Human Nature Research Publisher

Original Article   **http://hnpublisher.com**

Media Direction and Life Satisfaction among Young Adults of Bahawalpur

Ghulam Mujtaba[1], Majid Ul Ghafar[2] [ID], Noor Nabi Khan[3] [ID]

[1]M.Phil Department of Media Studies, The Islamia University of Bahawalpur, Pakistan
[2]Assistant Professor, Department of Communication and Media Studies, Hazara University Mansehra, Pakistan
[3]Lecturer, Department of Communication and Media Studies, Hazara University Mansehra, Pakistan
Correspondence: mmahar595@gmail.com[1]

ABSTRACT

The present research study explains "Media direction and life satisfaction among young adults of Bahawalpur". The basic purpose of the study was to know about the importance of media in guiding young adults related to their education, religion, culture and making career path. This research study was conducted in Bahawalpur, Punjab, Pakistan. The methodology of the present study was survey and comprehensive questionnaire was prepared to that was consisted on 14 close ended and 1 open ended questions. The sample size of (400) respondents was chosen including males and female young adults of aged between 18 to 30 years old. The data was collected from the respondents in available and convenience basis. This research study was conducted in the light of *"Agenda Setting Theory"*. For data analysis, SPSS software was used. The study concluded that media is important source of information and directing young adults in the field of education. Moreover, media is promoting young adults socially, ethically and promoting Islamic and Pakistani culture. Media has vital role in making right career path of young adults of Bahawalpur as well.

Keywords: Young Adults, Media direction, Life Satisfaction, Bahawalpur.

Introduction

Media is role model for young adults who have verity of characteristics and features. In the present age, media have strong effect on youth and direct in their life style. Media is a combination of facilities and effect the youth by communicating, images sharing, texting video sharing, and audio sharing fast coverage and directly connected to the whole world. Due to low cast usage, media is popular in all age of people to connect to the world and get lot of information. Not only in Pakistan but also all over the globe, its usage is increasing with the passage of time. Media is a wide concept and have combination of verity of technologies in the shape of newspapers, radio, TV, social media etc.

In these days every teen ager and youngsters have easily access to media and consider media as their role model in the field of information, education, awareness, religion, culture and career making. Latest cell phone has ability to touch you about the world's activities in the term of alerts and internet facility. The popularity and craze of media arise question about youth and their life style and satisfaction. It is also reality that media has strong impact on society regarding their life style especially on young adults.

The basic purpose of this research is to know about the impact of media on young adults regarding their life style, choosing educational path, career making, awareness about social and political issues, physical and psychological improvement and so on.

Not only in this modern age, but in all the time young adults consider the assists of society and there is need to care them as plant to become a powerful and fruitful tree. In this way lot factors effects their social life and create sketch in young mind about their future and life satisfaction. In the present age, media has been considered the most powerful tool and have greater impact on society special on young adults. Information technology has made this world global village and transformation of information is very fast around the world.

Ahonen (2008), Teenagers and young adults were classified as this market by a segment of humankind that has been actively transforming and using digital technology in amazing ways. Through these digital technologies, moving images as a teaching and informational medium have developed quickly in the twenty-first century.

In this technological age, traditional media even captured in cell phone and mobile phone is giving all the services of traditional mass media. Even now cell phone works as TV, Radio, Newspaper, social media in analog format. Youngsters impress and attracts towards fashion shown by the media.

In the modern age, TV viewing is mainly significant free time activity. It is suggested that TV spending is an important source of happiness for people. "Television has been called a 'pulg-in-drug', keeping people glued to the screen and impending the enjoyment of more valuable experiences." (Benesch, Bruno, Stutzer 2010). The purpose of this research as to explores the media directed to young adults and their life satisfaction. It reality that media has a strong power to direct young generation in verity of style.

The Use of Media and Family

Adult age is very important due to several reasons. It is important development stage because most of the development takes place in this age regarding health, education, future conception and life satisfaction. Exploration of relation among young people and media usage is necessary in which contents media imbedded in their social life. During adult age, interpersonal relationship shifted. In other words, during adolescence, kids spend more time with their friends and less time with their parents and other adult caregivers (Laursen & Collins 2009). Teenagers now have more possibilities to choose how they use media, frequently without parental guidance (i.e., supervision and/or restrictions that must be followed; Rideout, et al., 2010). Additionally, during adolescence, peer interactions take on a greater significance and influence. Caregivers still play a significant role in the lives of their adolescent children and can continue to shape their views and behaviours throughout this time, even though peer influences can compete with those of parents (Laursen, & Collins, 2009). Therefore, it's crucial to take family dynamics, particularly connections and interactions, into account while evaluating teenage media use.

Schwab and Brock (2014) discussed in their research "Without a Television" about the youth development and life-long habits and influence of TV. Their 10 year study concluded that without consumption of television, youth may have improved engage in creative hobbies, improved health heath outcomes and strong sense of society.

Use of Media and Youth Adjustment

Most of the studies showed that use of media causes the adjustment problems like health, study and mental related in adult age. A research showed that time spending in playing video games and watching television creates physical problems due to inactivity (Koezuka *et al.*, 2006). Spending time while talking long calls on phone, watching television, playing games been badly affect on poor educational performance (Huesmann & Bushman 2014; Busching *et al.*, 2012). Anyhow, the relationship between young adults and media is not direct. Sometimes media have direct effects while sometimes it has indirect effects. Some researchers also founded that frequently use of media create aggressive behavior in adults.

(Hirsch *et al.*, 2014) in their research "Adolescent Perception of Animation Violence as an Indication of Aggressive Attitudes and Behaviors" They gathered data from 13 to 17 years old adults and found that popular TV show "The Simpson" which shows violent contents did not influence on adults perception abilities to learn aggressive behaviors and attitudes. This study concluded that youth has perception that contents on TV are not real.

Most researchers linked negative outcomes in youth with media usage especially behavior problems during adolescence. Traditional harassment is decline in this modern age and latest tool media (mobile devices, social media internet and TV) has been increasing to harass the youth. So, cyber harassment is easy and fast way as compare to traditional harassment in teen agers (Justin Reich, Carrie James and Katie Davis 2014). Some researches also linked youth with media as positive outcomes. Teenagers who played computer games were better adjustment than those who did not play. Those who play games had higher level of self-esteem, lower levels of substance use, were more involved with school, and had closer family relationship than those who did not play games. (Durkin & Barber 2002). Use of media especially watching TV and playing video games act as shield for youth and decrease the level of anxiety (Ohannession, 2009). Media has positive effect on youth in the term of closeness and friendship (Valkenburg & Peter 2011).

By discussing all things it is reported that in this modern age, media is the most important context in the life youth. The all stages of life from childhood to older age, media plays important role in development in term of education, guidance, behavior, social and family relations.

Media as a Source of Social and Recreational Learning

Through media, youth is learning social and technological skills that they need to participate in social life successfully. Popularity of media and decreasing barriers, enabling the young adults to access media freely to get the different forms of learning. Every corner of social life is being highlighted by the media that result in the form of youth participation in society. Moreover, the identity of youngsters associated with their group belonging to. By keeping touch with media, young adults learn their own style instead of teachers, parents or peers and these expertise fixes in their heads. Such learning capacity has lot of difference rather than learning from traditional learning and often framed negatively on relaying media heavily. Youth involvement in media, affect their thinking about the role of education. They get information through media and considers as sold knowledge whereas there is lot of chances of ambiguity about highlighted issue. They have no idea about difference between traditional learning and media learning. They can forget the basic aim of learning and differences. As a result they can face lot of difficulties in their future life.

Media, especially television has the power to effect on youngsters and generates positive and negative results. Lot of studies has been taken on the effect of television on society especially on youth and their life satisfaction. Individual development of youth is a critical phenomenon and the medium through which they getting guidance about their life satisfaction can have positive and negative effects. No doubt that all programs shown on television have bad effect on young adults but some of them can affect their life badly.

Objectives of the Study

- To know about the effect of media on young adults.
- To know about the power of media about directing to young adults.
- To know about whether young adults choose the media as the guider about their life's decision?
- To know about the importance of media in present age.
- To know about the connection between media and young adults.
- To know about whether media has the power to making opinion about life satisfaction among young adults.

Rationale of the Study

The basic purpose of the study is to find out whether media (especially television) has more effective on young adult in future career making and their life satisfaction among the young adults of Bahawalpur City. Its reality that media (especially television) is a major source of information, awareness, opinion making and entertainment among the people of all ages. Usually channels highlight the social issues, political condition of the country, entertain the people by filling colours in their life with verity of programs and guide people especially young adults about their future life. So it is important to know that in which content TV effect and direct young adults in making their career path and life satisfaction. It's also reality that private TV channels have big contribution in this way.

Scope of the Study

Young generation of every society considers the asset of society and for the development of country. Due to these characteristics, this study will open the path for the other researchers to conduct further research by using this research as building block. Moreover, this research will find out the role of media (especially television) in directing young adults and their life satisfaction in Pakistan. Not only this, but this research will determine the level of media socialization in 21th century. Furthermore, by examining the role of media in directing young adults would serve as platform and role model for other researchers.

Literature Review

Roca *et al.*, (2014) conduct the study entitled "Television and the Internet: The Role Digital Technologies Play in Adolescents' Audio-Visual Media Consumption. Young Television Audiences in Catalonia (Spain)". The basic purpose of the study was to know about the perceptions and habits of adults about TV consumption. Moreover, to find out that how TV consumption effects on teenagers. The difference of study level was also measured. The result shows that the usage of TV was old habit among teenagers whereas in the modern age, young adults prefer to use internet for their different purposes like recreational and audio video needs. The data was gathered from 12 to 18 years old young teenagers and online survey sent to parents. The results concluded that watching TV is home activity among adults whereas outdoor, adults prefer to use internet for communication and for entertainment adopts net usage to their own schedules and needs.

Rudi & Dworkin (2014) give light on media and youth in their article entitled, "Youth online media use: Associations with youth demographics, parental monitoring and parent-child relationship". This research was about the youth and media. The basic purpose of the study was to find the relationship between media and youth and parent-child relationship. Data was collected from 13 to 22 years old young people in their sample. They checked the youth demographic and usage of media, checking of parents and child-parent relationship quality. The research finds the difference between demographics variables and family relationships. Moreover, "higher levels of parental monitoring and lower youth-mother relationship satisfaction significantly predicted higher use of online media for communication and information seeking."

Rosemary *et al.* (2014) conducted research with the title, "At-Risk Youth in After School Programs: How Does Their Use of Media for Learning About Community Issues Relate to Their Perceptions of Community Connectedness, Community Involvement and Community Support?". The basic purpose of this research was to know about the impact of media on youth related to the community involvement, community connectedness and community support. 133 sample of youth registered in after school programs in two communities that filled the questionnaire annually on the basis of community involvement, community support and media usage as learning. The results shows that youth have affected by the media related to the community issue in which internet has big contribution.

Keri & Barbara (2014) conducted research entitled, "Without Television". The basic purpose of this research was to know about the leisure activities like life style and bobbies of young adults who had grown without television. The data was collected online questionnaire to know about the hobbies,

physical activities and health of current television viewing. The study concluded that who watch little television they live active life and have strong sense to direct their lives. Society has more contribution to make young active as compare to television.

Charmaraman & Grossman (2014) discussed in their qualitative research about youth monitoring entitled, "Be careful who you friend: Early Adolescents report of safety, privacy and family monitoring of Facebook use." This research was about the use of social networking sites especially Facebook among the grade 7th students. The basic purpose of this research was to discuss about the behaviors of youth towards peer-monitoring and self-disclosure monitoring by family members and parents concerns and rules. The research find that youth usually like to make new friends to whom they do not know clearly and have negatively influenced people via Facebook.

Krasnova (2013) conducted research entitled, "Envy on Facebook: A hidden Threat to user's life satisfaction?". According to him, Facebook is rich with social information that attracts people especially young people. This facility keeps the people update with the latest events and social comparison that creates jealousy or increase desire wish among different level of people. Usually, this difference and desires put people in dangers life satisfaction. They collected data from 584 Facebook users to know about the life satisfaction and desires arising in the people by using social media. They concluded that passive user feel in more envy that causes decreases life satisfaction. Moreover, frequently usage of Facebook creates stressful environment for the user that may causes of danger and sustainability.

Bindah & Othman (2011) expressed in their research article entitled, "The Role of Family Communication and Television Viewing in the Development of Materialistic Values among Young Adults. A Review" The research was about the interpersonal communication, behaviour among young adults. The research was focused on the mass media with special reference to the advertising and interpersonal communication and development of money-oriented values of youth. The research conceptualized the communication process among family, TV viewing and materialism. The study concluded that in old age materialism is less important rather than other issues whereas in less age people, materialism has more important for life satisfaction.

Benesch *et al.*, (2010) conduct a study entitled, "TV Channels, Self Control and Happiness". According to their point of view there are lots of TV channels which are contributing in different angles in societies. The basic purpose of this study was to know whether people can manage with this and watch the amount of TV they find most suitable for themselves or whether they are flat to over utilization. Research concluded that people report lower life satisfaction and not benefited when they exposed to more TV channels. The finding shows that its reality that TV gives pleasure for some times because it a main source of information but cannot be benefited for the future of people.

Theoretical Framework

Theory can be defined as "it is a tentative explanation of any concept or idea invented to assist in understanding some small or large of the reality around us or the public in society." Theory gives the path or solutions about any complicated situation in any conditions. We can measure the concept of theory trough specific methods of research. Trough research process, any theory can be checked. Moreover, theory force the researcher to narrow down research and force remain to the point.

Theory and research has strong relationship. Basic guidance is provided by the theory and rest of the research is conducted on the basis of these steps. For generation of new theory or testing the theory, research is compulsory. Research relies on theory and theory is relying on research for its development. In the research, theory determines what data will be gathered and outcomes of the research provides evidence of acceptance or rejection of theory. For the present study theoretical supports is "*Agenda Setting Theory*"; Agenda setting theory was presented by Max McCombs and Donald Shaw in the presidential elections 1968. According to the theory, media has capability to control the significant topics

on the agenda of public. Agenda setting theory stated that most significant issues is that which have more coverage and repeated again and again to hit the mind of public.

According to agenda setting theory, media has power to shape public opinion. Media has power to force the people "what to think about". Media can motivate the audience about any issue and give them plate-form. The present research is to know about the "Media direction and life satisfaction among young adults of Bahawalpur" that is related to the theme as Agenda Setting Theory explains. The present research is to know about the "Media direction and life satisfaction among young adults of Bahawalpur" that is related to the theme as agenda setting theory explains.

Research Methodology

A research technique known as methodology transforms ontological and epistemological principles into rules that specify how research should be carried out (Sarantakos, 2005). Research methodology is road map to solve any problem in step by step. Research methodology describe the process or procedures that has been accepted by the researcher from old-age to conduct the research (Wimmer 1994). Research methodology describes the relationship between purpose of research and method. Every research has some limitations and has its own ways to find out the answers of the questions which are set in the research in the research design. Research method of the current research study was survey.

Research Questions

1. Do the media directing young adults positively in the field of education?
2. Do the media guiding young adults socially and ethically?
3. Do the media effecting young adults for the promotion of religion and culture?
4. Do the media is promoting health awareness young adults?
5. Do the media directing young adults in selecting right career?

Hypotheses

H.1.   It is more likely that young adults are satisfied by the direction of media.
H.2.   It is more likely that media is major source of entertainment among young adults.

Universe of the Study

According to Wimmer (1994), the purpose of the universe is to define the limits of the body of the content that is being taken into account, which necessitates the use of an acceptable operational definition of the relevant population. The topic area for the research endeavour and the time period for conducting that research project are logically the two aspects offered to identify the acceptable universe for content analysis. As stated by Neuman (1999). The group of units that the researcher is attempting to explain is the universe. Universe is the target public through which sample is to be taken. The universe of the present study is the young adults of Bahawalpur City aged between 18 to 30 years old.

Sampling

When it is not possible to gather data from the whole population, then sample method is used. Sampling is a technique to gather the data from the selected people instead of all. A sample is a portion of the population that serves as an accurate representation of the full population (Wimmer & Dominick, 2003). For the present study, researcher selected the sample of males and females aged between 18 to 30 years of Bahawalpur City to collect the data. For the study, Random sample method is used to collect the data from the target public.

Sample Size

To determine the sample size for any research is controversial phenomenon. A reliable sample size is necessary for the objectivity of the study. Sample size of the present study is 400 males and females young adults aged between 18 to 30 years of the Bahawalpur City.

Data Collection Tool

Questionnaire is used as tool to gather the data from the target public. It is quick and simple method of collecting the data. For the present study, the researcher prepared the questionnaire based on 19 close-ended questions and 1 open ended question. Questionnaire was brief and comprehensive related to the topic of the research. The questions were easy to understand for the respondent so that they face no difficulty or hesitate to answers the questions.

Data Analysis Technique & Presentation

For keeping accuracy, SPSS software was used so that objectivity of the results remains correct. Moreover, MS word software used for thesis composing and giving book shape. Tables and graphs are used to present the calculations of the gathered data so that conclusion should be deductive easily in the light of research questions and hypothesis of the present study.

Operational Definitions

Media Direction: Media direction refers to the media's coverage of any issue or media messages that attracts the adults.

Life Satisfaction: Refers to the satisfaction from present to future.

Adults: young individuals aged 18 to 25.

Data Interpretations

The researcher was paying attention in sympathetic "Media direction and life satisfaction among young adults of Bahawalpur". The researcher used expressive investigation to conclude the results that are described in this chapter.

The analysis chapter consisted on the results that collected to the respondents according to the given statements related to the research topic. Moreover, by gathering data, the researcher focused on gender, age and education. For data gathering, the researcher prepared a comprehensive and easy to understand questionnaire so that objectivity should be maintained.

The present study presented the data about, young adults, media direction, life satisfaction, career making and opinion making.

Table 1: *Respondents detail*

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	Gender	Male	200	50
		Female	200	50
	Total		**400**	**100**
2	Age	18-22	200	50
		23-28	150	37.5
		29-30	50	12.5
	Total		**400**	**100**
	Education	Metric	80	20
		Intermediate	160	40
		Graduation	100	25
		Master	60	15
	Total		**400**	**100**

A total of 400 respondents from Bahawalpur filled the questionnaire, 200 males and 200 females filled the questionnaire. Respondents were the students including matric, intermediate, graduation and master

level. As shown in the table, majority of respondents were 18 to 22 years old (50 percent), 23 to 28 (37.5 percent) and 29 to 30 (12.5 percent) respectively of the total population. Table shows that the matric respondents are (20 percent), intermediate (40 percent), graduate are (25 percent) and master are (15 percent) respectively.

Table 2: *Media knowledge and direction towards life satisfaction*

Sr.	Questions	Reponses	F	%
1	Do you watch Television?	Yes	392	98.0
		No	8	2.0
2	If Yes, Why do you watch television?	For Information	172	43.0
		For Entertainment	220	55.0
		For Changing Life Style	8	2.0
3	Have media directed you in making any kind of opinion?	Yes	192	48.0
		No	88	22.0
		To some extent	120	30.0
4	If yes, which kind of opinion you have made according to the media directions?	Career Making	100	25.0
		Fashion	32	8.0
		Education	232	58.0
		Other	36	9.0
5	Do you think that media is beneficial for young adults in the field of education?	Yes	312	78.0
		No	8	2.0
		To some extent	80	20.0
6	Do you think that media is promoting health awareness?	Yes	264	66.0
		No	60	15.0
		To some extent	76	19.0
7	Do you think that media has guided you ethically?	Yes	184	46.0
		No	112	28.0
		To some extent	104	26.0
8	Do you think that media has guided you socially?	Yes	212	53.0
		No	108	27.0
		To some extent	80	20.0
9	Do you think that media is promoting foreign culture?	Yes	172	43.0
		No	196	49.0
		To some extent	32	8.0
10	By media, young generation is going far from religion?	Yes	32	8.0
		No	292	73.0
		To some extent	76	19.0
11	Media is playing important role in the betterment of society?	Yes	264	66.0
		No	72	18.0
		To some extent	64	16.0
12	Media helps the young adults to find the right career path?	Yes	232	58.0
		No	88	22.0
		To some extent	80	20.0
13	Do you think that media is creating political awareness among young adults?	Yes	320	80.0
		No	48	12.0
		To some extent	32	8.0
14	Are you satisfied with the direction of Media?	Yes	252	63.0
		No	92	23.0
		To some extent	56	14.0

Table 2 shows the answer of the questionnaire from the selected sample or N=400. Overall frequency shows that majority of the respondents support media that media has key role in directing youngsters in making their career path.

Discussions

The basic purpose of the present study is to know about the "Media direction and life satisfaction among young adults of Bahawalpur". The relevant question asked by the researcher to his respondents of Bahawalpur, "Do the media is beneficial for young adults in the field of education?" The results shows that 78% respondents agreed with the statement and said "YES" that media is beneficial for young adults in the fields of education. They said that media gives help to young adults related to their study and guide them to get education in better way. 2% respondents from the respective sample said that media is not beneficial for young adults in the field of education. They said that media is not guiding young adults in better way in the term of education. Whereas 20% respondents said that media is beneficial for young adults in the field of education but to some extent. Hence according to the gathered data, most of the respondents agreed with the statement and said that media is beneficial for young people in the field of education.

Its reality that young adults are plants of society which needs to be guided in positive way so that they can lead to educated and healthy society. In this way researcher asked the relevant question to respondents about the media role in promoting young adults socially and ethically to know about the level of promotion of young adults. In the response of the statement, "Do you think that media has guided you ethically?" The results showed that 46% respondents of whole sample agreed that "YES" media has guided them ethically in well manner. They impressed by the role of media that is it is positive role of media in the promotion of ethics. 28% respondents said that media has not guided them ethically. According to them, media has no positive role in teaching ethics among young adults. Moreover they said that media destroying young adults morality. Whereas 26% respondents said that media has guided them ethically but to some extent. Hence majority of the respondents agreed with the statement and have opinion that media has guided them ethically. Society has strong effect on young adults which mirror is reflected by the media in better way. Another relevant question asked by the researcher about the society that "Do you think that media has guided you socially?" The results showed that 53% respondents agreed with the statement and said that "YES" media has guided them socially. According to their opinion, media is the best translator or society and giving the young adults strong knowledge to become a strong part of society. 27% respondents disagreed with the statement said that "NO" media has not guided them socially. According to them media is not reflecting the correct image of society. It is showing the image of only elite class society which affects the young adults in negative way. Whereas 20% respondents said that media has guided them socially but to some extent. Hence most of the respondents agreed that media has guided them socially has positive role in guiding young adults related to ethics and society.

Religion and culture are two basic elements that lead to any society. Pakistan is Muslim country has strong culture that prominent it in the world. To know about the young adults interest in religion and culture, the researcher asked the relevant question that "Do you think that media is promoting foreign culture?" the results showed that 43% respondents have argued that "YES" media is promoting foreign culture especially European and Hindu culture which is dangerous for our young adults that can causes to bring far from our local and Muslim culture. According to 49% respondents, media is not promoting foreign culture. They said that Pakistani media is promoting Muslim and Pakistani culture that is beneficial for young adults. Whereas 8% respondents said that media is promoting foreign culture but to some extent. Hence majority of the respondents selected from the sample disagreed with the statement that media is promoting foreign culture. To know about the role of media with reference to religion, the researcher asked the question to his respondents related to religion that "By media, young generation is going far from religion?" in the response of the respective statement, 8% respondents agreed and said that it is reality that media is getting for young adults from religion. According to 73% respondents, by media young generation is not going far from religion. According to their views, media is getting close young

adults to religion and teaching Islamic values in better way. Whereas 19% respondents said that by the usage of media, young generation is going far from religion but to some extent. Hence majority of the respondents disagreed with the statement that by media young generation is going far from religion.

Healthy mind are necessary for healthy society and healthy society is necessary for development in every field of life. To know about the media and health awareness, researcher asked the relevant question to respondents that "Do you think that media is promoting health awareness?" the results showed that 66% respondents agreed with the statement and said that "YES" media is promoting health awareness among young adults. Exercises programs attract young people to join Jim to make them healthy. Moreover, healthy food is necessary for the good health which can be seen in different cooking programs. On the other hand, 15% respondents disagreed with the statement and said that media is not promoting health awareness. It is showing that programs which can be dangerous for young's health like smoking etc. Whereas 19% respondents said that media is promoting health awareness but to some extent. Hence majority of the respondents agreed with the statement and said that media is promoting health awareness.

In this challenging life, the choosing of right career path is difficult task for young adults. They are not sure about their future path. So there is need to guide them in well manner so that they could choose better career path for them. To know about the choosing career path, the researcher asked the relevant question to respondents that "Media helps the young adults to find the right career path?" according to the results, 58% respondents agreed with the statement and said "YES" media helps young adults to find right career path. On the other hand, 22% respondents disagreed and said that "NO" media do not help young adults in finding their right career path and have negative impact on young generation. Whereas 20% respondents said that media helps young adults to find right career path but to some extent. Hence most of the respondents agreed with the statement that media helps young adults to find the right career path.

The present research study was conducted to explore the "Media direction and life satisfaction among young adults of Bahawalpur". The study was conducted in Bahawalpur and sample size of 400 respondents was taken to know about the media direction and life satisfaction. In this way a relevant question was asked by the researcher to his respondents that "Are you satisfied with the direction of media?" as a result, 63% respondents agreed with the statement and said that "YES" they are satisfied with the direction of media. On the other hand, 23% respondents disagreed with the statement and said that they are not satisfied with the direction of media. Whereas 14% respondents said that they are satisfied with the direction of media but to some extent. Hence most of the respondents agreed with the statement. So the hypothesis "It is more likely that young adults are satisfied by the direction of media" is true.

Entertainment and recreation are important part of youth development. In this busy life every person needs to refresh and entertain. For this purpose television plays important role in providing different kinds of entertainment. To test this hypothesis, the researcher asked the relevant question to his respondents that "Why do you watch television?" as a result, 43% respondents said that they watch television for getting different kinds of information. On the other hand, 55% respondents said that they watch television for entertainment. Whereas 2% respondents said that they watch television for changing their life style. Hence most of the respondents said that they watch television for entertainment. So the hypothesis "It is more likely that media is major source of entertainment among young adults" is true.

Conclusion

It is also reality that young adults have different choices for watching television. Some of them said that they watch television for gaining information about politics, sports, showbiz etc. whereas other said they watch television just for entertainment. On the other hand, some of them express their views that they watch television for changing their life style.

Young generation is new born plants that need to guide in such a way so that they could prove fruitful trees in the future and for coming nation. In this way media plays important role for the promotion of their

life style, education and making bright career path. To know about the media direction related to young adults and their life satisfaction, researcher make five research questions to conclude the study. In the response of media direction in the field of education, the most of the respondents agreed that media has a great role in the field of education. Lot of information is given by the media that helps them in education.

Ethical values are considering good sign of society. The knowledge of social values and ethics are necessary for the young adults. In this way most of the respondents agreed that media is promoting young adults socially and ethically. On the other hand, religion and culture are important factors which affect the young adults. Giving far from religion and culture can destroy not only the morality of young adults but also the whole nation. In the way by keeping in the view this point, most of the respondents agreed that Pakistani media is promoting Islamic religion and Pakistani culture. They deny that it is not truth that Pakistani media is promoting foreign culture and taking away the young adults from Islamic culture and religion.

It is a good saying that good health is a sign of healthy society. Healthy activities are necessary for young adults to make them healthy. By keeping in view this point in mind, researcher take the opinion of young adults related to media involvement in health awareness. In the response of question, majority of the respondents accepted that media is promoting health awareness among young adults by showing different programs. The decision of finding right career path is also difficult for young adults. So there is need to guide them in such a way so that they could choose their career path according to their interest by keeping in mind their future and its outcomes. By keeping in view about the choosing of right career path, researcher asked about the media direction to young adults related to their choosing career path. In the response of the statement, majority of the respondents agreed that no doubt media is directing young adults in making their career path in effective way.

According to the result of the present study, young adults think that media contents are more useful for their life and have important in making their career path and life satisfaction. According to them, media should work free and fair for the development of country and youth that shall be fruitful for the nation and country. Media is source of awareness and information among young adults. It is concluded that media has power to direct the young adults in making their future bright and majority of the young adults are satisfied with the role of media related to their career making and life satisfaction.

ORCID iDs

Majid Ul Ghafar[2] https://orcid.org/0000-0002-0686-8893
Noor Nabi Khan[3] https://orcid.org/0000-0003-1429-6589

References

Ahonen, T. T. (2008). *Mobile as 7ᵗʰ of the Mass Media: Cell phone, Camera phone, phone, Smartphone*, future text Ltd. ISBN 978-0-9556069-3-9

Ball-Rokeach, Sandra J; DeFleur, ML (1976). A dependency model of mass-media effects. *Communication Research, 3*(1), 3–21.

Ball-Rokeach, Sandra J; DeFleur, ML (1979). "A dependency model of mass-media effects". *In G. Gumpert & R.S. Cathart, (eds.), Inter/Media: Interpersonal communication in a media world.* 81–96.

Barnett, Rosemary V. Payne Purvis, Carline. Culen, Gerald R. Neely, Jeffrey C. (2014). At-Risk Youth in After School Programs: How Does Their Use of Media for Learning About Community Issues Relate to Their Perceptions of Community Connectedness, Community Involvement and Community Support? *Journal of youth development, 9*(1), 157-169.

Benesch C., Bruno S. Frey, Stutzer A. (2010). "TV Channels, Self Control and Happiness". *Journal of Economic Analysis & Policy Contributions, 10*(1), 20-31

Bindah E.V., Othman M.N. (2011), "The Role of Family Communication and Television Viewing in the Development of Materialistic Values among Young Adults. A Review". *International Journal of Business and Social Science, 2*3(2), 238-248.

Bushman, B.J., & Huesmann, L.R. (2014). Twenty-five years of research on violence in digital games and aggression revisited: A reply to Elson and Ferguson (2013). *European Psychologist*, *19*(1), 47-55.

Charmaraman L & Grossman J. (2014). Be careful who you friend: Early Adolescents report of safety, privacy and family monitoring of Facebook use. *Journal of youth development, 9*(1), 86-99.

Durkin, K., & Barber, B. (2002). Not so doomed: Computer game play and positive adolescent development. *Applied Developmental Psychology, 23*(4), 373-392.

Hassan, S.A.U., Safdar, G. (2022). Relationship between Self-Esteem and Problematic Use of Facebook among University Students. *Annals of Social Sciences and Perspective, 3*(1), 199-217. DOI: 10.52700/assap.v3i1.83

Hirsch, Rosemary Barnett, Joy Jordan Healther Gibson & Gerald Culen (2014). Adolescent Perceptions of Animation Violence as an Indication of Aggressive Attitudes and Behaviors" *Journal of youth development, 9*(1), 113-128.

Jessie Rudi & Jodi Dworkin (2014). Youth online media use: Associations with youth demographics, parental monitoring and parent-child relationship. *Journal of youth development, 9*(1), 60-70.

Katie Davis, Justin Reich, Carrie James (2014). The Changing Landscape of Peer Aggression: A Literature Review on Cyber bullying and Interventions. *Journal of youth development, 9*(1), 129-142.

Khan, A.W., Safdar, G., Ashraf, M. (2018). Effects of Mobile Phone Usage on Social Behaviours of University Students: A Case study of Islamia University of Bahawalpur, Pakistan. *Global Media Journal Pakistan Edition, 11*(1), 1-26.

Koezuka, N., Koo, M., Allison, K.R., Adlaf, E.M., Dwyer, J.J.M., Faulkner, G., & Goodman, J. (2006). The relationship between sedentary activities and physical inactivity among adolescents: Results from the Canadian Community Health Survey. *Journal of Adolescent Health*, *39*, 515-522.

Krahe´, B., Busching, R., & Möller, I. (2012). Media violence use and aggression among German adolescents: Associations and trajectories of change in a three-wave longitudinal study. *Psychology of Popular Media Culture*, *1*(3), 152–166.

Krasnova H, Wenninger H, Widjaja T, Buxmann P. (2013). *Envy on Facebook: A hidden Threat to user's life satisfaction?* 11th International Conference on Wirtschaftsinformatik, 27th February 1st March 2013, Leipzig, Germany.

Laursen, B., & Collins, W.A. (2009). Parent-child relationships during adolescence. In R.M. Lerner & L. Steinberg (Eds.), *Handbook of adolescent psychology.* Hoboken, NJ: John Wiley & Sons.

Ognyanova, K.; Ball-Rokeach, S. J. (2012). Political Efficacy on the Internet: A Media System Dependency Approach. Academia.edu. Retrieved 5 May 2014.

Rideout, V.J., Foehr, U.G., & Roberts, D.F. (2010). *Generation M2: Media in the lives of 8-to 18-year-olds.* Menlo Park, CA. Kaiser Family Foundation.

Roca M, Aranda D & Navarro J.S (2014) "*Television and the Internet: The Role Digital Technologies Play in Adolescents*' Audio-Visual Media Consumption. Young Television

Rosemary Barnett, Jeffrey Neely, Caroline Payne Purvis & Gerald Culen (2014). At-Risk Youth in After-School Programs: How Does Their Use of Media for Learning About Community Issues Relate to Their Perceptions of Community Connectedness, Community Involvement, and Community Support?. *Journal of youth development*, *9*(1), 157-169.

Safdar, G., Khan, A.W. (2020). Digital Media Use and Cultural Aspiration Among Female of Pakistan: A Study of Three Public Sector Universities. *Journal of Research & Reviews in Social Sciences Pakistan, 3*(2), 941-956.

Safdar, G., Riaz, S. Khan, S. (2021). Social Media Use and Effects on Islamic Cultural Values among University Students: A Case Study of South Punjab, Pakistan. *Pakistan Journal of Islamic Research, 22*(1), 171-184.

Safdar, G., Shabir, G., Imran, M., Seyal, A.M., Jamil, T. (2015). Television as a Source of Low Cost Entertainment: A Case Study of Pakistan. *Asian Journal of Social Sciences and Humanities, 4*(1), 24-29.

Safdar, G., Shabir, G., Khan, A.W. (2018). Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives. *Pakistan Journal of Social Sciences (PJSS), 38*(2), 387-397.

Schwab K & Brock B, (2014). Without a Television". *Journal of youth development*, *9*(1), 100-112.

Shabir, G., Hameed, Y.M.Y., Safdar, G., Gilani, S.M.F.S. (2014). Impact of Social Media on Youth: A Case Study of Bahawalpur City. *Asian Journal of Social Sciences and Humanities, 3*(4), 132-151.

Shabir, G., Iqbal, Y.W., Safdar, G. (2014). Demographics" Differences in Social Networking Sites Use: What Communication Motives Does it Gratify? *International Journal of Social Work and Human Service Practice, 2*(5), 184-194.

Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015). Media Ethics: Choosing the Right Way to Serve. *Research on Humanities and Social Sciences, 5*(3), 80-85.

Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences, 6*(1S1), 588-593.

Shabir, G., Safdar, G., Jamil, T., Bano, S. (2015). Mass Media, Communication and Globalization with the perspective of 21st century. *New Media and Mass Communication, 34*, 11-15.

Valkenburg, P.M., & Peter, J. (2011). Online communication among adolescents: An integrated model of its attraction, opportunities, and risks. *Journal of Adolescent Health*, *48*, 121-127.