literature Review**

*For the present study, the researcher found a wide range of literature in various books, newspapers, articles, and previous researches. The objective of this chapter is to review the empirical and theoretical literature related to the present study. An interpretation of this chapter is to place the present study within the framework of the previously conducted studies.*

*According to Hashmi, S.K. (2011), The media has grown in strength and significance in today's civilizations. The media is a source of knowledge and has the ability to shape reality. On the contrary, it constantly compiles, manipulates, and displays data as fact. It is primarily also motivated by individuals or organizations with certain interests who manipulate and disseminate facts in order to forward their objectives. News coverage on private TV channels primarily focuses on social and political issues, as well as conflicts. Some media professionals defend the media by stating that because political issues and the ongoing conflict are so intense, all journalists are more likely to pay attention to and cover these topics.*

*Television is considered a significant factor in determining political awareness and responsiveness. It has the power to set the agenda for national discourse and has recently had an impact on the political landscape. Weissberg, R.(1974) ) and current international politics. Of all the television programme types, political talk shows have become increasingly popular since they offer the public political conversation and dialogue. Even highly regarded politicians like making appearances on talk shows on television due to the popularity of political programming. (Brayant, J. & Zillmann, D. 1993).*

*Petty, (1994) According to a study, watching television raises people's political participation and knowledge more than other sources. During election season, voters have a lot of options from television. The debates that inform the public about a subject were broadcast on television. In addition to offering in-depth coverage of political problems, it educates the public about the political process by giving them up-to-date information. However, a theoretical framework that emphasizes the significance of various subject-related characteristics is one that draws on both agenda-setting and framing theories. Setting the agenda addresses the issue's significance, while framing theory focuses more on presentational concerns. Setting an agenda basically means that the media concentrates on specific topics. Furthermore, framing describes how a problem is presented and how it influence the public.*

Prior to the program's commencement, guests are already aware of the subject, and the host introduces the programme and the subject being covered. TV Current Affair Programmes occasionally invites celebrities to speak about their personal lives as guests; at that point, the show turns into an interview. Far from being the only topic covered by Current Affair Programmes, politics (Simon, 2000). These days, television networks use these shows to increase their bottom line. People frequently recall channels by associating them with the hosts of these kinds of shows, as is seen from *www.Media's function in Pakistani society Ahmad Hammad%20Weblog33.htm*, retrieval 22Jun, 2011.

### **Study's Hypothesis**

*It is more likely that viewers watch Geo News more than Express and ARY news.*

*It is more likely that Capital Talk is watched more than TAKRAR and Off The Record.*

*It is more likely that viewers take more interest in Capital Talk than Nadeem Malik Live and TAKRAR .*

*It is more likely that Capital Talk provide more information than other talk shows.*

*It is more likely that male viewers have more political awareness from talk shows than female viewers.*

### **Methodology/Survey Research**

Survey research is gathering information to evaluate theories or respond to inquiries concerning public opinion. A survey is a tool used to gather information on one or more traits of a particular group.(Mcquail, D 2005).

### **Population**

According to Smith (2000) "A comprehensive and well-defined group (a universal set) of the elements relevant to a particular research question or hypothesis is called a population." In this study, the population is the male and female of University of Narowal.

### **Sample**

According to Babbie (1992), "A sample is a particular subset of the population that is monitored in order to draw conclusions about the characteristics of the population as a whole. Even though the term "sampling" is used less frequently in interpretive techniques, it is still a crucial consideration in quantitative methods (Williams, 2003).

### **Sample size & Sampling Method**

Convenience and purposive sampling procedure is adopted for the classification of subgroups of respondents. A convenience sample, sometimes referred to as an available sample, is a group of easily available research volunteers (Wimmer and Dominick, 2006). For data collection purpose, two hundred respondents are being selected using convenience sampling technique from University of Narowal, Narowal.

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Respondents divided into two stratum education i.e. 200 respondents from BS students (50 Male & 50 Female) and 100 are Masters students (50 Male&50 Female).

**Data Collection and reduction**

Following the description of the respondents' demographic attributes and subsequent assessment, a face-to-face protocol was implemented, resulting in individual communication with each respondent. The pre-test was administered to the same group of people. Following this process, questionnaires were sent to 200 respondents in order to conduct interviews with them.. The data after analysis was presented in form of tables.

**Findings**

Talk programmes have a big impact on the way a lot of people get their information. The study's findings examine talk show viewers' viewing patterns and how they affect pupils. In responding to a few of the study's initial research questions, the researcher found that majority of the students prefers to watch the Geo News and ARY NEWS. It was further observed that the viewers watch the news channels with a degree of difference.

Table-1 Watching Private TV channels

	Overall	Age		Gender		Education	
		A	B	C	D	E	F
<b>GEO NEWS</b>							
Very frequently	29.0	31	27	27	31	42	16
Frequently	29.0	34	24	30	28	40	18
Somewhat	25.5	31	20	24	27	38	13
Not at all	16.5	29	8	19	14	29	04
<b>ARY NEWS</b>							
Very Frequently	24.5	30	19	24	25	36	13
Frequently	34.0	42	26	36	32	53	15
Somewhat	28.5	36	20	25	31	39	17
Not at all	13.5	16	14	15	12	21	06
<b>EXPRESS NEWS</b>							
Very Frequently	15.5	23	8	19	12	24	07
Frequently	32.0	33	31	35	29	46	18
Somewhat	37.0	43	31	34	40	55	19
Not at all	15.5	22	09	12	19	24	07
<b>SAMMAA</b>							
Very Frequently	09.0	15	03	09	09	15	03
Frequently	21.0	19	23	23	19	29	13
Somewhat	37.0	43	31	34	40	55	19
Not at all	29.5	38	21	31	28	46	13

A=18-20, B=21-30, C=Male, D=Female, E=Graduate, F=

Master,

Overall findings depict that viewership of Geo news is more than the Ary

news followed by express and SAMAA news across all selected population groups. Exclusive analysis in term of age results depicted that (18-20) watch ARY news more frequently (42%) than female (8%) respectively. No significant difference was found in term of gender watching the channels. Exclusive analysis shows that Geo news is watched more frequently (34%) than SAMAA not at all (9%). In term of education wise result describes that BS students watch GEO news more very frequently (42%) than masters (16%). While mostly students do not prefer to watch SAMAA as compare to their competitive categories. Overall findings reveal that male fraction of society watch more frequently all the selected channels than females.

Table-2 Exposure to following current affair political talk show of private TV channel.

	Overall	Age		Gender		Education	
		A	B	C	D	E	F
<b>Capital talk</b>							
Very frequently	29.5	32	27	28	31	43	16
Frequently	28.5	29	28	24	33	33	24
Somewhat	18.0	25	11	20	16	30	06
Not at all	24.0	35	13	28	20	43	05
<b>OFF the record</b>							
Very Frequently	26.5	39	14	28	25	41	12
Frequently	24.5	25	24	31	18	35	12
Somewhat	21.5	23	20	14	29	31	12
Not at all	27.0	33	21	27	27	41	13
<b>Takraar</b>							
Very Frequently	14.0	18	10	18	10	22	06
Frequently	33.0	42	24	30	36	52	14
Somewhat	31.5	35	28	27	36	43	20
Not at all	21.5	26	17	25	18	32	11
<b>Nadeem Malik Live</b>							
Very Frequently	09.5	14	05	08	11	16	03
Frequently	18.0	14	22	17	19	24	12
Somewhat	31.0	40	22	34	28	48	14
Not at all	41.5	53	30	41	42	61	22

A=18-20, B=21-30, C=Male, D=Female, E=Graduate, F= Master,

Overall findings depict that Capital talk is excessively exposed by the respondents as compared to other competitive talk shows. The further analysis in term of age shows that Off the record (18-20) (39%) very frequently as compare to Nadeem Malik Live (5%) for age of (21-30).

In term of gender there is no significant difference exist in male watching of

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Capital talk and Off the record, while female Capital Talk (31%) very frequently and Nadeem Malik Live (11%). There is no significant difference exist e in both male and females watching of mentioned talk shows. In term of education in BS students (41%) very frequently expose to the program OFF THE RECORD, while master students are only (12%) very frequently. Result also shows that BS students prefer to expose all the channels as compared to the master students.

Table-3 To what extent following programs Change the political affiliation among people.

	Overall	Age		Gender		Education	
		A	B	C	D	E	F
<b>Capital talk</b>							
Very frequently	38.5	28	24	24	28	39	13
Frequently	27.0	38	28	33	33	44	22
Somewhat	27.0	26	16	20	22	33	09
Not at all	17.0	29	11	23	17	33	07
<b>Off the record</b>							
Very Frequently	26.0	23	20	23	20	32	11
Frequently	33.0	48	24	37	35	57	15
Somewhat	21.0	23	20	21	22	27	16
Not at all	20.0	27	15	19	23	33	09
<b>Takraar</b>							
Very Frequently	21.5	22	04	08	18	20	06
Frequently	36.0	39	21	32	28	48	12
Somewhat	21.5	39	36	40	35	51	24
Not at all	21.0	21	18	20	19	30	09
<b>Nadeem Malik Live</b>							
Very Frequently	13.0	10	08	11	07	15	03
frequently	30.0	35	17	22	30	39	13
Somewhat	37.5	37	29	34	32	46	20
Not at all	19.5	39	31	25	15	49	33

A=18-20, B=21-30, C=Male, D=Female, E=Graduate, F= Master

Table (5.6) shows that the overall findings depicts that Capital talk (38%) change the political affiliation among people is more as compare to the Off the record (26%), Takraar (21%) and Nadeem Malik Live (13%). In term of age Off the record (48%) frequently play its role in changing political affiliation among people, While in the 2nd category of age TAKRAAR (4%) very frequently play its role in changing the political affiliation among people. In term of gender in male, Off the record change the political affiliation among people frequently (37%); While in female Nadeem Malik Live only (7%) play its role in changing the political affiliation among people. In term of education according to BS student Off the record (57%) change the political affiliation, while in masters students Nadeem Malik Live (3%) very frequently play its role in changing the political affiliation among people.

Table-4 To what extent the current affair programs Motivate to paticipate in political activatities.

	Overall	Age		Gender		Education	
		A	B	C	D	E	F
<b>Processions</b>							
Very much	21.0	27	15	24	18	31	11
Much	16.0	16	16	10	22	23	09
Somewhat	19.0	26	12	15	23	30	08
Not at all	13.0	18	08	17	09	22	04
<b>Rallies</b>							
Very much	08.5	14	03	09	08	16	01
Much	13.5	15	12	15	12	22	05
Somewhat	20.5	23	18	21	20	29	12
Not at all	22.5	30	15	18	27	38	07
<b>Public meetings</b>							
Very much	19.5	30	09	17	22	36	03
Much	18.5	25	12	21	16	29	08
Somewhat	23.5	27	19	22	24	36	10
Not at all	13.0	12	14	15	11	17	09
<b>Vote cast</b>							
Very Much	34.0	41	27	32	36	53	15
Much	18.5	26	11	20	17	28	09
Somewhat	17.5	20	15	15	20	24	11
Not at all	10.5	12	09	14	07	16	05

A=18-20, B=21-30, C=Male, D=Female, E=Graduate, F= Master

According to the table (5.12) , Overall findings reveals that people are motivated to participate in vote cast (34%) very much, then procession (21%), followed by public meetings(19%) and Rallies(8%) very much across all selected population groups. The further analysis in term of age (1st category) describe that vote cast (41%) very much play its role to motivate the people to participate in political activities ,While in 2nd category of age Rallies (3%) very much play its role in motivation of the people to participate in political activities. According to the gender results shows that male respond that vote cast (32%) very much motivate to participate in political activities, while females respond that Rallies only(8%) motivate to participate in political activities.. Similarly in term of education BS students vote cast (53%) very much play its role in motivation of the people to participate in any political activities,, While masters student respond that Rallies only (1%) very much motivate to participate in any political activities. This results shows that male are more participate to participate in public meetings ,Rallies and procession, while female only motivated to participated in vote cast very much as compare to the other political activities.

### **Summary and Discussion**

The purpose of the study was to determine how current events programming on private TV channels affected emerging national security challenges that required serious analysis. According to the findings, current affairs programmes significantly alter viewers' perceptions. When compared to the supplemental programmes, the respondents were noticeably more happy with the information offered by Geo News's

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*Current Affairs programmes. The research hypothesis, "It is more likely that viewers are much satisfied with the information of Capital Talk than Off The Record and Nadeem Malik Live," has been matched to this particular case.*

*When compared to other programmes, the material from Geo News programmes had a substantially greater impact on the respondents. Programmes on Geo News provide in-depth coverage of these topics, which were also covered by other carefully chosen channels. It was also found viewers from almost all groups prefer to watch talk shows for their political information and getting the survey poll/opinion from the public through media channels. However they prefer to watch Geo News more than the other competitive channels which support the research hypothesis, "It is more likely that viewers watch Geo News more than Express and ARY news".*

*People from different sphere of life prefer to watch television for information and entertainment. For this purpose they have great interest in social, economic and political issues. People belong to different institutions have deep interest in country's politics, so in this research study I tried to investigate the awareness level of Male more consume time in watching political content than female . The result hypothesis however did not support the situation," It is more likely that male viewers have more political awareness from talk shows than female viewers". The results imply that mass media has a significant and influencing impact on University of Narowal students' political consciousness. The body of research demonstrates that "students' political awareness is influenced by their media consumption patterns." Conversely, the alternative theory – that students' media consumption habits have no bearing on their political awareness – is disproved. Katherine Cramer Walsh emphasizes that assessing a citizen's political knowledge requires them to engage in political discourse. This study made clear how closely media consumption and political awareness are related. Political discourse and media presentation both serve to define political interests.*



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