

Media Agenda and Public Agenda: Exploring Correlation between Agenda of Television (GEO TV, Dunya TV) and Public Perception

Submitted by

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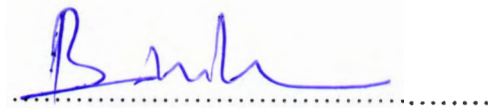
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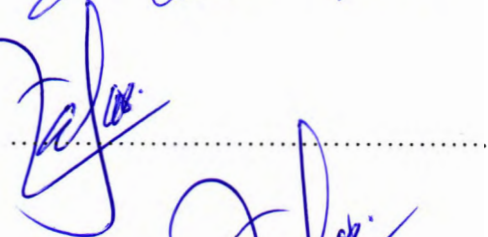
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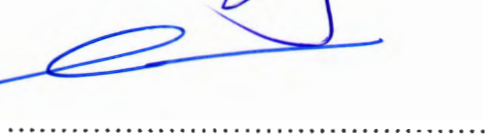
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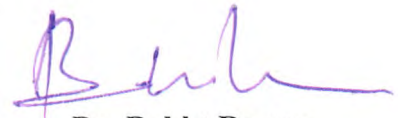
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Dr. Bakht Rawan

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Dedication

I dedicate this research work to my late father who always wished to see me at this stage of life.

ABSTRACT

It is believed that media play a pivotal role in shaping the perceptions of audience about the realities of world. Most of the research studies on agenda setting have suggested that mass media impose its own agenda on masses and people tune their perceptions according to the agenda of media. This study has been conducted to explore correlation between agenda of television (Geo TV & Dunya TV) and public perception. Seven important national issues were identified as terrorism, political tussle between government and opposition, health, education, energy crises and inflation. Content analysis of 9pm bulletins of both television channels from 15 January 2016 to 15 February 2016 was conducted to find-out media agenda while survey of 150 respondents was done to know about the priorities of public. The results don't support the basic hypothesis of agenda setting that media set agenda for public on important issues. Insignificant correlation was found between media agenda and public perception. It was also observed that demographic factors like age and education play an important role in public agenda setting on important issues. The study also explored about the television-watching habits of the viewers of news channels.

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Chapter 1

Introduction

1. Rationale of the Study

Hundreds of thousands events take place daily in the world but we can't observe or see those events first-hand. Media is the channel which tells us what important happenings are taking place. We have never seen the war against terrorism in tribal areas of Pakistan. We couldn't see the situation in Afghanistan after war. It is the media which tell us what are the latest events and activities in the world. As a result, our perception about most of the issues is not first-hand reality because our perception is formed by media. Sometimes this perception is inaccurate and not according to the reality because of some specific reasons or agenda behind creation of picture in our minds by the media.

Media organizations don't show the events as they happen, sometimes they show us one side of the picture. They decide that how and which side of picture has to be shown to the audience. Media organizations shape the pictures of our minds through their news stories, this is called agenda setting of media (Mc Combs 2002).

According to Mc Combs (2002), media don't broadcast all the stories arrive at newsrooms. (P.4). According to him up to 75 percent of potential news content in

a typical newspaper is not published and don't reach to the public. Gatekeepers don't let these important news issues to be published or aired. Overburdened and packed rundowns of news bulletins don't allow producers and editors to broadcast all important issues. In electronic media there are time constraints for the reporters, copy editors, assignment editors and producers. Because of these constraints they can choose only specific issues to air rather than airing all important issues.

News content accepted for broadcast doesn't get equal treatment from editors. Some issues get huge and marathon coverage while some issues get only few seconds. Placement, duration and frequency state the importance of an issue. Agenda setting theory says that importance of an issue is decided by the news media and audience set their priorities according to the priorities of news media.

More than 300 published studies have proved the effects of news media on public perception. Iyengar and Kinger (1987) conducted a research on television news viewers through controlled experiment. These viewers were showed issues of environmental pollution and defense of country. Iyengar and Kinger concluded that viewers perceived the issue of news feed more important than any other.

Majority of the agenda setting studies have been conducted during elections campaigns. In those studies, it was assumed that if a candidate is projected as proficient to deal with a specific issue, he will get more votes.

Many researchers think that water gate scandal is outcome of agenda setting effects. Becker (1982) says that revelation of political corruption is not new but mass media made it issue of the year (p. 521).

2. Pakistani Media

Media in Pakistan is very vibrant and playing very active role in creating awareness among masses. Pakistani media liberalized in 2002 when Musharraf's government started issuing licenses to private media outlets. Now Pakistani media has become so powerful that it is not possible for any government to impose ban or restriction on any television channel. There 91 television channels working in Pakistan under the license of PEMRA, while 28 foreign channels are showing their transmission under landing rights (National assembly of Pakistan, 2015). Out them more than 30 channels are news channels including Geo, Dunya, Samma, ARY, AAJ, Express, Abtak, 92 news, Channel 24. (Wikipediaorg, 2016)

3. Agenda Setting of Pakistani Electronic Media

News media in Pakistan is very powerful. Content of news channels in country is mixture of news and current affairs programs. Channel air news stories, give them air time according to their importance and then it becomes hot topic of current affairs programs. Sometimes media give unusual importance to the issues of their agenda. Some press conferences get even 2 hours of airtime; some get few minutes while many press briefings even don't go on air.

Except PTV news, all Pakistani news channels are private owned organizations. These channels are being regulated by Pakistan Electronic Media Regulatory Authority. Now this debate has been started in Pakistan that news channels in Pakistan are not showing the real issues of society. People think that these channels give more air time to non-issues. PEMRA has established complaint mechanism against electronic media content. Authority is receiving hundreds of complaints daily through its website <http://www.pemra.gov.pk/complaints>. This

shows that a section of audience is not satisfied with the agenda of news channels.

More than 300 studies have been conducted on the agenda setting effects of mass media. In Pakistan most of the studies on agenda setting are conducted on print media. Few Studies to find relationship between news channels agenda and public agenda have also been conducted in Pakistan which show correlation between media agenda and public perception but issues and priorities of news channels and audience are being changed day by day. Now content of news channels has become more politicized than past and issues for the news media have been changed. Formats, style and requirements of news bulletins have been transformed. With the passage of time needs and priorities of public have also been changed. So this study is going to explore correlation between agenda of television and public perception on new issues in new era. Its results will open new horizons in agenda setting effects of mass media.

4. Research Problem

Purpose of this study is to explore the correlation between agenda of news channels and public perception in Pakistani society. The study also aims to find out that which national issues get more importance on television screens during daily prime time and what are those national issues or events which television viewers perceive more important. Study also aimed to ascertain that whether demographic factors like age and education play any role in public agenda setting.

5. Significance of the Study

The study will determine that what type of content media is giving to its audience and what type of content audience want to watch on news channels. It will help policy makers in knowing the needs of audience that what issues they consider more important. For relevant government organizations, it will help in assessing that whether television channels are gratifying the needs of their viewers? This will enable policy makers to reconsider the policies about presentation of their news bulletins. Editorial managers in media organizations will have an opportunity to make their bulletins according to the needs and priorities of the public.

Since there is no mechanism of effective feedback from viewers regarding improvement of news bulletins this research will be a scientific feedback from viewers of private news channels of Pakistan.

It will also be informative for a huge number of audiences that whether their priorities are being influenced by media? Whether media is placing the issues of importance according to needs of audience or imposing its own agenda on them.

Although many research studies have been conducted on agenda setting but there are very few on the role of private news channels in agenda setting in Pakistan. This study will help the future researchers in the review of literature and research design.

6. TV Channels of the Study

More than 30 news channels are operating in Pakistan. These channels get their business from advertiser according to their share in rating. Although there are different rating agencies working in Pakistan yet only two organizations are more authentic. Rating mechanism of Media logic and PTCL smart rating is more popular and accepted. According to PTCL dunya news is ranked No. 1 while Geo on 2nd Position while according to the rating analysis of Media Logic Geo is No. 1 while Dunya is ranked at No. 2. This is the reason researcher selected these two media outlets for content analysis.

6.1. Geo TV

Geo TV is the top ranked and most viewed channel of the country established in 2002. It is a sister concern of Jang group of newspapers, one of the oldest media groups in Pakistan. Geo TV introduced many trends in news and current affairs. Almost all channels followed the trends set by Geo news. It is headquartered at Karachi with bureau offices in main cities of the countries including Islamabad, Lahore, Multan, Faisalabad, Hyderabad, Muzaffarabad, and Peshawar. Geo tv is using state of the art technology in production and dissemination of news and current affairs. Geo is a chain of tv channels with Geo Tez, Geo Entertainment, Geo Super, Geo Kahani.

Main reason to include this channel in my study is that this is continuously number 1 in media logics rating reports. Its prime time is most expensive prime time of tv channels. Geo tv has started its operations in US and UK as well. It can be accessed and viewed on cable, direct to home, internet streaming. It can

also be viewed on mobile app of geo news. Geo's social media pages on twitter and Facebook are followed by millions of people.

Geo TV has very professional team in editorial management which made this channel most favorite channel not only in Pakistan but also in overseas.

Policy of Geo TV is pro government in N league regime contrary to PPP government regime. It gives more preference to government's stance than oppositions' voice.

6.2. Dunya TV

Launched in December 2008, Dunya TV has its headquarters at Lahore. Team of professional journalists from Geo switched to Dunya and made it competitor of Geo TV. According to PTCL and media-logic rating agency, Dunya is also most viewed TV channel after Geo in Pakistan. Sometimes it also beats Geo and its prime time bulletin touch the No. 1. Like Geo, Dunya TV has its bureau offices in main cities including Islamabad, Peshawar, Muzaffarabad, Multan, Faisalabad, and Karachi. It has also started its operations in UK and USA. Dunya TV has its entertainment channel license but it has not started entertainment channel yet. Dunya TV is planning to launch its sports and property channel in near future. Dunya TV also introduced many trends in the field of electronic journalism. Trends in news and infotainment are followed by other tv channels. Dunya TV can be accessed and viewed on cable, DTH service, live streaming and mobile app. Its social media followers have crossed 5 million followers which show its popularity in masses. It airs news, current affairs, infotainment and religious programs. Dunya TV is subsidiary of Punjab Group of Colleges.

Policy of dunya tv is balanced and it gives equal coverage to government and opposition. But it prefers not to go against policies of government.

7. Issues of the Study

Following are the issues of study with brief description.

7.1. Terrorism

Like other countries of the world, Pakistan is facing serious threat of terrorism.

This is a very serious issue of our country that's why this has been a main agenda of every meeting of civilian and military leadership. This is directly and indirectly negatively affecting economy of our country. According to Express Tribune (2014) Pakistan has lost more than 50,000 citizens and armed officials in war against terror. War against terrorism has caused loss of more than 80 billion dollars to Pakistan. (The express tribune, 2014)

Pakistan's every province is facing menace of terrorism. Military forces, Paramilitary forces and law enforcement agencies are engaged in fighting against this threat. Huge force is deployed at western border of the country.

Terrorists attacked not only civilians but also military officials and installations in country. Mosques, markets, airports, GHQ, educational institutions hit by terrorist attacks in recent years. In December 2014, after attack on Army Public School has changed the picture of our country. Military and civilian leadership has devised national action plan to eradicate the terrorism from country. Apex committees have been formed at provincial level and now operation against terrorism has been launched in all the provinces of country.

Media is playing a vital role in war against terrorism and all media outlets are supporting our armed forces in war against terrorism.

7.2. Energy Crises

Pakistan has been facing serious shortfall of electricity, natural gas and petroleum products since a decade. Now every political party has agenda to resolve energy crises in their manifesto. Despite many deadlines and claims by governments, energy crises still persist in our country. Pakistan has electricity generation capacity of 22000 megawatts but it is producing 13000 to 15000 megawatt only because majority of power plants are working on thermal power (Murtaza Haider,2015). Because of expensive production of electricity through thermal plants government has started construction of solar and hydel projects. In 2013, Government announced to overcome electricity issue in two years but after passing two and half years issue of electricity load shedding still persists. Now present government has given a new deadline of 2018 to end load shedding.

Pakistan produces its own natural gas but unfortunately we are facing severe shortfall of natural gas. In winters Sui Southern and Sui Northern Gas Pipeline Companies stop supplying gas to industries and transport sector. Many factories have been closed due to non-availability of gas and expensive electricity. Thousands of CNG stations in have been closed in the country due to stoppage of gas supply. Majority of households are deprived of natural gas in winters and they have to purchase expensive LPG gas cylinders.

To cope with these natural gas crises, Government has decided to import gas from different countries. Peoples party government signed agreement with Iran for Pak Iran Gas Pipeline project while N league government has signed ten billion

dollars TAPI gas pipeline project which is expected to be completed in 2018. (Express Tribune). Nawaz Government has also recently signed agreement with Qatar for import of LNG for 16 years to meet energy needs of Pakistan. (Theexpress tribune, 2015)

7.3. Crime

Against the law activity which can be prosecuted is called crime. Stories regarding crime are major part of our media content. There are different categories of crime e.g. Theft, robbery, fraud, extortion, sexual assault, money laundering, target killing and honor killing are common example of crime in our country. In Pakistan police and FIA are the authorities to deal with these types of crimes. With the passage of time, trends and patterns of crime have also been changed. Now many criminal activities are interrelated to terrorism. E.g. money laundering is crime in our country and now a day it is being used in terror financing. Stories of crime show the real picture of our society and point out the grey areas in our culture and society. Extortion and money laundering has been a major criminal issue in business hub of Pakistan, Karachi. Now federal government has intervened and started operation in Karachi against target killing and extortion. Stories related to crime give awareness to people that how can they avoid and make them safe from these criminal activities. Airing of CCTV recorded footages of robbery and target killing has become trend in our television channels.

Television channels give very much priority to issues related to crimes and 60 percent news channels have started to air crime shows. In these crime shows re-enactment has become very popular in Pakistani media. It's established from rating analysis of media logics that crime shows are top viewed programs of any

channel. TV channels give so importance to crime related issues that they have established specific desks to deal with these issues.

7.4. Political Tussle between Government and Opposition

Pakistan has parliamentary system of governance and political party with simple majority in National assembly makes government in the country. Head of government is Prime Minister of Pakistan while head of opposition is leader of opposition in National Assembly. Although more than 320 political parties are registered with election commission of Pakistan (2016) and these parties are eligible to take part in elections of national and provincial assemblies yet Pakistan Muslim League N, Pakistan People's Party and Tehreek e Insaf are three major political parties in country. JUI F, ANP, MQM, Muslim League Functional are also regional popular parties in country. At this time PML (N) is ruling party which has coalition with JUI (F) in parliament. Pakistan People's Party, Pakistan Tehreek- e-Insaf and Muthida Qaumi Movement are parties of opposition benches in this regime. Tussle between government and opposition is at its peak these days. N Government is facing serious criticism from Pakistan Tehreek Insaf on Metro and Orange line issues. While PPP is criticizing N government for biased and targeted accountability. Muthida Qaumi Movement condemning the steps of federal government like Rangers operation and ban on speech of Altaf Hussain. N Government also reminds these parties about their wrong deeds in past and their policies in their respective governments of provinces.

Tussle between political parties is a hot-cake for media. Rift between government and opposition gain a lot of coverage in news and current affairs program of television channels.

7.5. Health

Health has become a provincial domain after 18th amendment and after 2010 provinces manage health budget. Health situation is very critical in Pakistan. Thousands of Pakistanis die every year because of hepatitis virus. According to express tribune report more than 8.5 million people are infected with hepatitis C virus, 620,000 have TB problem, more than 59000 people die because of tuberculosis. Poor family planning and child mortality rate is at critical situation in Pakistan. Cardiovascular diseases have become common in our country but specialized hospitals are very few. Once again polio has become threat to Pakistan. New polio cases are being surfaced in the country. According to WHO report one doctor is for 1127 patients in Pakistan which is fewer than the WHO's standard. (The express tribune, 2013)

Medicines are out of the reach of common man. Regulatory mechanism of pharmaceutical companies is very weak here. Free medicines for major diseases are not available in public sector hospitals.

Public sector hospitals are insufficient for population and facilities in existed hospitals are very poor. Frame work to regulate doctors doesn't exist in country.

But the health issue has never been a priority for governments. Governments spend money on road infrastructures and projects like metro and orange line train projects instead of health issues in Pakistan.

7.6. Education

Like health sector, situation of education is also very bad in Pakistan. Article 25 of Islamic Republic of Pakistan says that it is the responsibility of state to provided

free education to every citizen but according to a report of a renowned nongovernmental organization Alif Ailan, more than 25 million children in Pakistan are out of school. Research of Alif Ailan (2015) says that main reason of out of school children is poverty. Public sector school and college system has been tumbledown. Private schools have taken over the education system of country and their regulatory mechanism is not effectively working. Like health sector education sector is also ignored in country. Quality education is out of the reach of common man's child. No doubt governments are focusing on higher education in country by establishing universities and scholarship programs but primary, secondary and higher secondary education has become very much expensive for citizens. Many NGOs are working in Pakistan to promote education especially for out of school girls. Geo TV with the partnership of UK based organization DFID has launched a campaign Zara Sochiye to promote education in country. So education is a very important and concerned issue for the public.

7.7. Inflation

Every government claims that inflation rate is decreasing in its tenure but masses say that they are not getting any benefit of decline in inflation rate. Issue of inflation is associated with every citizen directly or indirectly. Pakistani economy is very much dependent on international fuel prices and dollar exchange rate. With the increase in petroleum prices, transport fares and electricity cost also go up. Escalation in electricity charges cause increase in production cost of many products while the surge in transport fare results in rise of commodities' prices.

Oil and Gas Regulatory Authority regulates the oil prices in country but governments bypass this regulator and directly control the prices of fuel.

Government is charging more than 25 percent tax per liter of fuel. Every month government determines the fuel prices for the next month. Because of its importance for general public all tv channels give coverage to fuel prices every month.

8. Research Questions

1. How much coverage Geo Tv and Dunya Tv give to the issues of study (terrorism, energy crises, crime, political tussle between government and opposition, health, education, inflation) during the stipulated period (15 January 2016 to 15 February 2016)?
2. What are those national issues or events which television viewers perceive more important?
3. What is correlation between agenda of Geo, Dunya TV and public perception?
4. Whether demographic factors like education and age play any role in public agenda setting?

Chapter 2

Literature Review

1. Advent of the concept of Agenda-Setting in media

It was Walter Lippmann (1922) who introduced the phenomenon of agenda setting in the media. In his book titled, *Public Opinion*, published in 1922, he opines in first chapter “The World Outside and the Pictures in Our Heads” that the mass media depicts the events taking place in the world before us. He was of the view that pictures portrayed by the media were so often of distorted nature and roughly made up. The virtual reality comes before the eyes of general public in the news media instead of reality itself. Nonetheless the virtual reality provides the basis of intuitive understanding and insight as regards the world.

2. The Chapel Hill Study

The first systemic study on agenda setting effects was conducted by McCombs and Shaw in 1972. This is also called the Chapel Hill Study. McCombs & Shaw (1972) from the University of North Carolina conducted a study to derive from experiment that whether the perception of the world is influenced by the media. Both researchers thought whether media has accepted the topics to be representative of the outer world. They also pondered over whether the mass’s viewpoint about the reality relied on the topics highlighted by the media or it was not so. (McCombs & Shaw, 1972).

McCombs and Shaw picked the sample of one hundred people and asked them the different questions. They also analyzed the contents of mass media being served to these voters. The contents of the five newspapers, two newsmagazines and two television channels closely monitored and analyzed. What, according to their observation were the prime problems, at that time, the respondents were asked. Their responses were categorized in fifteen different categories based on major issues. The content of media, concerning the election was also divided into fifteen major and minor categories.

The outcome of the study ratified the effect set by media agenda. For major components, the relationship between focus in the media on an issue and perception of audience about that issue as important was .967. The correlation was found .979 for minor items. This denotes a very strong correlation between the emphasis on different matters related to campaign by the media and the judgments of voters as to the prominence and importance of topics of the campaign.

Their conclusion was an extremely good and impressive start of mass communications theory, with two different angles. The first deals with the transmission of importance of issue from agenda of media to public perception.

The second angle belongs to the media's role in framing the things in audience's mind.

3. Forerunners of Agenda Setting.

The researchers in 1958 before the studies of McCombs and Shaw had described some concepts that resembled to the agenda-setting hypothesis. A direct description about agenda setting was introduced in an article by Norton Long in 1958:

According to Long, newspapers play a pivotal role in setting territorial agenda. It has a great power in determining that what the audience will be talking about and what think about the facts, and what people think that who to deal with this problem. (Long, 1958, p. 260)

After Long, Kurt Lang and Gladys Engel Lang tabled a statement about the idea of agenda setting. They stated that attention to issues of society is forced by mass media. Media build image of political personalities. Mass media by repetitively presenting objects suggest that what individuals should know about, think about and feel about. (Lang & Lang, 1959, P. 232)

The agenda-setting idea with a different description is reiterated in almost every book or article is the Bernard Cohen's statement. Who stated that media may not all the time be successful in telling audience that what to think but it is impressively successful in telling the people that what to think about. (Cohen 1963, p. 13).

4. Scaling up The Chapel Hill Study

Many media experts and researchers repeated and expanded this empirical methodology. A researcher Funkhouser (1973) did analysis of coverage of the events and opinion of public concerning the most important problem US was facing in 1960s. He concluded that there is a strong relationship between agenda of media and public agenda.

He utilized the tool of Gallup survey to judge public by its opinion regarding the issues which seem important to it. He inquired about “the cardinal problem faced by America.” To observe the importance of issues he reckoned various articles on each issue appearing in Time, Newsweek, U.S. News and World Report, every year of the decade. He obtained statistics from statistical abstracts of the US to observe the magnitude of the issue’s importance. He used trends in events where statistics were not available for some problems.

Funkhouser, analyzed the relationship between public perception and content of media as well as the relation between media content and reality. The experiment exhibited a strong correspondence between public assessment of an issue as regards the importance and the extent of coverage given to issue by the media. People ranked high the issues which media was covering extensively. These findings strongly support the agenda setting hypothesis although they do not touch the prime question of random direction.

Funkhouser’s suggested that media was not showing the exact picture of what was going on during 60s. He concluded that many people believe that news media gave reliable information but the data showed that this was not the case.

Mc Combs and Shaw again conducted a study in 1977. Both researchers organized a panel study of media's agenda setting attributes. It was discovered that voters who received increasing media exposure of campaigns they have more interest in political system. It was also discovered that impact of media agenda setting on diverse categories of voters was product of their exposure to content of news media, their knowledge needs and ways of interpersonal communication of society members.

5. The Charlotte Study

According to Chapel Hill research in the election campaign in 1968, a very conspicuous relationship was discovered between media' agenda and public agenda but it did not reveal that what affected what? It seems probable that public agenda was being influenced by the media agenda. But one can believe also that agenda of media may have been affecting by the public agenda.

In the Charlotte survey, the randomly picked fragment of voters was interviewed thrice i.e. during June before convention of national politics, in October during high pace of campaign and in November during election returns. In order to question the casual direction of agenda setting, the researcher concentrated on the two time periods of June and October. They also had a measure of the media agenda for each period, based on analysis of the Charlotte's newspaper and the evening newscasts of two television networks (CBS and NBC). The data of two time chunks was assessed by utilizing cross-lagged correlation.

The outcome was not as clear-cut as anticipated. For instance, the high correlation of .94 between public agenda at time one and public agenda at time

two is a wearisome, as told by the researcher Bruce Westley. (Westley, 1978). If public agenda remains the same both times, how it can be agenda setting effect? Moreover, the cross-lagged correlation studies for TV didn't support the agenda setting. Albeit, the results of the Charlotte study deliver evidence for causal direction- may be the media do have causal effect in formulating the public perception rather than vice versa.

6. Agenda Setting on National Issues

Palmgreen and Clark (1977) contemplated that is there any difference in agenda setting role of media for national and local issues. To observe the public agenda respondents were asked that what the most important problem in the country is. Content analysis of three national television networks and coverage of local issues in television was conducted. They found the power of media agenda setting stronger and powerful on national issues than local issues. It was opined that personal observations and interpersonal communication at indigenous level might have scaled down the media's power of agenda setting.

7. Agenda Setting on Local Issues

In 1987 a researcher Smith conducted a study to find out relationship between media agenda and public agenda on local issues. Twenty-two surveys were conducted during 1974 to 1981 by Smith. Content of newspaper Louisville Times was analyzed. Local issues like crime and environment played important role in agenda setting. It aroused new questions regarding contingent conditions that lessen or increase the media's power of agenda setting.

A study conducted in Spain in mid 90s (Canel, et al.1996) on local issues like urban congestion and unemployment showed a strong relationship between media agenda and public agenda.

A study conducted during 1986 mayoral elections in Japan on coverage of local issues like local taxes and urban facilities. Total seven issues were analyzed in four major newspapers of during three weeks. A positive correlation +.39 found in this study agenda setting on local issues. (Takeshita, 1993).

In legislative elections Argentina in 1997 researcher found that corruption was most important issue for both media and public (Lennon, 1998). Researcher suggested that agenda setting effects of media are existing at local level also instead of only national level.

8. Time Factor for Effective Agenda Setting

Salwen (1988) reproduced the basic hypothesis of agenda setting with special focus on duration of a set of eventualities should be in news to influence the public agenda at the most. He focused on seven environment related issues for media and public agenda. It was observed that five to seven weeks of news coverage is sufficient for effective agenda setting. However, eight to ten weeks of coverage is required for high impact on agenda of audience.

Winter and Eyal (1981) suggested that two months are sufficient to measure the effects of media agenda setting.

9. Longitudinal Research on Agenda Setting

Some scholars studied a particular issue or more than one issues over long period. Studies of those scholars also bolster the agenda-setting rôle of media. Winter and Eyal (1981) revealed that because of rise and fall in coverage of news stories during 1945 to 1976, civil rights became most important national issue of the country. In 27 Gallup polls up to 52 percent of citizens named civil rights as most important problem in the country.

10. Importance of Orientation in Agenda Setting

The effects of agenda setting may not take place all the time to the same extent for all individuals. Mc Combs and Weaver observed that orientation need for individuals differ which may control the agenda setting effects (Weaver, 1977). Orientation need is based on degree of uncertainty regarding the message's subject and relevance of information. There would be more necessity of orientation if his concerned uncertainty and related information is greater. The individual would be more vulnerable to the media if he needs higher for orientation. They declared the hypothesis of Charlotte study true, even though evidence of newspaper's agenda setting effect was sturdier than for TV.

11. Agenda Setting as Social learning

Agenda setting is very effective instrument of social learning. Society learns from news media that how important is an issue. The idea of agenda setting does a job of people's learning and subsequently prioritization of the information they receive from the news. Benton and Frazier (1976) noted that agenda setting not

only formulates importance of an issue but also shapes the importance of proposed solution to these issues.

Kiousis and McCombs (2004) also conducted study to explore relationship between media agenda and attitude strength. Researchers found a strong relationship between the media agenda priorities of public and strength of public attitude.

12. Agenda Setting in Television

Brosius & Kepplinger (1990) conducted a broad research on agenda setting effects of TV in West Germany. The researcher did content analysis of leading German television news shows for 16 different issues and observed public awareness surveys every week. It was discovered that coverage of TV news shows influenced awareness about 4 issues namely defense, energy supply, protection of environment and European politics. But television coverage was influenced by problem awareness on topics like public debt, public security and pensions.

Brosius and Kepplinger opined that intensive coverage of television (more than 30 items per month) has the potential to formulate public awareness about an issue. They proposed that public awareness may scale-up media coverage in case problem awareness presented a longstanding steady increase with slight variation.

13. Agenda Setting Research in Pakistan

In 2008 Saqib Riaz researched to observe the correlation between the public and print media agenda on national issues in Pakistan. He found that there was a prominent connection between print media agenda and public agenda excluding the issue of someone's personal grievances. Dr. Riaz discovered a strong contact between public and print media agenda on the four out of six matters. These issues comprised of terrorism, Indo-Pak relations, judiciary, and Lal mosque. But there was no relationship between two agendas (food and energy crises issues). Both of the issues were ranked aloof in public agenda as regards the media agenda. Instead of personal sufferings, respondents gave importance to these issues. Both the issues were covered less by media.

Ayesha Sadaf a scholar at Center for Media and Communication Studies, International Islamic University Islamabad did research work on the topic public perception of media role. The study was conducted on media's role in judiciary crises in Pakistan and its impact on public perception. She suggested that prominence given to issues by media highly affected the public perception. She also suggested that media play a vital role in shaping perception of the masses. Media constructed the reality regarding judiciary crises in the mind of public and people started thinking judiciary as most important issue to the society. (Sadaf, 2011)

Dr. Muhammad Nawaz Mahsud et al conducted a study in 2011 on Private Channels' Coverage to NRO and Viewers' Perceptions. They concluded that private television channels contributed a lot in shaping the public opinion about

the national issues by providing them updated knowledge and impartial approach towards these issues. It was also observed that television channels in Pakistan are providing sufficient information to its audience regarding war against terrorism, political instability, energy crises, financial crises and NRO. (Mahsud et al, 2011)

14. Hypothesis

1. There is a significant correlation between agenda of news channels and public perception.

Chapter 3

Methodology

1. Research Design

Usually one research method is used by the researchers in mass media. But according to Hansen & Cottle (1998) researcher should consider the combination of research methods to produce profounder understanding of it instead of considering only one appropriate method. Researcher should prefer to pick method or combination of methods to explore the different dimensions of phenomena. (Hansen. A. & Cottle 1998)

To explore correlation between agenda of news channels and public perception, researcher has adopted content analysis as well as survey research.

Content analysis of prime time bulletins of two top ranked news television channels (dunya tv and geo tv) conducted. Prime time is peak time of television bulletins when mostly viewers use to watch the television. In Pakistan 9pm bulletin is prime time bulletin which gives essence of the whole day activity. Important news stories of complete day become stories of rundown of 9pm bulletin of every channel. Survey of 150 viewers of these channels was also conducted

2. Issues of the Study

After a focus group discussion with the viewers of Geo TV and Dunya TV, following issues were identified for this study.

1. Terrorism
2. Energy Crises
3. Political Tussle between Government and Opposition
4. Education
5. Health
6. Crime
7. Inflation

3. Methodology

For this study researcher has adopted content analysis and survey research.

3.1. Content Analysis

Content analysis of 9pm bulletins of top two television channels of country Geo and Dunya television was conducted during the period 15-January-2016 to 15-February-2016. Reason of this time period is that issues of the study remained dominant in news channels of Pakistan. Reason to select Geo and Dunya television for content analysis was that both are top ranked television channels of country. Both channels have set many trends in the field

of electronic media. These channels have very professional and large editorial and reporting teams and enjoying professional reputation. Both of them have been covering important national issues of the country.

Since it is not feasible to arrange the 24-hour content of both television channels for one month. So researcher identified the most viewed news bulletin of these television channels. 9pm bulletin is the most viewed bulletin of any news channel in Pakistan. This bulletin shows the important events, developments and happenings of the day. It is also considered that 9 pm bulletin shows the picture of the whole day in minutes. News stories on the issues of study in 9 pm bulletins during stipulated time period (January 15, 2016 to February 15, 2016) were counted and their duration was measured in minutes.

3.2. Variables of Content Analysis

3.2.1. Frequency and Duration of the Issues of Study

News stories aired on the issues of study in 9pm bulletins were counted. Stories were in the format of OC/VO, news report, breaking news bumper, beepers and news packages. Duration of the issues of study was measured in minutes.

3.3. Population of Content Analysis

News Bulletins of Dunya TV and Geo TV (from 15-January-2016 to 15-February-2016) are the population of content analysis of this study while 9pm bulletin of both channels is the sample.

3.4. Survey Research

Survey of 150 regular viewers of Dunya and Geo news conducted. Since the researcher is residing and working in Islamabad, the survey was conducted in Islamabad capital territory.

3.5. Sampling Technique for Survey

Multistage sampling procedure was adopted to select the respondents. This is a credible probability sampling procedure.

Fifteen CDA residential sectors of Islamabad were selected including I-8, I-9, I-10, G-6, G-7, G-8, G-9, G-10, G-11, F-6, F-7, F-8, F-10, F-11 and E-7. Each Sector has four sub sectors. Sub Sector 3 of each sector was selected except E-7 which was taken as a whole because it doesn't consist of 4 subsectors.

For selection of respondents the researcher used the subscribers list of Dunya TV and Geo TV as sampling frame. The researcher selected 10 respondents from each subsector and E-7 as a whole.

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3.6. Population of Survey

Viewers of Dunya TV and Geo TV are population of survey while 150 respondents are sample of study.

4. Categories for the Importance of Issues

Salience of issues was defined in seven categories

1. Very highly important
2. Highly important
3. Important
4. Somewhat Important
5. Unimportant
6. Highly unimportant
7. Very highly unimportant

5. Theoretical Framework

Main point of this research is theory of agenda setting. Entire study revolves around the theory of agenda setting. The question addressed in this research is whether news channels influence public perception? Is there any correlation between media agenda and public agenda?

6. Categories and Rules for Coding

Categories	Rules
Terrorism	News Stories Regarding, bomb blasts, attacks on armed forces, actions and steps to counter terrorism, statements on terrorism.
Crime	Stories regarding murder, theft, robbery, fraud, target killing, extortion, kidnapping.
Political Tussle b/w Govt. & Opposition	Stories regarding political statements against Government or opposition.
Education	Stories regarding education, schools, colleges, universities
Energy Crises	Stories regarding petroleum, natural gas, CNG, LPG, LNG their shortage and Governments steps to counter it.
Health	Stories regarding health, diseases, medicines, new developments and research in medical.
Inflation	Stories regarding price hike, prices of commodities and statements of political leadership on inflation.

CHAPTER 4

FINDINGS AND RESULTS

This chapter consists of results of content analysis of Dunya TV and Geo TV and survey of viewers of Dunya tv and Geo TV.

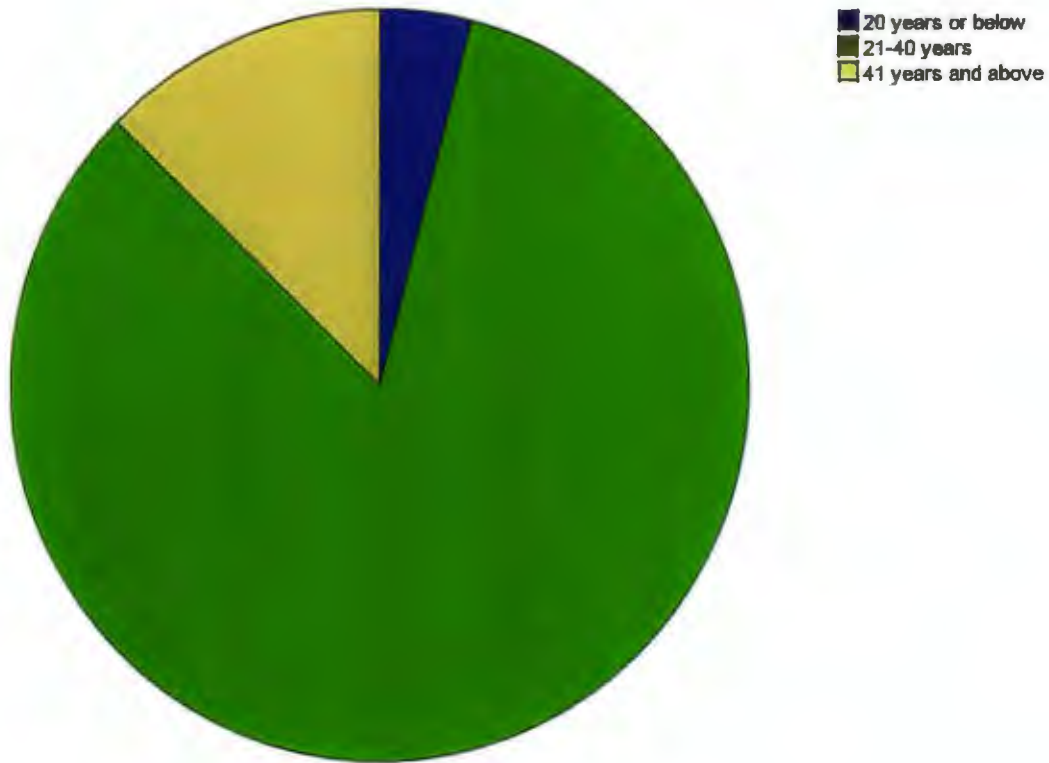
1. Demographics

1.1. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 years or below	6	4.0	4.0	4.0
21-40 years	125	83.3	83.3	87.3
41 years and above	19	12.7	12.7	100.0
Total	150	100.0	100.0	

The results show that 83 % respondents belong to the age group of 21 to 40 years. Respondents having age of 41 years and above were 13% and respondents of age of 20 years or below years show 4% responsiveness to the survey instrument.

age



The above pie chart show that the respondents having age of 21-40 years are 83 % of total sample size and labeled as green. Respondents having age of 41 years and above years were 13% and labeled as yellow and respondents of age of 20 years or below years show 4% responsiveness to the survey instrument labeled blue.

1.2. Formal Education of Respondents

The results show that 52% respondents have education level of post graduation. Respondents having education level of graduation were 39% and respondents having intermediate level show 9% responsiveness to the survey instrument.

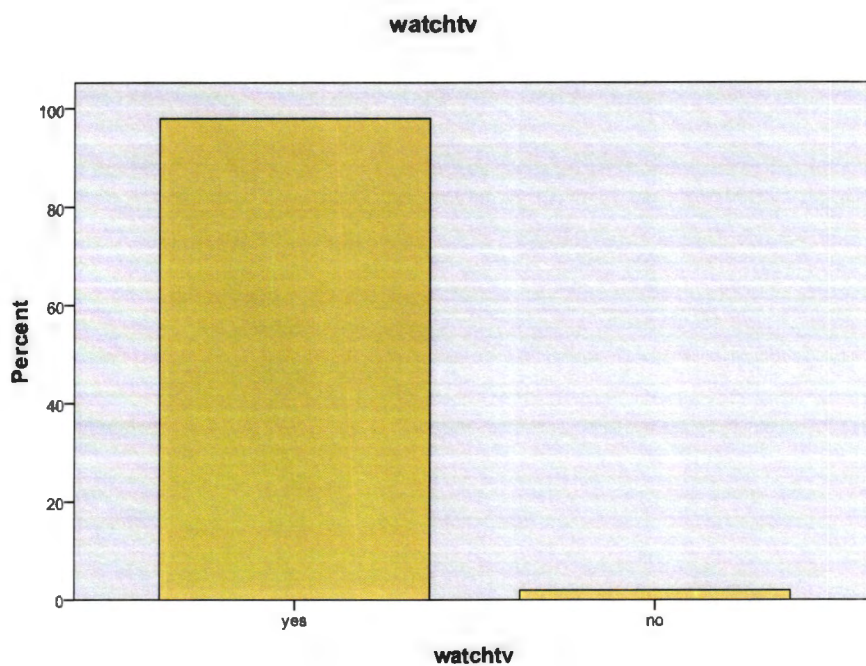
Formal Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid intermediate	13	8.7	8.7	8.7
graduation	59	39.3	39.3	48.0
post-graduation	78	52.0	52.0	100.0
Total	150	100.0	100.0	

2. Do you watch TV for News?

		Watch TV			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	98.0	98.0	98.0
	No	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

The results show that 98% respondents watch TV for news. Only 2% respondents do not watch TV for news.



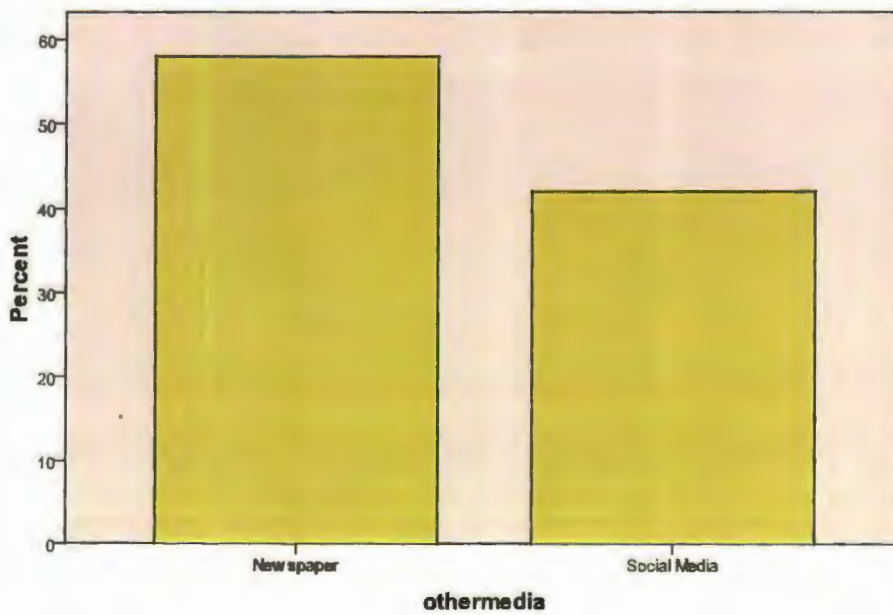
3. In addition to television which of the following news media do you use for news?

Other media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Newspaper	87	58.0	58.0	58.0
Social Media	63	42.0	42.0	100.0
Total	150	100.0	100.0	

The results show that majority of respondents prefer to read Newspaper for news which covers 58% of the total sample size. The second major category is of social media which covers 42% respondents.

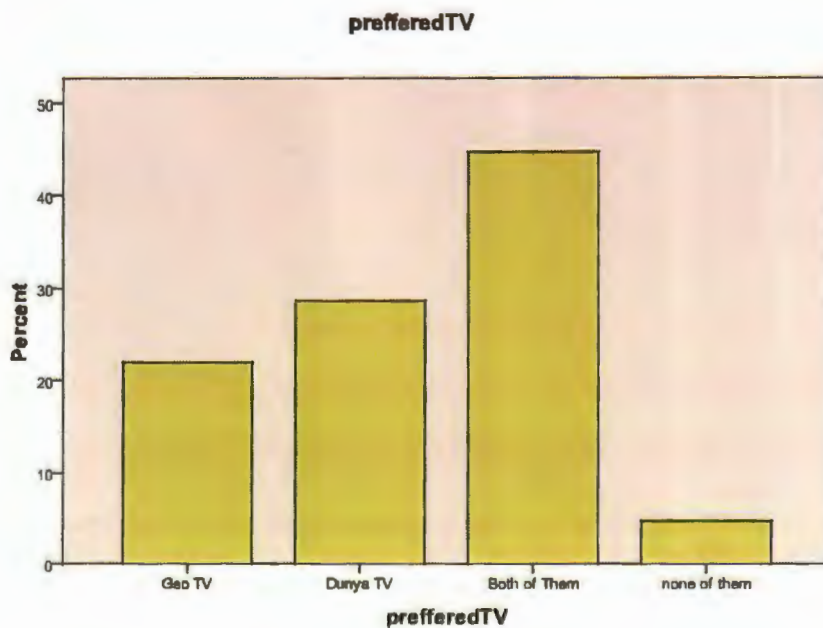
othermedia



4. Which TV channel do you watch the most for news?

		Preferred TV			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Geo TV	33	22.0	22.0	22.0
	Dunya TV	43	28.7	28.7	50.7
	Both of Them	67	44.7	44.7	95.3
	Other TV Also	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

The results show that majority of respondents prefer to watch both Geo TV and Dunya TV for news which covers 45% of the total sample size. The second major category is of Dunya TV which covers 29% respondents. The third major category is of Geo TV which covers 22% respondents.



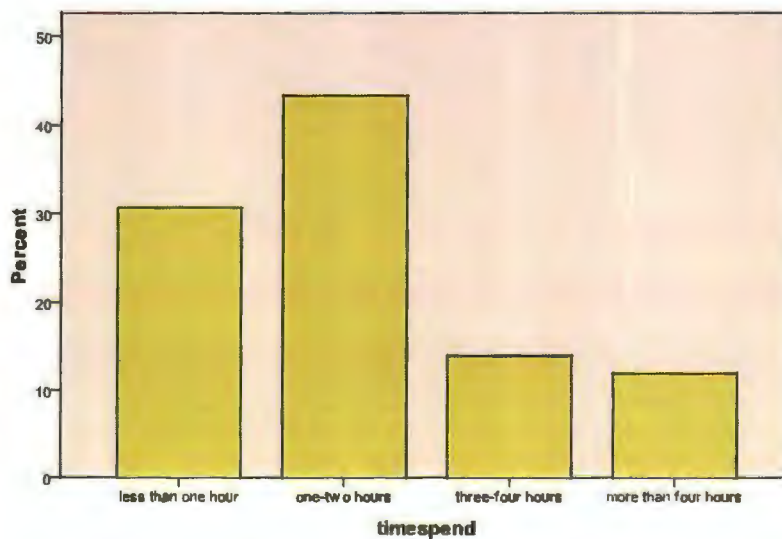
5. On an average day how much time do you spend in watching news content of your favorite TV channel?

Time spend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than one hour	46	30.7	30.7	30.7
one-two hours	65	43.3	43.3	74.0
three-four hours	21	14.0	14.0	88.0
more than four hours	18	12.0	12.0	100.0
Total	150	100.0	100.0	

The results show that majority of respondents prefer to watch TV for one-two hours which covers 43% of the total sample size. The second major category is of less than one hour which covers 31% respondents. The third major category is of three-four hours which covers 14% respondents. 12% respondents watch television more than four hours daily.

timespend

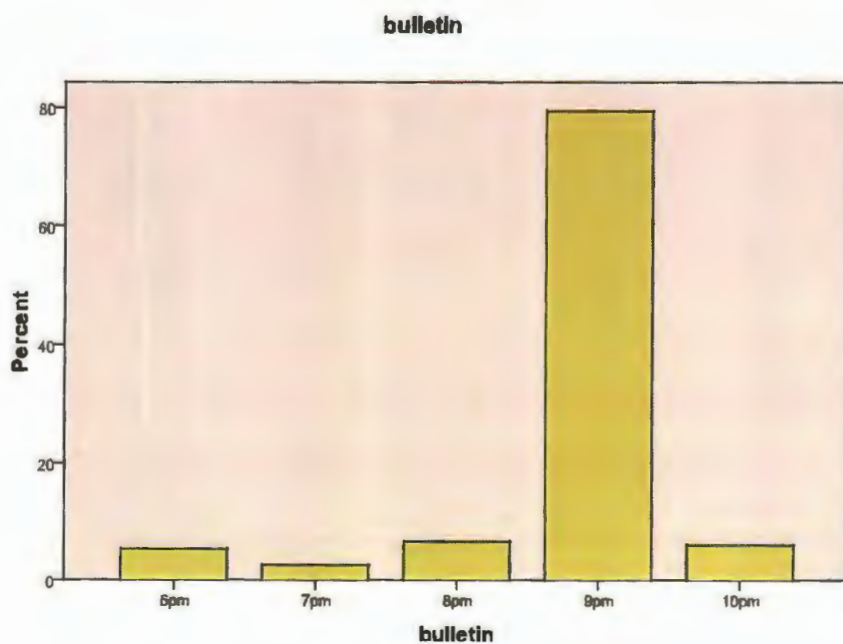


6. Which bulletin do you watch the most?

Favorite Bulletins

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6pm	8	5.3	5.3	5.3
7pm	4	2.7	2.7	8.0
8pm	10	6.7	6.7	14.7
9pm	119	79.3	79.3	94.0
10pm	9	6.0	6.0	100.0
Total	150	100.0	100.0	

The results show that majority of respondents prefer to watch TV news at 9-PM which covers 79% of the total sample size. The second major category is at 8-PM which covers 7% respondents. The third major category is 10-PM which covers 6% respondents.

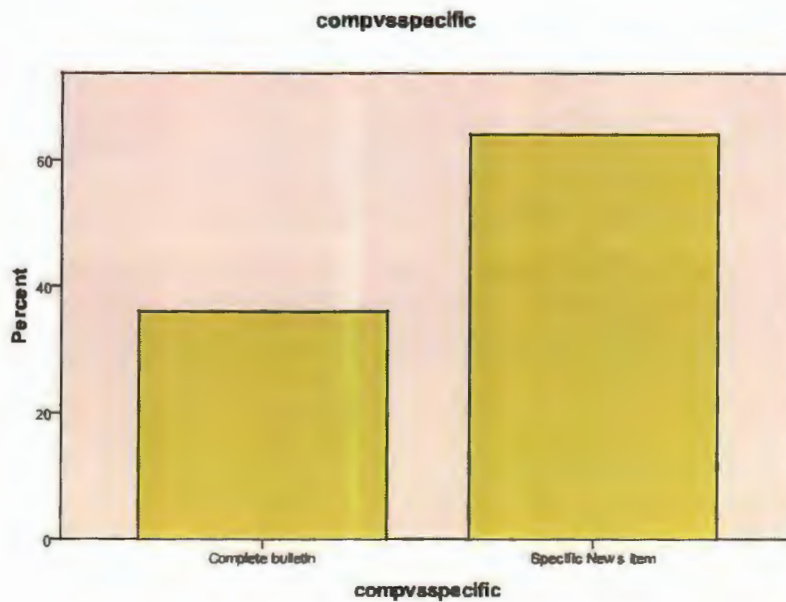


7. Do you watch complete bulletin or specific news in the news bulletin?

Complete vs specific

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Complete bulletin	54	36.0	36.0	36.0
Specific News Item	96	64.0	64.0	100.0
Total	150	100.0	100.0	

The results show that majority of respondents prefer to watch specific bulletin which covers 64% of the total sample size. The second major categories of respondents prefer to watch complete bulletin which covers 36% of the total response rate.



8. Which part of the news bulletin do you watch the most?

Which Part of Buelletin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Headlines only	78	52.0	52.0	52.0
First Chunk of the Bulletin till first break	32	21.3	21.3	73.3
Second Chunk of the Bulletin till 9:30pm	8	5.3	5.3	78.7
Complete Bulletin	32	21.3	21.3	100.0
Total	150	100.0	100.0	

The results show that majority of respondents prefer to watch news bulletin for headlines only which covers 52% of the total sample size. The second major category prefers to watch news bulletin for first chunk of the bulletin till first break which covers 21% respondents. The second major category prefers to watch complete bulletin which covers 21% respondents.

9. Agenda of Geo TV, Dunya TV and Public Perception

Television agenda was ascertained by the frequency and duration given to an issue while audience agenda was measured by counting percentage of their responses.

10. Political Tussle between Government and Opposition

10.1.1. Content Analysis of GEO TV on Political Tussle

Agenda Issue	Frequency	Duration (Minutes)
Political Tussle	29	30

The frequency of stories for political tussle between Government and opposition is 29. Total 30 minutes were given to political tussle between Government and opposition in 9pm bulletins during 15 January 2016 to 15 February 2016.

10.1.2. Content Analysis of DUNYA TV on Political Tussle

Agenda Issue	Frequency	Duration (Minutes)
Political Tussle	34	35

The frequency of stories for political tussle between Government and opposition is 34. Total 35 minutes were given to political tussle between Government and opposition in 9pm bulletins during 15 January 2016 to 15 February 2016.

10.2. PUBLIC PERCEPTION

Public Perception on Political Tussle between Government and Opposition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	29	19.3	19.3	19.3
HIGHLY IMPORTANT	22	14.7	14.7	34.0
IMPORTANT	16	10.7	10.7	44.7
SOMEWHAT IMPORTANT	13	8.7	8.7	53.3
UNIMPORTANT	12	8.0	8.0	61.3
HIGHLY UNIMPORTANT	18	12.0	12.0	73.3
VERY HIGHLY UNIMPORTANT	40	26.7	26.7	100.0
Total	150	100.0	100.0	

Table 10.2. given above indicates that 45% respondents rated the issue of *political tussle* between Government and opposition important while 46% respondents rated this issue as unimportant. Nine percent perceived this issue as somewhat important.

11. Terrorism

11.1.1. Content Analysis of GEO TV

Agenda Issue	Frequency	Duration (Minutes)
Terrorism	44	67.5

The frequency of stories of terrorism is 44. Total 67.5 minutes were given to terrorism in 9pm bulletins during 15 January 2016 to 15 February 2016.

11.1.2. Content Analysis of DUNYA TV

Agenda Issue	Frequency	Duration (Minutes)
Terrorism	46	66

The frequency of stories of terrorism is 46. Total 66 minutes were given to terrorism in 9pm bulletins during 15 January 2016 to 15 February 2016.

11.2. PUBLIC PERCEPTION

Public Perception on Terrorism

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	70	46.7	46.7	46.7
HIGHLY IMPORTANT	35	23.3	23.3	70.0
IMPORTANT	13	8.7	8.7	78.7
SOMEWHAT IMPORTANT	7	4.7	4.7	83.3
UNIMPORTANT	9	6.0	6.0	89.3
HIGHLY UNIMPORTANT	6	4.0	4.0	93.3
VERY HIGHLY UNIMPORTANT	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Table 11.2. indicates that 79% respondents rated the issue of terrorism as most important. 4.7% said that it is somewhat important issue while 16% replied that it is an unimportant issue.

12. Crime

12.1.1. Content Analysis of GEO TV on Crime

Agenda Issue	Frequency	Duration (Minutes)
Crime	19	20

The frequency of stories for crime is 19. Total 20 minutes were given to crime agenda in 9pm bulletins during 15 January 2016 to 15 February 2016.

12.1.2. Content Analysis of DUNYA TV on Crime

Agenda Issue	Frequency	Duration (Minutes)
Crime	28	26.5

The frequency of stories regarding crime is 28. Total 26.5 minutes were given to crime related stories in 9pm bulletins during 15 January 2016 to 15 February 2016.

12.2. PUBLIC PERCEPTION

Public Perception on Crime

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	2	1.3	1.3	1.3
HIGHLY IMPORTANT	21	14.0	14.0	15.3
IMPORTANT	21	14.0	14.0	29.3
SOMEWHAT IMPORTANT	30	20.0	20.0	49.3
UNIMPORTANT	34	22.7	22.7	72.0
HIGHLY UNIMPORTANT	30	20.0	20.0	92.0
VERY HIGHLY UNIMPORTANT	12	8.0	8.0	100.0
Total	150	100.0	100.0	

Table 12.2 indicates that 29% respondents rated the issue of crime as important. 20 percent said that it is somewhat important issue. While 51% respondents rated this issue as unimportant.

13. Education

13.1.1. Content Analysis of GEO TV on Education

Agenda Issue	Frequency	Duration (Minutes)
Education	17	18

The frequency of stories of education is 17. Total 18 minutes were given to education in 9pm bulletins during 15 January 2016 to 15 February 2016.

13.1.2. Content Analysis of DUNYA TV on Education

Agenda Issue	Frequency	Duration (Minutes)
Education	9	10.5

The frequency of stories of education is 9. Total 10.5 minutes were given to education in 9pm bulletins during 15 January 2016 to 15 February 2016.

13.2. PUBLIC PERCEPTION

Public Perception on Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	14	9.3	9.3	9.3
HIGHLY IMPORTANT	19	12.7	12.7	22.0
IMPORTANT	22	14.7	14.7	36.7
SOMEWHAT IMPORTANT	28	18.7	18.7	55.3
UNIMPORTANT	21	14.0	14.0	69.3
HIGHLY UNIMPORTANT	28	18.7	18.7	88.0
VERY HIGHLY UNIMPORTANT	18	12.0	12.0	100.0
Total	150	100.0	100.0	

Table 13.2. Indicates that 37% respondents rated this issue as important. 19% respondents think that this issue is somewhat important while 44% think that it is an unimportant issue.

14. Inflation

14.1.1. Content Analysis of GEO TV on Inflation

Agenda Issue	Frequency	Duration (Minutes)
Inflation	6	8

The frequency of stories of inflation is 6. Total 8 minutes were given to the inflation issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

14.1.2. Content Analysis of DUNYA TV on Inflation

Agenda Issue	Frequency	Duration (Minutes)
Inflation	5	6

The frequency of stories regarding inflation is 5. Total 6 minutes were given to the inflation issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

14.2. PUBLIC PERCEPTION

Inflation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY HIGHLY IMPORTANT	9	6.0	6.0	6.0
	HIGHLY IMPORTANT	2	1.3	1.3	7.3
	IMPORTANT	15	10.0	10.0	17.3
	SOMEWHAT IMPORTANT	19	12.7	12.7	30.0
	UNIMPORTANT	24	16.0	16.0	46.0
	HIGHLY UNIMPORTANT	30	20.0	20.0	66.0
	VERY HIGHLY UNIMPORRTANT	51	34.0	34.0	100.0
Total		150	100.0	100.0	

Table 14.2. indicates that 17 percent respondents rated this issue as important. 13% rated this issue as somewhat important while 70% respondents think that this issue is unimportant.

15. Energy Crises

15.1.1. Content Analysis of GEO TV on Energy Crises

Agenda Issue	Frequency	Duration (Minutes)
Energy Crises	7	9

The frequency of stories of energy is 7. Total 9 minutes were given to the energy issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

15.1.2. Content Analysis of DUNYA TV on Energy Crises

Agenda Issue	Frequency	Duration (Minutes)
Energy Crises	6	8.5

The frequency of stories of energy is 6. Total 8.5 minutes were given to the energy issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

15.2. PUBLIC PERCEPTION

Public Perception on Energy crises

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	20	13.3	13.3	13.3
HIGHLY IMPORTANT	31	20.7	20.7	34.0
IMPORTANT	31	20.7	20.7	54.7
SOMEWHAT IMPORTANT	32	21.3	21.3	76.0
UNIMPORTANT	18	12.0	12.0	88.0
HIGHLY UNIMPORTANT	16	10.7	10.7	98.7
VERY HIGHLY UNIMPORTANT	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Table 15.2. indicates that 55% respondents rated this issue as important. 21% respondents think that this issue is somewhat important. 24% respondents think that this issue is unimportant.

16. Health

16.1.1. Content Analysis of GEO TV on Health

Agenda Issue	Frequency	Duration (Minutes)
Health	8	9.5

The frequency of stories of health is 8. Total 9.5 minutes were given to the health issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

16.1.2. Content Analysis of DUNYA TV on Health

Agenda Issue	Frequency	Duration (Minutes)
Health	8	10

The frequency of stories of health is 8. Total 10 minutes were given to the health issue in 9pm bulletins during 15 January 2016 to 15 February 2016.

16.2. PUBLIC PERCEPTION

Public Perception on Health

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY HIGHLY IMPORTANT	6	4.0	4.0	4.0
HIGHLY IMPORTANT	20	13.3	13.3	17.3
IMPORTANT	33	22.0	22.0	39.3
SOMEWHAT IMPORTANT	21	14.0	14.0	53.3
UNIMPORTANT	31	20.7	20.7	74.0
HIGHLY UNIMPORTANT	22	14.7	14.7	88.7
VERY HIGHLY UNIMPORTANT	17	11.3	11.3	100.0
Total	150	100.0	100.0	

Table 16.2. indicates that 39% respondents rated this issue as important. 14% respondents rated this issue somewhat important while 47% respondents think that this is an unimportant issue.

17. Agenda of Television (Geo TV, Dunya TV)

Following is the priority of both television channels on 7 issues.

1. Terrorism
2. Political Tussle between Government & Opposition
3. Crime
4. Education
5. Health
6. Energy
7. Inflation

18. Agenda of Public

Public rated the 7 issues as following

1. Terrorism
2. Energy
3. Political Tussle between Government & Opposition
4. Health
5. Education
6. Crime
7. Inflation

19. Correlation between Media Agenda & Public Agenda

		Media	Public
Media	Pearson Correlation	1	.500
	Sig. (2-tailed)		.253
	N	7	7
Public	Pearson Correlation	.500	1
	Sig. (2-tailed)	.253	
	N	7	7

Pearson Correlation was applied to the priority lists of media agenda and audience perception. Correlation between media agenda and public perception is .500. Table 19 shows that value of R was .5 at significance level .25 which implies that there was no significant relationship between television agenda and public perception.

Chapter 5

Discussion and Conclusion

This Chapter includes the discussion and conclusion on the basis of the results in Chapter 4.

1. Coverage and Importance Given to The Issues of Study in Geo TV and Dunya TV

1.1. Terrorism

Terrorism was number one in agenda of Dunya TV and Geo TV. Dunya TV gave 66 minutes to the issue of terrorism during one month with 46 stories while Geo TV gave 67.5 minutes to this issue with 44 stories.

1.2. Political Tussle between Government & Opposition

2nd important issue in media agenda was political tussle between government and opposition. Dunya TV aired 34 stories on this issue with 35 minutes' duration while Geo TV aired 29 stories and gave 30 minutes to this issue

1.3. Crime

Crime remained on 3rd in television agenda. Dunya TV gave 26.5 minutes to 28 stories of crime while Geo gave 20 minutes to 19 stories of crime.

1.4. Education

Education is on 4th number in agenda of both channels. 9 Stories about education got 10.5 minutes in Dunya while Geo aired 17 stories on education with 18 minutes' time duration.

1.5. Health

Health related issues remained on number 5 in Television agenda. Issue of health aired with 8 stories and 10 minutes on dunya tv while in Geo this issue got 9.5 minutes with 8 stories.

1.6. Energy

Energy crises remained on second last number in media agenda. Dunya TV aired only 6 stories with 8.5 minutes while Geo Tv gave it 9 minutes to 7 stories.

1.7. Inflation

Inflation was least important issue in media agenda. Dunya TV gave 6 minutes to the stories of inflation with 5 minutes only. Geo TV aired 6 stories with 8 minutes in one month.

2. Difference in Agendas of Both Television Channels

The content analysis of both channels revealed that agenda of Dunya TV and Geo TV is same. Above mentioned seven issues received the same priority from both news channels.

Issues of health, education, inflation and energy crises got lesser coverage than terrorism, political tussle between Government and opposition and crime. It means personal sufferings of masses are not getting much importance in media agenda. Issues of national impact like terrorism, political tussle and crime got more importance on the screens of media.

3. Public Perception about the Importance of Issues.

Audience of Dunya TV and Geo TV prioritized the issues as following.

3.1. Terrorism

Terrorism was the top rated issue for the public. 79 percent respondents replied that terrorism is the very highly important issue of country. Only 17 percent respondents were of the view that this is an unimportant issue while 4 percent said that it is somewhat important.

3.2. Energy Crises

Energy crises remained on 2nd number on the priority list of public. 55 percent respondents of total sample size rated it a very important issue of the country. 24 percent respondents rated it as unimportant issue while 21 percent respondents said that it is somewhat important.

3.3. Political Tussle between Government and Opposition

Political Tussle between government and opposition was 3rd important issue for respondents. 45 percent people said that this is an important issue. 46 percent think that this is an unimportant issue while 9 percent were of the view that it is somewhat important.

3.4. Health

Health remained on number 4 in the public agenda. 39 percent respondents rated this issue as important. 46 percent rated it unimportant while 14 percent rated it somewhat important.

3.5. Education

Education was number 5th issue in the list of public agenda. 37 percent ranked it important while 44 percent rated it unimportant. 19 percent respondents said that it is somewhat important issue.

3.6. Crime

Crime remained on second last number in public agenda. 29 percent respondents were of the view that this is important issue while 51 percent marked it unimportant. 20 percent said that it is somewhat important issue.

3.7. Inflation

Inflation was least important issue for the public. Only 17 percent respondents said that it is an important issue. 70 percent respondents declared it unimportant issue while 13 percent rated this issue as somewhat important.

4. Difference in Media Agenda and Public Agenda

- Terrorism was on first number in media agenda. It remained on number 1 in public agenda also.
- Political Tussle between government and opposition was on 2nd number in media agenda but it was on 3rd number in public agenda.
- Crime related issues were on number 3 in media agenda while it was on number 6 in public agenda.
- Education was on number 4 in media agenda and public rated it as number 5th important issue.

- Health remained on number 5 in media agenda while this issue was number 4th important issue in public agenda.
- Energy crises was on number 6 in media agenda but public rated it 2nd most important issue of country.
- Inflation was on number 7 on in media agenda. Public also rated this issue as number 7.

Importance of terrorism and inflation related issues were same on media and public agendas. There was a slight difference in importance of issues regarding political tussle between government and opposition, education and health on both sides. But salience of energy crises and crime was found with a difference in the priority lists of media agenda and public agenda.

5. Correlation between Television Agenda and Public Perception

Spearman correlation test was applied on the priority lists of media and public. The value of R was .5 at significance level .25 which implies that there is not significant relationship between media agenda and public perception.

5. Role of Demographic Factors in Public Agenda Setting.

Demographic factors like education and age play an important role in public agenda setting. Respondents of different age groups and qualification have difference of opinion on many issues.

6.1. Education as demographic factor

6.1.1. Terrorism

39 percent viewers having intermediate education say that terrorism is the most important issue. 74 percent graduates rated terrorism important while 88 percent viewers having post graduate education say that terrorism is most important issue.

6.1.2. Energy Crises

62 percent respondents with intermediate education rated this issue important. 49 percent respondents with Graduation rated it important while 58 percent having post graduate education rated it important.

6.1.3. Political Tussle between Government and Opposition

61 percent viewers having intermediate education rated this issue important while 42 percent with graduate education rated it important. 44 percent with post graduate education ranked it important.

6.1.4. Health

46 percent respondents with intermediate education rated this issue important. 35 percent respondents with graduation ranked this issue important while 41 percent respondents having post graduate education ranked it important.

6.1.5. Education

54 percent respondents with intermediate education replied that education is important issue. 42 percent respondents of graduation category rated it

important while 30 percent respondents in post-graduation category ranked education as important issue.

6.1.6. Crime

15 percent respondents of intermediate education category said that crime related issues are important. 38 percent respondents of graduation category rated this issue important while 24 percent post graduate respondents rated it important.

6.1.7. Inflation

23 percent respondents having intermediate education ranked this issue important. 17 percent respondents having graduate education declared this issue important while 17 percent respondents in post graduate category rated it important.

6.2. Age as Demographic Factor

6.2.1. Terrorism

83 % respondents 20 years or below category ranked this issue important. 77 % respondents from 21 to 40 years' age group rated this issue important while 89 % respondents from 41 years or above category ranked it important.

6.2.2. Energy

83% respondents from 20 years or below category ranked this issue important.

50% respondents of 21 to 40 years' age group ranked it important while 74% respondents from 41 years or above category rated it important.

6.2.3. Political Tussle between Government and Opposition

33% respondents of 20 years or below category rated this issue important. 45% respondents of 21 to 40 year's age group said this issue important. 42% respondents from 41 years or above category ranked this issue important.

6.2.4. Health

34% respondents from 20 years or below age group rated this issue important.

41% respondents from 21 to 40 year's age group rated this issue important. 31% respondents from 41 years or above category rated this issue important.

6.2.5. Education

50% respondents from 20 years or below age group ranked it important. 37% respondents from 21 to 40 years' age group rated this issue important. 26% respondents from 41 years or above category rated this issue important.

6.2.6. Crime

17% respondents from 20 years or below age group rated it important. 31% respondents from 21 to 40 years' age group rated this issue important while 21% respondents from 41 years or above category rated this issue important.

6.2.7. Inflation

18% respondents from 21 to 40 year's age group rated this issue important while 21% respondents from 41 years or above category rated this issue important.

6.3. Difference in Opinion Because of Demographics

Above mentioned results show that there is a difference of opinion in respondents from different demographic groups on the salience of issues. Therefore, we can say that demographic factors like age and education play an important role in public agenda setting.

7. Television Viewers' Trends in Pakistan

7.1. Television for News

Ninety-eight percent respondents said that they watch television for news. Only 2 percent respondents replied that they don't watch tv for news.

7.2. Additional Media for News

58 percent respondents said that they read newspapers for news in addition to television while 42 percent prefer to use social media for this purpose.

7.3. Most Viewed News Channels

Majority of respondents prefer to watch both Geo tv and Dunya tv for news. 29 percent watch only dunya tv while 22 percent watch Geo tv.

7.4. Daily Time-Spending in Watching TV

Majority of viewers 43 % watch tv for one to two hours daily. 31 percent use to give less than one hour to tv watching. 14 percent viewers watch tv for 3 to 4

hours daily while only 12 percent viewers spend more than 4 hours daily in watching television.

7.5. Preferred News Bulletins and Chunks

Seventy-nine Percent Viewers of Dunya and Geo prefer to watch 9pm news bulletin. Majority of viewers prefer to watch specific news items instead of complete bulletins. 52 percent viewers prefer to watch headlines of news bulletins only. 21 percent give priority to first chunk of bulletins while 23 percent people watch complete news bulletins.

8. Conclusion.

Results of this study do not support the hypothesis that significant correlation exists between agenda of news channels and public perception. The value of R was .5 at significance level .25 which implies that there is no significant relationship between media agenda and public perception. Demographic factors like age and education play an important role in public agenda setting on the salience of issues. It is also observed that agenda of Dunya TV and Geo TV is same on important national issues. The sequence of importance of media agenda was Terrorism, political tussle between government and opposition, crime, education, health, energy and inflation. The priority order of public agenda was terrorism, energy, political tussle between government and opposition, health, education, crime and inflation.

Importance of terrorism and inflation related issues were same on media and public agendas. There was a variance in importance of issues regarding political tussle between government and opposition, education and health on both sides. But salience of energy crises and crime was found with a major

difference in the priority lists of media agenda and public agenda.

9. Recommendations

- Since there is no significant relationship between media agenda and public perception, media should change its priorities according to the needs of public.
- Television channels should give more coverage to those issues people are suffering from rather than sensational stories of crime.
- News managers should consider demographic factors while making their policies regarding news bulletins.
- A mechanism of effective feedback from audience of television should be developed.
- Universities must develop a system to publish the research work of students. Findings of research studies can be beneficial for the relevant organizations.

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APPENDICES

Questionnaire for Survey

Dear Respondent,

I am Adeel Javed, a student of MS Media and Communication Studies at International Islamic University Islamabad. I am doing my thesis work on the topic **“Media Agenda and Public Agenda: Exploring Correlation between agenda of television (Geo TV & Dunya TV) and public perception”**. For this purpose, I am conducting a survey of selected viewers of both channels. I assure you that the data which you will provide to me will be used only for this academic research study, and your identity will also be kept secret. You are therefore, requested to read the questionnaire carefully and give answers to the given questions by ticking (✓) or encircling the most relevant option amongst the given options.

1. What is your age group?
(Please tick (✓) the relevant option.)
 - i. 20 Years or below
 - ii. 21 - 40 years
 - iii. 41 years and above

2. What is the level of your formal education?
(Please tick (✓) the relevant option.)
 - i. No formal education
 - ii. Below Matric
 - iii. Intermediate
 - iv. Graduation
 - v. Post-Graduation
 - vi. Any other

3. Do you watch TV for news? (Please tick (✓) the relevant option.)
 - i. Yes
 - ii. No

4. In addition to television which of the following news media do you use for news?
- i. Newspaper
 - ii. Radio
 - iii. Social media
5. Which TV Channel do you watch the most for news?
- i. Geo TV
 - ii. Dunya TV
 - iii. Both of Them
6. On an average day how much time do you spend in watching news content of your favorite TV channel?
(Please tick (✓) the relevant option.)
- i. Less than one-hour
 - ii. one – two hours
 - iii. Three- four hours
 - iv. More than four hours
7. Which bulletin do you watch the most?
- i. 6 p.m
 - ii. 7 p.m
 - iii. 8 p.m
 - iv. 9 p.m
 - v. 10 p.m
 - vi. Please mention the name in case of any other
8. Do you watch complete bulletin or specific news in the news bulletin?
- i. Complete Bulletin
 - ii. Specific News Item

9. Which part of the news bulletin do you watch the most?

- i. Headlines only
- ii. First Chunk of the bulletin till first break
- iii. Till Second Chunk of the bulletin
- iv. Complete Bulletin

10. Please rank the following issues in terms of its perceived importance. Please mention the most important issue as No.1, Second most important issue as No. 2 and so on.

Sr. No.	Issues	Perceived ranking
1.	Terrorism	
2.	Energy Crises	
3.	Crime	
4.	Political tussle between Government and Opposition.	
5.	Health	
6.	Education	
7.	Inflation	

Thank you

Code Sheet for Content Analysis

Date	TV Channel	Issue	Frequency	Duration