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The Role of Media to Bring Girls into Education: A Case Study of University of Swat

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ABSTRACT

In any society, male and female have the equal rights to get education. The aim of the current study was to explore the role of media in education especially for girls to bringing them towards education. Using survey technique, the research study cover the population of Swat, Pakistan and data was collected from n=140 females studying in university. Data was collected by designing well structure questionnaire consisting on close-ended questions. Study was based on "*Agenda Setting Theory*" that how media set its agenda towards promotion of education especially among females of Pakistan. The finding of the study explored that media playing significant role in promoting education among youth especially among women. Study concluded that in this era of technology, most of the families allowed their daughters to get education due to the campaigns of media.

Keywords: Media's Role, Education, Female, Survey, Swat.

Introduction

Education is a path of learning and understanding that goes beyond what we learn in school. It is a cycle that is adjusted and continues throughout our lives (Akhter & Naheed, 2014; Asemah *et al.*, 2013). Even the commonplace exercises and circumstances around us, in one way or another, teach us. It is not an exaggeration to argue that individual presence is ineffectual without instruction. A well-informed person has the power to alter the world because he or she is overflowing with confidence and confident in their ability to take the appropriate steps (Asif, 2013). Education improves citizens, ensures a prosperous future, opens new vistas, raises awareness, aids decision-making, and boosts confidence. The word "media" comes from the word "medium," which means "transporter" or "mode." The term "media" refers to something that is specifically designed to reach a large audience or viewers. The phrase was first used in relation to the publication of newspapers and periodicals. Nonetheless, as radio, television, films, and the Internet evolved throughout time, the term grew in scope. Media has become nearly as important as food and clothing in today's world. The data clearly show that the media plays a crucial role in educating the general people (Bamalli, 2016; Safdar *et al.*, 2021; Safdar *et al.*, 2016). Its mission is to enlighten, educate, and engage people.

It assists us in staying informed about current events throughout the world. The media has a significant social and cultural impact on society. Because of its inherent ability to reach a large number of people, it is frequently used to transmit messages in order to develop popular assessment and mindfulness (Safdar & Khan, 2020a; Bello & Bappayo, 2020).

Women's contributions to society's growth may be improved if they are empowered. They can gain self-confidence through the media (Asif, 2013; Khan & Moin, 2013). Because of the obvious impacts of media on every aspect of life, media plays an essential role in gender equity. Governments and different associations take advantages to utilize media by utilizing it for their own motivations. It quietly influences the conduct of individuals. Media is a channel to state the viewpoint for other people. Print, broadcast and broadcast media are three principal sorts serving for training. Radio, TV, paper, web, books; diaries and so on are various types of media. Ladies for the most part invest relaxation energy by sitting in front of the TV, listening projects of their premium on radio and perusing paper to get data or understanding diaries or books to sit back.

Women are utilizing the internet for numerous purposes now that they have access to it at home, according to the research. It has made it possible for women to take part in crucial daily state issues like as domestic chores, education, health, and government. Media is a channel to move social qualities to individuals. It is acceptable wellspring of casual schooling. Media authors can help individuals to mindful them about their issues, reasons of their issues and ideas to get arrangements about their issues. Ladies strengthening is an answer of the vast majority of issues of ladies and their families. It very well may be best source to elevate training and ability to think autonomously through advancing mindfulness from their privileges and jobs in the public arena. Media can assume its part to mindful individuals about the strategies to enable ladies and take their commitment in friendly improvement of the general public (Khurshid & Guerrero, 2016; Khan and Moin, 2013).

Uma (2004) demonstrated that the media may be a powerful tool for social change. It has an impact on people's thoughts, attitudes, and behaviors. This implies that critical topics can be emphasized in the media to raise public awareness about them. In many places of the world, women are regarded a disadvantaged segment of society. The media may be utilized to educate people about women's rights and empower them. Women's empowerment entails providing women with the rights and authority to make decisions about themselves based on their own desires, to work and play a role as a strong and respectable member of society, and to use their power autonomously.

Khurshid, & Guerrero, (2016) said that Malala Yousafzai is a Pakistani youth activist who has become a worldwide symbol for her promotion of young ladies' schooling, youth office, and sexual orientation strengthening. Yousafzai began The Malala Fund, and her activism has become a motivation for nearby and worldwide associations dealing with youth related issues. Through leading a talk examination of papers distributed in the USA, we contend that this media talk presents her as a specialist as well as a casualty. Our investigation uncovers how this media talk changes Malala Yousafzai's own account. It develops her as an image of the persecution of the Muslim young ladies just as the strengthening of youth to be procured through Western schooling and innovation. This part features the need to fundamentally draw in with the worldwide talks of young ladies' schooling, youth, organization, and sexual orientation strengthening that might be implanted in the tricky polarities of present-day West versus un-modern Islam.

Types of Media

Television

According to Fink et al (2020), television is the electronic transmission of moving sights and sound from a source to a receiver. TV has influenced society by extending the range of vision and hearing beyond the limitations of physical distance. It began as a potential vehicle for schooling and social correspondence in the mid-twentieth century, but by the mid-century it had evolved into an active transmission medium, employing the transmission radio model to deliver news and entertainment to those on the other side of the globe. TV is now broadcast "over the air" via earthbound radio waves (conventional transmission TV), over coaxial links (digital TV), reflected off geostationary Earth satellites (direct transmission satellite, or DBS, TV), transferred via the Internet, and optically on computerized video plates (DVDs) and Blu-beam circles. In the twentieth century, the first monochrome (highly contrasted) and shading

standards for modern television were developed. Upgrades have been made on a regular basis since then, and television technology has changed substantially since the mid-twentieth century. The visual objective (high-definition television [HDTV]) was expanded, and the components of the TV input were modified to present wide-screen images. Furthermore, precise TV signal transmission was established in order to supply intelligent support and transmit various initiatives in the channel area recently involved by one show. Despite this never-ending technological improvement, modern TV is best viewed by first understanding the set of monochrome TV experiences and standards, and then expanding on that by learning how to shade. As a result, the focus of this text is on first principles and key turns of events basic information that is expected to be understood and appreciated in the future.

Radio

Radio, according to Skretvedt and Sterling (2021), is the transmission of sound over radio waves, usually through the broadcast of music, news, and diverse projects from single transmission stations to large groups of people with radio receivers. Broadcast radio surprised and enchanted people from the moment it was introduced to the world in the twentieth century, offering news and entertainment at a speed previously imagined. Between the years 1920 and 1945, Radio became the primary electronic mass media, accumulating "wireless transmissions" and defining a new era of mass culture alongside newspapers, magazines, and films. The emergence of television about 1945 began to change the content and purpose of radio. Broadcast radio remained the most widely available electronic mass media on the planet, but its importance in modern life did not match that of television, and it faced a greater challenge from computerized satellite and Internet-based sound administrations in the mid-twentieth century.

Newspaper

Newspaper distribution generally gave every day, week after week, or at other customary occasions that give news, perspectives, highlights, and other data of public interest and that regularly conveys publicizing. Precursors of the cutting edge paper incorporate the Actadiurna ("every day acts") of old Rome posted declarations of political and get-togethers and composition pamphlets circled in the late Middle Ages by different global merchants, among them the Fugger group of Augsburg. In England the printed news book or news leaflet generally related a solitary effective occasion like a fight, calamity, or public festival. The soonest realized model is an onlooker record of the English triumph over the Scots at the Battle of Flodden (1513). Different harbingers incorporate the local proclaimer and melodies and blasts (Britannica, 2019).

Online Media

Any form of media that is distributed using electronic devices is considered online media. Electronic devices can be used to create, view, edit, and transmit this sort of material. Programming, computer games, recordings, websites, web-based media, and internet marketing are all examples of advanced media. Despite the fact that modern media is critical to our everyday culture and businesses and often struggle to replace their paper advertising with digital advertising services. In any event, with the constant advances in innovation, it's impossible to ignore the influence of electronic media on our way of life. It has a continuous impact on how we teach, engage, disseminate, and cooperate with one another. Computerized media also drives the corporate sector out of the modern age and into the data age as a result of this influence. A computerized system is being adapted to match marketable tactics. We've moved on from writing

Magazine

Magazine, additionally called periodical, a printed or carefully distributed assortment of writings (papers, articles, stories, sonnets), frequently showed, that is delivered at ordinary spans (barring papers). A short treatment of magazines follows. For full treatment, see distributing: Magazine distributing. The advanced magazine has its foundations in early printed handouts, blasts, chapbooks, and chronological registries, a couple of which continuously started showing up at ordinary spans. The soonest magazines gathered an

assortment of material intended to engage specific interests. Probably the soonest one was a German distribution, Erbauliche Monaths-Unterredungen ("Edifying Monthly Discussions"), which was given occasionally from 1663 to 1668. Other learned diaries before long showed up in France, England, and Italy, and in the mid -1670s lighter and additional engaging magazines started to show up, starting with Le Mercure Galant (1672; later renamed Mercure de France) in France. In the mid eighteenth century, Joseph Addison and Richard Steele drew out The Tatler (1709–11; distributed multiple times week after week) and The Spectator (1711–12, 1714; distributed day by day). These persuasive periodicals contained articles on issue political and effective that keep on being viewed as instances of the absolute best English exposition composed. Other basic audits treating abstract and policy centered issues additionally fired up during the 1700s all through western Europe, and toward the century's end specific periodicals started showing up, gave to specific fields of scholarly interest, like prehistoric studies, organic science, or reasoning (Britannica, 2020).

Statement of the problem

The purpose of this study was to examine the influence of the media in supporting girls' education. It looked into the influence of media on women's empowerment. It has emphasized some of the media's effects on girls' education in order to offer policymakers and society with ways to use it to educate people about the media.

Significance of the study

This research is useful in recognizing that the media is not only a source of entertainment. It is a source of education, growth, and empowerment for women. This research may also be used to assess the media's function in terms of its strengths and faults. Policymakers, authors, and the government can use the criteria to evaluate their efforts to better society through encouraging girl's education. The addition of literature in the fields of education, educational media, gender studies, and women empowerment is referred to as a study. It is beneficial to promote the notion of societal progress by including women's contributions.

Objectives of the study

- To find out the importance of media in bringing girls into education
- To dig out the influence of media to bring girls into education
- To search out the positive and negative impact of media on girls' education
- To explore media role in promoting girls' education
- To find out media as an effective or non-effective tool for girls' education

Hypotheses

H1: It is likely that Media plays a positive role in promoting girls' education

H2: It is assumed that Media more influences girls to get education

H3: It is likely that Media is playing a key role to motivate girls to get education

Literature Review

The examination infers that radio projects are extremely educative and can advance the instruction and individual prosperity of the young lady kid. To this end, guardians and the general public everywhere need to include the young lady, youngster or cause her to pay attention to radio projects regularly. It ought to be underscored that the young lady youngster is equivalent in all habits and sorts to her male partner, consequently they ought not be in any way victimized in the general public and each right building to the male kid ought to likewise be given to the young lady kid in an equivalent extent. Basically, radio projects should be included earnestly in teaching the young lady youngster by means of projects that will urge them to get formal training (Ganagana & Ejie, 2019).

Ladies particularly in under agricultural nations are not engaged in a large portion of fields of life. They rely upon male individuals in various manners. Most likely, schooling and preparing of society is best instrument to engage ladies. Media can assume positive part to elevate attention to enable ladies in the public eye. This paper expects to assess job of media and discover measures to work on its job to engage ladies in Pakistan. This was a review study dependent on information gathered from 499 educated female. A poll was utilized as instrument of study. It inferred that greater part of ladies infrequently or never utilized media. The ones who utilized media felt that they got good effect on their status. As to recurrence to utilize media, positive connection between utilization of media and ladies strengthening score was investigated. Basic examination of job of media in perspectives on ladies assisted with inferring that it has assumed some certain parts to instruct ladies in regards to ladies strengthening however needs a few upgrades. It is featuring ladies' viciousness cases, offering attention to ladies to receive amazing ways of life. Also, it is advancing social mindfulness among ladies and instructing them about their privileges, obligations and issues in the public eye. In any case, it is assuming powerless part in proficient advancement of ladies. It isn't instructing them to create their pay, strategies to get equivalent status in the public eye. It has recommended authors to compose writing to teach individuals about the advantages of ladies strengthening to society, family, men and mindful individuals about strategies to bring status of ladies up in the public arena by engaging them (Akhter, & Naheed, 2014).

According to a UNESCO report, almost 90 million children are out of school, with the majority of them being young women. Despite the fact that learning is one of their benefits, most young females do not approach it with enthusiasm. The young woman child is typically saddled with responsibilities, which may cause her to avoid receiving effective teaching. Many legislatures create provisions for the education of their citizens, but these provisions frequently fail to include the qualities of young women. All things considered, the young woman child may choose not to attend school, which is a fundamental right. Despite conscious efforts to advance the cause, an examination has revealed that a large proportion of young females do not contact schools. Okeke, Nzewi and Njoku (2008) distinguish youngster work, destitution and absence of sponsorship, mission for riches, deprivation, delinquency, broken home, commitment of kids and house helps, as the stop up in the wheel of girl"s admittance to schooling. The right to schooling, which is a principal basic freedom, is every now and again denied to young ladies in some African nations. The then, at that point United Nations Secretary General, Kofi Annan, expressed thatin Africa, when families need to settle on a decision because of restricted assets of either a young lady or a kid, it is consistently the kid that is picked to go to school. Many young women in Africa are prevented from receiving the education that they are entitled to because their families frequently send their daughters out to work at an early age in order to supplement their income and fund their children's education (Asemah, Edegoh, & Olumuji, 2013).

Radio projects are extremely educative and can advance the instruction and individual prosperity of the young lady youngster. To this end, guardians and the general public everywhere need to include the young lady youngster or cause her to pay attention to radio projects regularly. It ought to be stressed that the young lady youngster is equivalent in all habits and sorts to her male partner, consequently they ought not be in any way victimized in the general public and each right accumulating to the male kid ought to likewise be given to the young lady kid in an equivalent extent. Basically, radio projects should be included intensely in instructing the young lady youngster through programs that will urge them to gain formal training (Ganagana, &Ejie, 2019).

In the present organized society understudies are new media clients and consequently the significance in educational plans to incorporate web-based media proficiency. Vannes barge and Verdegem propose a multidimensional applied structure of web-based media proficiency that incorporates the reasonable, intellectual, and emotional skills expected to manage data of online media, to speak with others through web-based media, to make content via web-based media, and to deal with the results identified with these three exercises. (Vanwynsberghe, &Verdegem, 2013).

The media mediations in training benefits both young men and young ladies and eventually adds to a simple equivalent connection among people, and advances sex value in instruction frameworks, makes a solid, taught and useful human asset base. The time has come, along these lines, to start and make the best choice to prepare and teach our young ladies. The time has come to stop the affront of neediness and reliance, and limit the way of life of asking by expanding the incredible asset God gave us in ladies. The time has come to prepare and retrain the young lady youngster. In like manner, the young lady kid, guardians, instructors and educative specialists should be made to comprehend the advantages of such training through broad communications like papers, magazines, tvsand radio. In light of the finding of the examination, the accompanying proposals are made to advance powerful mass activation, projects and edification crusades against sociocultural practices that thwart full improvement of the young lady kid (Bello, & Bappayo, 2020).

The mainstream saying is, in the event that you teach a man you instruct an individual, yet on the off chance that you teach a lady you instruct a family. Albeit, outrageous neediness, mass lack of education, huge scope obliviousness, high maternal mortality and ripeness rates, youngster wastages and absence of admittance to wellbeing, instruction and social administrations might sound far and anecdotal, however to numerous indigenes and guests to Shall and Yalwa town regions in TafawaBalewa and Dass neighborhoods, of Bauchi State (Nigeria), they are a vital part of regular day to day existence. The world, understanding that these issues are not exceptional to Shall and Yalwa, met in September 2000, in the United Nation Organization gathering and thought of Millennium Development Goals (mdgs), which had an eight-point plan, including the destruction of the more awful sorts of neediness, UBE and sexual orientation equity. The acknowledgment of the destinations of these pivoted simply on a certain something (Bello & Bappayo, 2020).

With the expanding pace of lack of education and a more upsetting 10.5 million out of younger students, the issue of proficiency in Nigeria is in fact a significant test. In the Northeast, the Boko Haram uprisings have aggravated a terrible circumstance in light of the fact that the rebellion has brought about putting more youngsters out of school. The mediation program by TELA in Adamawa State resembles planting a tree in a desert and sustaining it to duplicate. While such obstruction is profoundly estimable our investigation will in general assess the exhibition of the youngster's dependent on sex concerning participation and scholarly execution as seen by the degree of cooperation utilizing talk time during class hour as a reason for dynamic. The investigation finds that to be sure young ladies offered more in the process subsequently we can infer those young ladies perform much better than young men in the TELA programs. We likewise accept that the TELA Radio has truly assisted young ladies to gain genuine numeracy and proficiency schooling with the utilization radio (Bamalli, 2016).

Bishop (1998) According to the World Bank, the majority of people in developing countries live in rural areas with limited access to education and other amenities and services. Literacy, numeracy, health education, community improvement, education, and technical skills are the most basic educational needs of most rural people, and these can all be easily met with NFE. NFE may be defined as intentionally planned or methodically structured learning and training that takes place outside of the conventional educational system (Jumani, Rahman, &Bibi, 2011).

Traditionally, the role of women has been to provide domestic assistance and to raise children. From adolescence on, the young woman youngster is ready and prepared to cook, learn, and run a wide range of household tasks, all in the service of a superior house spouse. As a result, the sexual orientation job type represents a broad societal prejudice towards young women. In the grand scheme of things, the Nigerian young woman kid's condition is critical. Subsequently, in Nigeria, The young woman youngster is presented with a slew of difficulties and requirements that act as real roadblocks to her self-acceptance. As a result of the preceding, we investigate the challenges that the young woman youngster experiences in terms of education in Jos city as a research location, as well as how the media may be used to advance the young lady kid's rights, particularly in terms of quality education (Asemah, Edegoh, &Olumuji, 2013).

The focal point of this section is on young ladies' schooling in nineteenth-century Punjab. It underlines what mechanism of guidance meant for the condition of young ladies' schooling. Presentation of Urdu as a mode of guidance at the school level ruined young ladies' schooling as it was not the home language. The socio-strict change developments in Punjab likewise impacted young ladies' schooling. A change in schooling from strict writing to common training was steadily achieved. Ladies happened to foremost worry for social and strict change developments. The conversation sets the setting for the presentation of a head Sikh organization for young ladies' schooling in the nineteenth century in the Sikh KanyaMahavidyalaya at Ferozepur(Bassi, 2021).

It is undeniable that a country's social and economic progress is dependent on its citizens' education. Those countries that ignore education fall behind in the race for human progress and suffer the consequences. The Hindu-Pak historical context reveals that following the fall of Mughal control, Hindus rushed to enroll in school, but Muslims ignored the need for contemporary education. In today's globe, countries are increasing their use of education and reaping the benefits. Despite the importance of education in the twenty-first century, developing countries have not met their educational objectives.Pakistan is one of those dreadful countries with poor literacy rates. To address this problem, a public instructive assembly was convened shortly after Pakistan's creation to implement adjustments to the educational framework, but the lack of political soundness in the underlying stage damaged the means for change (Jumani, Rahman, &Bibi, 2011).

Theoretical Framework

Many theories are applied by researchers to sought out the answers of the questions and assumptions. To gauge the role of media to bring girls into education the researcher will use Agenda setting theory.

Agenda Setting Theory

Bajracharya (2018), clarified that the principal idea was introduced by Walter Lipmman in 1922 as he would see it that media has the ability to make shapes in the psyche of individuals. while Maxwell MaxCombs, Donald Shaw and G. Beam Funkhouser tried the methodology in 1968 official political decision in North Caroline State at Chipal Hill, which is likewise called Chipal Hill study. The discoveries were distributed in 1976 in an exploration diary named "General Opinion Quarterly". The investigation uncovered that there is incredible connected with individual's contemplations and media substance.

The creator said that there two degree of plan setting including what subject, articles and issue are important and how it is significant that they contemplate. The analyst likewise clarified the kinds of hypothesis that it has three sorts including public plan, media plan and strategy plan. These are additionally called portions of plan setting.

Macomb's, &Shaw, (1972) expressed that plan setting hypothesis is a thought set by the media that about what people in general ought to be thought. The hypothesis expresses that news assume a critical part in the political real factors' molding.

Macomb's,& Shaw, (1972) said; Press and the media shape and filter reality rather than reflect it. Media focuses on few subjects & issues of their interest and ignore others, s the public tends to observe those issues as only important or more important.

Weaver, (1991) clarified the fundamental supposition of the hypothesis that "plan setting might impact our opinion about, yet additionally our opinion". He examines this presumption on the 1988 overview information to check the assessment, conduct and public information. The examination uncovered that there is solid connection between assessment, conduct and public information and striking nature of the issue. The scientist applied various relapse examinations to uncover the affiliation.

Wu, and Coleman, (2009) directed an investigation to discover first and second level plan setting in 2004 penitential political race. For this they satisfied investigation and overview. They tracked down that

second level plan is more grounded than first level plan, where impacts on elector was distinctive due their expectations. It has been likewise affirmed about the second level plan that about resistance pioneers, negative data is more force for public plan.

Agenda Setting and Education

Bacevic, &Nokkala, (2018)said that agenda setting is one of key ideas in basic or interpretative methodologies in investigation of strategy improvement. Created because of positivist ideal models, which considered arrangements to be to a great extent specialized answers for unbiased existing issues, basic or interpretive investigation stresses the built, unexpected, and procession nature of approaches, specifically the job of contrastingly situated entertainers in carrying explicit issues to the front (Fischer, 2003). In this sense, the utilization of agenda setting in the exploration on advanced education strategy is essentially identified with the inquiries of political force and impact,hence to the connection between longer-term primary change and steadiness, from one perspective, and individual or aggregate office, on the other. In expansive terms, agenda setting alludes to the limit of an entertainer (singular, bunch, association, organization) to characterize or impact issues on the public plan. This happens two: from one perspective, choosing issues seen as significant or important on the other, forming the manner in which these issues are outlined, examined and deciphered (outlining or translation). While strategy measures regularly include components of both, their investigation can be followed to two generally particular disciplinary customs, one to a great extent dependent on political theory, and the other on correspondence and media examines. This article sums up the fundamental components of the two practices, and afterward portrays their assemblies and suggestions for advanced education strategy research.

Types of Agenda Setting

Policy Agenda Setting: Furman (2007). Said that policy agenda-setting is an interaction that is fairly open for cooperation; then again, it is an intricate component of impact. A great deal of members partake in the approach plan configuration: broad communications, legislators, vested parties, and so on According to the old style perspective; development of the approach plan is fundamentally impacted by three powers: ideological groups, vested parties and establishments.

Media Agenda Setting: According to page center the media assists in separating the concerns that the public needs to be aware of while presenting viewpoints. The media set the tone for public discourse. The media are one of the most important sources of public political data; for the most part, wide communications provide the most accurate—and just—effectively accessible assessment of constantly changing political real factor.

Public Agenda Setting: According to omicsonline.in the event that news on a specific thing is covered all the more habitually and conspicuously the crowd will accept the issue as more significant. The news media uses public mindfulness to create plans and concern about noteworthy issues. Most examinations on plan setting are based on two basic suspicions: 1) The press and media do not represent reality; rather, they channel and influence it; 2) The media's emphasis on a few issues and themes causes the general public to regard those issues as more important than others.

Research Methodology

Methodology is the study of knowing something, and how specialists make their information claims. Kothari (2004) characterized research philosophy that the strategy utilized by the researchers for going with their examination is called research technique system. Exploration system is the method to address the confusions systematically.

Research Design

Kerlinger (1973) Well-characterized that exploration configuration is an all-inclusive strategy which determine the methodology and strategies for the assortment of information and examining the required

data. Likewise, he states that Research design is the plan, structure and strategy to investigate conceived to obtain results to research questions to control variance. Survey has been conducted as research design for this particular study. Where, data was collected from two educational institutes of Swat. The data was collected through questionnaire in which role of media in bringing girls towards education has been surveyed.

Universe of the study or Population

Walter and Gall (1983) characterized population as "A bunch of people having same characteristics in which the analyst is intrigued". Wimmer& Dominick (2013) characterized that it is a gathering of class, and data which is assemble from that class to analyze the issue. The population of the study was the students of two institutes of Swat, University of Swat and Govt. Post Graduate Jahanzeb College because of easily accessibility for the researcher and the students of Swat are most exposed to social media as compared with other urban areas.

Sampling

Binehamgay (2020) Example is known as the subset of the populace; we can likewise characterize testing as the gathering of people or protests and correspondingly the things which are chosen from a greater populace. We should realize that example ought to be a pertinent quality of the populace to acknowledge that we can indicate the outcomes from the exploration test to the populace overall.

Tool for data collection

Salvador, (2017) utilized overview surveys for the information gathering. Meetings were recorded in video tapes for the help of data gathered through the surveys to discover the impact of Facebook to elector's political practices. In this research, data was collected through questionnaire in order to sought out the role of media in motivating girls towards education. In short to sought out the role of mass media in bringing girls toward education. Keeping the objectives and hypothesis of the study under the consideration questionnaire was developed. The questionnaire consists of20 close-ended questions including the demographic questions.

Data Analysis

Data analysis allows us to resolve issue. Data were analyzed in SPSS (Statistical Package for Social Sciences) and presented in table frequencies.

Results

Table 1: *Questions, responses, frequency and percentage*

Questions	Responses	F	%
	Yes	135	96.42
Exposure to Television	No	5	3.58
	Total	**140**	**100.0**
	Yes	73	52.1
Read Newspapers	No	67	47.9
	Total	**140**	**100.0**
	No	115	115
Listen Radio	Yes	25	25
	Total	**140**	**100.0**
	No	15	10.7
Exposure to Social Media	Yes	125	89.3
	Total	**140**	**100.0**
Estimated time to Consume Media	More than 4 Hrs.	40	28.6

	Up to 1 Hr.	26	18.6
	Up to 2 Hrs.	31	22.1
	Up To 3 Hrs.	22	15.7
	Up to 4 Hrs.	21	15.0
	Total	**140**	**100.0**
	Newspaper	8	5.7
	Radio	3	2.1
Frequently Consume Media	Social Media	117	83.6
	Television	12	8.6
	Total	**140**	**100.0**
	No	42	30.0
Exposure to use media for education purpose	Yes	98	70.0
	Total	**140**	**100.0**
	Not at all	5	3.6
	Only a little	21	15.0
	Rather much	28	20.0
Getting satisfaction from media regarding education	To some extent	53	37.9
	Very much	33	23.6
	Total	**140**	**100.0**
	Agree	68	48.6
	Disagree	6	4.3
	Neutral	36	25.7
Media can bring positive change	Strongly agree	26	18.6
	Strongly disagree	4	2.9
	Total	**140**	**100.0**
	Not at all	5	3.6
	Only a little	16	11.4
	Rather much	35	25.0
Media motivate girls to get education	To some extent	51	36.4
	Very much	33	23.6
	Total	**140**	**100.0**
	Agree	89	63.6
	Disagree	7	5.0
	Neutral	24	17.1
Media play role in promoting girls' education	Strongly agree	18	12.9
	Strongly disagree	2	1.4
	Total	**140**	**100.0**
	Agree	78	55.7
	Disagree	18	12.9
	Neutral	24	17.1
Media encourages girls to get education	Strongly agree	18	12.9
	Strongly disagree	2	1.4
	Total	**140**	**100.0**
	Agree	89	63.6
	Disagree	6	4.3
	Neutral	21	15.0
Media aware public about girls' education	Strongly agree	20	14.3
	Strongly disagree	4	2.9
	Total	**140**	**100.0**
Pages, groups, threads, program etc. for educational	Not at all	10	7.1

discussions	Only a little	30	21.4
	Rather much	22	15.7
	To some extent	38	27.1
	Very much	40	28.4
	Total	**140**	**100.0**
Media play negative role in diverting students from education	Not at all	31	22.1
	Only a little	30	21.4
	Rather much	17	12.1
	To some extent	49	35.0
	Very much	13	9.3
	Total	**140**	**100.0**
Media portray positive image of girl's education concept	Not at all	10	7.1
	Only a little	17	12.1
	Rather much	41	29.3
	To some extent	50	35.7
	Very much	22	15.7
	Total	**140**	**100.0**
Media Empower Girls	Agree	65	46.4
	Disagree	10	7.1
	Neutral	51	36.4
	Strongly disagree	10	7.1
	Strongly disagree	4	2.9
	Total	**140**	**100.0**
Media is an effective tool for girls' education	Not at all	10	7.1
	Only a little	19	13.6
	Rather much	39	27.9
	To some extent	51	36.4
	Very much	21	15.0
	Total	**140**	**100.0**
Importance of media in bringing girls into education	Not at all	7	5.0
	Only a little	17	12.1
	Rather much	43	30.7
	To some extent	41	29.3
	Very much	32	22.9
	Total	**140**	**100.0**
Medium Plays the Most Positive Role in Promoting Girls' Education	Newspaper	13	9.3
	Radio	3	2.1
	Social media	95	67.9
	Television	29	20.7
	Total	**140**	**100.0**

Findings

The result of the study found that 84% of the respondents frequently exposed to social media because students have easy access to social media as well as social media is an affordable tool of information for students. Most of the students considered it easily accessible because this modern era every have a cell phone due to which social media is an easily accessible tool. The study also revealed that 70% of the students' respondents exposed to any education content on media as compared with other contents. The research also found that majority 38% of the respondents got satisfaction from media regarding education to some extent. The current study found that most of the respondents 49% were agreed that media can

bring positive change in society because media has power to mold opinions and nowadays social media is a trend and most of the respondents particularly students are exposed to social media.

This study initiated that 36% of the respondents agreed that media motivate girls to get education because public trusts media and utilizes media according to their needs. The result of the study further revealed that 64% of the respondents agreed that media play role in promoting girls' education because media has power to promote or demote any type of concept or agenda.

The study further found that 56% of the respondents agreed that media encourages girls to get education while 64% of them agreed that media aware public about girls' education because the role of media is to, aware educate and inform people. Media aware public and gave much focus on the importance of girl's education to promote girl's education. The study explored that 35% of the respondents responded that media play negative role in diverting students from education to some extent and 36% of the them responded that media portrays positive image of girl's education concept to some extent, 29% of them responded that media portrays positive image rather much while this study also revealed that 46% of the respondents agreed that media empower girls to get education while 36% of them were neutral about the media's empowerment of girls to get education.

Results of the study explored that the respondents 36% of the respondents responded that media is an effective tool for girls' education to an extent, 28% of them responded that media is rather much an effective tool for girl's education. Most of the respondents agreed that media is an effective tool because of his much importance in the faster age of technology. The result of the study found that 31% of the respondents responded that there is rather much importance of media in bringing girls into education, 29% of them responded that media has importance to an extent because media has lot of influences which can mold someone's opinion towards a specific ideology.

The results of the study unveiled that 68% of the respondents responded that social media play most positive role in promoting girls' education while 21% of them responded that television play most positive role. Most of the respondents responded about social media because students are mostly exposed to social media.

Hypotheses Results

H1: It is likely that Media plays a positive role in promoting girls' education

Results of the study approved the assumption *It is likely that Media plays a positive role in promoting girls' education* as the respondent agreed on media play a positive role in girls education. All of them think that every type of media can play a positive role in promoting girls education. 68% of them were in favor of Social media, 21% of them thinks TV can play a positive role while 9% of them thinks that radio can play a role in bringing girls to education.

H2: It is assumed that Media more influences girls to get education

Results of the study also approved the assumption that "*It is assumed that Media more influences girls to get education*" as 83% of the respondents were agreed about the assumption.

H3: It is likely that Media is playing a key role to motivate girls to get education

Results of the study also approved the assumption *"It is likely that Media is playing a key role to motivate girls to get education"* as 84% of the respondent agreed that media empowers girls to get education.

Conclusion

This is being conducted to find out role of media to bring girls into education. This was a case study of students of University of Swat. Quantitative methodology was a suitable method for this study, whereas, survey was conducted for data collection. Simple random sampling was adopted for the data collection.

On the basis of results, it is concluded that the majority of the students belonging to district swat think that media is an effective tool to aware public about girl's education. The factor for their thought is the excessive use of social media by students as well as the blind trust on the media materials and the key factor is the strong educational contents on media.

Regarding different factors and aspects of media and its use by students of University of Swat the role of media to in bringing girls towards education were explored. It has been concluded that most f the student's uses social media networks for educational discussions. Student's uses social media because of its easy accessibility as well as it costs lesser as compare to the other mediums. It has also been concluded that students of university of Swat argued that media could play most positive role to promote girl's education. It has been also concluded that media encourages, empowers and motivates girls to get education. It is also concluded that the concept of girl's education is portrayed most positively on media.

On the basis of results, it is also concluded that social media play most positive role in promoting girl's education as compared with other mediums like Television, Radio and Newspaper etc.

Recommendations

- It is recommended that media should give space regarding girls education to motivate girls to get admission.

- It is also recommended that government should give scholarships to girls so that the number of girls will be increased in schools and colleges.

- It is also recommended that media encourage girls by inviting educated girls to different programs it will help to increase the number of educated girls in the country.

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