

# Electronic Media Consumption: An Exploring Preferences & Trends

MS Thesis



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**FINAL APPROVAL**

It is certified that we have read this thesis submitted by Mr. Munwar Ali Kalwar. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for MS Degree in Media and Communication Studies.

**COMMITTEE**

**Supervisor**

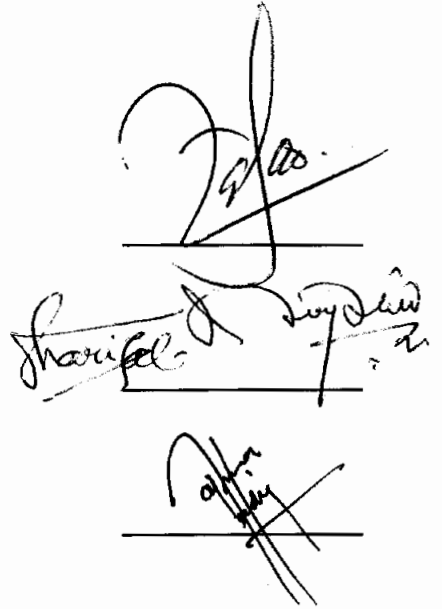
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The image shows three handwritten signatures, each written over a horizontal line. The top signature is for Dr. Zafar Iqbal, the middle one for Prof. Sharif al Mujahid, and the bottom one for Dr. Najma Sadiq. The signatures are in black ink and are somewhat stylized.

## **Dedication**

Dedicated to my parents with affection and reverence; without their prayers and support I was just a wandering student.

### **Acknowledgment**

I am extremely appreciative of my teachers for their guidance, especially my supervisor Dr. Zafar Iqbal, who guided me throughout the research study. I am highly obliged to him for his consideration, exceptional support and cooperation. It is because of his meticulous guidance and proper instructions; I am able to get this task done.

I would also to pay special thanks to Dr. N. Nawaz Qaisrani for his priceless benevolence. He has always rendered his services for me and helped me out to fulfill this prodigious task. I am grateful to Abdul Majeed Weesar, Language Editor, Pakistan Broadcasting Corporation, Islamabad who guided me at every stage with regard to technical aspects of news. I am also grateful to Abdul Majeed Naich, Deputy Director (Establishment), he has always been kind to me throughout my degree.

Lastly, I offer my regards and blessings to all who supported me in the completion of this thesis. May God bless you all.

Regards

Munwar Ali Kalwar

### **Abstract**

This is the exploratory research based on Agenda Setting theory. The main purpose of this study was to examine the one month content of three channels namely Geo News, Waqt News and ARY News by using content analysis method. This measurement explored all the time which was given by those channels to programs. Survey method (instrument) used to measure the proposed intention of an audience about the choices of programs, demographically. Selection of three hundred sample of population was taken to address this research. This was self-administered survey. Questionnaires were handed over to people of Islamabad and Rawalpindi. Research found that media assign more time to political programs rather than social development programs. Among three channels, only one channel give less time to politics but other two channels have devoted themselves for the political motivated programs.

Result show that there is huge gap between media content and people choices. People wants to watch public interest programs on television but the media telecast political motivated programs. Students get most of the information about economics through newspapers but our channels are failed to fulfill the needs of students.

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## Chapter 2

### Literature Review

Samuelson, Carter, and Ruggels (1963) argued that education was a key variable in the explaining of media consumption. It supports the hypothesis that the higher the level of education increases, the higher the one's appetite for all media grows. On the other, participation in other activities increases. In the end, result is a person must give up some of the media consumption he would desire if there were no time constraint. Television loses the greatest amount of educated audiences. Those researchers, Samuelson, Carter, and Ruggels are claiming, substitute job-connected working hours, organizations, hobbies, time with their children for some of the hours they would otherwise spent watching television. As education increases, media competing with television also gain. Better education brings better reading skills, and so magazines and books win readership at the expense of television's audience.

Media credibility has also been found to be related to educational achievement (Westley and Severin, 1964). It was found that higher educated tend to trust newspapers more and the less educated tend to trust television more. "Social interaction," defined as participation in group activities, was also found to be related to media credibility by Westley and Severin (1964). It is also come to surface that membership in three or more organizations is correlated (positively) with trust in newspapers, while the socially inactive people put their faith in television. This finding corroborated the role involvement hypothesis of Samuelson, et. al. (1963).

Maxwell E. McCombs (1968), studying sources of political information, found race to be related to media consumption while education was important in explaining preferences for various mass communications material. He found that race, in part, explained the quantity of political information sought, but education on the other hand, was related to choice of media. Those of high school education or more, regardless of race, chose newspapers most often for political news; those who had not attained a high school degree were consistent viewers of television.

Greenberg and Dervin (1970, 1970) in their research found that, the differences disappeared when the low income group was split black and white. Research result shows that the low income sample spent 5.2 hours of the typical 16-hour working day watching television whereas

the "general" population watched television for only two hours. The other difference also found and lay in program preferences. About the twelve top-rated shows, a rank-order correlation between the low income sample and the general population sample is 0.03. When the low income sample was separated into racial groups, no consistent differences appeared in program preferences. Similar findings are reported for media preferences for world news in television. The low income people definitely prefer television, the general population is equally satisfied by newspapers and TV, and both black and white sub-samples of low income respondents prefer television.

Preference for local news production see a sharp contrast. The general population and the low income samples named radio and newspapers as first choice, respectively. The low income blacks peoples preferred people as sources of local news, but at the same time whites of similar economic background were indifferent between TV, radio and newspapers. In this regard, one possible explanation for this, advanced also by Honig, et. al. (1972), is a lack of news coverage in the inner city which creates dissatisfaction among blacks with the media's presentation of local news.

That the media do not program news with black interest in mind was further substantiated by Carey (1966). This paper in agreement with Greenberg and Dervin only on this point of news coverage. Carey (1966) generally contradicts all they say about the racial subsamples being not significantly different. His findings have hardly any coincidence in preference among the top 40 television shows in 1963.

Carey (1966) concludes that the Negro experience forms a basis of black preferences which not only are different from white program and media preferences, but are also usually counter to the "cliché content" of most programs. Bauer and Cunningham also reached the same conclusion: "Negroes are more concerned with matters close to their own life situation, and correspondingly they use the media proportionately more than do equal-income whites for recreation, diversion, and escape, and less as a way of maintaining contact with the realities of the world around them - - except for using advertising to learn what is going on in the market" (Bauer and Cunningham, 1970, p. 124). Bauer and Cunningham's figures shows that blacks to be heavier consumers of television and radio, lighter consumers of magazines and newspapers, than whites.

A number of studies have been conducted to find out the agenda setting effects at local level by local media. In Spain, unemployment and urban congestion in the state of Pamplona in 1995 were the concern of the research. All six major issues were addressed in which the public agenda was compared with local news coverage. It was found that preceding two weeks found a high degree of relationship (Canel, et al.1996).

In 1986, the Agenda-setting at the community level was measured in the Japanese mayoral election. There are 320,000 voters of Machida City, in Tokyo metropolitan area which was regarded welfare policies, urban facilities, and local taxes as the three most important issues in the election. There were seven issues and coverage across a three week period of the four major newspapers serving Machida City yielded a modest, but positive, correlation of +.39 (Takeshita, 1993).

Studies to measure Agenda setting effects were conducted in South America. In Argentina, during the 1997 legislative elections, agenda-setting effects were founded in the area of Buenos Aires metropolitan (Lennon, F.R. 1997). In the research, corruption was found prominent on both the public and media agendas throughout the period. In early days or during the research, corruption was on the raking as first and second. But in the later months, there was variation. It was found that only a reasonable overall relationship (+.43) in September month between the public agenda and the combined issue agenda of five major newspapers of Buenos Aires. Interestingly, as Election Day approached in October, the correspondence between the agendas increased to +.80, an increase that indicates a considerable media effect in the closing weeks of the election campaign (Lennon, 1997). On the basis of the research, it can be said that agenda setting effects of media are not only exist at the national level, rather they also prevail at the local level and that local communities are also in the influence of media regarding their local issues.

Research on media preferences has paid notable attention to sex differences in responses to different types of programs. It is also established truth that that various movie genres elicit differentiated affective responses between the two sexes. Interestingly, the widespread gender – stereotyping running through entertainment programs/products seems to correspond to actual viewer preferences. Male youth indeed prefer action/adventure genres typically associated with the masculine sex, whilst females have a soft spot for romance/drama and music. Oliver et al.

(2000) explain that the explanatory potential of differential gender-linked expectations, which can be conceptualized along two dimensions: (1) communality, typically associated with females and (2) agency, often associated with males (Eagly, 1987). Depending on whether they are communal or agency-consistent, the themes preponderant in each genre make up for a sexually differentiated public programs. Many studies highlighted the importance of sex in social affiliation with media characters: viewers tend to associate more strongly with and experience more intense emotional responses to same-sex characters (e.g. Deutsch, 19100; Hoffner & Cantor, 1991). Another potential explanation which is in this regard it that of sex differences in mean personality levels, which remain fairly constant across the lifespan (Feingold, 1994; McCrae & Costa, 1984).

Mares (2008) found that young adults, relative to older adults and middle-aged, expressed their greater interest in watching films to feel scared or sad, and more attraction to films with violent, dark, scary, violent, and sad content. In addition, when they are asked to think back to their preferences during their adolescence, older women and middle-aged (but not men) explained and reported that they used to be more interested in watching films to feel much sad, and both the genders reported that they used to be more interested in watching to feel scared. Accordingly with this, researchers have noted the popularity of horror films among younger viewers (Tamborini & Stiff, 1987). Fischhoff, Dimopolous, Nguyen, and Gordon (2003) noted that younger adults were more likely to choose highly violent characters from slashed films as their favorite movie monsters and to like them for their "killing prowess/expertise." In contrast with that study, several studies reported that older adults often prefer less disturbing material (Bliese, 1986; Gauntlett & Hill, 1999; Riggs, 1998). Gauntlett and Hill wrote that the favorite programs of older viewers in England tended to be "pleasant" with little violence, sexuality, or swearing. Tulloch's (1989) conducted qualitative study and emphasized that they valued programs with wholesome qualities that avoided the "constant obscenities, violence, and cruelty" typically seen on TV (p. 181). Most recently, Mares et al. (2008) found in his research that older adults expressed greater interest than young adults in watching films with heartwarming, cheerful, uplifting content.

A difference is the consistent finding that older adults, compared with younger adults, report more interest in and more exposure to newspapers and television news (Doolittle, 1979; Rubin & Rubin, 1981; van der Goot et al., 2006). In addition, older adults in several studies have also reported interest in watching other informational programs such as government proceedings (Riggs, 1989) and quiz shows (Vandebosch & Eggermont, 2002).

Age difference also has to do with attraction to humorous material. Mares et al. (2008) found that although there were no age differences in self-reported interest in watching “funny” films, younger adults were more interested in watching slapstick comedies and were more likely to say that they watched films to feel excited, laugh and end the boredom. On the same pattern, Bartsch (2010) found that older adults in a German sample were less likely than young adults (18–25) to report having watched a video for “fun” motives (e.g., “makes me laugh” and “amuses me”). These findings are consistent with the results of an experience-sampling study in which older adults, relative to young adults, found being more interested in maintaining mild positive emotional stability, and less interested in intensifying the positive emotions they currently felt (Riediger, Schmiedek, Wagner, & Lindenberger, 2009). There is little research on age differences in preferences for different types of humor, though Bliess (1986) reported that older adults enjoyed what she called “mild humor” in family dramas such as *The Waltons*, and Tulloch (1989) observed that older adults enjoyed sitcoms that focused on the comedy of generational differences.

All studies of age differences in media content preferences have used cross-sectional samples. Due to this, it is unclear whether differences reflect change within individuals over the life span, or whether they reflect differences between generations. Probably, for example, current groups of older adults report valuing positive, uplifting programs because they have always liked them. Maybe such material is a better fit with the moral and social values that were formed in their early years than content that is scary, violent, or crude. Ryder (1965) reported that each birth cohort (those persons born in the same time interval and aging together) encounters a particular social heritage and “carries the impress of the encounter through life” (p. 844). He argued that age should be considered not only as a point in the respondents’ life cycle but also as a temporal

location—for example, that a particular group was in their 20s in the 1930s as opposed to the 1970s and 1980s.

Now what indication we face of cohort differences in evaluations of media content? A 2004 Gallup poll (Jones, 2004) show that linear age differences in self-reports of feeling offended by various types of television content. At the two ends of the sample, younger adults (18- to 29-year olds) were less likely than older adults (aged 65+) to report feeling offended by TV violence (42 vs. 79%), TV sex (35 vs. 80%), TV depictions of homosexuality (25 vs. 72%), and TV profanity (33 vs. 80%). At the same time, a 1999 Gallup poll (Carlson, 2002) found that younger adults, relative to older adults, were less likely to be “extremely or very” offended by nudity in films (22 vs. 72%), or by sexual activity in films (25 vs. 80%).

About the situation comedies, the two other genres for which there are reports of age differences? Mares et al. (2008) did not consider age differences in news viewing, but one can imagine two rival hypotheses afforded by the above accounts of emotional development, only one of which fits with the extant data. Given the news frequently focuses on violence and catastrophe, one might expect that older adults would avoid watching news as an unnecessary source of unpleasant experiences and at the same time, young adults would seek out this type of content both for the possible emotional impact and knowledge. On the other hand, studies (Riggs, 1998) suggest that news watching is considered particularly meaningful by older adults—therefore one might predict that older adults would be more likely to focus on this type of content than younger adults. As noted earlier, most viewing and watching data actually support the latter version.

Similarly, socio-emotional selectivity theory potentially tells two rival hypotheses about attractions to humorous content. Given the desire for positive effect, one might expect that older adults to be more interested situation comedies than younger adults. On the other hand, age differences in perceived need to spend time meaningfully rather than “wasting” it might be associated with less interest in comedic material, if someone perceived such content as trivial or silly. As discussed earlier, there is some empirical evidence to suggest that interest in comedies

decreases with age and education, though as yet there are no systematic investigations of whether these age differences are explained by differences in perceived meaningfulness.

### **Research Questions**

Q: 1 How do people consume media ?

Q: 2. What they (audience) would like to watch, read on media?

Q: 3. What kind of programs media are focusing the most?

## **Theoretical Framework**

Before the examination of influence of news media, I want to describe more fundamental example of Agenda Setting. In 18<sup>th</sup> century, the geographic one was identified when British colonies newspapers published the facts concerning their Agenda Setting.

The roots of agenda setting are in the book written by Walter Lippmann (1922), entitled "The World Outside and the Pictures in Our Heads." Mr. Lippmann first who wrote that the mass media is the tool by which we know the picture of the world. He added that those pictures are incomplete and most of them are distorted.

Two researchers McCombs & Shaw conducted an empirical study in 1972 to examine the idea that the news media organizations influence our perceptions of the world. Research conducted in the University of North Carolina thought whether the topics accepted by the news media to represent the outer world reduced the types of events that people used to think about world. University researchers also had the view that the public's perception of reality depended on the topics the news media covered or it was not the case (McCombs & Shaw, 1972).

It was beginning of mass communication theory, which can be divided into two aspects. The first aspect is concerning with the transmission of issue or object salience from the media agenda to the public agenda. The second aspect is about the role of news media in framing those issues and things in the minds of masses.

Agenda-setting is the focal point of this research and whole research revolves around this theory. What electronic media give to people and how people react on those contents.

## **Agenda Setting Theory**

The roots of agenda setting are in the book written by Walter Lippmann (1922), entitled "The World Outside and the Pictures in Our Heads." Mr. Lippmann first who wrote that the mass media is the tool by which we know the picture of the world. He added that those pictures are incomplete and most of them are distorted.

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### **Determinants of Agenda-Setting Effects**

What are the determinants of the agenda setting theory? This is considered to be most important question of debate among the scholars of Mass Communication. Different scholars have different views on this question. Most agreed determinants of the agenda setting effects are stated as under:

Media credibility and reliance on the media are considered to be the most important determinants of the agenda setting effects in the inception. But Wanta & Ghanem (2006) explain that exposure was a stronger determinant than media credibility or media reliance, which were unrelated, in a study of Hispanic cable news.

Obtrusiveness refers to the fact that the public has experience with the policy issue. The more unobtrusive an issue, the more the individual may rely on media exposure for orientation. Zucker in 1978 conducted a study and he found that salience transfer was maximum for unobtrusive issues.

Need for orientation is a function of individual interest in the policy topics combined with issue uncertainty. Weaver (1977) and others found that some persons have greater need for policy orientation and thus are more affected by salience transfer than others.

How much time an effective agenda setting take to influence and manipulate the public opinion? Different scholars have different idea on this time period. Winter & Eyal (1981) has the opine that ideal time frame for the measurement of media effects on public agenda is between two to five months. Winter and Eyal further stated that media emphasis in the month prior to the interview period is the most important time period for media agenda to leave largest impact on the public.

### Chapter 3

#### Methodology

##### **Content Analysis**

The study is basically a content analysis and based on survey as well as quantitative in nature.

Content analysis is defined by Colorado university (192011) as:

*“Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts”*

##### **Population of study:**

The proposed three channels are the most viewed Urdu channels of Pakistan. All the 24 hours programs of Geo News, Waqat News and ARY News. The month of October, 2010 is chosen to address the research for content analysis.

##### **Selecting Sample:**

Content of the three news channels, Geo News, Waqat News and ARY News were analyzed for this study for one month. The reason for the selection of three channels is that all the channels are mostly viewed channels in Pakistan. Selected channels have a strong professional reputation covering almost all the important issues of the country in the first hand, and on the other, they cover issues of the world also. Sufficient number of highly qualified senior and professional are engaged to these channels.

The content analysis of the entire 24 telecast program including the entire repeated program during 24 hours. By doing this, the researcher will come to know the time allocation (duration) of the programs.

### **Reason Behind selection of this period**

This research study selected this period because of more attention of people towards the media due to suicide attacks on the shrine as well as in the people filled markets. In these days, media is remained the circle of people attention.

### **Content Analysis Procedure:**

The research procedure for the required study is the analysis of the content shown by three channels in the October month. This method is commonly employed in analyzing the content of those programs. It is an effective and efficient process to analyze the content of media programs. Berelson (1952) has the view that

*“Content analysis is a research technique that is objective, systematic and quantitative in description”*

### **Analysis procedure:**

Every programs of the channel was personally viewed by research to assess the nature of program. On the basis of these programs, the research put the program in the already prepared coding sheet according to the nature of program. For example, if the Geo News program Capital Talk is political nature it was marked as political motivated program. And this way, all the programmes were assed for the month as marked according to the predefined nature.

### **Coding Scheme:**

For coding purpose, at first all programs were given different codes. For example, political nature program was coded as 1 and comic programs marked as. After this, all the data was entered into the SPSS to get the frequency of the result.

### **Operationlization of concepts:**

#### **Political:**

Government, Politics & Diplomacy of or relating to the state, government, the body politics, public administration, policy-making, government policy making, public administration, law,

civil aspects of government, military government aspects of government, discussion on political person, characteristics of politicians and political parties and partisan aspects of politics, state, legislative and parliamentary affairs and good governance, and discussion on corruption by politicians and bureaucrats. Capital Talk, Aaj Kamran Khan ki Sath, Views on News, Off the record with Kashif Abbasi.

**Comic:**

A program having to do with comedy, arousing or provoking laughter, comical acts, ridicule of politician and society. The programs which involves the acts of waggish, jocular, facetious, joking, droll, comical farcical, humorous and witty. Hasbi Hall, HSUH, Khabarnak.

**Social:**

All the programs relating with matters affecting human welfare, social works and beneficial to society. A significant event, change, or occurrence which brings change in people lives. The organized activity of soliciting donations or grants; fundraising. Salam Pakistan, Rise & Shine.

**Celebrity:**

A person of considerable prominence from political and tv or film arenas who is considered as most popular due to his distinction reputation and artistic ability. A program which was designed to their career achievement and present affairs of personality. Sharif Show. Dr. Zodek.

**Economics:**

Economics issues, challenges, development of economic institutions, banks affairs, necessities of life, use of income and production. Bazar, Aik Se Do,

**Crime:**

Unlawful activities committed by people in violation of law and revelation of tactics and motives behind the crime. A serious offense, especially one in violation of morality and have an unjust, senseless, or disgraceful act or condition and prohibited acts. Dishonesty, fraud and deception and factional truth. FIR, Most Wanted.

**Sports:**

A program which concerned or relating to physical activism like cricket, hockey, baseball, football news. Score. Game Beat.

**Personality:**

Prominence or notoriety personality who got success in the field of education particularly. A program which includes the discussion on their personal matters, living standard, habits and aims and achievements. One Day with Geo.

**Local News:**

A program refers to news coverage of events in a local context which would not normally be of interest to those of other localities. In other words, the news of different districts of provinces. Karachi to Khabar.

**History:**

All the events relating to archeology, biography, architecture, geography, trade, military, education, defense, places, autobiographies, revolutions, human history, inventions and history of philosophical ideas. Geometry.

**Women issues:**

Dependency, subordination ,political, social and economic status in society, all forms of poverty, women's position and societal view of their inferiority, women empowerment, structural changes, violence against women at the family and community level, Karokari. gender disparities, social injustices, rape and burn issues. 51%.

**Survey:**

Osgood Semantic Differential Scale has been used in the research. A survey of three hundred (300) viewers of these channels was conducted in Islamabad because the researcher is stationed in Islamabad, the federal capital of Pakistan. Employment, income range, education, gender and age group was given in the questionnaire to assess the preference of population. This is self administered and demographical questionnaire was got filled by different area of Islamabad and Rawalpindi. 1 to 5 scale was used to measure the intention. Education was converted into the following way:

**Coding procedure:**

Researcher on daily basis approached to people for the questionnaire fulfillment purpose in the Rawalpindi homes. As the student was the unit analysis in the research, I went personally to Islamic University and got filled the questionnaire in my presence. Preferences of low and high income people assessment of this research, therefore I personally went to bazaar to got filled the questionnaire.

On the daily basis, researcher entered the data into SPSS according to the predefined coding system. After the completion of three hundred samples, the following conversation was conducted to the software. It was converted as under:

1 & 2 to as weak focus

3 as a neutral and 4 & 5 as strong focus

### Categories & rules for coding

Serial #	Variable	Rules
1	Political	Government, Politics & Diplomacy of or relating to the state, government, the body politics, public administration, policy-making, government policy making, public administration, law, civil aspects of government, military government aspects of government, discussion on political person, characteristics of politicians and political parties and partisan aspects of politics, state, legislative and parliamentary affairs and good governance, and discussion on corruption by politicians and bureaucrats. Capital Talk, Aaj Kamran Khan ki Sath, Views on News, Off the record with Kashif Abbasi.
2.	Comic	A program having to do with comedy, arousing or provoking laughter, comical acts, ridicule of politician and society. The programs which involves the acts of waggish, jocular, facetious, joking, droll, comical farcical, humorous and witty. Hasbi Hall, HSUH, Khabarnak.
3.	Social	All the programs relating with matters affecting human welfare, social works and beneficial to society. A significant event, change, or occurrence which brings change in people lives. The organized activity of soliciting donations or grants; fundraising. Salam Pakistan, Rise & Shine
4.	Celebrity	A person of considerable prominence from political and tv or film arenas who is considered as most popular due to his distinction reputation and artistic ability. A program which was designed to their career achievement and present affairs of personality. Sharif Show. Dr. Zodek.
5.	Economics	Economics issues, challenges, development of economic institutions, banks affairs, necessities of life, use of income and production. Bazar, Aik Se Do,
6.	Crime	Unlawful activities committed by people in violation of law and revelation of tactics and motives behind the crime. A serious offense, especially one in violation of morality and have an unjust, senseless, or disgraceful act or condition and prohibited acts. Dishonesty, fraud and deception and factional truth. FIR, Most Wanted.
7.	Sports	A program which concerned or relating to physical activism like cricket, hockey, baseball, football news. Score. Game Beat
8.	Personality	Prominence or notoriety personality who got success in the field of education particularly. A program which includes the discussion on their personal matters, living standard, habits and aims and achievements. One Day with Geo.
9.	Local News	A program refers to news coverage of events in a local context which would not normally be of interest to those of other localities. In other words, the news of different districts of provinces. Karachi to Khabar.
10.	History	All the events relating to archeology, biography, architecture, geography, trade, military, education, defense, places, autobiographies, revolutions, human history, inventions and history of philosophical ideas. Geometry.
11.	Women Issues	Dependency, subordination ,political, social and economic status in society, all forms of poverty, women's position and societal view of their inferiority, women empowerment, structural changes, violence against women at the family and community level, Karokari, gender disparities, social injustices, rape and burn issues. 51%.

## Chapter 4

### Results

Capital Talk, Churah, Aaj Kamran Khan Ki Sath, Geo Pakistan, Geo Dost, 50 Minute, HSUH, Khabarnak, Sharif Show, Khabarnak, Aik Se Do, Exclusive Interview, One Day with Geo, FIR, Geomentary , Score, 51% .

What media show most?

#### **GEO NEWS**

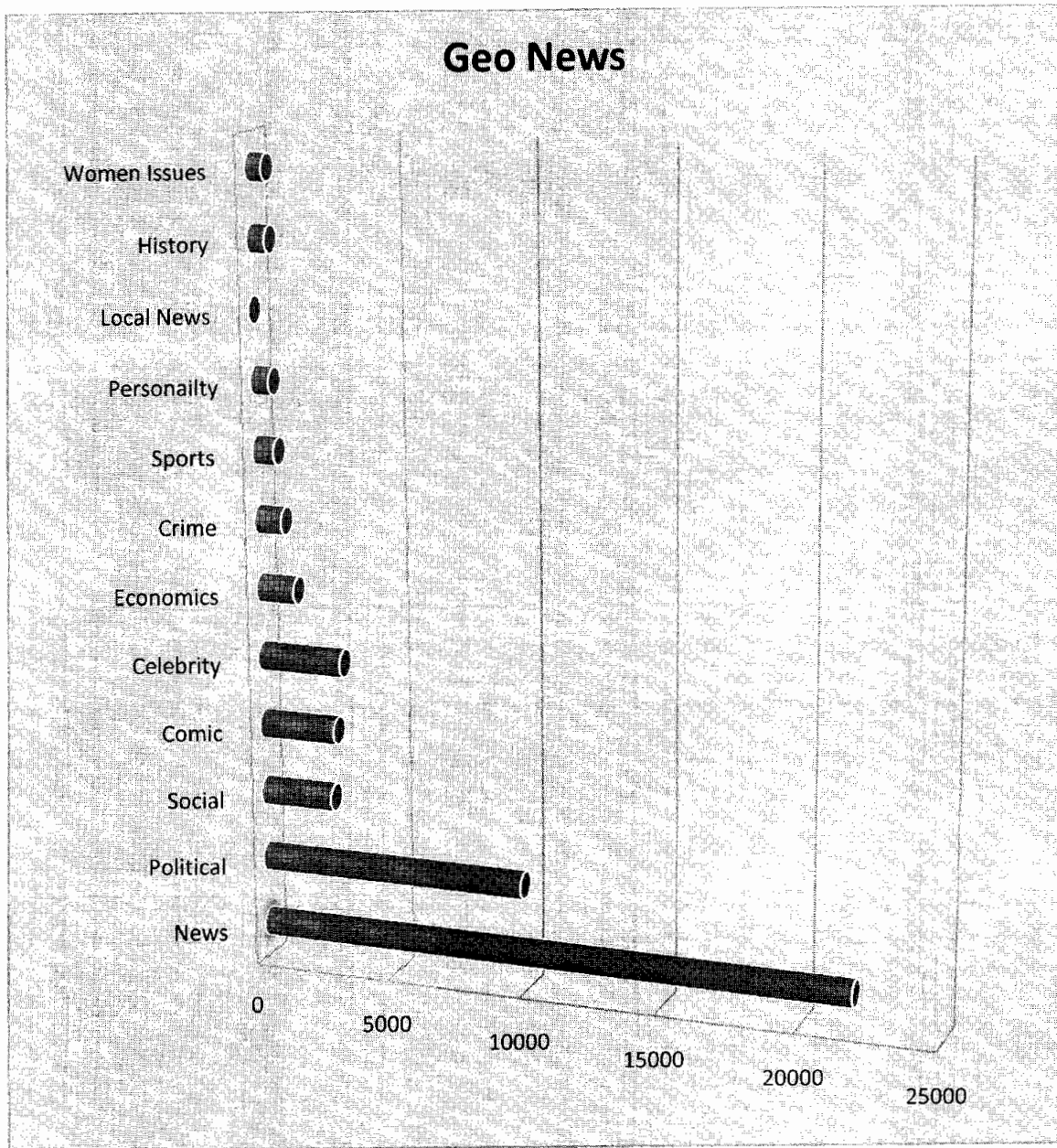
Our research indicates that Geo, the most viewed channel, contributed a 22% time to political issues. This channel gives more time to political discussion, dissemination of rumor about specific party, criticism and applauds to the favorite candidates.

During the process of research it was found that Social issues have on less focused (6%). Comic is given also the same time as compared to social issues (6%). Celebrity is supported by giving 7 % time.

Our research found that Economics has been given 3% time. Crime has 2%, personality 2% and sports has also 2%. Local news remained unfocused by Geo (0%), there is no especial program to high light the local news from different areas of the country.

Research result show that 1% time is assigned to women issues. The channel give time to high light the injustices, inequality and gender differences in the society.





## **Waqt Television**

News Desk, Talk with Shereen, News on Demand, B+, Islami Nizam Hayat, Nawai waqat Today, Rise & Shine, Salam Pakistan, Tycoon, Game Beat, In Business, Interview with Patel, Made in Pakistan, Feature Weakly, Assignment, North, Karachi to Khabar,

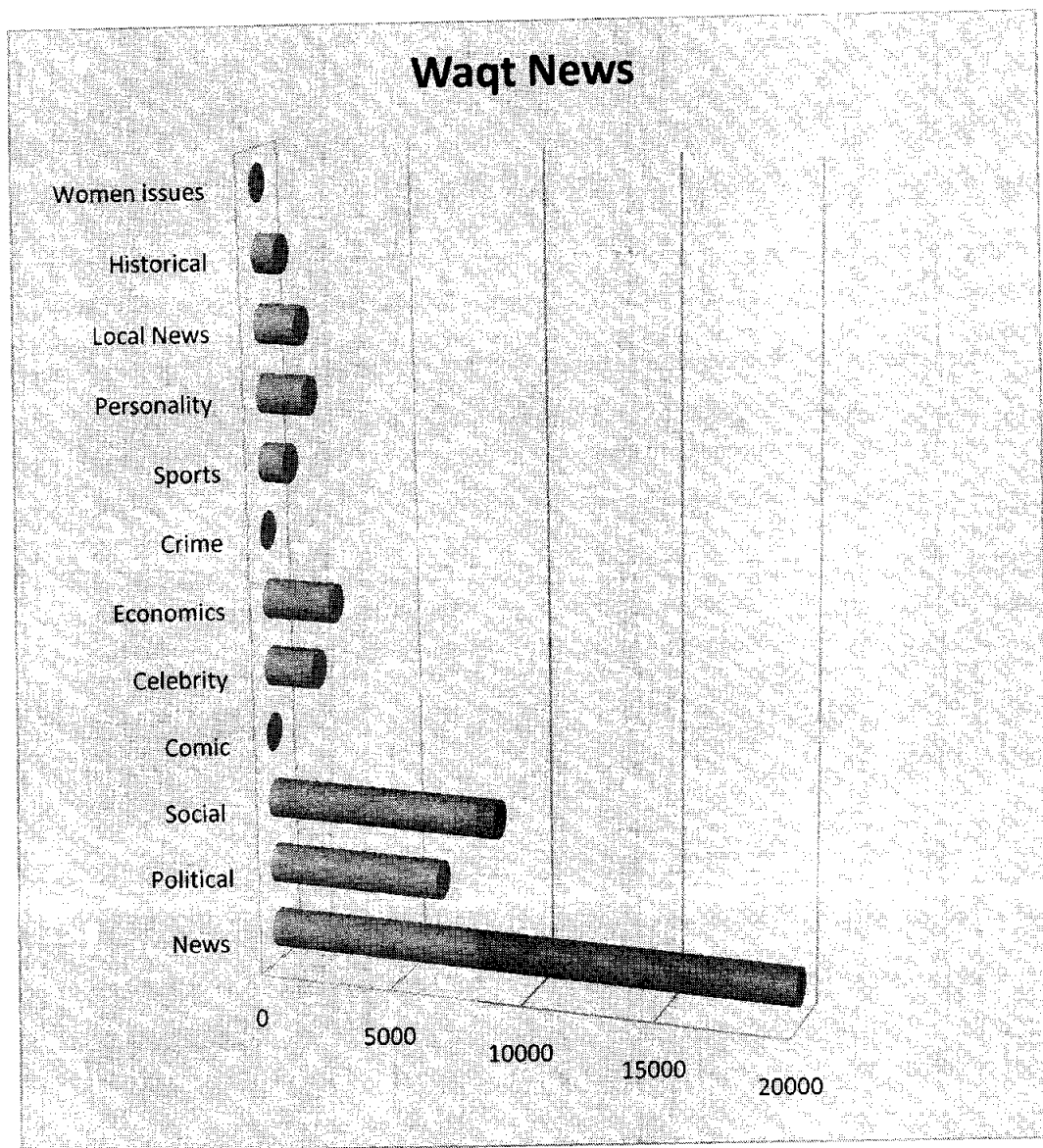
What media show most?

Research result shows that this channel give much time to political issues (15%). It includes the political discussion about specific issues related to politics, political agenda and policy matter.

According to our research, 19% time is assigned to social issues. Comic is remained unfocused by this channel (0%). Celebrity, research show, only 4% time is given. Economics is 6% and crime is given 00% time to high light and prevention measures.

About sports, research result indicated that 2% assigned time for this purpose. Personality given 4% time. Local news programs are telecast by this channel to aware the people from different parts of people about district (3%). Historical facts also shown by this channel only 2%.

Interestingly, our research show that there is nothing specific program to high the women issues by this program. Thus 00% time is attributed to this said issue.



## ARY Television

Off the record with Kashif Abbasi, 11<sup>th</sup> Hours with Jasmeen Manzoor, One World Today, Sawal Ye Hai, Views on News, Do Tok with Mazhar Abbas, Sawal Yeh Hai, Ba Khabar Wavera, Awam Aur Aidary, Madadagr Zimaydar Kaun, Criminals Most Wanted, Sports Room, Dekhta Chala Gaya, E-Masala, V2, Ruler Bulletin, Iddrak,

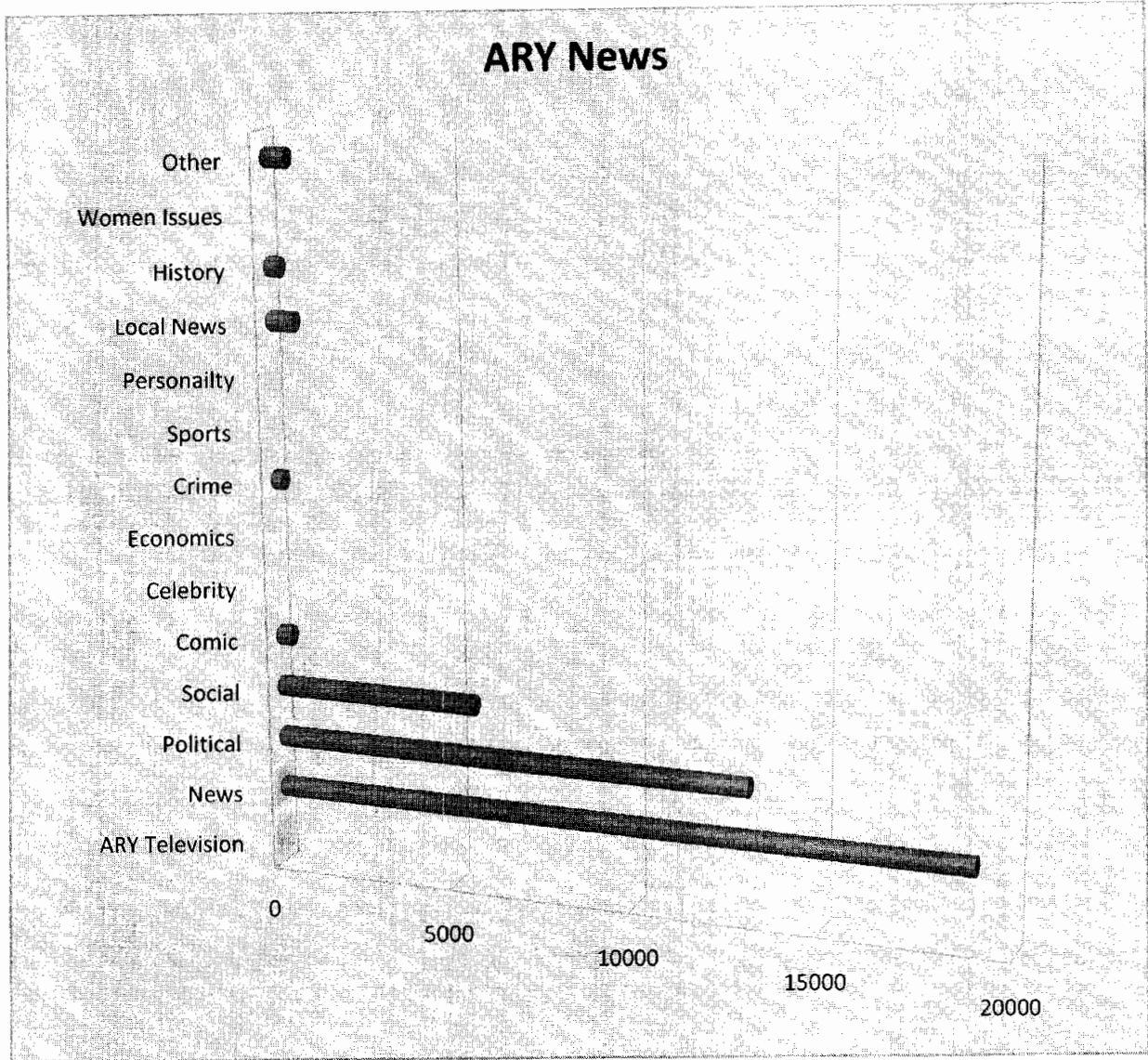
What media show most?

Our research shows that **32%** time is allocated to politics. On the same pattern it include the political discussion, favoritism to political parties and policy matter with regard to criticism.

Social issues are addressed **14%**. Comic also given **1%** , celebrity (1%) and economics remained unnoticed by this channel (0%). There is specific program to promote strategy for the improvement of the said variable economics.

Research result shows that crime is given **1%** time. Crime program which show the how crime happened in the society from different angles.

Sports, Personality and on women issues, there no any special program. Local news have given time and special district news program is telecast (2%).



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**Comparison Chart of Television Content and  
Time Devoted by channels to programs**

Serial No.	Variable	Geo Television	Waqt Television	ARY Television
1	News	48%	45%	47%
2	Political	22%	15%	32%
3	Social	6%	19%	14%
4	Comic	6%	0%	1%
5	Celebrity	7%	4%	0%
6	Economic	3%	6%	0%
7	Crime	2%	0%	2%
8	Sports	2%	2%	0%
9	Personality	1%	3%	0%
10	Local News	0%	2%	2%
11	History	1%	2%	1%
12	Women Issue	1%	0%	0%

### People's perception on Geo News

In your opinion, which of the following categories of programmes are mostly telecast by the *Geo TV News*? (Please express your opinion on a scale from least shown programme (as1) to mostly shown programs (as 5).

Demographically, result shows that higher 100 educated females are unaware of those programs which are politically motivated and presented by Geo News (35%). On the other, 100 middle females qualified are more conscious in distinguishing the difference between political programs and nation development building attitude of media (38%).

About the social variable, our research results shows that 100 middle educated male have the view that Geo give (31%) time to social issues. And 100 lower educated support their view by (29%) and higher (28%).

Research found that 100 high educated females have the view that this channel allocated more time to economics related programs (43%). Middle pass males are also supporters to this view (42%).

We found that 100 lower educated male said that it has weak focus (12%) on politics and the same sample middle female support it as moderate (15%) and higher male have the view that it give (33%) time crime. About personality, 100 middle male is seem active in perceptive this and rating it as high (57%). About the sports, 100 lower educated male and middle female have the same view of overwhelmingly telecast (60%).

Local news is seen by 100 middle female qualified as (11%), and higher educated as (7%) our research result show.

### People's perception on Waqt News

In your opinion, which of the following categories of programmes are mostly telecast by the *Waqt TV News* ? (Please express your opinion on a scale from least shown programme (as1) to mostly shown programmes (as 5).

During the research process we found that 100 higher educated male perception about this channel with regard to politics is 30% and middle 100 female have (10%) and female lower educated see it as (11%).

Comic is seen by lower 100 educated males as (12%) and 100 middle females (8%) and 100 higher educated males have the view that it telecast (3%).

Research result show that 100 higher educated males have the view that (31%) program of the Waqt television are social and 100 middle females rate it as (9%) and 100 lower educated see it as (51%).

Result shows that 100 higher male have (7%) middle females (6%) and lowers females educated (13%) about the celebrity programmes by Waqt.

Economics is seen by 100 lower educated females as (11%), 100 middle educated males as (10%) and 100 higher educated males rate it as (7%).

About the crime, 100 middle educated females are the view that telecast (12%) programmes regarding crime. In this way, 100 higher educated males rate it as (8%) and 100 lower educated females rate it as (10%).

100 Lower educated males have the view that this channel telecast (53%) programmes regarding sports and middle educated females 13% and 100 higher educated males say that it give time to this (4%).

Research findings shows that 100 higher educated males have the view that personality programmes are much in this channel (23%). 100 Lower female educated are something less to higher educated (10%) and 100 middle educated males rate it as (10%).

100 middle educated males have the view that (13%) programmes are telecast by this channel about local news and lower 100 educated females see it as (4%) and higher educated males rate it as (3%).



About the history, research result shows that, 100 lower educated females rate it as (13%), 100 middle males (10%) and 100 higher qualified rate it (3%).

We found that women issue perception of people of 100 higher education male is (28%) and 100 middle educated females have (11%) and lower educated males see it as (13%).

### People Perception about ARY News

5 In your opinion, which of the following categories of programmes are mostly telecast by the *ARY TV News*? (Please express your opinion on a scale from least shown programme (as1) to mostly shown programs.

Our research findings indicates that 100 higher educated females have the view that this channel gives (30%) time to politics. 100 middle educated males see it as (11%) and lower educated females see it as (13%).

100 lower educated males have the view that 53% telecast is about comic and 100 middle educated females have the view of (4%) and 100 higher educated females rate it as (3%).

Social issues are seen by 100 higher educated males as (31%), 100 middle educated females (4%) and 100 lower education holders males rate it as (5%).

100 lower educated males rate it as 11% and 100 middle educated females 12% and 100 higher educated females have the view that it is telecast (3%).

Economics matters viewed by 100 lower educated males as (53%), 100 middle educated females as (4%) and 100 higher educated females see it as (33%).

100 higher educated males have the view that this channel give 31% time to crime, 100 middle educated females see it as 12% and 100 lower educated males view it as (13%).

100 higher educated males have the view that it telecast 30% programs about sports, 100 middle females see it 4% and 100 lower educated females have the view of (6%).

100 higher educated males have the view that (24%) telecast by this channel about personality, 100 middle females see it as 10% and 100 lower educated males see it as (13%).

Research findings show that 100 lower educated females have the view that this channels telecast (52%) programmes concerning local news, 100 middle males see it as 11% and higher females have the view of (9%).

History is seen by 100 lower educated males as (12%), 100 middle educated females as (11%) and 100 higher educated females as (3%).

100 higher educated males have the view that it telecast 31% programs about women issues, lower educated females see it as 12% and 100 middle educated females have the view that it telecast 10% programs about women issues.

Mostly telecast by Geo News							Mostly telecast by Wqat News							Mostly telecast by ARY News						
Variable	Peoples' Perception on Geo News						Peoples' Perception Wqat News						Peoples' Perception ARY News							
	Male educated			Female educated			Male educated			Female educated			Male educated			Female educated				
	low	Middle	High	low	Middle	High	low	Middle	High	low	Middle	High	low	Middle	High	low	Middle	High		
Political	12%	24%	33%	15%	38%	35%	58%	43%	30%	11%	10%	42%	46%	11%	13%	13	25%	30%		
Comic	23%	45%	74%	42%	8%	88%	12%	76%	3%	15%	8%	11%	53%	34%	18%	76%	4%	3%		
Social	29%	31%	28%	7%	48%	52%	34%	51%	31%	46	9%	86%	5%	38%	31%	45%	4%	34%		
Celebrity	56%	98%	23%	7%	34%	35%	58%	62%	7%	13%	73%	75%	11%	12%	46%	85%	15%	3%		
Economics	56%	42%	35%	65%	54%	43%	61%	53%	86%	15%	14%	54%	53%	76%	46%	75%	4%	33%		
Crime	34%	65%	57%	45%	85%	48%	86%	15%	8%	45%	12%	10%	13%	76%	31%	43%	12%	34%		
Sports	53%	53%	64%	57%	86%	67%	53%	76%	4%	76%	13%	12%	24%	34%	30%	6%	4%	75%		
Personality	75%	57%	25%	13%	64%	83%	52%	53%	23%	10%	38%	89%	13%	76%	24%	14%	10%	86%		
Local News	60%	50%	43%	60%	45%	43%	68%	33%	3%	4%	45%	86%	52%	11%	37%	15%	54%	9%		
History	34%	35%	24%	83%	46%	46%	74%	30%	74%	13%	83%	37%	12%	76%	86%	65%	11%	3%		
Women Issues	75%	58%	46%	11%	46%	7%	13%	45%	28%	76	11%	48%	29%	34%	31%	12%	10%	45%		

### Source of information

Q. Which one of the following is the most important source of information for you regarding the following categories?

According to research, 100 female students get the information about politics from electronic media (48%). 100 male government employee have the source of information about politics from interpersonal relations (43 %). 100 own male business people get information about politics from electronic media (42%).

During the research process, we found that 100 male student get information about comic from electronic media (43%). 100 male own business people get 33%.

Result shows that source of information about social issue by 100 male government servant is electronic media (45%). 100 people of own business male and male students have also same source of information (30%) and ( 40%).

100 male student and own business people get the celebrity information from electronic media (45%) and (33%), research findings show.

Economics news is taken by 100 male and female students from print media(30%), 100 government servant have the same source of print media about it(44%) and 100 own business personalities take information about it from electronic media (32%).

100 government servant gets information by interpersonal communication about crime (45%). 100 own business people from electronic media (32%) and male student from electronic media (22%).

During the process of research, we found that 100 government servant have the source of information regarding sports is print media (49%), 100 own business have electronic media (31%) and male student also rely on print media for this purpose (27%).

According to our research, print media have the prime source for local news. Government servant (46%), 100 male student (26%) and own business (12%).

100 government servant have the source of information about history is intrapersonal communication (45%). 100 female student goes thorough for this purpose to print media (40%).

100 government servant gets information about women issues from electronic media (45%). 100 male student also have the same source of electronic media (42%) and 100 own business have same source of information of electronic media (26%).

### **Choice of audience**

Which program you think is the most important for society and media should show most? (Please express your opinion on a scale from minimum (as 1) to maximum (as 5).

### **Income**

According to our research, 100 middle earnings group have the view that politics is not too good for society and it should be moderate focus (41%).

For comic, 100 middle earning group say that it should be strong focus on it (45%).

Research show that, 100 high earnings group is in the favour of social programs on television (36%), and middle are advocating the idea of it (41%).

100 lower have the view that celebrity programmes should not be telecast (3%). 100 middle are supporting for telecasting it (32%).

Lower group of 100 people are in favour of economics programs (38%) and 100 middle have the view that it should be telecast (50%)

100 higher earning group are favoring the crime programmes (35%) and 100 other groups of middle and lower are not advocating this idea (02%)

100 middle earning group is in favour of sports programmes (41%).

High earning group of 100 people is showing willingness in favoure of personality (34%).

Higher earning group of 100, have the view local news should be telecast (50%), and 100 lower are also advocating this idea (40%).

Middle earning group of 100 is in favor of historical programmes (50%).

Our research found that 100 lower class have the view that women programs should be (31%) and middle are against it (02%).

## Gender

Research result shows that comic content is supported by 100 middle aged females (70%).

100 low aged male are supporting to telecast the social programs (80%). 100 low age female have the view that it should be (49%)

About economics, 100 middle aged male are in favour of it (80%) and aged female have the views of it as (12%). 100 aged male have the view about crime that it should be 70% and middle aged female are not in this favour (12%). About sports, middle aged male are 77% and young female 4%.

100 young male are appreciating to Local news (80%) and middle aged female are also supporting it (45%).

About history, 100 middle aged male have the view that it should be ( 87%) and young female (8%) in favour of history.

## Qualification:

About social issues, 100 middle educated males are supporting to this cause (60%).

Research findings indicated about economics that 100 middle educated females are in favour of it ( 66%), and lower educated males 50% and higher educated have the view that it should be 30%.

Crime is supported by 100 higher educated males (66%).

Middle educated of 100 males have the view that sports should be telecast (66%). Male high educated and females also advocates the Personality programs on television (54%, and 100 the same qualified male are supporting the telecast of local news (50%).

Research shows that women issues are supported by higher educated male and females as (66%)

## Preferences

What do you want to watch on *TV* (Pl express your opinion on a scale from minimum (as 1) to maxim (as 5).

### Qualification:

Middle educated 100 males are in favor of political programs on television (60%). In celebrity, the high educated have the view that political programs should be telecast (55%).

Economics is advocated by 100 higher educated male and females (33%). 100 lower and middle male and females are supporting the crime programs (60%).

100 middle educated males want to watch sports news on television (61%). About the local news, higher educated females have the view of (61%) and middle females (58%).

History is attracted by all the categories: lower educated females want to watch (53%) , middle male (60%) and higher educated males want to watch (55%).

Research show that women issues attraet the attention of 100 higher educated females (60%) and middle educated male (59%) and 100 lower educated males are not interest in it 9%.

## Income

Lower income groups of 100 supports the telecast of political programs on television (36%) and middle are also favouring the progrms (40%).

100 middle income people are supporting to celebrity (66%).

Lower and middle group of 100 have the view that personality programs should be telecast (66%). Lower want (36%) and middle (40%) and high income don't want to watch local news (20%).

Women issues are attractive for middle income male of 100 people (40%), for lower male (33%) and higher income (27%).



## Language

Research findings indicates that 100 of Balochi male are supporting the political programs on television (56%). 100 Urdu male want to watch politics on TV (31%).

100 Balochi want to see comic programs (51%) and 100 Saraiki (45%) on television and then Urdu (25%). 100 Sindhi male people have interest in social programs 20% and urdu 18 % and Punjabi 15%.

100 Balochi male people supporting to the celebrity (52%), 100 female Urdu (30%) and 100 female Sindhi 20%.

Economics is attractive for 100 Urdu people (33%) and then 100 Sindhi (22%). Research show that Saraik and Balochi have same taste of crime programs (52%) for each and Urdu (32%) and Sindhi 21%.

Balochi of 100 males want to watch personality (52%), Punjabi female (30%), Urdu female (29%) and Sindhi male (24%). 100 Balochi are seemed here as a active to watch local news (52%), Punjabi male (43%), Urdu female (31%) and Sindhi female (22%).

Balochi male of 100 people want to watch history (51%), Sariaki female (49%) Urdu male (33%) and Punjabi female (31%) and Sindhi male 24%. 100 Balochis females are interested in women issues related program (51%), Punjabi male (34%), Urdu females (23%) and Sindhi male (21%).

Source of information

Which one of the following is the most important source of information for you regarding the following categories?

Variable	Male educated												Female educated												Income												Source of Income											
	low				Middle				High				Low				Middle				Higher				Lower				Middle				Higher				Own Business				Government Service				Private			
	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E	E	N	I	E				
Political	57%	42%	47%	53%	42%	45%	48%	40%	42%	43%	48%	40%	42%	43%	48%	40%	85%	51%	88%	53%	85%	51%	88%	53%	85%	51%	88%	53%	54%	67%	54%	45%	45%	56%	45%	56%	89%	89%	89%	53%								
Comic	-	42%	-	58%	-	45%	-	26%	-	45%	-	26%	-	45%	-	26%	-	82%	-	51%	-	74%	-	74%	-	55%	-	37%	45%	67%	45%	37%	-	53%	-	53	-	-	-	-	-	-	-	-	-	-	-	85%
Social	-	30%	-	26%	-	45%	-	26%	-	45%	-	26%	-	45%	-	26%	-	62%	-	67%	-	74%	-	74%	-	55%	-	37%	45%	67%	45%	37%	-	53%	-	53	-	-	-	-	-	-	-	-	-	-	-	85%
Celebrity	-	33%	-	37%	-	33%	-	46%	-	33%	-	46%	-	33%	-	46%	-	67%	-	67%	-	67%	-	67%	-	67%	-	67%	51%	51%	51%	51%	-	-	-	-	-	-	-	-	45%	45%	45%	-				
Economics	-	30%	02%	33%	-	33%	-	67%	-	33%	-	67%	-	33%	-	67%	52%	52%	56%	56%	-	56%	-	56%	-	66%	-	66%	64%	64%	64%	64%	-	-	-	-	-	-	-	-	-	-	-	32%				
Crime	22%	-	61%	59%	-	61%	-	59%	-	61%	-	59%	-	61%	-	59%	56%	56%	95%	95%	-	95%	-	95%	-	67%	-	67%	67%	67%	67%	67%	-	-	-	-	43%	43%	43%	43%	-	-	-	-	-	-	-	32%
Sports	43%	-	66%	67%	-	66%	-	67%	-	66%	-	67%	-	66%	-	67%	66%	66%	51%	56%	-	56%	-	56%	-	66%	-	66%	62%	62%	62%	62%	-	-	-	-	31%	31%	31%	31%	-	-	-	-	-	-	-	-
Personality	-	32%	55%	36%	-	37%	-	36%	-	37%	-	36%	-	37%	-	36%	46%	46%	62%	62%	-	62%	-	62%	-	89%	-	89%	51%	51%	51%	51%	-	-	-	-	41%	41%	41%	41%	-	-	-	-	-	-	-	23%
Local News	-	26%	-	37%	-	37%	-	55%	-	37%	-	55%	-	37%	-	55%	42%	42%	86%	86%	-	86%	-	86%	-	63%	-	63%	48%	48%	48%	48%	-	-	-	-	46%	46%	46%	46%	-	-	-	-	-	-	-	22%
History	-	39%	-	63%	-	63%	-	96	-	63%	-	96	-	63%	-	96	76	76	53%	53%	-	53%	-	53%	-	53%	-	53%	36%	36%	36%	36%	-	-	-	-	45%	45%	45%	45%	-	-	-	-	-	-	-	58%
Women Issues	42%	-	-	4%	-	-	-	89%	-	-	-	89%	-	-	-	89%	26%	26%	86%	86%	-	86%	-	86%	-	59%	-	59%	88%	88%	88%	88%	-	-	-	-	-	-	-	-	26%	26%	26%	26%	-	-	-	-

## Chapter – 5

### Conclusion

On the basis of the findings of this study, it can be concluded that there is a huge difference between the media attitude and the audiences' choice. Media continually show the political motivated program to win people's attention and enhancement of audiences. In this competition, media in Pakistan have lost the real duty which media should play for the development of people and economic growth!

Unfortunately, media has failed to identify the social issues. In compare to social problems, media focus on the political issues with a view to giving support or spreading hate angst targeted politician. Recent local government ordinance 2001 abrogation is the best example. On the same pattern, every channel remained unfocused on social issues. Consequently, this nation face difficulties and even our new generation confronted the affects of national channels attitudes results.

High income people want to watch the local news on television but the media is doing totally against the people choice. Most of the students, result indicates, get more information about economics from the newspapers due to forestation view of media. In the same way, government servant get the local news from print media. News about history, students get the same from print media.

Another important finding was that both channels, Geo (22%) and ARY News (32%) are telecasting much programs which are political motivated except one Waqat News (15%). Waqat channels telecast the social programs (19%).

### Implication

News channels in Pakistan can use the findings of the present study to make decisions during their devising policy and agendas. Geo and ARY can now see the view of current findings how they produce the programs which are not acceptable to people.

Additionally, people can look at this study to see how the most popular Channels produce the programs in keeping with the wishes of the society. Overall, the present study is useful to the channels and society as a whole because it gives both groups an objective, general picture of the

most important programs of the month. The gap which is existing between media and people can be filled by observing the current result of the study.

### **Recommendations**

Keeping in view the findings of this study, the following are the recommendations by researcher.

While giving presenting certain programs, media organizations should keep the people's perception in mind because whole the media rely on audiences. Their production can translate the fabricated development into real development.

Media organizations should properly cover the issues that are concerned to people. It has been seen in this research that although channel gave good coverage to national and international issues but they, at the same time, ignored the real problems of the public. The real problems are remained ignored.

### **Areas for Future Research**

The study opens doors for a number of future research projects. This is the first ever study on agenda setting in Pakistan in the realm of electronic media which provides a solid base for research projects in future. Mass communication research is rapidly growing in the universities of the Pakistan and the young researchers can explore new dimensions from this study for their own research. This study analyzed the content of news channels. Future research can address the content analysis of print media and its effects on public agenda.

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### Questionnaire for Survey

I am a student at International Islamic University Islamabad, completing the thesis requirement for my M.Phil./M.S degree in Mass Communication. Your participation is critical to this research and I am asking for your help in completing the attached survey. While your participation is entirely voluntary, please keep in mind that your assistance is necessary for the completion of this study and may play a valuable role in future research at International Islamic University.

Thank you for your assistance.

Employment	Income Range	Education	Gender	Age Group
<input type="checkbox"/> Own Business	<input type="checkbox"/> 5,000 – 10,000	<input type="checkbox"/> Matric	<input type="checkbox"/> Male	<input type="checkbox"/> 20-30 years
<input type="checkbox"/> Government Service	<input type="checkbox"/> 11,000 -20,000	<input type="checkbox"/> F.A./F.Sc	<input type="checkbox"/> Female	<input type="checkbox"/> 31-40 years
<input type="checkbox"/> Private Service	<input type="checkbox"/> 21,000 – 30,000	<input type="checkbox"/> B.A/B.Sc		<input type="checkbox"/> 41-50 years
<input type="checkbox"/> Student	<input type="checkbox"/> 31,000 -40,000	<input type="checkbox"/> M.A/M.Sc		<input type="checkbox"/> Over 50
<input type="checkbox"/> Other	<input type="checkbox"/> 1,000 – 50,000	<input type="checkbox"/> M.Phil/M.S		
	<input type="checkbox"/> >1,000 and onwards	<input type="checkbox"/> Ph.D		
		<input type="checkbox"/> Other		

### Language

Sindhi  Urdu  Balochi  Punjab  Pushto  Saraiki

First, here are a few questions about the television you watch.

Q. 1. On an average week day, how many hours of television do you watch during the following 4 time periods?

6 a.m. to Noon \_\_\_\_\_ hours

- 1-2 hours
- 3-4 hours
- Over 4 hrs

Noon to 6 p.m. \_\_\_\_\_ hours

- 1-2 hours
- 3-4 hours
- Over 4 hrs

6 p.m. to Midnight \_\_\_\_\_ hours

- 1-2 hours
- 3-4 hours
- Over 4 hrs

Midnight to 6 a.m. \_\_\_\_\_ hours

- 1-2 hours
- 3-4 hours
- Over 4 hrs

Q.2: Which News channel do you watch the most?

- Geo News
- Waqat News
- ARY News
- Other

Q.3 In your opinion, which of the following categories of programmes are mostly telecast by the *Geo TV News*? (Please express your opinion on a scale from least shown programme (as 1) to mostly shown programs (as 5).

S.#		1	2	3	4	5
1	Political					
2	Comic					
3	Social					
4	Celebrity					
5	Economic					
6	Crime					
7	Sports					
8	Personality					
9	Local News					
10	History					
11	Women Issues					

Q.4 In your opinion, which of the following categories of programs are mostly telecast by the *Waqat TV News* ? (Please express your opinion on a scale from least shown program (as 1) to mostly shown programs (as 5).

S.#		1	2	3	4	5
1	Political					
2	Comic					
3	Social					
4	Celebrity					
5	Economic					
6	Crime					
7	Sports					
8	Personality					
9	Local News					
10	History					
11	Women Issues					

Q.5 In your opinion, which of the following categories of programs are mostly telecast by the *ARY TV News*? (Please express your opinion on a scale from least shown program (as 1) to mostly shown programs (as 5)).

S.#		1	2	3	4	5
1	Political					
2	Comic					
3	Social					
4	Celebrity					
5	Economic					
6	Crime					
7	Sports					
8	Personality					
9	Local News					
10	History					
11	Women Issues					

Q. 6 Which one of the following is the most important source of information for you regarding the following categories. (Please tick your choice).

S.#					
1	Political	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
2	Comic	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
3	Social	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
4	Celebrity	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
5	Economic	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
6	Crime	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
7	Sports	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
8	Personality	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
9	Local News	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
10	History	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other
11	Women Issues	<input type="checkbox"/> Electronic Media	<input type="checkbox"/> Print Media	<input type="checkbox"/> Interpersonal Communication	<input type="checkbox"/> Any other

Q. 7 Which program you think is the most important for society and media should show most?  
 (Please express your opinion on a scale from minimum (as 1) to maximum (as 5).

S.#		1	2	3	4	5
1	Political					
2	Comic					
3	Social					
4	Celebrity					
5	Economic					
6	Crime					
7	Sports					
8	Personality					
9	Local News					
10	History					
11	Women Issues					

Q.8 What do you want to watch on *TV* (Pl express your opinion on a scale from minimum (as 1) to maxim (as 5))

S.#		1	2	3	4	5
1	Political					
2	Comic					
3	Social					
4	Celebrity					
5	Economic					
6	Crime					
7	Sports					
8	Personality					
9	Local News					
10	History					
11	Women Issues					



## Categories and Rules for Coding

Serial #	Variable	Rules
1	Political	Government, Politics & Diplomacy of or relating to the state, government, the body politics, public administration, policy-making, government policy making, public administration, law, civil aspects of government, military government aspects of government, discussion on political person, characteristics of politicians and political parties and partisan aspects of politics, state, legislative and parliamentary affairs and good governance, and discussion on corruption by politicians and bureaucrats. Capital Talk, Aaj Kamran Khan ki Sath, Views on News, Off the record with Kashif Abbasi.
2.	Comic	A program having to do with comedy, arousing or provoking laughter, comical acts, ridicule of politician and society. The programs which involves the acts of waggish, jocular, facetious, joking, droll, comical farcical, humorous and witty. Hasbi Hall. HSUH, Khabarnak.
3.	Social	All the programs relating with matters affecting human welfare, social works and beneficial to society. A significant event, change, or occurrence which brings change in people lives. The organized activity of soliciting donations or grants; fundraising. Salam Pakistan, Rise & Shine
4.	Celebrity	A person of considerable prominence from political and tv or film arenas who is considered as most popular due to his distinction reputation and artistic ability. A program which was designed to their career achievement and present affairs of personality. Sharif Show. Dr. Zodek.
5.	Economics	Economics issues, challenges, development of economic institutions, banks affairs, necessities of life, use of income and production. Bazar, Aik Se Do,
6.	Crime	Unlawful activities committed by people in violation of law and revelation of tactics and motives behind the crime. A serious offense, especially one in violation of morality and have an unjust, senseless, or disgraceful act or condition and prohibited acts. Dishonesty, fraud and deception and factional truth. FIR, Most Wanted.
7.	Sports	A program which concerned or relating to physical activism like cricket, hockey, baseball, football news. Score. Game Beat
8.	Personality	Prominence or notoriety personality who got success in the field of education particularly. A program which includes the discussion on their personal matters, living standard, habits and aims and achievements. One Day with Geo.
9.	Local News	A program refers to news coverage of events in a local context which would not normally be of interest to those of other localities. In other words, the news of different districts of provinces. Karachi to Khabar.
10.	History	All the events relating to archeology, biography, architecture, geography, trade, military, education, defense, places, autobiographies, revolutions, human history, inventions and history of philosophical ideas. Geometry.
11.	Women Issues	Dependency, subordination ,political, social and economic status in society, all forms of poverty, women's position and societal view of their inferiority, women empowerment, structural changes, violence against women at the family and community level, Karokari, gender disparities, social injustices, rape and burn issues. 51%.