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Exploring the Role of Television in Opinion Formulation of Youth on National Issues

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ABSTRACT

This study explored the influence of various private TV news and current affairs channels in opinion formulation of youth regarding terrorism, energy crisis, unemployment, and present law and order situation in the country. Mainly the survey method was used for the collection of data, employing a self-administered questionnaire. Male and female university-going students of graduate and post graduate level of Islamabad, belonging to different income levels and age groups, formed the population of the study. The data were analysed at the two levels of analysis, univariate and bivariate using descriptive statistics, chi-square, and simple linear regression respectively. The study found a significant and positive relationship between private TV news and current affairs channels and their impact on the opinion formulation of youth regarding the national issues of terrorism, energy crisis and unemployment, and law and order situation in the country.

Keywords: Youth, Opinion formulation, Television, National Issues, Current affairs.

Introduction

This study aimed at exploring the Role of television in opinion formulation of youth about national issues and to analyse what media i-e the private TV news channels discuss about specific national issues and subsequently how it affects the audience (Randall, 1998). To the ill-literate masses media gives a dimension regarding selection of candidate in elections by highlighting the deeds of various politicians (Norris, 2009). In all the means of media Television and radio are considered as the powerful tools. Especially when we talk about the rural areas, the strength and role of radio and TV are instrumental (Swart, *et al.*, 2019). Private news media in recent times is very active. Different Private Television channels in their news content and current affairs programs hold discussions and highlight the different aspects of a news story along with the views of various interest groups and politicians (Curran, *et al.*, 2009). By highlighting certain facts, figures and reasons about a specific issue they help their audience in formulating opinion about a particular issue. The media can highlight the shortcomings of the official machinery in its functioning, bringing out the sufferings of the public in general (Randall, 1998). Our political scenario is all the time remains full of different political and national issues form past to present.

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In every Government's regime there are new political and national issues. These issues are caused by natives of Pakistan sometimes and by the foreign politics. Over the period famous national issues of Pakistan had been Kashmir, Kalabagh Dam, political instability and many more (Ali & Musarrat, 2020).

Pakistan is facing various other political, economic issues and law and order problems such as energy crisis, terrorism, unemployment and current law and order situation in Pakistan especially in Karachi. The definition of 'youth' does vary from country to country, for statistical purposes the UN defines "youth", as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States (Adelaja & George, 2020).

Government Youth Affairs Department defines youth in Pakistan, as the population in the age group 15 to 29 years and this period of life is most productive and useful of one is life by virtue of the nascent energies, they endowed with by nature (Ashraf, *et al.*, 2013).

Objectives of the study

The study has been designed to achieve the following objectives;

1. To what extent private TV news and current affairs channels play their role in opinion formulation of youth on national issues.

2. To find out that whether the extent of viewing (heavy and light viewing) has any influence on opinion formulation of youth on national issues.

3. To compare the role of different private television news and current affairs channels in helping the youth audience, making opinions on national issues.

Research Questions

1. Do private television news and current affair channels in Pakistan play any role in opinion formulation on national issues for their youth viewers?

2. Do extent of viewing (heavy and light viewing) have any impact on opinion formulation of youth?

3. Do private TV news and current affairs channels play differential role in making youth's opinion regarding the selected national issues?

Significance of the Study

Mass media in general and the news and current affairs television channels in particular are supposed to help the audience in making their personal opinions on various national and international issues. Hence, results of the present study will help the news and current television channels of Pakistan to objectively know that what role they play in formulation of public opinion about important national issues (Mikami, *et al.*, 1995). This study will also help the future researchers who will investigate media role in public opinion formulation.

Literature Review

Mass Communication, itself, is comparatively a recent phenomenon in the history of social sciences. According to Lowery and De Fleur (1995) the origins of research in mass communication can be traced back to the conceptualization of mass society in the late eighteenth century. In mass media initially social scientists and researchers coined a theory of media namely "The magic Bullet Theory" (Markus & Benjamin, 1997). The basis postulate of the theory says that media messages have strong influence on the audiences. "Media messages are like symbolic "bullets,' striking every eye and ear, and resulting in effects on thought and behaviour that are direct, immediate, uniform, and therefore powerful (Lowery & Defleur, 1995). Although Chaffee & Hochheimer (1985) indicate that the name "bullet theory" was not actually used by any of the early researchers working on effects of mass communication (Severin &

Tankard, 1992). But the name itself is a good description of a notion that was largely held. The Magic Bullet Theory basic principles were examined during World War 1 (Severin & Tankard, Jr., 1992).

The Payne Fund Studies were a series of 13 researches. The main purpose of this study was to focus on effects of films on children. Many researches take active part in this study(Anderson, 2008). The study substantiated the most awful reservations of the media critics. "The movies did seem to bring new thoughts to children, manipulate their attitudes, inspire their emotions, present moral values different from those of many adults, agitate sleep, and influence interpretations of the world and everyday behavior" (Lowery & Defleur, 1995).

1930's was the era when the popularity and follower ship of radio was on its boom phase. In that era the focus of the researchers shifted from analysis of TV effects to Radio effects (Sconce, 2000). Many milestone studies focusing particularly on studying radio effects were produced in this area like "The Invasion from Mars: Radio Panics America, "Audience for Daytime Serials: Uses and Gratifications", " Experiments with Films: Persuading and Motivating the American Soldiers to Participate in the World War II (Cantril, 2017). The Agenda setting theory can be divided into two aspects. The first aspect is the transmission of issues from media agenda to public agenda. The second aspect is framing of those media messages in the minds of public (McCombs, 2005).

Riaz, (2008) conducted a research on agenda setting role of media and its effects on opinion formulation. The researcher analysed the media coverage on the issues of terrorism, Indo-Pakistan relations, judiciary, energy, food crisis and Lal-Masjid issue. The findings of the study supported the agenda setting role of media and its effects on the opinion shaping of the targeted audience. The finding of the study says that agenda setting theory worked on all the issues except the issues of the food and energy crisis. Regarding the remaining issues there was a strong co relation between the media coverage and likewise views of the targeted audience (Hussain, 2012). Ivankovic (2012) conducted a study based on content analysis and survey as well. The objective of the study was to examine role of media as agenda setter on the issue of EU and Croatian integration process. Ray (2004) examined framing of Kashmir Conflict in the US print Media. The study found that in the first two phases the Kashmir's were labelled as armed militants fighting for freedom. India was labelled firstly as suppressor of the rebellion. Pakistan was consistently identified as a supporter of separatist movement with arms and training and later as a country itself militarily participating in the conflict. The study also explored religious framing with Indians as Hindus and Pakistanis and Kashmir's as Muslim or Islamic. There is also any example of attribute agenda setting regarding opinion formulation. The aspects of issues selected for attention by the media influence the public's opinion formulation of these issues. For a very different set of issues, the environment, the results are very similar. Valenzuela and McCombs (2006) carried out research on the political coverage of mass media regarding the 2006 Mexican elections. The study was carried out to monitor the effects of media coverage on the opinion formulation of audiences regarding voting behaviour. The findings of the study support the agenda setting behaviour of mass media regarding formulation of opinion. Saroka (2002) carried out research at national level in Canada to study the agenda setting effects of media on audience opinion formulation. Palmgreen and Clarke (1977) carried out a research to study the agenda setting role of media and its effects on the audience opinion.

Research Methodology and Analysis

The survey technique was used for the research study. The tool used for collecting the data was questionnaire comprises with 55 questions. The questionnaire was divided in five different segments. As the delimitations of the research are concerned, only two universities of Islamabad were focused. The researcher used Likert scales while designing the questionnaire. In this type of scale the response opinion can be varied on a scale of five or seven options (for example on a Likert scale of five, the options would be 1= Strongly Agree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Disagree).

Hypotheses

H$_1$ Private News and current affairs television channels formulate opinions of youth on selected national issues.

H$_2$ Private TV news and current affairs channels formulate opinions of heavy viewers more than the light viewers on national issues.

H$_3$ Private news and current affairs television channels play differential role in opinion formulation of youth about the selected national issues.

Population and Sampling

Population of the study were youth audience of news and current affairs programs of private television. However, to be more specific the researcher studied undergraduate and post graduate university students in this research. The reason for choosing this universe is that the youth play a vital role in development of the country, because they can easily be motivated and mould their thinking according to the will of the propagator. Keeping in view the nature of the study the researcher opted Purposive sampling technique for collection of the data. The researcher had selected a sample size of 200 (100 males and 100 females) students, selected from two different universities of Islamabad i-e Preston University Islamabad and International Islamic University Islamabad.

Reliability Analysis

Reliability refers to the extent to which test scores are free of measurement error. In educational researches 0.7 and above is considered to offer reasonable reliability for research purposes. While 0.8 above and 0.9 and above are considered to be ideal reliability values (Muijis 2009). The reliability test was performed with the help of SPSS (special package for social scientists). After data entry, all the variables are selected and then by using the help Cronbach's Alpha test command reliability value can be obtained. The Cronbach's Alpha was applied to all the variables for reliability analyses purpose the value 0.997represents the ideal reliability value.

Data Analysis

Hypothesis 1 states that the *Private television News and current affairs channels formulate opinions of youth on selected national issues.*

Pakistan is suffering from lots of national issues currently but the researcher has selected four important national issues i-e terrorism, energy crisis, unemployment and present law and order situation in the country. Opinion formulation as a whole is a wide term but the researcher analyzed only few indicators of opinion formulation about all these selected national issues. To analyze the extent of influence of private TV news and current affairs channels coverage on opinion formulation of youth about national issues, simple Linear Regression was used by the researcher. Independent variable was paying interest to private TV news and current affairs channels coverage regarding these national issues while dependent variable was opinion formulationregarding national issues. The results of the simple linear regression test performed on paying interest to private TV news and current affairs channels and its impact on opinion formulation about national issues i-e on terrorism, energy crisis, unemployment and law and order situation in the country are given below, along with their discussion of the results.

Table 1: *Information of respondents regarding their income*

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Less than 15,000	21	10.5	10.5	10.5
	15,000Rs-20,000Rs	25	12.5	12.5	23.0
	20,001Rs-25,000Rs	28	14.0	14.0	37.0
	25,001Rs-30,000Rs	28	14.0	14.0	51.0

		Frequency	Percent	Valid Percent	CumulativePercent
	Above 30,000	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

Table 2: *Paying interest to Geo News*

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Don"t know	6	3.0	3.0	3.0
	Not at all	13	6.5	6.5	9.5
	Some times	50	25.0	25.0	34.5
	Often	44	22.0	22.0	56.5
	Very Often	87	43.5	43.5	100.0
	Total	200	100.0	100.0	

Table 3: *Paying interest to ARY News*

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Don"t know	8	4.0	4.0	4.0
	Not at all	15	7.5	7.5	11.5
	Some times	28	14.0	14.0	25.5
	Often	145	72.5	72.5	98.0
	Very Often	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table 4: *Paying interest to Aaj News*

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Don"t know	45	22.5	22.5	22.5
	Not at all	38	19.0	19.0	41.5
	Some times	54	27.0	27.0	68.5
	Often	44	22.0	22.0	90.5
	Very Often	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Table 5: *Paying interest to Dunya News*

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Don't know	33	16.5	16.5	16.5
	Not at all	44	22.0	22.0	38.5
	Some times	34	17.0	17.0	55.5
	Often	54	27.0	27.0	82.5
	Very Often	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

Table 6: *Paying interest to Dawn News*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don"t know	2	1.0	1.0	1.0
	Not at all	19	9.5	9.5	10.5
	Some times	31	43.0	43.0	53.5
	Often	86	31.0	31.0	84.5
	Very Often	62	15.5	15.5	100.0
	Total	200	100.0	100.0	

Paying interest to private TV news and current affairs channels coverage aboutnational issues

The following table 7. presents the results of simple linear regression test conducted on paying interest to private TV news and current affairs channels coverage and its impact on opinion formulation of youth about Terrorism.

Table 7. Regression analyses of role of TV in opinion formulation about Terrorism

	R	R^2	Adj. R^2	F	B	Sig.
Opinion Formulation Regarding Terrorism	.704[a]	.495	.49	14.487	.704	.002

It becomes clear from the above table that when paying interest to TV coverage was regressed against opinion formulation regarding terrorism, the value of R is .704 while the value of R^2 is .495. R^2 is the proportionate measure of variance in the dependent variable i-e opinion formulation regarding terrorism which is predicted from independent variable i.e., private TV news and current affairs channels media coverage about the issue. It is also the alternate of F test which determines the overall relation between two or more variables. It reveals that forty nine percent of variance is predictable from the independent variable. The value of R^2 and Beta provesa strong positive correlation between independent and dependent variable. The later becomes evident from the computed level of significance (p=.002) that the results were found to be statistically significant. Paying interest to media coverage of private TV news and current affairs channels was regressed against various computed dimensions of opinion formulation regarding Terrorism the results were positive and significant and thus supported the hypothesis H1.

The following table 9 presents the results of simple linear regression test conducted on paying interest to private TV news and current affairs channels coverage and its impact on opinion formulation of youth about Terrorism.

Table 8: *Regression analyses of role of TV in opinion formulation about Energy crisis*

	R	R^2	Adj. R^2	F	B	Sig.
Opinion Formulation Regarding Energy Crisis	.200	.040	.034	8.234	.200	.003

The table 9 reveals that the value of R is .200 while the value of R^2 is .040. This shows thatprivate TV news and current affairs channels coverage accounted for four percent of variance in opinion formulation of youth regarding energy crisis. The value of R^2 and Beta proves a strong positive correlation between independent and dependent variable. The value of the level of significance (p=.003) shows that the results are statistically significant, positive and are inhypothesized direction H1.

The following table 9 presents the results when Opinion formulation regarding Unemployment was regressed against paying interest to private TV news and current affairs channels coverage.

Table 10: *Regression analyses of role of TV in opinion formulation aboutUnemployment*

	R	R^2	Adj. R^2	F	β	Sig.
Opinion formulation regarding Unemployment	.210	.044	.038	16.895	.210	.000

The above table shows that the value of R is .210 while of R^2 is .044. This indicates that paying interest to private TV news and current affairs channels coverage is responsible for 4.4 percent ofvariance in opinion formulation regarding the issue of Energy Crisis. The value of β and R^2 indicates that there is a positive and strong correlation between the independent and the dependent variable. The value of p= .000 further reveals that the predictions and the relationship is statistically significant and thus is in hypothesized direction as well.

The following table 11 presents the results of simple linear regression test conducted on paying interest to private TV news and current affairs channels coverage and its impact on opinion formulation of youth about law-and-order situation in the country.

Table 11. *Regression analyses of role of TV in opinion formulation about law-and-order situation*

	R	R^2	Adj. R^2	F	B	Sig.
Opinion formulation regarding law-and-order situation of the country	.76 [a]	.57	.57	13.48	.76	.000

It becomes clear from the above table that when paying interest to TV coverage was regressed against opinion formulation regarding law-and-order situation, the value of R is .76 while the value of R^2 is .57 It reveals that fifty seven percent of variance is predictable from the independent variable. The value of R^2 and Beta proves a strong positive correlation between independent and dependent variable. The later becomes evident from the computed level of significance (p=.000) that the results were found to be statistically significant and in hypothesized direction H1. The overall interpretations of simple linear regression carried out in order to test the hypothesis 1proved that there is a strong, positive and significant relationship between paying interest to private TV news and current affairs channels and opinion formulation regarding all the selected national issues i-e terrorism, energy crisis, unemployment and law and order situation in the country. By comparing the level of significance obtained from regression analyses it is vivid that paying interest to media coverage of private TV news and current affairs channels have most significant positive and strong influence on opinion formulation regarding law and order situation in the country and on opinion formulation regarding unemployment after that onopinion formulation regarding energy crisis and least significance level was observed in the case of opinion formulation regarding terrorism. The findings strongly support the hypothesis H1.

Difference in opinion formulation regarding national issues of heavy and light viewers

Hypothesis 2 states that *Private TV news and current affairs television channels formulate opinions of heavy viewers more than the light viewers on national issues.*

The researcher made use of Chi-square test for two or more unrelated samples. Chi-square test is often used by social scientists as it is regarded a versatile and useful test. It is a nonparametric test which can be employed to infer the differences between two or more variables. It has the advantage of giving the flexibility to the researcher to use it with frequencies varying from moderately small to quite large. It is a test of significance of difference and assumes the form of ratio between observed frequency difference and random error differences (Smith, 1988).

Table 12: *Chi-square test for difference in opinion formulation of heavy and light viewers regarding Terrorism*

Time Spend in watching TV		Opinion formulation regarding Terrorism (complete computed variable)
less than 15min- 15 min	Chi-Square	1.000[a]
	Df	2
	Asymp. Sig.	.607
16min- 30min	Chi-Square	3.714[b]
	Df	3
	Asymp. Sig.	.294
31min-60min	Chi-Square	23.982[c]
	Df	4
	Asymp. Sig.	.000
2 hours and above	Chi-Square	26.958[d]
	Df	4
	Asymp. Sig.	.000

It is evident from the table 12 given above that the media coverage has different influence on opinion formulation of heavy and light viewers. The respondents who are light viewers and watch private TV news and current affairs channels for less than 15min and 15min in a day have significance level of .607 with two degree of freedom. Respondents who are also categorize as light viewers and watch TV in a day for 16min to 30mints have significance level of .294 with three degrees of freedom. The calculated values of p= .607 and .294 which reveals that the relationship is not statistically significant (p is greater than .05). From the above table we further infer that there is a significant difference in case of heavy viewers regarding opinion formulation about terrorism as a national issue. Respondents who watch private TV news and current affairs channels for 31min to 60min in a day and are categorized as heavy viewers have significance level of 0.00 with four degrees of freedom. While heavy viewers who watch private TV news and current affairs channels for two hours and above have a significance level of 0.000 with four degrees of freedom. For the heavy viewers the relationship proves to be statistically significant (because p is less than .05) while for light viewers the relationship proves to be not statistically significant. Thus, the results regarding this particular interpretation found in the hypothesized direction H2

Table 13: *Chi-square test for difference in opinion formulation of heavy and light viewers regarding Energy crisis*

Time spend in watching TV		Opinion formulation regarding Energy crisis (complete after computing)
less than 15min- 15 min	Chi-Square	8.908[a]
	Df	4
	Asymp. Sig.	.063
16min- 30min	Chi-Square	7.969[b]
	Df	4
	Asymp. Sig.	.093
31min-60min	Chi-Square	23.999[c]
	Df	4
	Asymp. Sig.	.000
2 hours and above	Chi-Square	24.958[d]
	Df	6
	Asymp. Sig.	.000

Table 14: *Chi-square test for difference in opinion formulation of heavy and light viewers regarding Unemployment*

Time spend in watching TV		Opinion formulation regarding Unemployment (complete after computing)
less than 15min- 15 min	Chi-Square	2.217[a]
	Df	19
	Asymp. Sig.	1.000
16min- 30min	Chi-Square	7.926[a]
	Df	43
	Asymp. Sig.	1.000
31min-60min	Chi-Square	19.630[a]
	Df	56
	Asymp. Sig.	1.000
2 hours and above	Chi-Square	4.286[a]
	Df	35
	Asymp. Sig.	1.000

Table 15: *Chi-square test for difference in opinion formulation of heavy and light viewers regarding law-and-order situation in the country*

Time spends in watching TV		Opinion formulation regarding law-and-order situation in the country (Complete after computing)
less than 15min- 15 min	Chi-Square	2.609[a]
	Df	18
	Asymp. Sig.	1.000
16min- 30min	Chi-Square	9.778[a]
	Df	41
	Asymp. Sig.	1.000
31min-60min	Chi-Square	19.630[a]
	Df	56
	Asymp. Sig.	1.000
2 hours and above	Chi-Square	9.810[a]
	Df	33
	Asymp. Sig.	1.000

It is evident from the tables 13, 14 and 15, given above that the media coverage has different influence on opinion formulation of heavy and light viewers. The significance level for respondents who are called as light viewers and watch private TV news and current affairs channels for less than 15min and 15min in a day have significance level of .063 with four degrees of freedom. Respondents who are light viewers and watch TV in a day for 16min to 30mints have significant level of .093 with four degrees of freedom. The calculated values of p= .063 and .093 reveals that the relationship is not statistically significant (p is greater than .05). From the above table it is further revealed that there is a significant difference in terms of significance level of heavy viewers regarding opinion formulation about energy crisis. Respondents who watch private TV news and current affairs channels for 31min to 60min in a day and are heavy viewers have significance level of 0.000 with four degrees of freedom. While heavy viewers who watch private TV news and current affairs channels for two hours and above have a significance level of 0.000 with six degrees of freedom. For the heavy viewers the relationship proves to be statistically significant (because p is less than .05) while for the light viewers the relationship proves to be not statistically significant. Thus, the results regarding this particular interpretation again found in the hypothesized direction H2.

Role of all the selected private TV news and current affairs channels regarding opinion formulation regarding national issues

Hypothesis 3 states that, *Private news and current affairs television channels play differential role in opinion formulation of youth about the selected national issues.*

For this purpose again simple linear regression analyses was conducted. As mentioned earlier "As far as the first condition is concerned, level of measurement it has been suggested that parametric tests can also be used with ordinal variables since test applied to numbers and not to what those numbers signify". (Lord, 1953 as cited in Bryman and Kramer, 2009 pg no. 145).

Table 16: *Linear regression for role of different private TV news channels and Opinionformulation about Terrorism*

	R	R^2	F	B	Sig.
Opinion formulation regarding Terrorism and paying attention to Geo news	.901ᵃ	.811	12.81	.901	.000
Opinion formulation regarding Terrorism and paying attention to ARY news	.122ᵃ	.015	9.10	.122	.002
Opinion formulation regarding Terrorism and paying attention to Aaj TV	.119ᵃ	.014	.009	.119	.929
Opinion formulation regarding Terrorism and paying attention to Dunya news	.882ᵃ	.777	14.77	.882	.000
Opinion formulation regarding Terrorism and paying attention to Dawn news	.276ᵃ	.076	16.71	.276	.000

Table 17: *Linear regression for role of different private TV news channels and Opinionformulation about Energy Crisis*

	R	R^2	F	B	Sig.
Opinion formulation regardingEnergy crisis and paying attention to Geo news	.138ᵃ	.019	6.014	.138	.002
Opinion formulation regardingEnergy crisis and paying attention to ARY news	.18ᵃ	.032	8.031	.18	.003
Opinion formulation regardingEnergy crisis and paying attention to Aaj TV	.033ᵃ	.001	.004	.033	.641
Opinion formulation regardingEnergy crisis and paying attention to Dunya news	.026ᵃ	.001	.004	.026	.718
Opinion formulation regarding Energy crisis and payingattention to Dawn news	.111ᵃ	.012	14.007	.111	.000

Table 18: *Linear regression for role of different private TV news channels and Opinionformulation about Unemployment*

	R	R^2	F	B	Sig.
Opinion formulation regardingUnemployment and paying attention to Geo news	.901ᵃ	.811	14.81	.901	.000
Opinion formulation regardingUnemployment and paying	.908ᵃ	.824	16.82	.908	.000

attention to ARY news					
Opinion formulation regarding Unemployment and paying attention to Aaj TV	.058[a]	.003	.002	.058	.418
Opinion formulation regarding Unemployment and paying attention to Dunya news	.034[a]	.001	.004	.034	.637
Opinion formulation regarding Unemployment and paying attention to Dawn news	.21[a]	.044	7.044	.21	.001

Table 19: *Linear regression for role of different private TV news channels and Opinionformulation about law-and-order situation*

	R	R^2	F	B	Sig.
Opinion formulation regardinglaw-and-order situation and paying attention to Geo news	.185[a]	.034	6.030	.185	.004
Opinion formulation regardinglaw-and-order situation and paying attention to ARY news	.345[a]	.119	13.19	.345	.000
Opinion formulation regarding law-and-order situation and paying attention to Aaj TV	.137[a]	.019	.014	.137	.053
Opinion formulation regarding law-and-order situation and paying attention to Dunya news	.192[a]	.037	8.036	.192	.000
Opinion formulation regarding law-and-order situation and paying attention to Dawn news	.205[a]	.042	6.379	.205	.004

The tables 16, 17, 18 and 19 illustrates the value of R^2 as .811 in the first row, which shows that .81 percent variance in opinion formulation regarding terrorism, can be explained by paying attention to Geo news. The value of beta (β=.901 and p=.000) further reveals that paying attention to Geo news was a positive, strong and significant predictor of opinion formulation regarding terrorism. Paying interest to ARY news and opinion formulation regarding terrorism are concerned, it becomes evident that the second row of table 4.5.1 that paying interest to ARY news cause .015 percent of variance in opinion formulation regarding opinion formulation about terrorism. The computed values of beta and significance level as β= .122 and p=.002 respectively, suggests that the direction of the relationship is positive, strong and significant. The table further reveals that paying interest to Aaj news does not account for much of the variance as can be inferred from the value of R^2 = .014. The computed values of beta and significance level i-e β= .119 and p=.929 reveals that the direction of the relationship is positive, strong though non-significant. As far as paying interest to Dunya news and Dawn news and opinion formulation regarding Terrorism is concerned it is evident from the fourth and fifth rows of the table 4.5.1 that paying interest to Dawn and Dunya news account for .77 and .071 percent of variance respectively. While the levels of significance and values of beta as β= .882, .276 and p=.000, .000 depicts positive, strong and significant relationship between both the variables.

Discussion & Conclusion

Results indicate that paying interest to all the selected private TV news and current affairs channels and opinion formulation regarding terrorism do exhibit difference. We further elaborate this point by the values of beta and significance level for Geo news, ARY news, Dawn and Dunya news were statistically significant, strong and positive and thus in hypothesized direction H3. The significance level and value of beta for Aaj news depicts positive, strong but non-significant relationship between the criterion and predictor variable which is not in hypothesized direction. So, the hypothesis H3 is accepted.

Keeping in view the role and importance of media in formulation of public opinion and the core assumptions of the applicable theory on this research i.e., agenda setting, it is concluded that the selected private TV news and current affairs are successful in setting agenda for youth audience in those dimensions of opinion formulation about national issues which were focused in this research.

In the light of the findings discussed above, there is a strong correlation between media agenda and public agenda. Private TV news and current affairs channels have a significant and positive agenda setting role in opinion formulation regarding terrorism, energy crisis, unemployment and law and order situation in the country.

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