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## Exposure of political talk shows of private television channels among students of Sargodha city, Pakistan

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### Abstract

The present study is about viewer's exposure to private television channels political talk shows and their perception regarding political parties (A case of Sargodha City). Political talk shows Capital Talk (Geo News), Kal Tak (Express News) and Khari Baat (Dunya News) are selected for study. With the help of questionnaire data is collected from one city of Pakistan i.e. Sargodha. Using convenience sampling technique one hundred and fifty respondents are selected equally from city on the basis of gender. Overall finding shows that majority of viewers watch Geo News more frequently than Express and Dunya News and among political talk shows viewers watch Capital Talk more frequently than Kal Tak and Khari Baat. It is found that viewers take significant interest in political talk shows and majority of the viewers satisfied from the information provided by Capital Talk regarding political parties. In case of respondents participation in political activities majority of viewers motivated to participate in rallies than other political activities.

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**Keywords:** Private channels, political talk shows, political surveillance

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## **Introduction**

With the start of 21<sup>st</sup> century television has become an important factor for every home and now it is difficult to imagine life without television. Television is not only considered for entertainment but it is also an important source of information and provides different kinds of program carrying variety range of social issues. Over the last two decades the number of television sets in the both developing as well as developed world has been increased extraordinary. The results of different studies showed that the availability of satellite and cable television has been increased drastically. Furthermore, it is also noticeable that only one television set is watched by many people (Jensen & Oster, 2009).

Television systems are planned for transmission as a conceptual process. The pattern of distribution of television media has been center – periphery and due to its popularity in society it become the power centers of society. Second important attribute of television is the sense of familiarity and personal association that it seems able to cultivate between the watcher and anchor or the actors and participants on screen. Actually television is considered as the primarily source of entertainment but no one can denied from its important role in today politics and it is also considered the main channel of communication between politicians and citizens especially at election era (McQuail, 2005).

### **Selected political talk shows**

Private media has great influence on the politics of Pakistan and it's played a significant role in making public opinion. Actually it starts with the initiation of some debate and talk shows on major private news channels. In these talk shows the anchors mediate between the public and the politicians, or the rulers and the opposition leaders, and providing all concerned political parties a platform to exchange and argue their point of view in front of camera, so the general masses can formulate their own opinion on policy issues. Due to popularity of these programs the anchor persons of the programs considered themselves as experts, and started to give their own opinion on policy issues and due to this reason now they become active participant instead of mediator (Khan, 2009).

### **Study's objectives**

This study is planned to determine the following objectives

- To determine viewers perception regarding political parties.
- To determine the consumption patterns of private TV channels' political programs.
- To determine the extent of information gained from political programs of private TV channels.

- To explore viewers extent of satisfaction of private television channels' political programs.

## Literature review

Different studies show that television is considered most powerful mass medium and it has also ability to influence its viewers. Due to its visual quality many scientists considered it the most persuasive and important source of information than others (Schoenbach & Lauf, 2002). A survey was conducted by Pew Research Center (2000) and result shows that nearly seventy percent of respondents depend on television while thirty one percent get information from newspaper and twelve percent listen radio and six percent use the Internet, and the other three percent examined magazines. Another survey conducted by National Readership Studies Council (2006) that in India nearly 112 million households owned a television from which sixty one homes having cable or satellite service. According to Perse (2001) television is the major source of information and entertainment. In Pakistan electronic media has become the most powerful medium because it spread education, information (political) and powerful entertainment to the general public. In term of effects of television on human behavior many social scientists considered it the most important problem for social science community. A social scientist Zia (2003) explained that current media have occupied a renowned place in our society because it is providing such type of materials from which we can construct our identities and also construct meaning and organize society according to the requirement. At this time media is the nervous system of modern society. In communication technology television, is the most important invention and social scientist explained that teachers just teach, government administrates and religious leaders sermonize but media totally changes the standard of living of people. A great social scientist McQuail (2005) also explained that political communication has special effects on politics. For instance first of all media are intensively used by competing candidates and parties during election campaigns and secondly there is also continuous flow of news which takes significance messages about political events. In short we can say that without media at this time politics is nothing. According to Rajesh (2011) it is necessary for those researchers who want to study the political effects of mass media must study the behavior of the media organizations. Actually media institution is essentially intermediate and mediating as the name means. It is also examinable that our contact with government, political leaders and other societies are mostly based on media resulting knowledge. In the political pragmatism especially our dependence on political media is perpendicularly complete. In a democratic system mass media play an important role towards understanding of political behavior and perception of viewers regarding political parties and political leaders.

## Research methodology

In the present study, survey method is adopted to Exposure of Political Talk Shows of Private Television Channels among in Students of Sargodha City. For data collection purpose, one hundred and fifty respondents are being selected using convenience sampling technique. Respondents divided into two stratum i.e. (75 Males &75 Females). After specification of the demographic characteristics of the respondents and determination of their subgroups through stratified sampling, convenience method for data collection was preferred. Face to face procedure was adopted and all the respondents were contacted personally. Pre-test was taken in the homogenous population at the month of Feb 2012. After completing this procedure three hundred respondents were interviewed by giving them questionnaires.

## Analysis

Data is collected from selected and population is categorized on the basis of gender and location. Table 1 explains the viewers' watching habits of private news and current affairs channels. Empirical findings regarding viewers' watching habits of selected channels reveal that majority of the viewer prefer to watch GEO News frequently (72.7%) than the Express News (61.3%) and followed by Dunya News (38.7%).

**Table 1: Viewers' watching habits of selected channels**

	Overall	Male	Female
<b>Dunya News</b>			
Frequently	38.7	23.3	15.4
Somewhat	50.7	22.7	28.0
Not at all	10.6	6.0	4.6
<b>Express News</b>			
Frequently	61.3	33.7	27.6
Somewhat	36.0	15.0	21.0
Not at all	2.7	1.4	1.3
<b>Geo News</b>			
Frequently	72.7	41.0	31.7
Somewhat	22.6	7.0	15.6
Not at all	4.7	3.0	1.7

\*\* Figures showing percentages

Overall findings depict that viewership of Geo News is more than the Express News followed by Dunya News across all selected population groups. The Empirical results shows that respondents (male) of Sargodha city are watched Geo news more frequently (41.0%) than the female (31.7%). Exclusive analysis shows that the that respondents (male) of Sargodha city watched the Express news more frequently (33.7%) than female (27.6%). Exclusive analysis shows that in

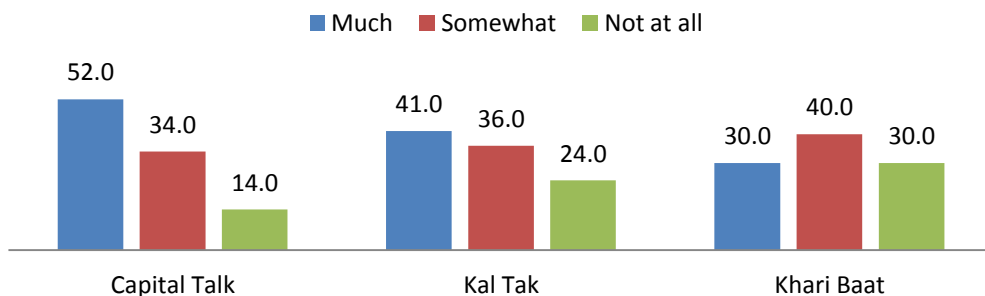
term of gender that respondents (male) watch Dunya news more frequently (23.3%) than female (15.4%).

**Table 2: Viewers’ watching habit of selected talk shows**

	Overall	Male	Female
<b>Capital Talk</b>			
Frequently	63.4	35	28.4
Somewhat	30.6	12	18.6
Not at all	6	4	2.0
<b>Kal Tak</b>			
Frequently	45.3	24.4	20.9
Somewhat	36	16	20.0
Not at all	18.7	11.4	7.3
<b>Khari Baat</b>			
Frequently	28.7	12.3	16.4
Somewhat	42	19	23.0
Not at all	29.3	19.3	10.0

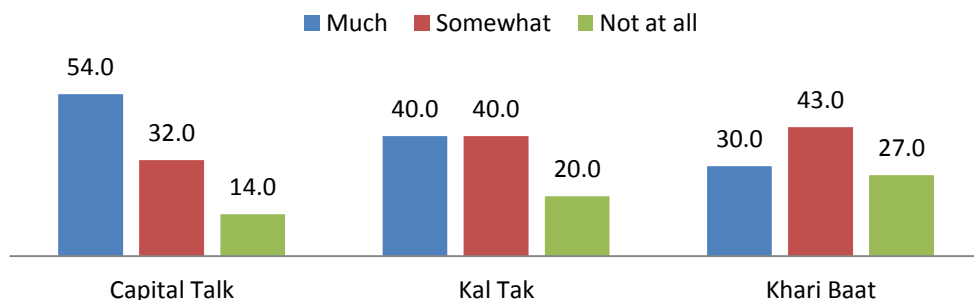
\*\* Figures showing percentages

The Overall finding of Table 3 indicates that viewers’ watching habit of selected talk shows of private channels. Capital Talk, Kal Tak and Khari Baat are the main programs selected from the Geo, Express and Dunya news respectively. Overall analysis shows that capital talk is watched more frequently (63.4%) than the Kal Tak (45.3%) and the Khari Baat (28.7%).



**Figure 1: Viewers’ interest in watching political talk shows**

Figure 1 shows the viewers’ interest in watching political talk shows of selected private channels. Findings explicate that viewers’ take much (52%) interest in capital talk than somewhat (34%) and not at all (14%). Findings also show that viewer’s take much (41%) interest in Kal Tak than somewhat (35%) and not at all (24%). Finding shows that majority of the viewers somewhat (40%) take interest in Khari Baat. Cross comparison of interest among political talk shows results reveal that majority of the viewers take much interest in Capital Talk as compared to Kal Tak and Khari Baat.



**Figure 2: Viewers’ satisfaction from the political talk shows**

Figure 5.2 illustrates the viewers’ satisfaction from the political talk shows of selected private channels. Findings explore that the majority of the viewers’ much (54%) satisfied from capital talk than somewhat (32%) and not at all (14%). Similarly findings indicate that majority of the viewers much and somewhat (40%) satisfied in Kal Tak as compared to not at all (20%). Results also show that majority of the viewers somewhat (43%) satisfied from Dunya news program Khari Baat. Overall result shows that respondents are much satisfied from Geo news program Capital Talk as compared to Kal Tak and Khari Baat.

## Conclusion

The current study explored the Exposure of Political Talk Shows of Private Television Channels among in Students of Sargodha City. Researcher selected Capital Talk (Geo News), Kal Tak (Express News) and Khari Baat (Dunya News) for study. Comprehensive literature review examined the effects on viewers resulting from watching the political talk shows. Watching habit of private television channels, Political talk shows, interest and satisfaction from different programs as well as the role of anchors and the viewer’s satisfaction with the performance of political parties have been discussed completely with the help of Studies or articles relating to political communication. Data was collected through a questionnaire from Sargodha city. Watching habits of private TV channels revealed that that majority of viewers prefer to watch Geo News more frequently than Express News followed by Dunya News. It was further observed from finding that male viewers watch selected channels more frequently than female viewers. Watching habit of selected talk shows of private channels is the major concept of the study. Results revealed that majority of the viewers prefer to watch Capital Talk than Kal Tak and Khari Baat. Another concept of the current study was the viewers’ interest in watching political talk shows. Results revealed that viewers take much interest in; Capital Talk as compared to Kal Tak and Khari Baat) male and female interest in Capital Talk, Kal Tak and Khari Baat. Results showed highly significant difference among male and female viewers.

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