

# Influence of Television Content about Pakistan's Development in Perceiving Government's Performance

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## ABSTRACT

**Aim of the Study:** To determine the influence of television content on the opinion of public regarding performance of government, the survey based research design was carried out in online survey in Lahore, Pakistan.

**Methodology:** The survey was conducted only online because of the COVID-19 outbreak in the quarantine crisis situation. A random sample of (N=300) students was chosen and the questionnaire was completed.

**Findings:** The study findings showed that television news channels play a greater role in that people's expectations and shifting their attitudes to the output of the government. Suppose that the premeditated elected government tightened people's opinion quality and people saw what they watch on TV.

**Conclusion:** Study concluded that television content is massive presumptive knowledge documentation. In this study, the audience and political phenomenon programs like the political talk shows and political satirical programs like, "Mazakrat" and "Hasb-e-Haal" were examined as political awareness and people's perception affected a lot after watching these shows.

**Keywords:** Public Opinion, Government's Development, Television Content, Talk Shows, Political Satirical Programs, People's Perception.

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## 1. INTRODUCTION

Every day almost everyone watches or listens to various types of media, whether it comes in the form of television, radio, print or movies. Not only is almost everyone exposed to media, but the typical Pakistani often spends at least several hours a day to watching news on television or exploring some other kind of media. Most of the Pakistanis spend all their time in watching or listening to the Television, which raises the question: "If someone spends hours each day watching television or watching some other sort of news, is this going to have some sort of effect?" Is the television and other media we watch exerting some form of impact, is it just one of several influences or is it a pure reflection of the culture in which we live? Television influence has been examined time and time again, generating findings that represent behavioral variations in people, in whole populations, and in entire countries (Bringham, 2010).

Media plays the part of the fourth pillar of state and has practically taken on the part of a healthy opposition when it comes to opposing government policies. It is the media that truly represents the public opinion and the strength of the media is without dispute is the strength of democracy in a society (Craig, 2004).

The essential role of the mass media in our lives when he states that, “no matter how we choose to view the process of mass communication, it’s impossible to deny that an enormous portion of our lives is spent in interacting with the mass media” (Baran, 2012).

Television is said to be excellent and special in its own way amongst the various mass media. This may be due to its ability to simultaneously express words, sound and images. Television has been an important tool of social change. Television’s ability to communicate using pictures and sound simultaneously made it an effective medium. Pictures are testimonials of reality. Pictures tell a story better than words. It describes that pictures can create influence and impact on viewers on television. These are important in the distribution of information and in the mobilization of audiences, and can cause people to act or not to act based on the message these bring. One way in which television acts as an instrument for social and cultural change is through TV stations organized programs. Such services are structured contents to serve various purposes and to cater to specific interests. While some of the TV shows are live programs, others are registered. Television shows have been a major source of viewing time. It is true that for most of the time in a person's day, sleeping and working account, but watching TV ranks third (Dominick, 2011).

Various scholars have highlighted the impact or influence of television on political issues, (Ross & Nightingale, 2003), Aririguzoh also observe that television is capable of attracting and gaining public interest as a result of what it decides to show to audiences (correlation function). It means that television will also affect the preferences of those who vote in favor of one candidate over their rival (Aririguzoh, 2014).

According to Sambe, public opinion is made up of those views held by the public which the governments consider prudent to obey. Public opinion is the sum of all private views that government officials are aware of in certain ways and consider when deciding their official acts. Public opinion is regarded as an aggregate outcome of individual public opinion that affects a group of people, a consensus among a diverse, substantial number of people that arises overnight from all the views expressed that cluster around an issue under discussion (Sambe, 2008).

However, Asemah Mention that public opinions are the views, words, and feelings expressed by the society's general members regarding problems, activities, happenings, and occurrences within society. Such activities can be locally, nationally, or globally. Media are often available in our society to represent and regulate interests within our society. This is a topic of public debate as they discuss these concerns; that is because either citizens are directly or indirectly affected by the problems posed by the media (Asemah, 2011).

This case, voting opinion can also be defined as the sum total of individual opinions, feelings, and utterances that are either inferable or observable and held over a specific candidate or party by a group of persons. Voting views vary from the assumption that someone has developed in relation to a political party or candidate, to the actual casting of ballots in an election for that political party or candidate.

### ***1.1 Statement of Problem***

There are influences of television in society, they buy what they see on television, what their favorite television promote and what society accepts on the basis of the trend that the television has imposed on them (Craig, Hancock, Tran & Craig, 2003).

Over the past 20 years, a significant number of studies have shown that those who spend more time watching television are more likely than light viewers to share viewers' opinions and expectations that are compatible with television depictions of life and culture (Morgan, 1983).

The probability of actions being learned observationally and maintained without actually being immediately replicated has serious implications for our perception of the television effect (Robert, 2000).

Many studies have been conducted to observe the impact of television on viewers, particularly on their behavior. It is on this awareness gap that this study seeks to analyze the “Impact of Television Content on the Development of Pakistan in Perceiving the Government’s Performance” in order to acquire how television content has power to change the mindsets of the public. And how does television influences the opinion of the elector regarding their turnout, their choice of candidates and their political knowledge on the general election of Pakistan in 2018.

## ***1.2 Rationale of the Study***

The study have been opted on the topic namely “Impact of Television Content on the Development of Pakistan in Perceiving the Government’s Performance” to explore the impact of television content on the perception of the people regarding governments performance. It has been found that the mass media is a strong tool in influencing public opinion. The political climate in Pakistan is one thing which the media cannot be silent about. The Television reports on government policies that influence us in carrying out their duties as an educational institution and watchdog of the country. People make decisions based on the information they have at their fingertips, and the mass media, particularly television, are sources that inform these people. Accordingly, news organizations need to both cover and examine problems as they concern the public. However, television is an important tool for influencing public sentiment due to its ability to simultaneously communicate words, pictures and sounds. Pakistani people have obeyed their basic human rights since 1999. It is vote and vote in favor. When reporting these political issues the media were up to the challenge. In the 2018 polls that was the same. Electorates have been sensitized and mobilized particularly by television using the mass media. Such policy services are aimed not only at informing and educating viewers but also at helping viewers make informed economic decisions.

Therefore, the main objective of this research is to explore the viewership pattern of television among the audience and their influences on the opinion of public about government’s development after general election 2018.

## ***1.3 Objectives of the Study***

Objectives of the study play an important role because without any goal or problem nothing can be found. The study is intended to gain an understanding of the television content effects, whether these are able to create an impact on the political opinion of public particularly about the government of Pakistan.

In brief the concrete objectives are:

- To examine the influences of Television content on heavy and light viewers in perceiving the government’s performance.
- To discover the reason that how television change viewer’s mindset in accordance to their viewership.
- To examine the association between exposure to political television content and change in the thinking of public regarding government’s performance.
- To explore the viewership pattern of television satirical shows among public which influence on their opinion.

## ***1.4 Research Question***

- 1) Is television still in a position to change the public opinion regarding government’s performance in Pakistan?
- 2) Does television content have effect on heavy and light viewers in perceiving the government’s performance?

- 3) Is watching television most of the time is significant in making a public opinion?
- 4) Does television viewership influence people perception about government's performance?
- 5) Will there be an association between political television content viewing and changing in people's perception?

### **1.5 Hypotheses**

**H1:** Pakistani TV news channels are changing the Pakistan public opinion in perceiving the government's performance.

**H2:** Pakistani TV news channels are not changing the Pakistan public opinion in perceiving the government's performance.

## **2. LITERATURE REVIEW**

The trance of entertainment through television channels is so great that no common man irrespective of his age, sex and education can claim immunity from it. The entire study of mass communication is based on the premises that the media has significant effect in every society. Yet there is little consensus on the nature and extent of these supposed impacts. He argues that their affects take various forms. We select the films based on what we see in commercials or newspapers. We dress according to weather forecasts which means that our buying habits are influenced by the television (McQuail, 2003).

Media companies are razors which are sharpened at both ends and have a baneful effect on the public. For news media a code of ethics needs to be developed. News should refrain from causing harm to an individual or institution's image. News practitioners should listen to ethical standards when conducting their duties. News media is a double-edged sword in every culture that has both positive and negative impacts depending on its content (Akbar, Raza, Numan & Zai, 2013).

Television is one of the mass media outlets capable of reaching the voting public, adding that it is capable of informing, educating and entertaining its audience; this is accomplished by integrating audio and visual information delivery. Due to its ability to display images in vivid colors, it has been classified as a powerful tool for disseminating knowledge, especially in an age in which image and presentation have overshadowed substance (Aririguzoh, 2014).

The news media are a major source of knowledge on government's performance for the general public. They have considerable ability to affect public awareness and perception of the matter. The television news is likely to be especially influential because of its visual immediacy and authoritative reporting. Numerous studies have shown that television news can have direct and indirect impact on public opinion through mechanisms such as setting the agenda and framing. In addition, even in a fragmented economic landscape that is increasingly dominated by electronic communication, television remains an influential channel by which people follow news about knowledge. The scope of television news coverage on government's performance and its impact on public opinion and awareness over the past few decades. It indicate that the adherence of television to professional standards such as realism, innovation, dramatization and personalization, together with economic constraints and socio-political factors, has contributed to inaccuracies and inconsistencies in the coverage of government's performance in television news (Feldman, 2016).

The television is becoming dominant in politics is a positive sign for democracy. Television's increasing power is certainly a blessing for this country, which has remained under authoritarian regimes since its independence. Pakistani television has become a trend-setter for political and social debate in the region, with its relative freedom. Nevertheless the television business situation isn't as good as concluding a success story (Shahid, 2013).

History shows that the State dominated Pakistani television. TV is an important agent of change but its impact depends on the quality of the broadcasts. The news have been able to affect Pakistani people's

economic, financial, and political understanding. The biggest restriction and limitation of news is personal interest, corruption, political affiliations, and monetary benefits, and as a result of these constraints, Pakistani television follows the agenda rather than setting the agenda (Sabir, 2011).

Pakistan has natural resource bounties and one of the world's richest nations; however, it does not have the skills needed to exploit those resources. Balochistan Province is endowed with tremendous natural resources like coal, copper, gold etc. Since 2010, the Riko dik copper and gold reservoirs have been the subject issue of media discussions. An agreement has been reached between the government of Balochistan and T.C.C. for the discovery and drilling of gold and copper in Riko Dik reservoirs on a ratio of 25 percent, and 75 percent, respectively (Anwar, 2010).

Since 1999 Pakistan has entered a new era and now Pakistan has the highest degree of freedom of speech among the 57 member states of the Islamic Conference organization. Economic freedom in Pakistan may be a debate, but in all respects it can be proclaimed with certainty that the television in this time have helped the Pakistani nation achieve a new degree of wakefulness diversity in public discussion that has been unknown throughout history (Parveen & Bhatti, 2018).

## ***2.1 Democracy in Pakistan***

Constitutional progress in Pakistan has always been subjective to a fragile political system. Pakistan has had three periods of military rule from 1958 to 1971, from 1977 to 1988 and from 1999 to 2008. Periods between military regimes and rule of democracy tend to overlap in periods of nearly 10 years. Democracy in Pakistan has never been given the full opportunity to sustain itself. Democracy is both a process in which each phase as well as the result of that mechanism counts. It cannot be left to chance, particularly when some of the actors have every incentive to avoid such an evolution and manipulate the mechanism at every point so as to ensure that they not only remain in charge of the situation; they also succeed in destroying any institution responsible for their interests (Grare, 2009).

Democracy in Pakistan didn't have enough time to grow entirely. State institutions such as the judiciary remained weak, and the traditions of democracy did not continue. The country's political leadership is bound to the configuration of conventional feudal power, and the deprived are unable to ascend to political power. However, in Pakistanis support for democracy is strong. Civil society has proven stronger and more engaged than ever in recent years (Parveen & Bhatti, 2018).

Political actors such as politicians, political parties, etc. play a crucial role in representative democracy by preserving the relation between people and those with political power. It addresses the establishment of the system of political power and the diverse needs of the people. Public opinion building and mobilization are triggered by newspapers, political institutions, and other networks involved. The process of socialization can be defined by gaining and adopting the norms, values and traditions of other cultures as creating a sense of interaction with the world. Adopting other cultures in a cycle of socialization is over dominating our own society. We have been gaining information of how to act in a socially appropriate manner since our childhood. Many social segments have a very powerful influence on the socialization of younger generations such as family and (schools), while other institutions do have a significant effect on the socialization process, albeit not deliberate. Now we are looking for media position in socialization. It has been found that a typical American high school student spends more time in front of the TV than in a class (Graber, 1980).

## ***2.2 Television Media in Pakistan***

Pakistan Television was founded by the Government of Pakistan in 1964. Yet the media was not influential in politics since they were under the influence of the government, and they mostly supported and reported government policies. Media was strictly compelled to obey the government so much that Pakistan Television was not permitted to screen a single shot of Benazir Bhutto, except once for a few seconds from July 1977 when General Zia-ul-Haq enforced Martial Law until August 1988, when he died

in an air crash. The General appeared every day for eleven years, but was kept away from TV (Jabbar, 2004).

News media in fact was much like a puppet in the hands of the government, it did not take decisions on its own, but only to support the official policy. In November 1988, when Benazir Bhutto was elected Prime Minister, she and her government started to be granted full coverage by the media which were not permitted to report her activities.

Only Benazir Bhutto attempted to break PTV's dominance of previous governments by creating the People's Television Network. Renamed Shalimar Recording & Broadcasting Company (STN), this channel sold some of its broadcasting time to a private firm, the Network Television Marketing (NTM) in 1990. NTM continued to grow as a medium of entertainment and gained popularity mainly for its dramas and music (Mezzera & Sial, 2010).

Such TV channels were for entertainment only through dramas, songs, and talk shows of a political, social, and cultural sort. They were only to advance Pakistani government's official strategy. Between 1997-1999 the only benefit for electronic media was the decision to broadcast filmed versions of Question Hours in Parliament on radio and TV (Jabbar, 2002).

While it was an optimistic decision, it did not meet the criteria of free media as it was a reported version of Question Hours in Government. It is a shocking fact that a dictator General Pervez Musharraf introduced free electronic media during his military rule with the installation of private television channels in Pakistan and now Pakistani media is the most liberal and active media in the Muslim world. The cable system was introduced in Pakistan's major cities in 2004, and then extended throughout the region. There are many private channels like Geo, Aaj, Hum, and Express, Dunia etc. working to raise awareness of government policies and their corruption among nations.

### **2.3 Public Opinion**

The definition of public opinion is a challenged one. The essence of the 'public,' the political ideas and principles that make up 'opinion,' and the mechanism by which public opinion is shaped are all topics of discussion. The public is, in the dominant view, a composite of individual people, and opinion consists of the views subjectively identified with an object of attitude. Therefore the cycle of the creation of public opinion revolves around individuals. By embracing this view, empirical work focuses on information processing and thus explores the role of interpretation, reasoning and memory by attitude formation (Rosenberg, 2015). Newspapers, radio, television, and the Internet are generally more important than the social setting, but they are still relevant, particularly in affirming already developed attitudes and opinions. The news media focus the attention of the public on particular personalities and issues, leading many people to form opinions about them. Government officials have also recognized that messages from the public to them continue to "ignore the news." Television may also strengthen and "activate" existing behaviors, encouraging citizens to take action. Television plays another important role by letting people know what other people think and by offering broad audiences to the political leaders. Therefore, television allows public opinion to involve vast numbers of individuals and wide geographical areas (Davison, 2015).

To Lippmann public opinion consists of pictures inside the heads of men, and why the image "so much misleads people in their dealings with the outside world, the pictures of themselves, others, their desires, intentions, and relationships" (Lippmann, 1922).

### **2.4 Theoretical Framework**

This study used George Gerbner's Cultivation Theory as a guide to analyzing the results. The theory argues basically that strong references to mass media such as television are more consistent than what is actual reality and generated behaviors more aligned with a media interpretation of reality. The Theory of Cultivation states that the attitudes of heavy viewers are mainly cultivated through what they watch on

TV. Gerbner views the world of television as "a world in itself, not a foray into the world or a snapshot of it" (Mcquail, 2003).

Theorists of cultivation argue that the long-term effects of television are small, progressive, indirect, but accumulated and significant. It highlighted the effects of television viewing on the attitude of viewers and their behavior. Heavy television viewing is therefore seen as "cultivating" attitudes that are more in keeping with the world of television than with everyday life. Thus, the study aims that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television.

### **3. RESEARCH METHODOLOGY**

#### **3.1 *Quantitative Research***

Quantitative research is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys, online polls, questionnaires, etc., the results of which can be depicted in the form of numerical. After careful understanding of these numbers to predict the future of a product or service and make changes accordingly (Bhat, 2020).

Quantitative research is mostly conducted in the social sciences using the statistical methods used above to collect quantitative data from the research study. In this research method, researchers and statisticians deploy mathematical frameworks and theories that pertain to the quantity under question.

#### **3.2 *Research Design***

This research employed the use of survey method because the survey method is mostly employed to get an overview of the opinion of respondents.

#### **3.3 *Survey Method***

For this purpose of this study research has used research method. Survey research is one of the important areas of measurement in applied research. The dictionary meaning of survey is "A survey is an investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through the systematic use of statistical methodology" (OECD Glossary of Statistical Terms, 2005).

The survey was the appropriate method for the concerned study because the major goal of this study was to assess the nature of impact of television content on public of Lahore, Pakistan. Survey method describes the process of selecting a representative sample from a target population. It was a quantitative analysis and based on the views and opinions of those students who are the potential viewers of television. Survey was done with the help of a questionnaire to collect the data.

Online surveys are carried out on account of the COVID-19 outbreak in the quarantine crisis situation.

#### **3.4 *Research Instrument***

"A questionnaire is a research instrument that contain a variety of series of question that are used for the purpose of collecting information. They may either be closed or open ended. This method is very useful in collection of statistical information" (Bhat, 2020).

A questionnaire would be designed for this research topic to see the Influence of Television Content about Pakistan's Development in Perceiving Government's Performance. Questionnaire will be consisted on closed ended question. Question will be consisting upon 30-35 questions which will be based on the objectives and research question of the study. The respondents have to pick answers from the list of available responses. The Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree style scale of Likert, were also used.

### **3.5      *Population***

Population as "group or class of subjects, variables, concepts or phenomena" (Wimmer & Dominick, 1993).

In the light of the above description, this study's total population includes all television viewers aged 16 to 38 years and residing in Pakistan, particularly Lahore. This age group of the public was chosen by the observer for the study because it is the age number given to people who could give a strong opinion and are the most vibrant, involved and competitive part of their lives.

### **3.6      *Sampling***

Sampling is the process of selecting units (e.g., people, organization) from a population of interest so that by studying we may fairly generalize our results back to the population (Trochim, 2020). There are several different types and ways of choosing a sample from simple to complex.

### **3.7      *Sample Method***

In the proposed research, purposive sampling was used to select those who regularly, occasionally and irregularly watch TV news because the public who watch TV can better represent the effect of TV content on them. The Lahore public was selected, which was mainly enrolled as a B.A. and a Master. Since ages 16 to 38 are an adult's lifetime which is inspired by any personality, characteristic and other characteristics.

### **3.8      *Sample Size of the Study***

For the collection of data, a sample of 300 people was taken from the public of Lahore aged from 16 to 38.

### **3.9      *Tool of Data Collection***

The observer made a questionnaire for the collection of data. The questionnaire was based on the study questions. Questionnaire contains 32 questions in order to conclude the result distributed among the general public. All questions were open and close ended.

The study have used one method of data collection i.e. Survey. The survey is conducted only online because of the COVID-19 outbreak in the quarantine crisis situation.

### **3.10     *Variable***

A variable is an object, event, idea, feeling, time period, or any other type of category you are trying to measure. For the purpose of research study there are two types of variables which were dependent and independent variable.

### **3.11     *Independent Variable***

"Government's performance" and "Exposure to television content" was an independent variable of the study. Exposure to political communication is considered independent variable. People watching political issues on television to keep update him/her of day to day happening.

It means the time spend viewing television by the respondent. Therefore greater the time spend against television greater will be the exposure.

### **3.12     *Dependent Variable***

Dependent variables of the study is Pakistan's development and perception of the public which is affected by the television content and changes public opinion.



### 3.13 Conceptualization

Conceptualization is the process of specifying what we mean when we use particular terms. It is the reverse process of when we use particular terms. It is the reverse process of conception. In research, conceptualization produces an agreed upon meaning for a concept for the purposes of research. Different meaning for a concept for the purposes of research. Different observer may conceptualize a concept slightly differently. Conceptualization describes the indicators we'll use to measure the concept and the different aspects of the concept.

**3.13.1 Influence:** According to Oxford dictionary, the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

**3.13.2 Television:** Television is an electronic system of transmitting transient images of fixed or moving objects together with sound over a wire or through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound (Merriam-Webster, 1828).

**3.13.3 Level of Viewing:** The number of hours devoted to viewing cable television programs per day determines the level of viewing for this study. The researcher divided the viewers into three categories i.e. heavy, moderate and light viewers, instead of two because the main aim of the study was to compare two extremes i.e. heavy and light viewers.

i. **Heavy Viewer** The respondents who watch cable television channels for 4 and more than 4 hours per day are considered as heavy viewer.

ii. **Moderate viewer** The respondents who watch cable television channels for more than two but less than four hours per day are considered as moderate viewer.

iii. **Light Viewer** The respondents who watch cable television channels up to two hours per day are considered as light viewer.

Table 1: *Viewers' category as per Cultivation Theory.*

<b>Viewers category</b>	<b>Hours of viewing per day</b>
Heavy viewer	4 and more than 4 hours
Moderate viewer	More than 2 but less than 4 hours
Light viewer	Up to 2 hours

**3.13.4 Content:** Substantive information or creative material viewed in contrast to its actual or potential manner of presentation is content (Dictionary.com, 1995).

**3.13.5 Development:** According to Cambridge Dictionary, the process in which someone or something grows or changes and becomes more advanced (Cambridge Dictionary, 1999).

**3.13.6 Perceiving:** According to Lexico, Become aware or conscious of (something); come to realize or understand (Lexico.com, 2019).

**3.13.7 Government's Performance:** According to Cambridge Dictionary, An action or type of behavior that involves a lot of attention to detail or to small matters that is not important.

### 3.14 Operationalization

The observer had operationalized the keywords of research in their own perspective. It describes the keywords used in research "Influence of Television Content about Pakistan's Development in Perceiving Government's Performance". The major terms which used in the research study are defined below:

**3.14.1 Influence:** In this study, influence is referred to the changes in the perception of general public regarding development of Pakistan and performance of government which occurred because of viewing television content.

**3.14.2 Television:** It refers to a television “News Channels” in which topics related to politics, Pakistan’s development and government’s performance are discussed and leaders are often interviewed by an anchor person. In this research, the relationship between the exposure to television content discussing government’s performance and changing in general public’s opinion has been analyzed.

**3.14.3 Content:** Content in the study we mean News, Political Talk Shows and Political Satirical Shows which aired on different news channels talking about the performance of the government. People watched these shows and it influence on their opinion.

**3.14.4 Pakistan’s Development:** Pakistan’s development in this study is Pakistan's economic growth. In recent years since the PTI's administration which has made high claims of restoring the economy, does the economy really work well and are they achieving any of their economic goals which they promised?

**3.14.5 Perceiving:** This research aims to explore the influence of television content on the opinion of general public that how they perceiving their opinion about the performance of government regarding the development of Pakistan. As these content strongly affect the people and can also transform their opinion through discussion in their program. Hence, the public’s opinion has been examined.

## 4. RESULTS

Table 2: *Respondents Detail.*

Demographic	Category	<i>f</i>	%
Age	16-21	100	33.3
	22-26	177	59.0
	27-31	16	5.3
	32-38	7	2.3
	Total	300	100.0
Gender	Male	62	20.7
	Female	238	79.3
	Total	300	100.0

The table shows the demographics of the selected respondents from the total population. The researchers made 4 categories of age and found that most of the respondents were aged between 22-26 years old who participated in this survey and gender point of view, most of the respondents were female who filled the questionnaire.

### 4.1 Hypothesis Testing

**H1:** Pakistani TV news channels are changing the Pakistan public opinion in perceiving the government’s performance.

**H0:** Pakistani TV news channels are not changing the Pakistan public opinion in perceiving the government’s performance.

Table 3: *Correlation Analysis*

How often do you access the television?		Television Content	
How often do you access the television?	Pearson Correlation	1	.226**
	Sig. (2-tailed)		.000
	N	300	300
Television Content	Pearson Correlation	.226**	1
	Sig. (2-tailed)		.000
	N	300	300

This table indicates the results of correlation, In conclusion, the printouts indicate that the strength of association between the variables, how often you access television and television content, is high with .226 and that the correlation coefficient is highly significant and different from zero, the value of p is .000 which is < 0.01 it shows that all the variables are significantly and positively correlated with each other.

Table 4: *Correlation Analysis*

<b>How often do you access the television?</b>		<b>Typically, How often do you access news?</b>	
How often do you access the television?	Pearson Correlation	1	.216**
	Sig. (2-tailed)	.000	
	N	300	300
Typically, How often do you access news?	Pearson Correlation	.216**	1
	Sig. (2-tailed)	.000	
	N	300	

In this table, which indicates the results of correlation, this indicate that the strength of association between the variables, how often you access television and how often do you access news, is high with .216. The correlation coefficient is highly significant and different from zero, the value of p is .000 which is < 0.01 it shows that all the variables are significantly and positively correlated with each other.

That could lead us to accept that alternative hypothesis **H1** “Pakistani TV news channels are changing the Pakistan public opinion in perceiving the government’s performance is accepted” and **H0** “Pakistani TV news channels are not changing the Pakistan public opinion in perceiving the government’s performance”.

## 5. DISCUSSION AND ANALYSIS

This research is actually designed to check the influence of television content on the opinion of public. In this study, the audience and their perception about government’s performance, what they feel after watching news channels, political phenomenon programs like news bulletins, political talk shows and other political satirical programs like, ‘Mazakrat’, Hasb-e-Hal etc. were examined. It is concluded that television content played prominent role in changing public perception about the performance of the government. The findings showed the effect of the news, political talk shows and political entertainment shows is very vital. The news content is playing its role for shaping the behavior of people and making them aware about the development of government.

The nature of the present study was quantitative. The main objective of the study was to analyze the viewership pattern of television content among public which influence on their opinion.

Political talk shows were also considered to be the ideal source for gaining knowledge and learning politics as indicated in the results of the study. However, news media were the ones who were widely spreading awareness among the youth of the society about the socio-political situation of the country. Technological advancement in communication has rendered easy access to political information for the youth. The electronic media, especially, has been the most suitable source to get information and knowledge about political views and issues. Political talk shows are supposed to be very influential and source of communication between Government and public. Majority have political discussions. Political discussions are important elements to judge the citizen’s political knowledge (Walsh, 2004).

The main focus of the study is to examine the influences of television content on the behavior and opinion of the people. To conduct the study, the respondents were expected to fill up the questionnaire with the questions divided under three section. In first section, general question were asked, in the section II question asked about the ‘influence of television content on public opinion’ and in last section question asked that what people feel about the development of government. The public of Lahore were the targeted

population of the study. With a total of 300 respondents most of are female, majority of respondents turned out to fall in the age group of 22 to 26 years old. The qualification of mostly respondents are graduation.

The longer the duration of viewing of cable television, the greater may be the impact. Therefore, the study intends to know the respondent's association with television. Figure 5.4 illustrate the distribution of viewers according to their level of viewing. Among 300 respondents, some people are heavy viewers who access television 5-6 times and most people are light viewers who access television 2-3 times a day.

Figure 5.5 shows the result that most of the people watch news several times a day and are heavy viewers. In figure 5.6 Watching news channels not only aware us but also increase our information about current affairs news and latest issues. In this most of the respondents watch news channels for seeking information. And figure 5.7 shows that result seems to be positive that for people Pakistan's development news is most important to them. According to figure 5.8 mostly people used bulletins as a source of news in last few weeks. Figure 5.9 Respondents were asked to enlist their preferred television news channels. People prefer Geo News and also ARY News is on the top.

In figure 5.10 people said that they are not very much interested in politics and in figure 5.11 people said that people watch news program the most to keep up with politics and government's issues.

According to the findings, in figure 5.12 respondents were asked to express that what they feel after watching television news channels. Most of people said that their opinion has been influenced when they watch television. Also in figure 5.13 the question was asked that are these information really effect public. Many respondents believe that these information shown on television constantly affecting their opinion about government's performance. And in figure 5.14 respondents highly agree that public is also has been influenced by the content shown on television about government's performance and their opinion changed after watching these information. The result shows "television is capable of attracting and gaining public interest as a result of what it decides to show to audiences (correlation function). It means that television will also affect the perception/opinion of those who vote in favor of one candidate over their rival" as mentioned by Aririguzoh in 2014.

The study found that in figure 5.15 respondents highly agree that the more we watch television, the more this content affects our expectations. In next figure 5.16 the statement was that people who watch less television have different opinions about government's success than those who watch television more and people strongly believe that it's true. The findings of these statement are according to Gerbner's Cultivation Theory which argues that behaviors of heavy viewers are mainly shaped by what they watch on TV. Cultivation theorists Boyd, B. O., Barrett., Braham., & Peter B., in 1987 argues that heavy viewing leads viewers (even among high education groups) to have more homogeneous or convergent opinions then light viewers (who tend to have more heterogeneous or divergent opinion). The cultivation effect of television viewing is one of the 'levelling' or 'homogenizing' opinion.

The result of figure 5.17 and 5.18 respondents in high number agree that they enjoy political comedy shows like "Mazakrat" and "Hasb-e-Hal" and also they feel that after watching these comedy shows their opinion is effected a lot. Hence it proved that People are watching and enjoying these programs to know the current events and to fulfill their entertainment needs as mentioned by Ashfaq in 2013. In this sense, it also proved which Hariton claims that like news and current affairs, comedy often matters in political topics, parties and leaders which influencing viewer's attitudes and political behavior.

According to figure 5.19 and 5.20 respondents also agree that they watch political talk shows and they noticed that these talk shows in a huge number influence the mindset of people significantly. And in figure 5.21 respondents also feels that talk shows viewers are strongly affected on their perception about government's performance. Kwak in 2004 states in his study which relate to my study that talk shows have an important role to play in building public opinion. Such talk shows also ensure the political contribution of voters. Such programs have a major impact on the mindset, interpretation and behavior of

the viewer. Butt A. A., in 2016 also said that the more a person is exposed to talk shows on prime time, the more politically biased he / she is.

In statements, respondent were asked in figure 5.22 to 5.33 about the performance of the government that what they feel about the progress of the government. In some questions respondent said that the government is doing well but most of the questions resulted that public is not happy and satisfied with the government's performance. Television influenced on our opinion a lot but in some cases youth thinks that government is doing well. So it is not compulsory that every time television influence, sometime people choose what they wants to choose. As explained by McDermott in 2016 in the editing process of prospect theory which refers, how individuals define choices to choose from. Most often these are called framing effects. Framing effects demonstrate how the essence of a person's choice can be influenced by the order, process or language it is portrayed in.

According to figure 5.34 and 5.35 which states that when people watch news channels discussing Pakistan's positive development their viewpoint on government has become favorable, and their opinion completely changed and fear of loss is increased because they see no progress in news about the government's success. People highly agree with both questions. Here, prospect theory is completely apply on the results that proved this in 1979 by psychologists Daniel Kahneman and Amos Tversky which states "People make decisions based on the potential value of losses and gains rather than the final outcome". The key feature of prospect principle is that it implies that the risk propensity of individuals differs across environments, with individuals being risk-averse in the benefit domain and risk-acceptance in the loss domain. The result also justified Gerbner's analyzation who mentioned in his studies that, heavy TV viewers frequently send answers that are similar to the way the world is presented on TV.

## **6. CONCLUSION**

At the end of the day, research conclusion is simple and research-based. Statement of the problem of this research is "Investigator needs to investigate the influence of television content about Pakistan's development in perceiving government's performance. The findings explained that people get affected by the content shown on news channels and it also changed the opinion of the public.

The purpose of this research is actually to monitor the impact of news channel content on the opinion of public regarding government's performance. In this study, the audience and political phenomenon programs like news bulletins, political talk shows and other political satirical programs like "Mazakrat" and "Hasb-e-Hal" etc. were examined. It is concluded that television content played prominent role in change viewer's mindset in accordance to their viewership. The findings showed the influences of the news, political knowledge and content shown on television is very vital. The television is playing its role for shaping the behavior of people about perceiving government's performance.

The objective of the study is to examine the effects of Television content on heavy and light viewers in perceiving the government's performance, to discover the reason that how television change viewer's mindset in accordance to their viewership, to examine the association between exposure to political television content and change in the thinking of public regarding government's performance. The study aim to explore the viewership pattern of television content among public which influence on their opinion.

To analyze the influence of television content, "Cultivation Theory" and "Prospect Theory" is applied, because these theory relates to current study. As The Cultivation Theory in its basic form suggests that television is responsible for shaping or 'cultivating' viewers' conceptions about government which is being confirmed through this study. It may be concluded that combined effect of massive television exposure by viewers over time subtly shapes the perception of public for individuals and, ultimately, for government's performance as a whole.

The study's conclusion is also the observation made in economic prospective theory, which states how individuals decide between alternative risk and uncertainty alternatives (i.e. the likelihood that gains or

losses will occur by percentage). It shows that people think rather than absolute outcomes in terms of anticipated usefulness in relation to a reference point (e.g. current wealth). It concluded that losses and benefits are differently evaluated, and people take governments decision when news channels talk about the government's progress in terms of potential gains. And fear of losses and decision is changed fully as news media talk about future losses. Prospect theory assumes that losses and gains are valued differently, so that people are based on perceived gains rather than perceived losses. The general concept is that if an individual is given two choices equal, one in terms of potential gains and the other in terms of potential losses, the former is chosen.

### **6.1 Recommendation for Future**

Future researches can help to verify the comparative position of all kinds of media, including print media, electronic media and social media. The data was obtained from various universities in Lahore to generalize the findings. The politics of rural and urban areas of the countries should also be better compared. The time taken to investigate such a subject, the impact of television content on the behavior of Pakistani people, is not enough. Although there are several age groups focus was placed exclusively on youth investigation of several media outlets and broader study could have provided a deeper understanding of the issue over an extended period of time, but this was not possible due to resource and time constraints. A major problem was also the lack of previous work on the topic and shortage of reference materials.

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