

Mainstream Television Channels setting Agenda for Smaller Television Channels

(A Study of the Agenda Setting Role of Mainstream Pakistani Private Television Channels)



Research Scholar
Muhammad Atif Shahzad
Reg. No. 21- SS/ MSMC/ F-08

Supervisor
Dr. Abdul Siraj

Department of Media & Communication Studies
INTERNATIONAL ISLAMIC UNIVERSITY
ISLAMABAD



TH-8664

Accession No. _____

M.S
302-23
SHM

Television chammels setting Agenda

DATA ENTERED

Aug 19/3/13



In the name of Allah the most beneficent the most merciful

Dedication

I dedicate this study to my parents, without their support and prayers it was not possible.

International Islamic University Islamabad
Faculty of Social Sciences
Department of Media & Communication Studies

Dated : _____

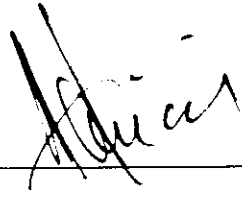
Final Approval

It is certified that we have read this thesis submitted by Muhammad Atif Shahzad. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for the M.S Degree in Media and Communication Studies.

Committee


Supervisor

Dr. Syed Abdul Siraj
H.O.D. Department of Mass Comm.
AIOU, Islamabad



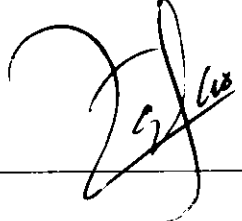
External Supervisor

Dr. Altaf Ullah Khan
Chairman Department of Mass Comm.
University of Peshawar.



Internal Examiner

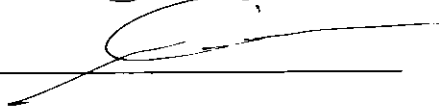
Dr. Zafar Iqbal
H.O.D. Department of Media & Comm. Studies
International Islamic University Islamabad



H.O.D Media & Communication Studies



Dean F.S.S.



Abstract

The study aims to explore the extent to which leading Pakistani Television News channels are setting the agenda for smaller Television News channels. It explores how the mainstream channels are enjoying freedom for making their own agenda. The agenda set by the mainstream channels is followed by the smaller TV channels. They follow to keep them up with the leading channels to gain more viewership. The objective of the study is to find the agenda-setting role of mass media that is impacting not only the audiences but also the other news channels that are emerging within the media outlets. Survey is conducted to find the agenda-setting role. Questionnaire is designed to get responses. The sample of 200 respondents is included in the study and they are the journalists working in print and electronic media organizations in Rawalpindi and Islamabad. The results found that the mainstream news TV channels are dictating their own agenda for news dissemination. They select issues for display to enable audiences to prioritize the issues. Smaller channels are following the agenda set by the mainstream channels. They are blindly following Geo News. People have categorized channels into two categories i.e mainstream and followers (smaller) channels. Geo news channel is considered to be the mainstream channel and Royal news channel is the smaller channel in rank.

Table of contents

| | |
|---|-----------|
| Chapter 1.....Introduction | 6 |
| Media in Pakistan..... | 7 |
| Effects of media | 8 |
| Electronic Media..... | 8 |
| Television..... | 8 |
| Private T.V Channels..... | 9 |
| News | 9 |
| News T.V channels in Pakistan | 10 |
| Problem Statement..... | 11 |
| Research Questions..... | 12 |
| Objectives | 12 |
| Significance of the study..... | 13 |
| Limitations | 15 |
| Chapter 2.....Theoretical perspective | 15 |
| Chapter 3.....Literature Review | 18 |
| Chapter 4.....Methodology..... | 26 |
| Research Design..... | 26 |
| Population | 27 |
| Sampling | 27 |
| Variables | 28 |
| Operationalization of variable | 28 |
| Chapter 5.....Findings | 30 |
| Chapter 6.....Discussion and Conclusion..... | 51 |
| Discussion..... | 51 |
| Conclusion..... | 54 |
| References..... | 56 |
| Appendices..... | 60 |

Introduction

Electronic media is the communication medium used to dispense the flow of information. Beside this it is having a deep impact on the society. It is the major source to inform people on certain issues. The priority of issues is set by the channels themselves. Different network channels, privately, are emerging at a very rapid pace providing with a medium to connect within the country and also around the world. Over the Last few years unprecedented growth is witnessed in the Electronic Media mainly News, and information. If someone watches a news channel, it is observed that it creates a change in the way public think, act and behave. Electronic Media affects with Reporting, Talk shows, Campaigns and Current Affair Shows has a deep influence on the society but this function is performed by the set agenda that the leading news channels define for themselves. The smaller channels follow the agenda as to keep up pace and to have heavy viewership.

Media in current century is one of the fastest ways of information transmitted to the general public. With passage of time the private news channels emerged and the information is disseminated increasingly. Every channel broadcast news in its own way to create an impact on the audience. The current affair programs of different news channels also have a great impact on the society.

The attitude which is changing through media affects the minds of the people in different ways; positively or negatively. Electronic media plays a vital role in framing the opinions and the society is molded according to the content which is presented by media.

Media in Pakistan

Pakistan has a vibrant media landscape, which in spite of political pressure and direct bans that they are sometimes subject to from the state; the media enjoys independence to a large extent. After having been liberalized in 2002, the television sector experienced a media boom. In the fierce competitive environment that followed commercial interests became paramount and quality journalism gave way to sensationalism. Although the radio sector has not seen similar growth, independent radio channels are numerous and considered very important sources of information – especially in the rural areas. The Pakistani media landscape reflects a multi-linguistic, multi-ethnic and class-divided society.

Pakistan's media sector is highly influenced by the ownership structure that is formulating agenda-setting. There are few dominating media moguls, or large media groups, which to some extent also have political affiliations. Media content in Pakistan is distorted most of all because of coercion, pressure, bribery and propaganda from outside actors. (International media support, 2009)

Effects of media

Most people accept the idea that the media can influence people. But the degree of that influence, as well as who is most-impacted, when, how and why, have been the subjects of great debate among communication scholars for nearly a century. Media effects refers to the many ways individuals and society may be influenced by both news and entertainment mass media, including film, television, radio, newspapers, books, magazines, websites, video games, and music.

“Electronic Media” are those communication mediums which are based on electronic or electromechanical means of production and most often distinguished from print media. The primary electronic media sources familiar to the general public worldwide include radio, sound recordings, television, video recording and streaming internet content”. It denotes, “the main means of communicating with large number of people, especially television, radio, internet and satellite”. The electronic media have four basic functions; to inform, entertain, educate and influence the public opinion. The 20th century can be termed as the century of communication. (OPPAPERS, 2011)

Television

T.V due to its potentials to offer a greater variety than other elements of electronic media has become the strongest form of media to perform all four functions, i.e. information, education, influence and entertainment. (OPPAPERS, 2011)

Private TV Channels

When it comes to private TV channels there is a range of choice available, disseminated through either cable or satellite. In these channels a variety of programs issued by GEO TV which include news programs from beamed around the world; Express News; ARY that includes entertainment, news, food and religious news and views, plus various subsidiaries of ARY; The AAJ Network that includes the Play TV providing music and lifestyle. Amongst all of these channels currently available, Pakistan is well served by the media of television for both its audiences at home and those living many miles away from home, in other countries around the world. (Asian women magazine, 2011)

News

News is defined as:

“The communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth to a third party or mass audience.”

It tells people what's going on in their community: locally, nationally or globally.

Media outlets cater audiences, to compete with one another and to provide information according to their interests.

News T.V channels

News T.V channels are the means of dissemination of information to provide up to date information according to the needs of society. TV channels

provide visual content that uses imagery to convey desired information to the audiences.

News TV channels in Pakistan

Post 2000 era witnessed mushroom growth of private television channels in Pakistan. Pakistan Electronic Media Regulatory Authority (PEMRA) was formed in 2002 under PEMRA Ordinance 2002, which has issued more than 90 licenses and landing rights for television channels so far. Out of these channels more than 20 are news channels, including Geo News, ARY news, Express news, Dunya news, Dawn news, Express 24/7, SAMA, Aaj T.V News one, Waqt, KTN, Sindh T.V, Awaz, Royal news, Kook, Apna news, Rohi, C42, Metro and Royal News.

Private or satellite television channels in Pakistan have got prominent place in Pakistani media in recent years. In these private television channels some have made their position as mainstream or leading television channels like Geo News, ARY News, Express News etc. while rest are considered as smaller or less effective television channels like Channel five, Royal news, Apna news etc.

Television Sector in Pakistan is considered among the vigorous Media Sources of Pakistan. Majority of Pakistani TV Channels are free to air Satellite Television Stations. Pakistani Television Sector is developed now and has a variety of TV channels to follow with quality content. Private news channels are playing their part in providing truthful and up to date information. The information is

disseminated according to the set agenda. The agenda is set by the leading news channels.

Two major categories of channels are:

Mainstream channels:

Mainstream channels are the leading channels that have set an agenda for news dissemination. E-g Geo news, ARY news, Sama, Duniya channel.

Smaller channels:

Smaller channels are those that are following the agenda set by the leading channels. E-g Royal news, Rohi TV, Channel five, Star Asia and Apna News.

Problem Statement

The study aims to explore the extent to which Leading News Television channels are setting the agenda for smaller News television channels. Agenda is set by the mainstream channels and the smaller channels follow the set agenda. They follow to keep up pace with the leading channels because the majority audiences follow the leading channels.

To investigate the impacts of mainstream television channels on smaller television channels this study has been conducted. Television channel's social and national impacts have also been observed. The study also investigates that how much objectivity is there in the coverage of news television channels. Mainstream

television channels and smaller television channels are how much focusing on investigative journalism is another point of investigation in this research.

Research Questions

1. Whether and to what extent leading television channels are setting agenda for smaller television channels?
2. How Pakistani masses are being affected by agenda setting role of leading television channels?
3. Whether leading Television channels are following the State agenda?

Objectives

The objectives of the study are:

1. To check that how leading news channels are setting an agenda and to what extent the smaller channels are following that set agenda.
2. To find the impact of the agenda setting on masses as to see how the profound channels are creating an impact on the audiences by the use of their news and information dissemination.
3. To find which channel is considered to be the main stream channel in Pakistan by the audiences.
4. To find which channel is considered to be the smaller channel that is following the leading channel.

5. To explore the extent of following agenda by leading channels.
6. To explore the extent of following leading channels by the smaller channels.
7. To examine how agenda-setting by the leading channels is affecting the masses of Pakistan.
8. To find the ranking with which news channels are considered authentic or less reliable.
9. To find how smaller television channels are ignoring the issues of common man by following mainstream television channels.

Significance of the study

This study is the first of its kind in Pakistan because no such effort was made before to investigate the influence of mainstream television channels on smaller private channels .It will fill the gap between academic and practical journalism. Purely legal matters will not be touched as my focus will be to investigate agenda setting role of television channels.

The study helps to understand that media is affecting the perceptions and behaviors of people according to the set agenda, prescribed by the private owners. The significance of this study is emerging from the fact that news media can impact the public opinion. Media dominate the construction of pictures in audiences 'mind. The construction enables public to react not to the actual events

but to the pictures that are constructed by the news channels. The agenda-setting role is used to remodel events that may occur in the environment.

The study explores that which news channel is more viewed and followed and which channel is more contributing in bringing social change and has great impact on the people. The leading channels Geo news, ARY news, Sama, and Duniya channel whereas smaller news channels are Royal news, Rohi TV, Channel five, Star Asia and Apna News. The choice of making certain news channels as the leading ones is of the audiences because they are influenced by the thoughtful presentation of the news channel. Authenticity and affiliation is built in favoring the leading news channels. The categorization by the audiences into mainstream and smaller channels is studied that is the result of the definition of agenda setting, given by the leading channels.

The agenda-setting role by leading channels is the newer trend in Pakistani media to attract the audiences and to increase viewership. To be the part of the newer trend, smaller TV channels, who are the beginners and having less experience and authentication, start following the agenda of the leading news channels.

Limitations

The study has certain limitations. This study is confined only to find the agenda setting role played by the leading news channels, which are followed by the smaller news channels. It does not cater the agenda-setting role smaller channels. Fewer leading and smaller news channels are included in the study.

It covers opinions of only the Journalists from Rawalpindi and Islamabad. Journalists from electronic and print media are chosen only from Rawalpindi and Islamabad as it does not includes all of the journalists throughout Pakistan.

The study does not take into account the agenda setting by leading news papers and it's following by smaller newspapers firms in Pakistan. The agenda-setting role played by electronic news channels is covered and the channels included are private channels, no leading government channel is included in the study.

Theoretical perspective

The theory applicable to the current research is "Agenda-setting theory". Agenda-setting theory argues that the creation of public awareness and concern of salient issues is done by news media. The theory explains the correlation between the rate at which media covers the story and the extent to which public think that this story is important. This correlation has been shown to occur repeatedly. Two basis assumptions inspire most researches:

1. The press and the media do not reflect reality; they filter and shape it.
2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the most decisive aspects is the time frame chosen for news dissemination. In addition, different media have different agenda-setting potentials. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (University of Twente, 2011).

According to the agenda-setting theory, first developed by Prof. Maxwell McCombs and Prof. Donald Shaw in their Chapel Hill study (1968), mass media sets the agenda for public opinion by highlighting certain issues. In studying the way political campaigns were covered in the media, Shaw and McCombs found that the main effect of the news media was to set an agenda, i.e. to tell people not what to think, but what to think about as opposed to persuasion or attitude change. Agenda setting is usually referred to as a function of mass media and not a theory.

Media Tenor researchers together with Prof. Maxwell McCombs and Prof. Donald Shaw are conducting a study 40 years after the 'Chapel Hill study-Replication in a new media environment' in order to present developments in agenda setting research and the rising importance of the theory in this century of media power. In this research they described agenda surfing approach.

Agenda Surfing approach states that media tends to follow trends and thus surfs on the wave of topics originally mentioned in the opinion leading media, Tracking all of the articles in opinion media thus enables prediction of the stories that are going to be covered by the media in general in the near future, as well as prediction of the stories that are dying out.

Agenda surfing approach is also applicable on my research as in this research I have tried to explain that how mainstream private news television channels in Pakistan are setting agenda for smaller television channels.

Literature Review

Mass Communication plays an important role in the society as its purpose is to inform public about existing and precedent events. Mass communication is defined in “Mass Media, Mass Culture” as the “process whereby professional communicators use technological devices to share messages over great distances to influence large audiences.” Within this media, as a newspaper, book and television, takes control of the information for dissemination. The media then uses gate keeping or agenda-setting to “control our access to news, information, and entertainment” (Wilson et al; 2001). Gate keeping is defined as “A series of checkpoints that the news has to go through before it gets to the public. Through this process many people have to decide whether or not the news is to be seen or heard. Some gatekeepers might include reporters, writers, and editors.” The next comes agenda-setting.

Agenda Setting as defined as “the process whereby the mass media determine what we think and worry about.” Agenda setting is used to remodel all the events occurring in the existing environment. It was first put forth by Maxwell McCombs and Donald Shaw in Public Opinion Quarterly. They originally suggested that the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. In their first article where they brought this theory to light their abstract states:

In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the “agenda” of the campaign. (McCombs, 2003)

Soroka (2001) finds that agenda-setting works on both; the media influence and policy-making. Content analysis of certain genres including Canadian newspapers, public opinion polls, committees, speeches and legislature from 1985 to 1995 shows that there is a significant interaction between public, policy makers and media to act upon policies. Agenda setting is the means of carving media effects and policy production.

“The impact of the mass media- the ability to effect cognitive change among individuals, to structure their thinking- has been labeled the agenda-setting function of mass communication. Here may lie the most important effect of mass communication, its ability to mentally order and organize our world for us. In short, the mass media may not be successful in telling us what to think, but they are stunningly successful in telling us what to think about.” (McCombs et al; 1997)

Yadav (1998) explained the connections of media and society in his study. He suggests that there is a deep connection between media and society. He explained the connection through a Media map theory. The theory further explained the deep relationship between the media and people of society. The theory explains some features in detail, firstly that media institutions activity shows connections with the society, secondly media organizations are performing the production and distribution functions among the society, and thirdly media institutions act as a basic instrument to control the society. He suggests that media has a link with the society now a days. Media acts as a bridge between the society and government it is the mirror of society which reflects what is happening in the society. Yadav suggests that the content of media represents the society which also links the society and media. Media has great influence on the thinking of people.

He also discusses the media effects on the society in his study. He explains that mass mediated messages changes the perception of people, the media is disseminating every persons culture which is the requirement of different population, groups and persons which changes the every day life and culture of many people. Media has several effects the results of which can be answered in terms of creating awareness. Mass media also changes the attitudes and behavior of many people. People perceptions are affected by the media messages and their beliefs, feelings and attitudes are altered by content of media.

Diaz (2007) believes that mass media can affect the viewer through its content. The study describes that some group of viewers get voluntarily influenced

and attracted by the media content and they passively use the information they receive from the mass media content to refresh their opinions. Diaz shows in the findings that media can deeply influence the opinions of people. Mass media reinforced their like minded viewers and mass media can modify the opinions of the non like minded viewers. The finding concludes that more extreme viewers get more influenced by the media than the moderate ones which show that mass media can play a vital role in building consensus on public opinion.

Media has become a major source of information about all fields of life and world around us. People do make use of the media, electronic or print, for the agenda setting of their personal and social lives. The significance of media is growing day by day and the existing era is called 'era of information" James Reston (1969) has written. "The nineteenth century was the era of novelist and the twentieth century is the era of journalist". Media plays a pertinent role in the perception and image building of any country or issue related to the countries. (Khan & Shakir)

Vangshardt & Poulsen (2009) investigates agenda setting effects of regional newspapers during U.S presidential election 2008. Perception of people is formed by media as to inculcate what issues are the most vital during election campaign. Firstly, it finds that U.S political actors are advantaged from mass-media diversity and its easy accessibility. Secondly, now election campaigns are increasingly dependent on news media for its publicity. Thirdly, news media is the essential source of information for issues and political actors for shaping the

general public opinion. Where as talking about governmental elections and media it is right to say that mass media has had significant effect on electoral process that combines public and presidential actors closer together (Friedenberg & Trent, 2000). Whereas the coverage of 2000 South Korean presidential election concludes that “the Internet as a mass medium can influence the formation of public opinion for political campaigns, as well as other traditional mass media” (Lee, Lancendorfer & Lee, 2005).

Barber & Axinn (2004) believe that mass media is a powerful tool to bring social change. Mass media shapes the insight and actions of an individual in their surroundings. The study examines a deep relationship between media disclosure and productive behavior of people central Nepal. The study constructs a theoretical framework which explains that mass media is distressing the behavior and bringing attitudinal changes. This active change is because of the exposure to the leading channels because they have a set agenda of persuasion. The study contains a total sample of 1,019 couples from the Nepal valley to record the responses. Findings show that the media exposure affects the attitudes of couples about childbearing and contraceptive use and mass media shaped the behavior of the people in their settings.

News media play an important role in determining the political realism. It does not only offer the information concerning the issue but also tells how much information is vital in thoughtful the stance of political authority. While supporting and rejecting media can set the agenda. (McCombs & Shaw, 1972)

Larcinese et al (2005) investigates agenda-setting political behavior of U.S newspapers from 1996-2005. It is found that there is a strong support from newspapers in their diverse coverage of economic news as a function of political affiliation. Newspapers with pro-democratic patterns publish unemployment in fewer amounts when national unemployment rate is higher and the ruling president is democratic as compared to ruling Republican president. Thus favors democracy.

Anderson et al (2008) examine the influence of leading channels of electronic media on the behaviors of American youth. They suggest that electronic media has become most powerful medium affecting behaviors, attitudes and health of adolescents. They investigate two important trends in American youth. First, American youth is spending amount of time in watching media channels. They demonstrate that American youth are engaging themselves in a number of unhealthy behaviors due to the content of electronic media. Second, they present that electronic media has influence on the five risk behaviors namely; obesity, smoking, sexual risk taking, drinking and violence.

According to the agenda-setting role of mass-media Ray & Jat (2010) examine the mass media effects on the children development. They explain that mass media has profound effects both positive and negative on children development. They compare Indian and western children to know that the media effects. This study also focuses in finding the newer forms of mass media and its deep impact on the behaviors of children. They explained that media has profound influence on the

health of children including violence obesity and drugs because leading channels portray the latest fashion to engage children. They explain that media has negative effects on health of children and development because children believe in what media has shown to them through its different program content. They use to follow the line which has been drawn by the media. As a result their health and cognitive activities are affected tremendously.

They also explain the positive effects of media. They suggest that media has great influence on the minds of children and by using the newer form of media in right and positive sense the negative impact can be minimize. Newer forms of media can help to improve the children cognitive and social development. Media can change the attitudes of children by maximizing the positive effects. The study concludes that Media can be used as an effective tool in shaping the behavior of children and adolescents.

Wilson (2008) believes that the social and emotional experiences of American children are influenced by electronic media and its channels. She studies electronic media content affecting children development. She finds that children follow the information which is more attractive for them and they feel interested to blindly follow that content and information. There is relationship between media and children emotions. Children act as what media portrays to them through their different characters. Children do learn emotions from the experiences of media. Wilson believes that media exposure of children has increased which contributed fear and anxieties among the children.

Kumar (1995) explores that the media also reflects certain events that are taking place in the society. The electronic media also carries immediate influence on focusing consideration on various issues; it is print media which has more persistent and lasting effect. It is felt that the means through which women are being projected in the print and electronic media, according to the agenda-setting, is a reflection on the whole society.

Mendelssohn (1994) examines the effects of mass media on the intentions of the people during 1998 elections in Canada. He studies that high exposure to media has an effect on evolution of voting and the intentions of different people. He investigates mass media acting as a prime leader, second he examines that different patterns of media exposures can change the voting intentions of many people in different times. He concludes that those people who are having higher media exposures remain stable in their vote intentions; because mass media has great effect on the minds of people because they have higher exposure to media and they prefer and rely so much upon the content of media.

Methodology

The study aims to explore the extent to which mainstream Television News channels are setting agenda for smaller Television News channels. The impact of agenda setting by the leading channels is studied as how the smaller channels are following the leading channels in order to keep them up with the media world.

Research Design

Survey method is used as a research design. This study involves Descriptive Survey through which data is collected. Descriptive method of research is used to gather information about the existing condition. The emphasis is on describing rather than on judging or interpreting. The descriptive approach is quick and practical in terms of the financial aspect. Moreover, this method allows a flexible approach, thus, when important new issues and questions arise during the duration of the study, further investigation may be conducted.

Approach

Quantitative approach used in the research, Quantitative Method is a research method that relies less on interviews, observations, focus groups, subjective reports and case studies but is much more focused on the collection and analysis of numerical data and statistics. They are typical of the mainstream scientific approach in psychology. They are the preferred methodologies of empirical,

hypothetic-deductive and experimental psychology. Quantitative approaches aim to test hypotheses, and usually to identify numerical differences between groups.

Population

Population of research is the collection of people, selected for the research. A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. A research population is also recognized as a well-defined collection of folks or substances known to have similar characteristics. All of them within a certain population usually have a common, binding characteristic or trait. They share common characteristics from which the sample is generated. The population of the study is journalists of private news TV channels and newspapers in Pakistan.

Sampling

Sample is defined as the subset of population. A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). When dealing with people, it can be defined as a set of respondents (people) selected from a larger population for the purpose of a survey.

It is the element taken out of population from which the research is conducted. Total sample of 200 is chosen for the survey from the journalists of Rawalpindi and Islamabad. Non probability convenience sampling technique is used in this research. Convenience sampling is the researcher's ease for selecting

the respondents. This sampling is based on the convenience of researcher. A convenience sample results when the more convenient elementary units are chosen from a population for observation.

Variables

1. Dependent variable:

A dependent variable is one which changes as the independent variable is changed.

In this study the dependent variable is the society of Pakistan. From the society the chosen sample is the journalists of Islamabad and Rawalpindi.

They are associated with the channels and having an impact.

2. Independent variable:

An independent variable is manipulated by the researcher. It is like the knob on a dial that the researcher turns.

In this study Electronic media and the news TV channels are the independent variables that are exerting an impact on the society of Pakistan.

Operationalization of variable

In the questionnaire the following elements are measured:

Mainstream television channels

Mainstream news TV channels are the leading channels that have set an agenda

for news dissemination. E-g Geo News, ARY News, Sama, Express News and Duniya news channels

Smaller television channels

Smaller news TV channels are those that are following the agenda set by the leading channels. E-g Royal news, Rohi TV, Channel five, Star Asia and Apna News.

Setting agenda for smaller television channels

1. In your opinion mainstream news TV channels are dictating their agenda.
2. To what extent smaller news TV channels follow the issues highlighted by Mainstream news TV channels?
3. In your opinion smaller news TV Channels blindly follow Geo News?

How Pakistani masses are being affected by agenda setting role of leading television channels?

1. Which news TV channels do you consider as mainstream news TV channels?
2. Which news TV channels you consider as smaller news TV channels?

Whether leading Television channels are following the State agenda?

1. In your opinion mainstream news TV Channels are following state agenda?
2. In your opinion smaller TV channels are following state agenda?

7/11/2022

Findings

Q:1 To what extent you watch news TV channels?

Extent Of Watching TV Channels

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Very greatly | 49 | 24.5 | 24.5 | 24.5 |
| Greatly | 80 | 40.0 | 40.0 | 64.5 |
| To some extent | 65 | 32.5 | 32.5 | 97.0 |
| Donot Know | 6 | 3.0 | 3.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The results indicate that the extent of watching TV channels is greatly adopted by the respondents. Total agreed responses to the great extent are 80 i-e 40.0%. The highly adopted responses are also acting as the great extent of watching TV channels i-e 49 Responses (24.5%), hence the agreed responses make up to 64.5% rate.

Q:2 Which news TV channels do you watch?

Which Channels Do You Watch

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 123 | 61.5 | 61.5 | 61.5 |
| Express News | 63 | 31.5 | 31.5 | 93.0 |
| Duniya News | 12 | 6.0 | 6.0 | 99.0 |
| Rohi TV | 2 | 1.0 | 1.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

By the results it is found that Geo channel is highly ranked channel that is watched the most. Out of 200 responses, 123 responses are favoring Geo channel i-e 61.5%. The second channel in rank is the Express news, having 63 responses i-e 31.5%. The lowest ranked channel is Rohi with 2 responses only i-e 1%.

Q:3 Which news TV channels do you consider as mainstream news TV channels?

Mainstream News Channel

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 161 | 80.5 | 80.5 | 80.5 |
| Express News | 39 | 19.5 | 19.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Geo channel is considered to be the mainstream channel by 161 respondents i-e 80.5% that is a significant difference. Geo channel is highly

ranked and prioritized by the respondents. The second channel in rank, set by the respondents is Express News. It is having 39 responses i-e 19.5%.

Q:4 Which news TV channels you consider as smaller news TV channels?

Smaller News TV Channel

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 170 | 85.0 | 85.0 | 85.0 |
| Rohi TV | 30 | 15.0 | 15.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Considering the smaller channel for news, respondents ranked Royal channel at the highest rank with 170 responses i-e 85.0%. The second channel ranked in the smaller channels is Rohi TV. It is having 30 responses i-e 15%.

Q:5 In your opinion smaller TV channels follow the issues highlighted by mainstream TV channels.

Follow Issues Highlighted By Mainstream Channels

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 70 | 35.0 | 35.0 | 35.0 |
| Agree | 102 | 51.0 | 51.0 | 86.0 |
| Neutral | 10 | 5.0 | 5.0 | 91.0 |
| Disagree | 18 | 9.0 | 9.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Respondents agree to the notion of following the issues highlighted by mainstream TV channels by smaller channels. The agreed responses are 102 i-e 51.0% and strongly agreed responses are 70 in number i-e 35%. The disagreed responses to this notion are 18 i-e 9% only.

Q6 In your opinion mainstream news TV channels are dictating their agenda.

Dictating Agenda

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 78 | 39.0 | 39.0 | 39.0 |
| Agree | 100 | 50.0 | 50.0 | 89.0 |
| Neutral | 12 | 6.0 | 6.0 | 95.0 |
| Disagree | 10 | 5.0 | 5.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Respondents agree to the phenomenon of dictating agenda by mainstream news TV channels. The agreed responses to this are 100 i-e 50% responses. The strongly agreed responses are 78 having 39% rate. The disagreed responses are only 12 i-e 5%.

Q: 7. To what extent smaller news TV channels follow the issues highlighted by Mainstream news TV channels?

Extent Of Following Issues

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Very greatly | 78 | 39.0 | 39.0 | 39.0 |
| Greatly | 104 | 52.0 | 52.0 | 91.0 |
| To some extent | 12 | 6.0 | 6.0 | 97.0 |
| Not at all | 6 | 3.0 | 3.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Answering the question of to what extent smaller news TV channels follow the issues highlighted by Mainstream news TV channels, greatly agreed responses are found. It is having 104 responses i-e 52%. The strongly agreed responses are 78 i-e 39%. To some extent is answered by 12 respondents i-e 6% only.

Q: 8 In your opinion smaller news TV Channels blindly follow Geo News?

Smaller Channels Blindly Follow Geo News

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 70 | 35.0 | 35.0 | 35.0 |
| Agree | 102 | 51.0 | 51.0 | 86.0 |
| Neutral | 10 | 5.0 | 5.0 | 91.0 |
| Disagree | 18 | 9.0 | 9.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Blindly following Geo channels by smaller channels is agreed by 102 respondent's i-e 51%. It has been strongly agreed by 70 responses i-e 35%. Disagreed responses are 18 only i-e 9% whereas the neutral responses are 10 i-e 5%.

Q: 9. In your opinion mainstream news TV Channels are following state agenda.

Mainstream Channels Are Following State Agenda

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 2 | 1.0 | 1.0 | 1.0 |
| Agree | 28 | 14.0 | 14.0 | 15.0 |
| Neutral | 14 | 7.0 | 7.0 | 22.0 |
| Disagree | 134 | 67.0 | 67.0 | 89.0 |
| Strongly Disagree | 22 | 11.0 | 11.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Respondents are disagreed to the notion that mainstream news TV Channels are following state agenda. The disagreed responses are 134 i-e 67%.

This notion is strongly disagreed by 22 respondent's i-e 11% only. The agreed Responses are 28 i-e 14% whereas the strongly agreed responses are 2 only i-e 1%.

Q: 10. In your opinion smaller news TV Channels are following state agenda.

Smaller Channels Are Following State Agenda

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 2 | 1.0 | 1.0 | 1.0 |
| Agree | 36 | 18.0 | 18.0 | 19.0 |
| Neutral | 12 | 6.0 | 6.0 | 25.0 |
| Disagree | 140 | 70.0 | 70.0 | 95.0 |
| Strongly Disagree | 10 | 5.0 | 5.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Smaller channels are too not following the state agenda; this opinion is given by 140 respondent's i-e 70%. Strongly disagreed responses are 10 with 5% rate. Only 36 responses are in the favor of the phenomenon i-e 18% whereas two responses are strongly favoring i-e 1%. The rest of the 12 responses are neutral i-e 6%.

Q: 11. Which of these news TV channels were trend setters in highlighting the Kharot Abad incident?

Trend setters in Highlighting Kharot Abad Incident

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 194 | 97.0 | 97.0 | 97.0 |
| Express News | 6 | 3.0 | 3.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Geo channel is the trend setter in highlighting the Kharot Abad incident. This opinion is given by 194 respondents. Geo channel is ranked on top in highlighting the issue with 97% rate. The second news channel in rank is the Express news that is having the remaining 6 responses i-e 3% only.

Q:12 Which of these news TV channels were trend setter in highlighting the issue of Load Shedding?

Trend setters in Highlighting Load Shedding issue

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 161 | 80.5 | 80.5 | 80.5 |
| Express News | 39 | 19.5 | 19.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Respondents ranked Geo channel on top in highlighting the issue of Load Shedding. It has found 161 responses i-e 80.5%. The second channel ranked by the respondents is Express channel i-e 19.5%.

Q:13 Which of these news TV channels were trend setters in highlighting the incident of PNS Mehran Base attack?

Trend setters in PNS Mehran Base Attack

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 28 | 14.0 | 14.0 | 14.0 |
| Express News | 8 | 4.0 | 4.0 | 18.0 |
| Duniya News | 164 | 82.0 | 82.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

It has been found that Duniya channel highlighted the incident of PNS Mehran Base attack with 164 responses. It is having 82% frequency. The second channel ranked for highlighting the issue is Geo channel i-e 28 responses with 14% frequency. The third channel in rank is Express news i-e 8% frequency.

Q:14 Which of these news TV channels were trend setters in highlighting the Journalist Saleem Shehzad killing?

Trend setters in highlighting Journalist Saleem Shehzad Killing

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 168 | 84.0 | 84.0 | 84.0 |
| Express News | 32 | 16.0 | 16.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend setter in highlighting the Journalist Saleem Shehzad killing is found to be Geo channel. It is having 168 responses i-e 84%. The second channel, Express news, is having 32 responses i-e 16% rate of favoring it at the second number in ranking.

Q:15 Which of these news TV channels were trend setters in highlighting the incident of Usama Bin Laden killing in Abbotabad?

Trend Setter in Usama Bin Laden killing

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 154 | 77.0 | 77.0 | 77.0 |
| Express News | 46 | 23.0 | 23.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

In finding the trend setters in highlighting the incident of Usama Bin Laden killing in Abbotabad, it has been found the Geo channel is ranked at the top with 154 responses i-e 77%. The second channel in rank, set by the respondents, is Express news. It is having 46 responses i-e 23%.

Q:16 Which of these news TV channels were trend setters in highlighting the issue of PPP & PML (Q) coalition?

Trend Setter in PPP and PML Coalition

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 153 | 76.5 | 76.5 | 76.5 |
| Express News | 47 | 23.5 | 23.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

It has been found that the trend setter in highlighting the issue of PPP & PML (Q) coalition is Geo channel. It is having 153 responses i-e 76.5%. The second channel in rank, found, is Express News i-e 47 responses with 23.5% frequency.

Q: 17. Which of these news TV channels were trend setters in highlighting the incident of Zulfiqar Shah killing by Rangers in Karachi?

Trend Setter In Zulfiqar Shah Incident

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 166 | 83.0 | 83.0 | 83.0 |
| Express News | 34 | 17.0 | 17.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend setters in highlighting the incident of Zulfiqar Shah killing by Rangers in Karachi is Geo channel. It is having 166 responses i-e 83%. The second channel in rank is Express News with 34 responses i-e 17%.

Q:18 Which of these news TV channels were trend setters in highlighting the issue of Price hike?

Trend Setter In Price Hike

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 161 | 80.5 | 80.5 | 80.5 |
| Express News | 39 | 19.5 | 19.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

It has been found that the trend setter in highlighting the issue of Price hike is Geo channel. It is having 161 responses i-e 80.5%. The second channel in rank Express News i-e 309 responses with 19.5% frequency.

Q:19 Which of these news TV channels were trend followers in Kharot Abad incident?

Trend Follower In Kharot Abad Incident

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 77 | 38.5 | 38.5 | 38.5 |
| Channel five | 44 | 22.0 | 22.0 | 60.5 |
| Rohi TV | 22 | 11.0 | 11.0 | 71.5 |
| Star Asia | 36 | 18.0 | 18.0 | 89.5 |
| Apna News | 21 | 10.5 | 10.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Among the TV channels, the trend follower ranked at the top is Royal News with 77 responses i-e 38.5%. The second channel in rank is Channel five with 44 responses i-e 22%. The third channel in priority is Rohi TV, having 22 responses i-e 11%. Fourth and fifth channels in rank are Star Asia and Apna News. They are having 36responses (18%) and 21 responses (10.5%) respectively.

Q: 20 Which of these news TV channels were trend followers in Load Shedding issue?

Followers In Load Shedding

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 72 | 36.0 | 36.0 | 36.0 |
| Channel five | 46 | 23.0 | 23.0 | 59.0 |
| Rohi TV | 22 | 11.0 | 11.0 | 70.0 |
| Star Asia | 40 | 20.0 | 20.0 | 90.0 |
| Apna News | 20 | 10.0 | 10.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in Load Shedding ranked at the top is Royal News with 72 responses i-e 36%. The second channel in rank is Channel five with 46 responses i-e 23%. The third channel in priority is Rohi TV, having 22 responses i-e 20%. Fourth and fifth channels in rank are Star Asia and Apna News. They are having 40 responses (20%) and 20 responses (10%) respectively.

Q:21 Which of these news TV channels were trend followers in PNS Mehran Base attack?

Follower In PNS Mehran Base Attack

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 78 | 39.0 | 39.0 | 39.0 |
| Channel five | 44 | 22.0 | 22.0 | 61.0 |
| Rohi TV | 18 | 9.0 | 9.0 | 70.0 |
| Star Asia | 40 | 20.0 | 20.0 | 90.0 |
| Apna News | 20 | 10.0 | 10.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting PNS Mehran Base Attack ranked at the top is Royal News with 78 responses i-e 39%. The second channel ranked for the issue is Channel five with 44 responses i-e 22%. The third channel in priority is Rohi TV, having 18 responses i-e 9%. Fourth and fifth channels in rank are Star Asia and Apna News. They are having 40 responses (20%) and 20 responses (10%) respectively.

Q: 22 Which of these news TV channels were trend followers in Saleem Shehzad killing Incident?

Follower In Saleem Shehzad Killing

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 74 | 37.0 | 37.0 | 37.0 |
| Channel five | 48 | 24.0 | 24.0 | 61.0 |
| Rohi TV | 18 | 9.0 | 9.0 | 70.0 |
| Star Asia | 38 | 19.0 | 19.0 | 89.0 |
| Apna News | 22 | 11.0 | 11.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting the issue of Saleem Shehzad killing Incident is Royal News with 74 responses i-e 37%. The respondents ranked Channel five with 48 responses i-e 24%. The third channel in rank is Rohi TV. It has been given 18 responses i-e 9%. Fourth channel is Star Asia with 38 responses i-e 19%. The last channel in rank of Top five is Apna News i-e 22 responses (11%).

Q:23 Which of these news TV channels were trend followers in Usama Bin Laden killing in Abbotabad incident?

Followers In Usama Killing

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 75 | 37.5 | 37.5 | 37.5 |
| Channel five | 48 | 24.0 | 24.0 | 61.5 |
| Rohi TV | 16 | 8.0 | 8.0 | 69.5 |
| Star Asia | 38 | 19.0 | 19.0 | 88.5 |
| Apna News | 23 | 11.5 | 11.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting the Usama Bin Laden killing in Abbotabad incident is Royal News with 75 responses i-e 37%. The respondents ranked Channel five with 48 responses i-e 24%. The third channel in rank is Rohi TV, having 16 responses i-e 8%. Fourth channel is Star Asia with 38 responses i-e 19%. The last channel in rank of Top five is Apna News i-e 23 responses (11%).

Q:24 Which of these news TV channels were trend followers in PPP& PML (Q) Coalition issue?

Followers In PPP and PML Coalition

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 79 | 39.5 | 39.5 | 39.5 |
| Channel five | 48 | 24.0 | 24.0 | 63.5 |
| Rohi TV | 16 | 8.0 | 8.0 | 71.5 |
| Star Asia | 35 | 17.5 | 17.5 | 89.0 |
| Apna News | 22 | 11.0 | 11.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting in PPP& PML (Q) Coalition issue is Royal News. It is having 79 responses i-e 39.5%. The respondents ranked Channel five with 48 responses i-e 24%. The third channel is Rohi TV, having 16 responses i-e 8%. Fourth channel is Star Asia with 35 responses i-e 17.5%. The last channel in rank of Top five is Apna News i-e 22 responses (11%).

Q:25 Which of these news TV channels were trend Followers in Zulfiqar Shah killing incident by Rangers in Karachi?

Followers In Zulfiqar Shah Incident

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 72 | 36.0 | 36.0 | 36.0 |
| Channel five | 46 | 23.0 | 23.0 | 59.0 |
| Rohi TV | 22 | 11.0 | 11.0 | 70.0 |
| Star Asia | 40 | 20.0 | 20.0 | 90.0 |
| Apna News | 20 | 10.0 | 10.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting Zulfiqar Shah killing incident by Rangers in Karachi is Royal News with 72 responses i-e 36%. The second channel ranked for the issue is Channel five with 46 responses i-e 23%. The third channel in priority is Rohi TV, having 22 responses i-e 11%. Fourth and fifth channels in rank are Star Asia and Apna News. They are having 40 responses (20%) and 20 responses (10%) respectively.

Q: 26 which of these news TV channels were trend followers in Price hike issue?

Followers In Price Hike

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Royal News | 77 | 38.5 | 38.5 | 38.5 |
| Channel five | 47 | 23.5 | 23.5 | 62.0 |
| Rohi TV | 16 | 8.0 | 8.0 | 70.0 |
| Star Asia | 38 | 19.0 | 19.0 | 89.0 |
| Apna News | 22 | 11.0 | 11.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

The trend follower in highlighting Price hike issue is Royal News with 77 responses i-e 38.5%. The second channel ranked is Channel five with 47 responses i-e 23.5%. The third channel prioritized by respondents is Rohi TV, with 16 responses i-e 8%. Fourth and fifth channels in rank are Star Asia and Apna News, having 38 responses (19%) and 22 responses (11% respectively).

Q:27 Which of the following TV channels highlighted the above issues professionally?

Which Channels Highlighted Issues Professionally

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Geo News | 112 | 56.0 | 56.0 | 56.0 |
| Express News | 70 | 35.0 | 35.0 | 91.0 |
| Duniya News | 12 | 6.0 | 6.0 | 97.0 |
| Rohi TV | 6 | 3.0 | 3.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

By the results it has been found that Geo channel is highly ranked channel that has highlighted the above issues professionally. Out of 200 responses, 112 responses are favoring Geo channel i-e 56%. The second channel in rank is the Express news, having 70 responses i-e 35%. The third channel ranked by the respondents is Duniya channel i-e 12 responses (6%) and the lowest ranked channel is Rohi TV with 6 responses only i-e 3%.

Discussion

The study aims to explore the extent to which Leading News Television channels are setting the agenda for smaller News television channels. For finding the extent survey is conducted with 200 respondents to find how the leading channels are playing their part and the smaller channels are following the role set by them.

Discussing the first research question of whether and to what extent leading television channels are setting agenda for smaller television channels. It has been found that mainstream news TV channels are dictating their agenda. The leading and most appreciated news channels are setting an agenda for disseminating certain news and information that they prioritize for audiences. The issues are selected by them to enable viewers to grant importance to the selected news stories. Smaller news TV channels follow the issues highlighted by Mainstream news TV channels. Those channels that are not highly welcomed for viewing by the viewers are following the agenda set by the mainstream channels because that mainstream idea is liked by majority. The reason for following the mainstream agenda is that it is appreciated by audiences and smaller channels want them to be liked and viewed by the large scale audiences. They want themselves to be authorized and recognized so they follow leading channels. Now a days smaller

news TV Channels blindly follow Geo News. Geo channel is the pioneer in providing information so most of the channels follow Geo channel. The reason behind is that Geo channel is having a greater impact in changing the minds of people because it has given its service of providing up to date information since the start of private news channels in Pakistan. It has been considered authentic as it has heavy viewership and more influence. The discussion programs and talk shows can shape the public opinion and Geo channel is using the same tool. It is creating fragmentation as multiple people support specific point of views. News is provided 24/7 that is the new trend. Smaller channels consider Geo channel as the leader in news providence so they follow it blindly.

The second research question deals with how Pakistani masses are being affected by agenda setting role of leading television channels. People have categorized channels as mainstream and followers (smaller) channels. According to them Geo channel is considered to be the mainstream channel which is highly ranked by them and smaller channel for news, according to respondents is Royal channel. Audiences are having the opinion that mainstream the issues highlighted by mainstream TV channels are followed by smaller channels. They have prioritized channels and watch them according to the rank defined. They consider mainstream channels as the authentic source of information and the smaller channels are not genuine for news gathering. The reason behind this is that the leading channels have set the agenda and people think it to be the best way of informing them in the right direction. Audiences grant importance to thenews,

highlighted and covered by the channel. These channels have set the minds and people are forming their opinions accordingly.

Discussing the third research question that whether leading Television channels are following the State agenda, it has been found that they are not following the state agenda. There is a set agenda defined by the leading TV channels for news dissemination. The channels prioritize issues and rank them according to their own interest. What they think to be ranked on top, they persuade audiences to think like that as well. State agenda is followed by the state-owned channel i-e PTV, as it is bound to disseminate restricted news items, prioritized by the state. But the private leading channels are not bound, they enjoy freedom. The reason behind this freedom is the approval given to them in Musharraf's era, according to the article 19. They are licensed to provide truthful information regardless of restrictions by the government.

Conclusion

The study explores the extent to which leading News Television channels are setting the agenda for smaller News television channels. It has found whether the channels are affecting the masses by their agenda-setting. The mainstream news TV channels are dictating their own prescribed agenda for news dissemination. They select issues for display and enable audiences to prioritize the issues similar to them. Those channels that are not highly welcomed for viewing are following the agenda set by the mainstream channels. Smaller news TV Channels are blindly following Geo News. Smaller channels consider Geo channel as the leader in news providence so they follow it blindly. Geo news channel is having a greater impact in changing the minds of people as it has given its services of providing up to date information since the start of private news channels in Pakistan. It has been considered authentic as it has heavy viewership and more influence. News is provided 24/7 that is the new trend. People are getting up to date information and the accessibility of information is shaping the minds.

People have categorized channels into two categorizes i-e mainstream and followers (smaller) channels. Geo channel is considered to be the mainstream channel and Royal news channel is on the top in following mainstream channels. The leading channels are not following the state agenda. They are not the followers of governmental policy of news providence. There is a set agenda defined by the leading TV channels for news dissemination.

The research explores that Mainstream private news television channels are heavily involved in agenda setting for rest of the television channels and these channels are promoting their own agenda based on political affiliation and personal biases of their owners. Smaller television channels are following agenda of mainstream television channels and In this way smaller television channels are blindly following mainstream television channels and ignoring the social issues, issues of national interest .| Mainstream and smaller television channels both are not following the state agenda which PTV News follows.

Hence, in Pakistan private news channels enjoy freedom and authority as well. They are free to follow their own set agenda and enabling smaller channels to follow what they have set for news dissemination. People follow what is portrayed as” news” by the leading news channels and they form their opinions according to the portrayal. This power is an agent of social change as it is accepted by the members of the society. This change is acceptable because electronic media is considered an authentic source of information.

References

1. Anderson, C.A., Liliana, S., & Chaves, E. (2008). Media and risky behavior: Future of Children. *Children and Electronic media*, 18 (1), pp.147-180.
2. Asian women magazine, (2011). <http://www.asian-women-magazine.com/pakistan/media/top-tv-channels.php> Retrieved on 19th august, 2011
3. Barber, J.S., & Aximn, W.G. (2004). New ideas and fertility limited; the role of mass media. *Journal of marriage and family*, 66 (5), pp 1180-1200.
4. Diaz, A.Z. (2007). Reinforcement vs. change. The political influence of media, 31 (1/2), pp 65-81.
5. Friedenber, R.V., & Trent, J.S. (2000). *Political campaign communication: principles and practices*. Praeger
6. International media support. (2009). Report on Between radicalisation and democratisation in an unfolding conflict: Media in Pakistan, pp 1-56
7. Khan, M.A., Shakir, S. *A Comparative Study of Editorial Treatment on Indo-Pak Conflicts in Daily Dawn and the Nation: A War & Peace Journalism Perspective*.
8. Kumar, P. (1995). How the Media treats Indian Women. IIMC Publication, pp 23.

9. Larcinese, V., & Puglisi, R., & Snyder, J.M. (2005). Partisan Bias in Economic News: Evidence on the Agenda-Setting Behavior of U.S. Newspapers, pp 1-40.
10. Lee, B., Lancendorfer, K. M., & Lee, K.J. (2005). Agenda-setting and the internet: The intermedia influence of internet bulletin boards on newspaper coverage of the 2000 general election in South Korea. *Asian Journal of Communication*, 15(1), pp 57-71.
11. McCombs, M. (1992). Explorers and surveyors: Expanding strategies for agenda-setting research. *Journalism Quarterly*, 69, 813-824.
12. McCombs, M. (2003). The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion
The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion. <http://masscommtheory.com/2010/03/09/the-agenda-setting-function-of-the-mass-media/> Retrieved on 19th august, 2011
13. McCombs, M.E., and Shaw, D.L. (1972). The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly*, 36, pp 176-187.
14. McCombs., Maxwell, E., & Donald L. S. (1997). *The Emergence of American Political Issues*. New York. West Publishing Co.
15. Mediatenor, (2011). Agenda Setting theory. http://www.mediatenor.com/smi_AS_approach.php Retrieved on 20th august, 2011

16. Mendelsohn, M. (1994). The media persuasive effects: The priming of leadership in the 1988 Canadian elections. *Journal of Political science*, 27(1), pp 81-97.
17. OPPAPERS, (2011). Role of Media. <http://www.oppapers.com/essays/Role-Of-Media/506587> Retrieved on 18th august, 2011
18. Ray, M., & Jat, K.R. (2010). *Effect of Electronic media on Children*. Advance pediatric center, post graduate Institute of medical education and Research, Chandigarh, India, 47, p 561.
19. Soroka, S.N. (2001). Issue attributes and agenda-setting by media, the public and policy makers in Canada. *International journal of public opinion research*, Vol 14 (3), pp 265-285.
20. University of Twente, (2010). http://www.utwente.nl/cw/theorieenoverzicht/Theory%20clusters/Mass%20Media/Agenda-Setting_Theory.doc/ Retrieved on 18th June, 2011
21. Vangshardt, T., & Poulsen, B.N. (2009). THE AGENDA SETTING EFFECT OF THE U.S. MASS MEDIA DURING THE 2008 PRESIDENTIAL CAMPAIGN. Copenhagen Business School, pp 1-84.
22. Webster. (1985). Sampling In Research. <http://www.socialresearchmethods.net/tutorial/Mugo/tutorial.htm>
Retrieved on 18th august, 2011

23. Wilson, B.J. (2008). Media and Children Aggression, Fear and Altruism: the future of Children. *Children and Electronic media*, 18 (1), pp 87-118.
24. Wilson., James, R., & Roy S.W. (2001). *Mass Media, Mass Culture*, Boston. 5.
25. Yadav, K.P. (1998). *Encyclopedia of Mass Communication, Mass Communication today and tomorrow* (1st edition). Syrup and Sons, New Delhi, pp 37-38

Appendices

Questionnaire

Gender
Age
Job title
Experience
Qualification
Salary
City of origin

Q:1 To what extent do you watch news TV channels?

- (i) Very greatly
- (ii) Greatly
- (iii) To some extent
- (iv) Not at all
- (v) Do not know

Q:2 Which news TV channels do you watch? Please give priority as 1,2,3, etc. to the following channels.

- (i) Geo News
- (ii) ARY News
- (iii) Express News
- (iv) Duniya News
- (v) Sama News
- (vi) Royal News
- (vii) Channel five
- (viii) Rohi TV
- (ix) Star Asia
- (x) Apna News

Q:3 Which news TV channels do you consider as mainstream news TV channels? Please give priority as 1,2,3, etc. to the following channels.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:4 Which news TV channels you consider as smaller news TV channels? Please assign 5 to least and 1 to top .

1. Royal News
2. Channel five
3. Rohi TV
4. Star Asia
5. Apna News

Q:5 In your opinion smaller TV channels follow the issues highlighted by mainstream TV channels. (Tick one).

- (i) Strongly agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strongly disagree

Q6 In your opinion mainstream news TV channels are dictating their agenda. (Tick one).

- (i) Strongly agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strongly disagree

Q: 7. To what extent smaller news TV channels follow the issues highlighted by Mainstream news TV channels? (Tick one).

- i- Very greatly

- ii- Greatly
- iii- To some extent
- iv- Not at all

Q: 8 In your opinion smaller news TV Channels blindly follow Geo News.
(Tick one).

- (i) Strongly agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strongly disagree

Q: 9. In your opinion mainstream news TV Channels are following state agenda.
(Tick one).

- (i) Strongly agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strongly disagree

Q: 10. In your opinion smaller news TV Channels are following state agenda.
(Tick one).

- (i) Strongly agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strongly disagree

Q: 11. Which of these news TV channels were trend setters in highlighting the Kharot Abad incident. Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:12 Which of these news TV channels were trend setter in highlighting the issue of Load Shedding. Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:13 Which of these news TV channels were trend setters in highlighting the incident of PNS Mehran Base attack? Please assign number from 1 to 5.

- 1 Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q14 Which of these news TV channels were trend setters in highlighting the Journalist Saleem Shehzad killing? Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:15 Which of these news TV channels were trend setters in highlighting the incident of Usama Bin Laden killing in Abbotabad. Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:16 Which of these news TV channels were trend setters in highlighting the issue of PPP & PML (Q) coalition? Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q: 17. Which of these news TV channels were trend setters in highlighting the incident of Zulfiqar Shah killing by Rangers in Karachi. Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:18 Which of these news TV channels were trend setters in highlighting the issue of Price hike. Please assign number from 1 to 5.

1. Geo News
2. ARY News
3. Express News
4. Duniya News
5. Sama TV

Q:19 Which of these news TV channels were trend followers in Kharot Abad incident. Please assign number from 1 to 5.

- (i)Royal News
- (ii)Channel five
- (iii)Rohi TV
- (iv)Star Asia
- (v)Apna News

Q: 20 Which of these news TV channels were trend followers in Load Shedding issue. Please assign number from 1 to 5.

- (i)Royal News
- (ii)Channel five
- (iii)Rohi TV
- (iv)Star Asia
- (v)Apna News

Q:21 Which of these news TV channels were trend followers in PNS Mehran Base attack. Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five

- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q: 22 Which of these news TV channels were trend followers in Saleem Shehzad killing Incident? Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five
- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q:23 Which of these news TV channels were trend followers in Usama Bin Laden killing in Abbotabad incident. Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five
- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q:24 Which of these news TV channels were trend followers in PPP& PML (Q) Coalition issue? Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five
- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q:25 Which of these news TV channels were trend Followers in Zulfiqar Shah killing incident by Rangers in Karachi . Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five
- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q: 26 which of these news TV channels were trend followers in Price hike issue. Please assign number from 1 to 5.

- (i) Royal News
- (ii) Channel five
- (iii) Rohi TV
- (iv) Star Asia
- (v) Apna News

Q:27 Which of the following TV channels highlighted the above issues professionally . Please assign number from 1 to 10.

- (i) Geo News
- (ii) ARY News
- (iii) Express News
- (iv) Duniya News
- (v) Sama News
- (vi) Royal News
- (vii) Channel five
- (viii) Rohi TV
- (ix) Star Asia
- (x) Apna News