

**IMPACT OF MEDIA CAMPAIGN “ZARA SOCHIYE” ON PARENTS OF
DISTRICT HARIPUR**

(MS Thesis)



Research Scholar

Sheikh Fakhar-e-Alam

Reg. No. 122-SS/MSMC/F11

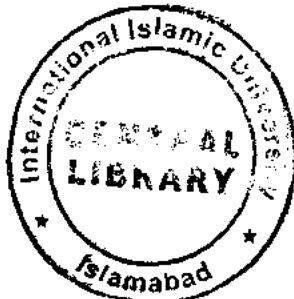
Supervisor

Dr. Zafar Iqbal

Department of Media and Communication Studies

Faculty of Social Sciences

International Islamic University, Islamabad



Accession No TH-14565 (K) 99

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- Mass media
- Social aspects
- Thesis

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Submitted in partial fulfillment of the requirement for

The Degree of MS in Media & Communication Studies at the Faculty of Social Science,

International Islamic University,

Islamabad

Department of Media and Communication Studies

Faculty of Social Sciences

International Islamic University, Islamabad

2014

2014

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

Dated: _____

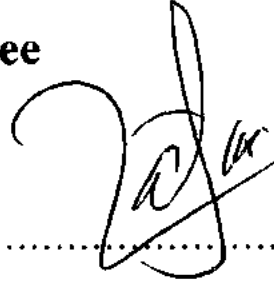
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It is certified that we have read this thesis title "Impact of Media campaign "Zara Sochiye" on Parents of District Haripur" Submitted by Sheikh Fakhar-e-Alam. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for the award of MS Degree in Media and Communication studies.

Committee

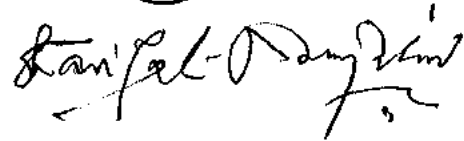
Supervisor

Dr Zafar Iqbal
Chairman DMCS



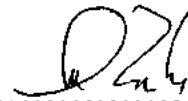
External Examiner

Prof. Sharif-Al-Mujahid



Internal Examiner

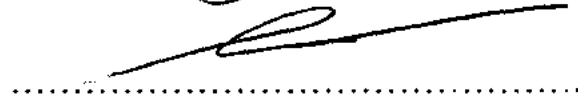
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Chairman, DMCS, IUI

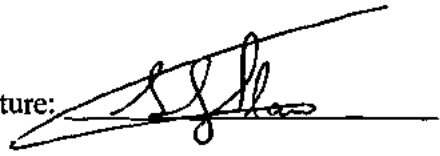


Dean, FSS, IUI



DECLARATION

I, Sheikh Fakhar-e-Alam do solemnly affirm that this thesis, titled as "Impact of Media Campaign *Zara Sochiye* on Parents of District Haripur" is the result of my own research work which has never been submitted before in any university or institute.

Signature: 

Sheikh Fakhar-e-Alam

Reg. No. 122-SS/MSMC/F11

Date: 26-11-2014

IN THE NAME OF ALLAH

THE MOST MERCIFUL

THE MOST BENEFICIENT

DEDICATION

I dedicate this research work to Allah Almighty

& Prophet (SAW) who brought the message of Allah Almighty

Which is a complete source of serenity and a Beacon of light for all times,

&

Then to my venerable Parents, Teachers and Fellows.

ACKNOWLEDGEMENT

In the name of Allah, the most gracious, the most beneficent. Without his support and blessings nothing can be possible in the world. First of all, I express my hearties gratitude to my Allah Almighty who enabled me to accomplish this task with in the given time.

I take this opportunity to express my profound gratitude and deep regards to my research supervisor, Dr.Zafar Iqbal, International Islamic University, Islamabad. He is the best, honest and sincere teacher whom I like the most of all. From the selection of the topic to data collection, he helped and guided me through out the research work, stimulating suggestions, knowledge, experience and encouragement helped me in my entire research period. Due to his consistent support and sincere technical guidance in every aspect relating to my study, it became possible for me that I completed my work.

I also want to thank my whole family specially father to have deep confidence in me and mother for her endless prayers for my success. Their dedication towards my study has given me an extra courage to complete this thesis. I am highly indebted to my fellows Mr. Nauman Sial , Mr. Ahtesham Sethi and Mr. Nawaz Malik for their assistance which can't be neglected at all.

ABSTRACT

The aim of this study is to find out the various aspects of “*Zara Sochiye*” educational campaign on the parents of District Haripur according to their behavioral, attitudinal and awareness change. The respondents of the study were observed that they have taken this campaign very positively and they have changed their attitude, behavior and awareness regarding education after this campaign. We have seen that the maximum affect which was present on the respondents was of Awareness change, while secondly attitude was changed in a high number while behavior was at the last number which was changed by the respondents after seeing this campaign. The population of this study was taken from the city area of District Haripur who were having access to Geo News. The data was collected through questionnaire-based survey by using purposive sampling technique.

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CHAPTER 1

INTRODUCTION

Education is a process in which we seek some knowledge and apply it on our lives. Education is very important for us as it is the base of progress. Education is the basic requirement for all the betterment of the world. Right to education is not only envisaged in the constitution of Islamic Republic of Pakistan in article 25 A but also it is one of the recognized right in the Universal Declaration of Human rights 1948 in article 26 (PILDAT, 2011). The battle of life can only be conquered by the weapon of education. In historical perspective education got very essential part in different civilizations. In cave times those man have no idea about how to communicate between each other so for that purpose language was the first step taken, which became source to communicate between mankind. Gradually alphabets were made and after that grammar was introduced as language was the source of communication. Since then the outflow of knowledge has made this world a global village and it has only made due to education. The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn (Toffler, 1928).

Education is the most important factor for development which plays a basic role in the human development in any society. It also promotes a dynamic and informed electorate and creates various opportunities for the social and economic deprived sections of the country (Kazmi, 2005). Education is the most important aspect of our life and we cannot make our living standards improved without the help of education. It is having its own importance and no one can deny this. Whenever we seek some knowledge and apply it in our lives in any field so it is called Education. All the developed countries of the world had gained the importance in the global world due to their better literacy rate and for the under developed

countries and Third world countries education play a very vital role for its development. Our country Pakistan comes in 3rd world countries and whenever the literacy rate of countries like Pakistan improve the country progress and education is playing key role in our progress, although we are not having good literacy rate but still we are working on its improvement and with the passage of time it will be improved. Pakistan's education system strongly focuses on the basic education (Lynd, 2007). Policy makers of Pakistan are working on this issue that how we can improve literacy rate of this country and for this purpose many foreign developed countries are also playing their part. When our country will progress in field of education, the Extremist groups will reduce in number and people will follow ballot instead of bullet for change and we also know that there is a renown proverb "Pen is always Mightier than the Sword"

Mass communication media, be it electronic or print plays a pivotal role to spread awareness and raising the consciousness of common man. Now a days it has become a source and a medium of instruction through which the information as well as knowledge is communicated. Our society is comprised of illiterate, superstitious and poor people and most of the peasants have less access to the basic needs particularly education therefore they are desperate to learn new and innovative ideas in order to make substantial and positive change in their lives. The illiteracy and poverty are the menace behind all crimes and socio economic problems of Pakistan. Lack of knowledge is an obstacle to the better life hence masses of Pakistan are deprived of their fundamental rights as they do not know how to claim and exercise their constitutional rights.

Media helps in sending our messages from one point to another and it disseminates all of our ideas and exchange information to people. With the help of Media we can improve our

Educational standards and we had seen in the world that the best campaigns had become successful due to the help of media and when media had played its role in any campaign then it usually got better results. In third world countries where the literacy rate is dismal Media shapes the view point of people and we had seen that in the last decade or so Media had played very vibrant role in shaping of public opinion. Pakistan belongs to the third world countries where literacy rate is lower than in developed countries. Here role of media is more important to empower the general public. Hence media holds responsibility of improving literacy rate in Pakistan and when this will increase Pakistan become more developed nation with high quality standards of living.

Education plays a vital role in bringing awareness about the political stability in the country along with the economic development of the country and also plays its role in social progress of the nation. It plays role in bringing the political stability by the people (Rehman & Khan, 2011).

The quality education for all the children in Pakistan remains subtle but it is an increasingly important goal for the better education in the country (Muzaffar, 2010). Despite the fact Pakistani Electronic Media has emerged recently and struggles for its own existence yet it plays an important role for the raising of public consciousness through information, education and entertainment. In Pakistan Media has played very important part in making the public awareness and in the last decade, We had improved a lot in the Media Industry and media had become more socially responsible and started to work for the betterment of the people, but even now the country is having many problems and issues in the media industry which should be addressed. So most of the policy makers had focused Media more than it was before because almost every person of this country is in touch with media

directly or indirectly and when we disseminate the message from our media it reaches the huge audience. In Pakistan when the boom of private media started in the last decade almost every living department of our country changed because media had an eagle eye on all the issues and problems of the people in all departments.

We had seen that in the start of this boom we were having little bit of responsibility related issues in our media but with the passage of time it had changed from the embryo stage to a mature media. Although we are still having many issues but we cannot deny this reality that Pakistani media had changed a lot from before and with the passage of time it will be improved more.

Geo News is one of the leading private news channels in Pakistan. It belongs to Jang group which is one of the biggest media group in Pakistan. It had been started in the era of 2000 and within a small period of time it had gained lot of publicity and had become one of the leading channels of Pakistan which focuses on almost every aspect of the life, it provides entertainment, news, infotainment etc to its viewers. Recently Geo news had started an Educational campaign with a title "*Zara Sochiye*" for the promotion of basic education. In this campaign different versatile commercials and programs are made to make people reflect on the importance of education. Today education system of Pakistan does not suit for the quality education and it does not offer the opportunities at equal basis (Rehman & Khan, 2011). Geo's campaign *Zara Sochiye* is to change this system from Pakistan as different promotional clips, skits and programmes are also developed that can change the perspective of a common man about the education and how it can change his life.

It challenges the set of belief of poor people and gives them a hope that only education is a source which can change their social and financial status in the society. Various

advertisements are aired frequently from Geo News for the purpose of promotion of this campaign and other media tools are also being utilized. In this campaign the basic education and importance of education is focused and we can see that this campaign has been given the maximum priority in all the other such like campaigns. Although there are so many other campaigns of such nature from different organizations but the importance of "*Zara Sochiye*" of Geo news is more than any of the other campaign because it is the first time that media is used in such a massive level for the projection of any campaign and because of its approach to the large portion of society.

Zara Sochiye (Just think) is a campaign which is introduced by MKRF (Mir Khalil ur Rehman Foundation in partnership with GEO TV Network, Jang Group Newspapers and other media groups) for the purpose of removing imbalance and injustice from the society which has divided and distributed us for years and years. The name of this campaign "*Zara Sochiye*" gives us the idea that it includes issues from every sphere of life upon which we had stopped thinking but they are the most important and integrated part of our life and society. The aim of MKRF is to explore and discover new dimensions of the problem which is existing and to make a platform for creative thinking and discourse between the people of diversified mind having various ideas. Focus of this campaign "*Zara Sochiye*" is upon having a consensus of people upon civic, conscientious and ethical manner on the issues which can play a role in giving benefit to Pakistan.

Education is the basic and most important right of each and every child present in Pakistan. Therefore, ZS advocates the pursuit of this noble goal, not just on grounds of corporate social responsibility but that also on civic and societal grounds. With more than 7 million children of school going age out of primary school, the collective responsibility on us is on

society as a whole to ensure that the future of these children and others across the country is secured. The return to investment on education is clear for the world to see, through countless examples of individuals, communities and countries are that in past or present. We believe that one of the most important priority areas for the State to allocate taxpayer's money should be in properly educating the children, including girls.

The country of Pakistan is comprised of four provinces which are Khyber Pakhtunkhwa, Punjab, Sindh and Baluchistan together with independent state of Azad Kashmir and Tribal areas as well. Here from all these provinces the KP province is under direct attack of militants and Females and Male schools are bombarded frequently in this region. This province is the most undeveloped province of Pakistan and due to militancy and direct attacks of militant wings the living standards of this region are damaged severely. District Haripur is present in the KP Province of Pakistan , which is under direct attack of terrorism and we had faced a lot of problems in giving education to our children and many of the schools of Girls and boys had been blasted over here and people are not willing to send their children to schools and educational institutes but from last year or so the scenario had changed little bit and due to the government control and targeted operations the militancy had become less in these areas so people had started making their mind again to send their children to Educational Institutes, for this study researcher taken District Haripur and it has been selected in this study because the literacy rate of district Haripur is lying in leading districts in KPK province

People are very keen about education and parents are very much concerned for the betterment of educational standards of their children but still there are many problems in this district and lot of improvements have to be made for the betterment of educational

standards in this vicinity. This study will see the impact of the above said campaign that how it had created an impact on the local people and had it been successful over this District or not. This study will also examine that how many percent of people had been sensitized using this campaign and what are the challenges people face in order to give response positively to this campaign. In this research this study will also focus on this point that the people who are not having economic stability or people with less income, how they had taken this campaign. As education is the basic and foremost necessity of life nowadays and a key to success to everyone want to give education to its children but still we are having many issues which are stopping the people to do so. Now the responsibility of education is on provincial governments after the 18th amendment (PILDAT, 2011). Due to this campaign the government and education department officials are sensitized that new educational policies must be made and when this study will see the impact of this campaign on the general public this study will be helpful in making new policies for the better educational standards in Pakistan. Here the researcher want to quote an example that few months back in swat district of KP an education and women right activist Malala yousafzai was hit just because she was raising her voice for the betterment of education standards specially for females.

So Pakistan is also facing militancy and extremism in this region. This study will also have to address this issue. Due to these circumstances parents are so worried and children are also disturbed and they cannot focus upon their studies. Situation is so worst in the institutions regarding facilities. Most of the schools are having no boundary wall, washrooms, water tanks, stationary and furniture for students and teachers. There are also a large number of ghost schools present in KP this study will also have to work on it. Due to war of terror financially people are so poor and the business and economic situation of this province is so

critical so this is also a factor that getting education is a problem for our people. Here the country is also having another issue in education department that the professional courses and attitude lacks in our teachers and they are not having proper training and other main problem which is faced by us is that we are not having proper utilization of funds and monitoring is also another aspect in which our people lack and there is no proper monitoring and check and balance upon teachers and other staff in education department.

In Pakistan there are two types of systems which are prevailing one which is known as public sector which is controlled by the government and the other one is private sector which is controlled by the private investors. Here parents are usually seen scared to send their children to government schools because of their lack of management and they prefer private schools. After the eighteenth amendment of the constitution devolved education to the federal units, some steps are taken by provincial governments, to assemble their responsibility to educate children. (ASIA Report, 2014)

Here researcher will try to find out all the answers of the above mentioned points and what are the impacts of this whole campaign "*Zara Sochiye*" in behavior of people of Haripur. The people of Pakistan has given their verdict in the election and the authority has been transferred to another democratic force the federal and four provisional government have been established.

In the election campaign an inquiry has been conducted by "*Alif Aliaan*" which reveals that 48% of the population considers education their major problem /issue. Mir Khalil ur Rehman foundation vehemently waging a campaign for the education and emphasizing the importance of education. The foundation is stressing on the policy maker institute to solve the education related problem in the country. Majority of political parties gave priority to

education in their manifestos the same is the case with the people of Pakistan who think their survival rest with the education. Keeping in view the above facts, it is hoped that the in power government will take extra measures to keep education at top priority.

Pakistan is continuously being failed in the field of education. It has entered in the age of adolescence but still not able to read and write" a number of policies has been formulated and the foreign expert has also given lessons to improve the education but no concrete progress has yet to be seen. An effort has been undertaken under the banner of "*Zara Sochiye*" to awaken the ruling class to take appropriate measures for the improvement of education. It is emphasized that how can education bring radical changes in the lives of the people. Without proper education no nation can succeed, the time has come to decide and take a step in the right direction to improve education in Pakistan.

The dark clouds are engulfing the efforts waged for education. Malala Yousafzai episode/tragedy is a clear sign of the mindset of the people which do not like female education. The tragedy has manifested clearly that freedom and education for female is indispensable for the stability of Pakistan. A country facing serious threats of extremism, especially the religious extremism, the very existence of expression and education. An educational atmosphere can prevail in the country when extremism is curtailed. If a country to progress, it is needed to spread education and specially the female education. It is a historical fact that under developed countries gave special attention to education as well as female education and achieved the present status of prosperity.

The segment of society that is opposing the female education actually wants to keep Pakistan in dark ages. To control the menace of extremism, the education and knowledge

can be used as a weapon. The time has come that we as a nation give priority to education.

If the ruling

Every child should be provided education irrespective of cast and creed. Under such harmonious circumstances, the children will be eager to go to school every morning and will return to homes after getting enhancement in their skills and learning to fulfill this dream, there is a need of Architects, builders, curriculum developers, well reputed teachers and honest civil servants.

Above all the concern of the society is inevitable for the promotion of education in a country. It is undisputed fact that when a society shows its concern for something, the good government prevails. The ground reality is different; the small segment of society is very responsible to provide high quality of education to their words, but not willing to pay taxes for the provision of quality education to the middle and lower middle income group's children. Many schools like Atchison, cadet colleges and like that are utilizing public money and providing quality education but bad governance prevails in government, schools where poor people send their children.

When we through the history of democratic set up is pre-requisite for the provision of education. In a country like Pakistan where democracy has not rooted well and the politicians in behavior is autocratic. Due to this fact they are not paying attention to the education of poor classes.

According to the constitution of Pakistan, the provision of quality and free education is the responsibility of the state. It is a need of the hour that serious efforts be taken to provide education to all children of Pakistan on equitable basis.

Prior to the commencement of *"Zara Sochiye"*, the parents in Haripur had the least knowledge and idea regarding the advantages, benefit and importance of education in life of a person. They could not imagine that what role literacy plays in the well being of humans. They were not aware of the fact that how can knowledge make people upgrade their living style and standard. They were inconsiderate to the point that education can play key part in the development of mankind. They had probably not known that education was basic requirement for a healthy and wealthy life. They were unaware that knowledge only opens up new vistas to mind. They could not ponder on the point that through education one can find ways to make life easier and liveable.

Before the advent of Geo's Programme *"Zara Sochiye"* parents in Haripur had little or no concern with the education of their male children. If one were a shop keeper, he only planned for his son to succeed him in the Business. Or if one were a mechanic or electrician, he could only think of his boy as mechanic and electrician not as mechanical or electrical engineer. Even so that if one were a peon in some government office, he would be content with his son to replace him and not his boss. And if one were a contractor, he would only want his ward to join hands in the trade.

When the campaign *"Zara Sochiye"* had not been started by Geo TV, the parents in Haripur were particularly indifferent to education of their daughters. They would only that daughters, being females, are only supposed to take care of homes. Their thoughts were that as the girls would only be restricted to house hold dares like cooking, washing and sweeping, the mothers especially concentrated on the training of their female children with a good house wife in their minds. They had no idea that through education only can their daughters bring up nice and noble families.

Since the advent of Geo TV's programme "*Zara Sochiye*" the concept and conscious of the people is becoming clear and focused. Now they are getting to know the importance and worth of the knowledge in the life of their off springs. The parents, after the initiation of programme "*Zara Sochiye*", have started paying lead to get their children of both genders to get education and obtain knowledge. Having been apprised by the pivotal role that education will play in the uplift of their children's way of life , the parents in Haripur have started sending their off springs to schools and colleges. They, now, even compete in the choice of selection of good rather better institutions. As "*Zara Sochiye*" made public at large in Haripur to consider that it would be very suitable for their feminine off shoots had there been a university in Haripur. The demand arose and government graciously granted Haripur with a university.

If we see according to the date collected during the 1998 census, District Haripur's population was 692,228, and by the year 2005, it was estimated to have enlarged to the number 803,000. 12.0% of the total population lives in the urban areas of the district while the left behind 88.0% are residing in the rural areas of District Haripur. The population of the District is widely spread over an vicinity of 1,725 square kilometers (666 sq mi), resulting in a density of 401.3 persons per km². If we compare it to the average density of Hazara region then that is about 233 persons per km². If we consider the average size of household in the district Haripur than it is 6.6 persons compared to 8 which is present on the provincial level. The main predominant Livelihood of the population is Agriculture, while if we see the entire urban area it is 77,370 acres (313.1 km²). The Language which is mainly spoken in the district is Hindko (a Punjabi dialect). As we know that Urdu is a National language so it is broadly understood by the population.

If we consider the literacy rate of the District Haripur it is 53.7%, which is substantially higher than the literacy rate in the whole region of Hazara, which is about 35.2%. If we consider the literacy rate of female it is only about 37.4% contrasted to the male literacy rate of 63.6%, and if we see the urban literacy rate it is about 69.7% and is appreciably higher than the rural literacy rate of 51.4%. District Haripur is having two post graduate colleges , which are funded by the government, which are providing higher level education to the students of district Haripur. It is also having four degree colleges for the education of girls. District Haripur is also having a University, which is named as Haripur University and it was established in the year 2012. In the year 2000–2001, district Haripur had 907 primary schools run by government of the province , which were including 251 schools for the sake of education of girls while 656 schools for the sake of study of boys. Adding up to the primary schools run by the government , we were also having about 166 mosque schools which were functional in the Haripur district. During the year 2001, the strength of the primary school population (5–9 years) was 101,670 students, of which 49,430 (48.61%) were girls and 52,240 (51.38%) were boys .The district Haripur had 83 middle schools (27 for girls and 56 for boys).

Since independence a number of plans regarding education were made particularly from 1950's to 1990's. All Pakistan Education conference was held in 1947 which was emphasized on three basic things that education should be inspired by Islam, free and compulsory education should be given and technical education should be given to children. National Education Conference was held in 1951 in which Six year national plan for education was made. National Commission on education was made on 1959 in which system of education was enhanced. Educational policy and Nationalization was given by 1972 whose objectives

were to equalize the opportunities of education. National education policy was given in 1979 whose major aim was to promote scientific and technological education. National Education policy 1992 in which it was proposed to increase the literacy rate to 70 till 2002. (Khan 1997).

1.1 Statement of the Problem

This study aims to evaluate the impact of the Geo News campaign *Zara Sochiye*, according to the educational background of the people and their economic positions. This study aims to evaluate that how the people had responded this campaign and what are the changes which came after watching this campaign. This study will distinguish between various sections of the society like that what type of impact those sections have. This study aims to evaluate that those who watch this campaign how their life style has changed and those who do not see this how they see their children education. This study will see different impacts on the parents regarding education by this campaign.

1.2 Objectives of the Study

- To find out the behavioral change of *Zara Sochiye* on parents of district Haripur.
- To know this campaign had changed the Attitude of the parents of district Haripur.
- To know that to find out the awareness change in the parents After *Zara Sochiye* campaign regarding education.

1.3 Significance of the study:

The current study is an effort to highlight the impact of educational campaign “*Zara Sochiye*” on the parents of District Haripur”. This study will be quite helpful in highlighting the impact of this campaign on the parents and will find out to what degree this campaign has mobilized the parents and other important factor is that are these type of campaigns helpful to sensitize parents or not and if they are then we can use many campaigns for the benefit of people. This study will be focused to see that education as a priority has importance in the eyes of parents and if they want to give their child education or they want them to be illiterate. If this should would not take place this study will have serious concerns about the literacy of children of District Haripur and this study will not be able to know that people here are Active or Passive. This study will make different dimensions for the further researches and people will also get to know about their region.

1.4 Delimitation of the research study:

The study included general audience, who had access to cable connections and watch media campaign “*Zara Sochiye*” on Geo news. The results of the study cannot be generalized on whole population due to limitations of the sample of Haripur district.

CHAPTER 2

LITERATURE REVIEW

Hira & Toor (2013) presented that Geo News has launched some educational campaigns to motivate the people by telling the success stories of the professionals which became possible due to the education, it was initially criticized as well by the people that these messages are one sided. The message was very bold and was directly affecting the people's mind; slogan was "Parhny Likhny K Siwa Pakistan Ka Matlab Kia", which means "what can be the meaning of Pakistan, except education". Later a Gallop survey showed that at least 44% of Pakistanis know about this campaign, which shows the popularity of campaign among the public.

The campaigns of communication are diverse, versatile, highly designed, and purposefully compiled media symphonies planned to improve awareness, information, or behavioral change among the target audiences. A media campaign is the compilation of advertisements semantically relating with each other, across various countries and different types of media (Day 2000).

According to Liu & Tan (2009) while discussing the effects of anti smoking campaign in the media regarding smoking behavior in California resulting that the media campaign remained very successful in changing the smoking behavior of the people by reducing their smoking habits and also resulting in the long run benefits among the adults and adolescents. This campaign remained successful for bringing the long term benefits for quitting the smoking habits.

In the light of study media campaign regarding the transport planning the city of Sydney by Daniels, Gordon & Mulley (2011) a campaign was launched using an Australian newspaper named as "The Sydney Morning Herald". The inquiry was basically focused on Who, What, How and Why. This study tells us that Mass Media can play its role to develop the policies

regarding of public interest but it was also the view point that newspaper has started this campaign to increase the circulation of the newspaper. Various different dimensions were discovered after this study was conducted and that transport policy got extreme coverage in the general public. This study tell us that that this campaign also helped in long term planning of the transport policy and media played a very vibrant role in it.

In the light of the campaign to reduce HIV/AIDS by Mass Media campaign (RCAP, 2007) it is observed that the mass media campaigns are highly diversified and they play a great role in reduction and prevention of HIV/AIDS. These mass media campaigns are launched on TV, Newspaper, Radio and New Media websites and these campaigns are widely spread to reach the target audience and it generates public pressure and awareness among the targeted population, which helps in eradicating HIV/AIDS. This study also tells us that many campaigns are made on weak research designs due to which they have not been so successful so if we make good and healthy research designs then we can have positive and successful results due to which this disease can be eradicated.

According to the study by Donovan & Henley (1997) it is analyzed that A number of “shock advertisements”, distinguished using graphical representation, instinctive descriptions have also been accredited with varying societal attitudes to a variety of behaviors such as driving, smoking and drinking.

In view of the study regarding the behavioral effect of Health communication campaigns by Snyder(2007) concludes that the campaigns of nutrition which pay consideration on the behavioral goals specifically of the interference, intended populations, communication actions and channels, presentation, message content, and techniques for response and assessment be supposed to alter behavior of nutrition.

According to the study role of free media environment in development of state communication by Galbi (2001) analyses that the E- government is supposed to hold an

schedule much more determined than re- create the government in the shape of a business venture. E - Government characterize a fresh shape of state media, one it is suspected to be capable to serve as an tool of authoritarian domination, one with the intention of great promise for redesign democratic political affairs and motivating monetary chances. Government communications needs not to be unseen. It can conveniently seek out to draw considerable concentration in an information society which embraces liberty and democracy. In the light of the study of affecting the voters in the Presidential Campaign of 2000 with the help of Local media by King & Morehouse (2004) it is seen that the key to that strategy was to attract local media coverage. During campaign the competitors have used local media instead of National media because it disseminates message more effectively in local population. All the events were covered exclusively by the local press when they were given value which has shown very positive results among the public trend.

The Study based on Cyber campaigning by Mirandilla (2009) focused the use websites and social networking sites such as pallets effectiveness Philippines 2010 presidential election campaign, a new phenomenon in the Philippines, and email campaigns resulting in by supply and demand so far has played a transformative role in the reform of the campaign show that could. Benefits and cost-effectiveness of electronic campaign platform expand beyond the idea of democratization of the challenge, of course. Campaign reform only Filipinos politicians and voters with political maturity, and enhance the value of our nation until elections can take. The use of information and communication technology to make operations more efficient, and affordable, interactive, and targeted grassroots- a new kind of propaganda campaign in the Philippines, in which only the first step towards the creation of all the steps.

Systematic study on the collection of information and the right light: Chakraborty by higher education in India (2009) The role of a fundamental right to know the right people, shows that identifies good governance. Lack of openness in the functioning of government, in turn, nutrition, health and education, including all forms of poverty, which has perpetuated, public officials, inefficiency and lack of accountability in the functioning of the process provided a fertile ground for . On the law enforcement community to strengthen the well to increase the accountability of public institutions for the good government of information to know. They have the right information to the right people at large and by the effectiveness of the use of this right depends on. However, various studies, more than 300 million poor population, only 10 per cent of the assured entitlement as a tool for reaping the benefits, the right to information about the shows. Of how to make the best use of such information and to get to it as, therefore, particularly to educate them, to create awareness among the people at large government, NGOs and the media, in addition to efforts by institutions of higher education that calls for making a wealth of knowledge acquisition in everyday life. If the information is applicable to public participation in government, respect for the rule of law, expression and association, transparency and accountability, the government's legitimacy and good governance are core values like freedom, can be realized only in accordance with its original spirit. . We have the right to participate and work together to make a reality.

Lodi, Tseghe & Gerber's (2011) by the child's education in Pakistan and in view of the determinants of participation in alternative activities, using the data from Pakistan, this study various individual, household, and community to analyze the effects of surface features that suggested the possibility that children engage in different activities. According to the current trend of the prevalence, the activities of five children, namely consideration: secular education, religious education, child labor, child labor and a collection of secular education, and inactivity (leisure) incl. Balochistan, Khyber Pakhtunkhwa, Punjab and Sindh provinces

of Pakistan in the data organized in more than 40 villages was collected through field surveys. A total of 963 households were interviewed over 2,496 children's activities. Multinomial Probit model was used for analysis. Results parental perception secular school attendance, religious education, and engaged in child labor were more likely to indicate important relationships. In addition, we place (rural / urban) and gender of children with various children's activities, investigation of the relationship between. We attended secular schools in rural areas and a low probability of engaging in child labor among girls found a high probability. We also appreciate the importance of openly secular schooling for parents who have children in school compared to women, men were more likely to send the kids out.

2.1 Research Questions :

on the basis of literature review and initial assessment of the specified campaign, the following research questions have been developed:

- Does “*Zara Sochiye*” have changed the behavior of Parents regarding education in District Haripur ?
- Does “*Zara Sochiye*” have changed the attitude towards education of parents of District Haripur?
- Does “*Zara Sochiye*” have increased the awareness regarding education in parents of District Haripur?

2.2 Hypotheses:

- *Zara Sochiye* has positive behavioral change on parents of district Haripur.
- *Zara Sochiye* has positive attitude of the parents of district Haripur.
- *Zara Sochiye* has positive awareness change on the parents of district Haripur.

2.3 Theoretical Framework:

The theoretical foundation of this study is based on Knowledge Attitude and Behavior Model (KAB Model). Knowledge is always given basic importance and it is believed to be a

background factor which play important role in influencing the attitude of the people towards certain behaviors (Ajzen, 1991) and this has also given the connection between both attitude and behavior (Armitage & Conner, 2001), here knowledge is considered to control the behavior of the people through a mediating variable. The notion following the attitude behavior relationship in this regard is that more people know and understand the associations between their own behaviors. KAB model essentially assume a linear progression from the knowledge to an appropriate change in the attitude of the people which in turn is considered to produce a change in the behavior of the people, so in this regard a framework which has become important in this regard is the Knowledge, Attitude, Behavior (KAB) Model (Kollmus & Agyeman, 2002).

Although there is very little doubt regarding the fact that attitude mostly correlate considerably with the behavior of certain knowledge related considerations, the Knowledge-Attitude-Behavior model has faced severe criticism as well. Various scholars like Moser (2006) and Kollmus and Agyeman (2002) also criticized this model because of the too rationalist and outdated information campaigns. This is also a fact that knowledge is necessary for the attitude and behavioral change, it would be wrong to suggest the people who are focusing on the KAB model that the role of knowledge is not important, it has its importance in its context. Fact of the matter is that the role of knowledge in the behavior is important but it is often underestimated by the people working in this area (Kaiser & Fuhrer, 2003), mainly because the researchers have become unsuccessful to maintain a distinction between three congregating types of the knowledge which include the declarative knowledge which deals with the factual knowledge, procedural knowledge which deals the knowledge of appropriate courses of action and finally the effectiveness knowledge dealing with knowledge of how effective each course of action is. Kollmus and Agyeman (2002) present that only a minute fraction of the behavior can directly be determined by the knowledge. This

argument negates the consideration that the effect of knowledge is disregarded sometimes due to its mediation by the other vital psychological processes involved in the entire situation (Kaiser et al., 1999).

According to Flegal (1996) Knowledge, Attitude, Behaviour (KAB) model is projected as a channel to explain the role of the knowledge. This model leads that the behaviour of the people regarding certain events changes gradually. The knowledge gathers in an education behaviour which also changes the attitude which further leads to the behavioural change.

The attitudinal change seems as a motivational force concerning educational purposes.

The basic resource in the Knowledge, Attitude, and Behaviour model seems to be the growth of the knowledge which sometimes leads to the changes in the attitudes, behaviours or both of them. The process which leads the behavioural change occurs in the Knowledge, Attitude, Behaviour models is not specified most of the times. The commonly used practice of the KAB model is the stipulation of the existing information which shows in the form of school or academic curriculum most of the time.

Thus concerning the KAB model relating to the study in hand knowledge may be incorporated into the conceptual frameworks which help in providing the understanding of the process of the change but enhancing the knowledge but it does not seem successful in the behavioural change. In this study the KAB model is used because of its power to influence the attitudes and behaviours of the respondents (parents) from the urban areas of District Haripur. The study is aimed to determine the behavioural, attitudinal and awareness change among the parents of the District Haripur regarding education of their child focusing the Geo News educational campaign named as *Zara Sochiye*. The KAB model is used to analyse the Knowledge, Attitude and Behaviour of the respondents regarding the education of their children.

CHAPTER 3

METHODOLOGY

This chapter in the study deals with detailed explanation of the methods and tools which are adopted for the data collection. Methodology is considered as a systematic way of studying the research and also that the research is being done scientifically. It is basically the dealing with the research methods, theory, description, explanation and justification of methods used in the study (Wimmer and Dominick, 2011). Methodology is also considered as the strategy which is being carried out by the researchers to achieve the specific goals or objectives of the research (Remenyi et al.1998).

This study has employed the survey method and a questionnaire is prepared in this regard to collect data from the targeted population. Survey research method involves the collection of information or the data from a sample of individuals through their responses to the questions which are asked in the form of a constructed questionnaire (Check & Schutt, 2012). According to Jen (2004) the survey research method is a suitable method of getting the views of the people. Therefore, in this study, questionnaires are prepared to collect data from the target population. In the light of the literature review a questionnaire is made for the study in hand and after that the researcher worked on the sample. The study has focused the urban areas of District Haripur as population for the research. The researcher has taken data from the Cable networks in urban areas of District Haripur focusing the people who are having access to Geo News and have seen the campaign “Zara Sochiye”. The researcher has selected 275 respondents as sample using purposive sampling technique. A quantitative analysis was made as survey was conducted in urban areas of District Haripur to collect information for the study.

According to 1998 Population and Housing Census, total population of Haripur district of Khyber Pakhtunkhwa (KPK) is 692228 persons. Density of population in the district is 401 persons per square Kilometre. Total area of District Haripur is 1725 Sq Km. (Government of Khyber Pakhtunkhwa).

3.1 Research Design:

The present study takes the quantitative methodological approach to investigate the phenomenon under study, this research describes phenomenon by collecting the numerical data which is used by using the mathematical methods in the study being analysed (Crosswell, 1994). Quantitative purposive sampling technique was employed to collect data from the urban population of District Haripur. So the current study falls in the category of quantitative research to explore the answers of the objectives and does different kinds of test. Survey method is appropriate according to the technique.

3.2 Population:

According to Peril (1982) population is defined as “all cases or individual that fit a certain specification”. The population of the study includes the urban areas of District Haripur. The people who have access to the Cable television and who watch “*Zara Sochiye*” campaign by Geo News.

3.3 Sample Frame:

The general audience includes the viewers who have cable connections and they see Geo news Campaign “*Zara Sochiye*”. Researcher has taken data from the Cable network service providers in urban areas of District Haripur, data is collected through a questionnaire using purposive sampling technique from the target population.

3.4 Sample Size:

In this study 275 respondents were selected on purposive sampling by the researcher from urban areas of District Haripur. The respondents were the parents who responded regarding their views and knowledge about the campaign named as “*Zara Sochiye*” by Geo News.

3.5 Development of Tool:

A Questionnaire was designed to collect response by the targeted population which included parents from urban areas of District Haripur.

The questionnaire contained 26 questions as given below:

- Question 1 to 9 address different aspects of Behavioral change regarding education in the parents of District Haripur.
- Question 10 to 14 address different aspects of Attitudinal change regarding education in the parents of District Haripur.
- Question 15 to 26 address different aspects of Awareness change regarding education in the parents of District Haripur.

Variables used for development of Tool:

- Behavioral change
- Attitudinal change
- Awareness change

3.6 Collection of Data:

The data for the study was collected by using the questionnaire through which response of the targeted population which was the general public was taken which was based on their information and observation regarding the Geo News campaign “*Zara Sochiye*” from the

urban areas of District Haripur. For the purpose of data collection a closed ended questionnaire, containing 26 questions, was developed and pre-tested to check the validity of the instrument. The researcher collected data on the five points likert scale.

3.7 Instrument

The instrument used in the research is questionnaire, because it is easier to use in extracting information for data collection, a questionnaire is a data gathering instrument, which provide informed questions to be answered by respondents in written form, the questionnaire was self-administered.

3.8 Validity

Tejumaiye (2003) refers validity as the degree to which measuring instrument reassures what it is designed to measure. The instrument of the study is questionnaire and will have validity since the questionnaire is a viable tool for data collection.

3.9 Statistical Analysis:

The data was analyzed and interpreted by using descriptive statistics (central tendency) and inferential statistics (multi regression) to get the meaning of the phenomenon with the help of SPSS 16. And in the light of facts and findings, some recommendations were also made for the next campaigns to be launched.

3.10 Administration of the Questionnaire:

The questionnaire was given by hand to 275 respondents who were parents and were viewers of Geo news campaign "*Zara Sochiye*" in the urban areas of District Haripur. The age of the respondents was divided into two age groups which were the respondents (parents) aging from 25- 30 years and above 30 years

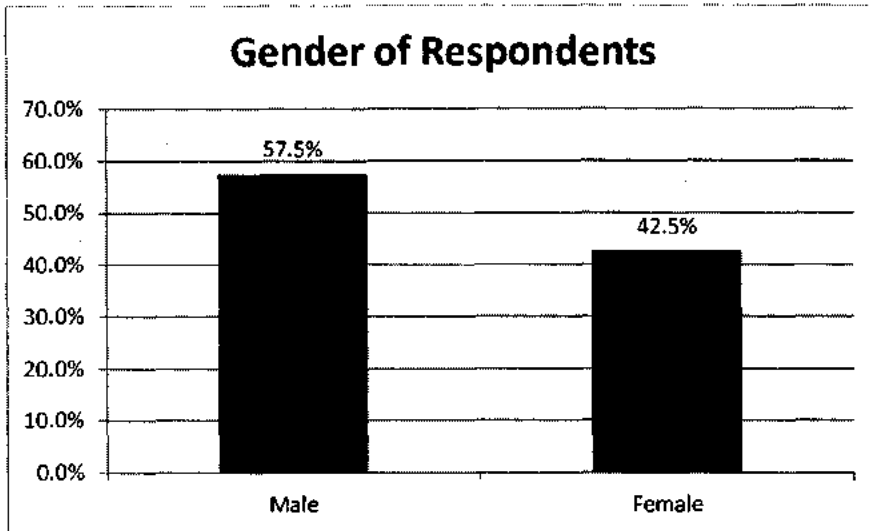
CHAPTER 4

DATA ANALYSIS & INTERPRETATION

The data on the topic “Impact of Media campaign *Zara Sochiye* on parents of District Haripur” was collected through a questionnaire, which was specifically designed for this study. The sample of the study was selected from general population who has access to the cable TV network and they see Geo news campaign “*Zara Sochiye*” in city area of Haripur. The sample size was 275. Questionnaire was distributed among male and female respondents. The data was collected in face to face meeting.

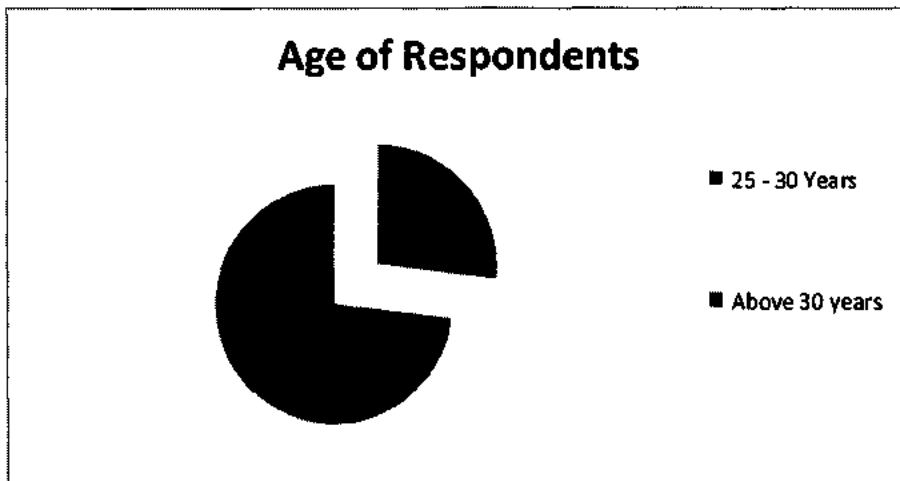
Finding-1

Total numbers of respondents in the study were 275 from which those who were males were 158 and the number of respondents who were female was 117. The ratio of percentage of the respondents with reference to gender is 57.5% Males while the 42.5 % are Females.



Finding-2

Total numbers of respondents were 275 from which those who were having ages from 25-30 years were 74 and the number of respondents aging from above 30 years was 201. The ratio of percentage of the respondents with reference to age was 26.9% Males/Females were ranging from 25-30 years while the 73.1% Males/ Females were ranging from above 30 years.

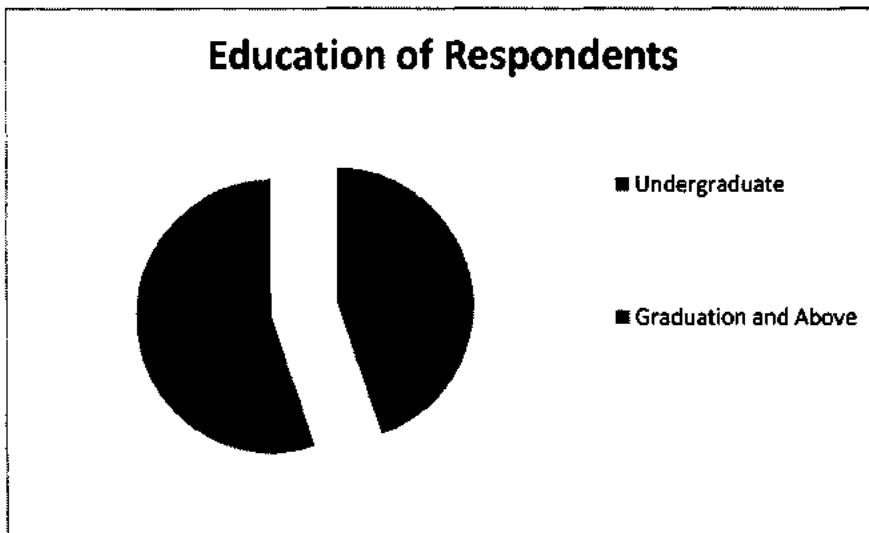


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Age	Count	Column N %
25 - 30 Years	74	26.9%
Above 30 years	201	73.1%
Total	275	100.0%

Finding-3

Total numbers of respondents were 275 from which those who were under graduate were 123 and the number of respondents who were graduates was 152. The ratio of percentage of the respondents with reference to education was 44.7% Males/Females were under graduates while the 55.3% Males/ Females were above graduates.



Education	Count	Column N %
Undergraduate	123	44.7%
Graduation and Above	152	55.3%
Total	275	100.0%

Finding-4

We have given values to each of the variable of the Likert scale. We have given +2 to Strongly Agree , +1 to Agree, 0 to Neutral , -1 to Disagree and -2 to Strongly Disagree. According to these values as we were having 275 respondents so our data will have to ranging from +550 to -550. We have made categories of this data which are that if sum of all respondents ranges from 0 to 100 it is less positive change in respondents, if it ranges from 101 to 275 it is medium positive change in the respondents and if it is from 276 to 550 than it is high positive change. If the data is on negative side than we are having scale 0 to -100 which means les negative responses, if it is from -101 to -275 than it means it is medium negative response and if we are having data ranging from -276 to -550 than it means that there is highly negative motivational change in the respondents after seeing the campaign “Zara Sochiye”.

The results of the first research question Does “Zara Sochiye” have changed the behavior of Parents regarding education in District Haripur? , are shown in the Table 1 and Table 2 which states that all the questions which were asked from the respondents are having positive change in them and as we were having total 9 questions present under this research question so according to the given values the sum of 9 questions equal to 1496 and if we divide them upon 9 than the average of 9 questions is 166, which shows that we are having medium positive change in the behavior of our respondents after seeing the media campaign “Zara Sochiye” on parents of District Haripur .

Table 1

		Gender					
		Male		Female		Total	
		Count	Column N %	Count	Column N %	Count	Column N %
Financial situation of our country posing a hindrance in education.	Strongly Disagree	3	1.9%	2	1.7%	5	1.8%
	Disagree	38	24.1%	6	5.1%	44	16.0%
	Neutral	43	27.2%	58	49.6%	101	36.7%
	Agree	42	26.6%	27	23.1%	69	25.1%
	Strongly Agree	32	20.3%	24	20.5%	56	20.4%
	Total	158	100.0%	117	100.0%	275	100.0%
“Zara Sochiye” has sensitized us to pay	Strongly Disagree	7	4.4%	1	0.9%	8	2.9%
	Disagree	4	2.5%	3	2.6%	7	2.5%

more attention to our child education.	Neutral	49	31.0%	16	13.7%	65	23.6%
	Agree	70	44.3%	70	59.8%	140	50.9%
	Strongly Agree	28	17.7%	27	23.1%	55	20.0%
	Total	158	100.0%	117	100.0%	275	100.0%
Due to "Zara Sochiye" I have been able to judge the educational standard of my child.	Strongly Disagree	8	5.1%	2	1.7%	10	3.6%
	Disagree	10	6.3%	30	25.6%	40	14.5%
	Neutral	15	9.5%	10	8.5%	25	9.1%
	Agree	82	51.9%	54	46.2%	136	49.5%
	Strongly Agree	43	27.2%	21	17.9%	64	23.3%
	Total	158	100.0%	117	100.0%	275	100.0%
Due to "Zara Sochiye" I have started checking my child homework.	Strongly Disagree	1	0.6%	3	2.6%	4	1.5%
	Disagree	56	35.4%	38	32.5%	94	34.2%
	Neutral	41	25.9%	20	17.1%	61	22.2%
	Agree	33	20.9%	32	27.4%	65	23.6%
	Strongly Agree	27	17.1%	24	20.5%	51	18.5%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has paved way for uniform curriculum for all students.	Strongly Disagree	3	1.9%	3	2.6%	6	2.2%
	Disagree	23	14.6%	33	28.2%	56	20.4%
	Neutral	39	24.7%	31	26.5%	70	25.5%
	Agree	49	31.0%	27	23.1%	76	27.6%
	Strongly Agree	44	27.8%	23	19.7%	67	24.4%
	Total	158	100.0%	117	100.0%	275	100.0%
I have noticed a change in my child education due to "Zara Sochiye".	Strongly Disagree	0	0.0%	0	0.0%	0	0.0%
	Disagree	15	9.5%	5	4.3%	20	7.3%
	Neutral	54	34.2%	65	55.6%	119	43.3%
	Agree	47	29.7%	24	20.5%	71	25.8%
	Strongly Agree	42	26.6%	23	19.7%	65	23.6%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" influenced me to awake the general public about importance of education.	Strongly Disagree	5	3.2%	1	0.9%	6	2.2%
	Disagree	15	9.5%	30	25.6%	45	16.4%
	Neutral	61	38.6%	28	23.9%	89	32.4%
	Agree	57	36.1%	32	27.4%	89	32.4%
	Strongly Agree	20	12.7%	26	22.2%	46	16.7%
	Total	158	100.0%	117	100.0%	275	100.0%
Due to "Zara Sochiye" I am willing to have educational reforms.	Strongly Disagree	7	4.4%	2	1.7%	9	3.3%
	Disagree	10	6.3%	30	25.6%	40	14.5%
	Neutral	12	7.6%	10	8.5%	22	8.0%
	Agree	60	38.0%	47	40.2%	107	38.9%
	Strongly Agree	69	43.7%	28	23.9%	97	35.3%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has influenced me to	Strongly Disagree	5	3.2%	1	0.9%	6	2.2%
	Disagree	6	3.8%	0	0.0%	6	2.2%

send my children to school.	Neutral	63	39.9%	46	39.3%	109	39.6%
	Agree	59	37.3%	48	41.0%	107	36.9%
	Strongly Agree	25	15.8%	22	18.8%	47	17.1%
	Total	158	100.0%	117	100.0%	275	100.0%

Table 2

	Mean	Maximum	Minimum	Sum
Financial situation of our country posing a hindrance in education. .	0	2	-2	127
"Zara Sochiye" has sensitized us to pay more attention to our child education.	1	2	-2	227
Due to "Zara Sochiye" I have been able to judge the educational standard of my child.	1	2	-2	204
Due to "Zara Sochiye" I have started checking my child homework.	0	2	-2	65
"Zara Sochiye" has paved way for uniform curriculum for all students.	1	2	-2	142
I have noticed a change in my child education due to "Zara Sochiye".	1	2	-1	181
"Zara Sochiye" influenced me to awake the general public about importance of education.	0	2	-2	124
Due to "Zara Sochiye" I am willing to have educational reforms.	1	2	-2	243
"Zara Sochiye" has influenced me to send my children to school.	1	2	-2	183
Average				166

Finding-5

The results of the second research question Does “Zara Sochiye” have changed the attitude towards education of parents of District Haripur?, are shown in the table 3 which states that all the questions which were asked from the respondents are having positive change in them except the one question which is about the attitude of people regarding female education and its sum of all respondents is -54 which shows that there is less negative change find in our respondents and as we were having total 5 questions present under this research question so according to the given values the sum of 5 questions equal to 895 and if we divide them upon 5 than the average of 5 questions is 179, which shows that we are having overall medium positive change in the attitudes of our respondents after seeing the media campaign “Zara Sochiye” on parents of District Haripur.

Table 3

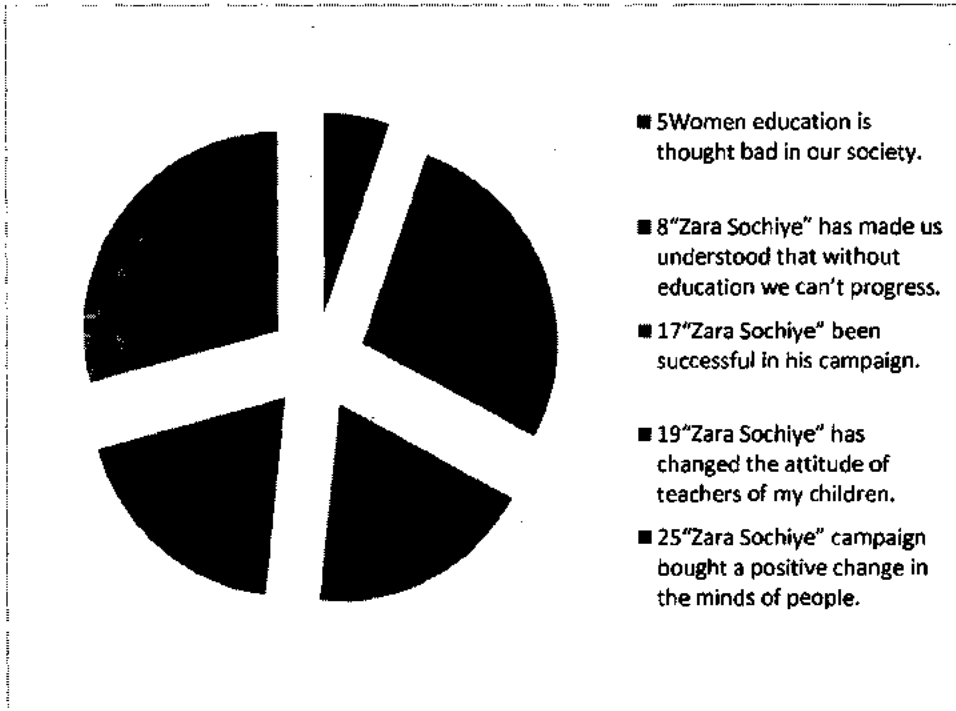
		Gender					
		Male		Female		Total	
		Count	Column N %	Count	Column N %	Count	Column N %
Women education is thought bad in our society.	Strongly Disagree	51	32.3%	23	19.7%	74	26.9%
	Disagree	24	15.2%	14	12.0%	38	13.8%
	Neutral	41	25.9%	26	22.2%	67	24.4%
	Agree	23	14.6%	37	31.6%	60	21.8%
	Strongly Agree	19	12.0%	17	14.5%	36	13.1%
	Total	158	100.0%	117	100.0%	275	100.0%
“Zara Sochiye” has made us understood that without education we can't progress.	Strongly Disagree	3	1.9%	1	0.9%	4	1.5%
	Disagree	14	8.9%	5	4.3%	19	6.9%
	Neutral	25	15.8%	41	35.0%	66	24.0%
	Agree	40	25.3%	29	24.8%	69	25.1%
	Strongly Agree	76	48.1%	41	35.0%	117	42.5%
	Total	158	100.0%	117	100.0%	275	100.0%
“Zara Sochiye” been successful in his campaign.	Strongly Disagree	7	4.4%	3	2.6%	10	3.6%
	Disagree	19	12.0%	4	3.4%	23	8.4%
	Neutral	24	15.2%	48	41.0%	72	26.2%
	Agree	72	45.6%	37	31.6%	109	39.6%
	Strongly Agree	36	22.8%	25	21.4%	61	22.2%
	Total	158	100.0%	117	100.0%	275	100.0%

"Zara Sochiye" has changed the attitude of teachers of my children.	Strongly Disagree	4	2.5%	6	5.1%	10	3.6%
	Disagree	12	7.6%	7	6.0%	19	6.9%
	Neutral	31	19.6%	46	39.3%	77	28.0%
	Agree	75	47.5%	32	27.4%	107	38.9%
	Strongly Agree	36	22.8%	26	22.2%	62	22.5%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" campaign bought a positive change in the minds of people.	Strongly Disagree	3	1.9%	6	5.1%	9	3.3%
	Disagree	14	8.9%	4	3.4%	18	6.5%
	Neutral	25	15.8%	20	17.1%	45	16.4%
	Agree	52	32.9%	25	21.4%	77	28.0%
	Strongly Agree	64	40.5%	62	53.0%	126	45.8%
	Total	158	100.0%	117	100.0%	275	100.0%

Table 4

	Mean	Maximum	Minimum	Sum
Women education is thought bad in our society.	0	2	-2	-54
"Zara Sochiye" has made us understood that without education we can't progress.	1	2	-2	276
"Zara Sochiye" been successful in his campaign.	1	2	-2	188
"Zara Sochiye" has changed the attitude of teachers of my children.	1	2	-2	192
"Zara Sochiye" campaign bought a positive change in the minds of people.	1	2	-2	293
Average				179

Chart 1



Finding-6

The results of the third research question does “Zara Sochiye” have increased the awareness regarding education in parents of District Haripur ? , are shown in the table 5 and table 6 which states that all the questions which were asked from the respondents are having positive change in them as we were having total 12 questions present under this research question so according to the given values the sum of 12 questions equal to 2243 and if we divide them upon 12 than the average of 12 questions is 186, which shows that we are having overall medium positive change in the awareness change of our respondents after seeing the media campaign “Zara Sochiye” on parents of District Haripur.

Table-5

		Gender					
		Male		Female		Total	
		Count	Column N %	Count	Column N %	Count	Column N %
"Zara Sochiye" has changed our Socio-Cultural Traditions .	Strongly Disagree	5	3.2%	1	0.9%	6	2.2%
	Disagree	37	23.4%	4	3.4%	41	14.9%
	Neutral	12	7.6%	34	29.1%	46	16.7%
	Agree	67	42.4%	44	37.6%	111	40.4%
	Strongly Agree	37	23.4%	34	29.1%	71	25.8%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has changed our attitude towards female education.	Strongly Disagree	4	2.5%	1	0.9%	5	1.8%
	Disagree	37	23.4%	7	6.0%	44	16.0%
	Neutral	27	17.1%	38	32.5%	65	23.6%
	Agree	50	31.6%	41	35.0%	91	33.1%
	Strongly Agree	40	25.3%	30	25.6%	70	25.5%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has been successful in giving the nation the benefits of education	Strongly Disagree	4	2.5%	1	0.9%	5	1.8%
	Disagree	9	5.7%	3	2.6%	12	4.4%
	Neutral	62	39.2%	39	33.3%	101	36.7%
	Agree	69	43.7%	62	53.0%	131	47.6%
	Strongly Agree	14	8.9%	12	10.3%	26	9.5%
	Total	158	100.0%	117	100.0%	275	100.0%
Due to "Zara Sochiye" we had given	Strongly Disagree	7	4.4%	1	0.9%	8	2.9%
	Disagree	7	4.4%	5	4.3%	12	4.4%
	Neutral	106	67.1%	72	61.5%	178	64.7%

education top most priority in our life.	Agree	25	15.8%	25	21.4%	50	18.2%
	Strongly Agree	13	8.2%	14	12.0%	27	9.8%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has change mindset of parents who didn't send their children to school.	Strongly Disagree	4	2.5%	3	2.6%	7	2.5%
	Disagree	6	3.8%	3	2.6%	9	3.3%
	Neutral	76	48.1%	60	51.3%	136	49.5%
	Agree	47	29.7%	33	28.2%	80	29.1%
	Strongly Agree	25	15.8%	18	15.4%	43	15.6%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" make me understood that what I lack in my education , my child must not lack it.	Strongly Disagree	2	1.3%	3	2.6%	5	1.8%
	Disagree	17	10.8%	7	6.0%	24	8.7%
	Neutral	19	12.0%	42	35.9%	61	22.2%
	Agree	44	27.8%	31	26.5%	75	27.3%
	Strongly Agree	76	48.1%	34	29.1%	110	40.0%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" realized me that education is the basic right of all the children.	Strongly Disagree	1	0.6%	2	1.7%	3	1.1%
	Disagree	10	6.3%	9	7.7%	19	6.9%
	Neutral	16	10.1%	20	17.1%	36	13.1%
	Agree	35	22.2%	46	39.3%	81	29.5%
	Strongly Agree	96	60.8%	40	34.2%	136	49.5%
	Total	158	100.0%	117	100.0%	275	100.0%
Zara Sochiye" has been successful in awakening a uniform understanding about education.	Strongly Disagree	10	6.3%	7	6.0%	17	6.2%
	Disagree	21	13.3%	20	17.1%	41	14.9%
	Neutral	67	42.4%	20	17.1%	87	31.6%
	Agree	48	30.4%	55	47.0%	103	37.5%
	Strongly Agree	12	7.6%	15	12.8%	27	9.8%
	Total	158	100.0%	117	100.0%	275	100.0%
Zara Sochiye" has improved the educational system of our country.	Strongly Disagree	6	3.8%	2	1.7%	8	2.9%
	Disagree	50	31.6%	18	15.4%	68	24.7%
	Neutral	14	8.9%	9	7.7%	23	8.4%
	Agree	50	31.6%	58	49.6%	108	39.3%
	Strongly Agree	38	24.1%	30	25.6%	68	24.7%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye"	Strongly Disagree	6	3.8%	1	0.9%	7	2.5%
	Disagree	41	25.9%	37	31.6%	78	28.4%

realized us that education is the prime factor in eradicating evil from society.	Neutral	14	8.9%	9	7.7%	23	8.4%
	Agree	40	25.3%	30	25.6%	70	25.5%
	Strongly Agree	57	36.1%	40	34.2%	97	35.3%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has diverted illiterate people towards education.	Strongly Disagree	1	0.6%	2	1.7%	3	1.1%
	Disagree	23	14.6%	15	12.8%	38	13.8%
	Neutral	18	11.4%	7	6.0%	25	9.1%
	Agree	80	50.6%	54	46.2%	134	48.7%
	Strongly Agree	36	22.8%	39	33.3%	75	27.3%
	Total	158	100.0%	117	100.0%	275	100.0%
"Zara Sochiye" has increased the literacy rate of our country.	Strongly Disagree	5	3.2%	3	2.6%	8	2.9%
	Disagree	21	13.3%	17	14.5%	38	13.8%
	Neutral	16	10.1%	13	11.1%	29	10.5%
	Agree	45	28.5%	58	49.6%	103	37.5%
	Strongly Agree	71	44.9%	26	22.2%	97	35.3%
	Total	158	100.0%	117	100.0%	275	100.0%

Table 6

	Mean	Maximum	Minimum	Sum
"Zara Sochiye" has changed our Socio- Cultural Traditions .	1	2	-2	200
"Zara Sochiye" has changed our attitude towards female education.	1	2	-2	177
"Zara Sochiye" has been successful in giving the nation the benefits of education	1	2	-2	161
Due to "Zara Sochiye" we had given education top most priority in our life.	0	2	-2	76
"Zara Sochiye" has change mindset of parents who didn't send their children to school.	1	2	-2	143
"Zara Sochiye" make me understood that what I lack in my education , my child must not lack it.	1	2	-2	261
"Zara Sochiye" realized me that education is the basic right of all the children.	1	2	-2	328
Zara Sochiye" has been successful in awakening a uniform understanding about education.	0	2	-2	82
Zara Sochiye" has improved the educational system of our country.	1	2	-2	160
"Zara Sochiye" realized us that education is the prime factor in eradicating evil from society.	1	2	-2	172
"Zara Sochiye" has diverted illiterate people towards education.	1	2	-2	240
"Zara Sochiye" has increased the literacy rate of our country.	1	2	-2	243
			Average	186

CHAPTER 5

DISCUSSION

In the light of the findings, the inclusion of all the three tested variables states that the biggest change in the parents of District Haripur has come in their Awareness as they were not fully aware of the worth of education before this campaign and this campaign has shown them various aspects of the education. We have come to know that the second thing which is changed in the parents of District Haripur after this campaign is their attitude towards education and they have taken this campaign positively according to their attitudes but here we have to mention that attitude towards female education has yet not changed in the region and we have to work upon it. Thirdly although the behavior of parents has changed in a positive way but it is less than the attitude and awareness change. The hypotheses selected for the study are also proved. We were having three hypothesis of this study one was that "*Zara Sochiye* has posed positive behavioral change on parents of district Haripur, which was statistically proved. Second hypothesis of this study was also proved statically which was that *Zara Sochiye* has positive attitude of the parents of district Haripur. Third hypothesis of this study was that *Zara Sochiye* has positive awareness change on the parents of district Haripur which was also statistically proved. Which shows that all the three hypothesis of this study are statically proved and this campaign has posed very good and positive results on the people specially parents. We have analyzed in this study that the population of this study has taken this media campaign "*Zara Sochiye*" very positively and it has shown betterment in the people. This study has paved the way for many other researches which are yet to come on media campaign specially regarding education. In the light of this study we have seen that awareness change was observed to be on top of Behavioral and attitudinal change.

Overall we have seen that the impact of this campaign was positive and it has shown good results to the general public. It has also sensitized parents according to their awareness level, attitude and behavior. We have seen that medium positive change has come in all the three segments of the life and this campaign has become successful in achieving its objectives.

CONCLUSION

Among all the three hypothesis we have seen that awareness change was the most excessive one in all the respondents and we have come to know from this study that until the time we are not having information about anything we cannot make up our mind and when media shows things excessively and sensitizes the audience they take effects from it. We have seen the behavior and attitude has also changed in the parents regarding the education of their children. This study concludes that awareness is the most important aspect of any change and if in view of the awareness change we see this study, then we can get positive results. Overall all the three hypothesis were proved regarding awareness, behavioral and attitude change. Statistically all the data which was analyzed in this study is proven with respect to the hypothesis. This study is very helpful for the people who want to know the feedback of such campaigns because this study has shown very positive results along with few suggestions and recommendations. As there are very less studies conducted on this topic so it will also give feedback regarding the campaign that it has been successful in some aspects or not. In the light of this study we have seen that female education must be focused because respondents have specially emphasized that female education is thought bad in the society. So women education must be given so much importance and awareness campaigns regarding women educations must be launched because this study has found that it is not thought good in the society. In the light of this study we can also conclude this that media should be used excessively, if we want to make any campaign successful because media plays an important role in shaping the mindset of the public along with it, if informational data is given to the public then they can think about positive changes themselves.

This study has shown that “*Zara Sochiye*” has got very positive results in the general public and the results are present in the range of medium positive change. Which is a very good result and we can make these results better if we consider the suggestions and recommendations given in this study. This study will help us to find better ways to get feedback of our campaigns.

SUGGESTIONS AND RECOMMENDATIONS

The suggestions and recommendations for further research and campaigns according to this study are;

1. We have to develop new policies due to which female education is encouraged.
2. We have to present positive ideas on the media which helps us in changing mindset of the people.
3. We have to focus more on behavior of parents towards education.
4. We can increase benefits of this campaign if we communicate with people directly and tell them benefits of education.
5. Government has to take vast steps for giving free and compulsory education to all the children.
6. Government has to announce stipends and scholarships for the deserving and talented students on much higher level.
7. We have to use media on excessive level in order to get the desired results as it cultivates the minds of general public.
8. We must be having a process of feedback from the general public according to our campaigns so that we should become aware of the outcomes, demands and limitations of the general public.
9. Government must take steps to remove economical crises from the country so that people should be able to invest on education of their children.

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Questionnaire

Annexure-1

“Impact of “Zara Sochiye” Media campaign on Parents of District Haripur”

Supervisor: Dr. Zafar Iqbal .

Researcher: Sheikh Fakhar-e-Alam. (MS Media and communication Studies)

International Islamic University Islamabad

1	Gender	Male	Female
2	Age	25-30	30 above
3	Education	Under graduate	Graduate & Above

Sr.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Financial situation of our country posing a hindrance in education.					
2	“Zara Sochiye” has sensitized us to pay more attention to our child education.					
3	Due to “Zara Sochiye” I have been able to judge the educational standard of my child.					
4	Due to “Zara Sochiye” I have started checking my child homework.					
5	“Zara Sochiye” has paved way for uniform curriculum for all students.					
6	I have noticed a change in my child education due to “Zara Sochiye”.					
7	“Zara Sochiye” influenced me to awake the general public about importance of education.					
8	Due to “Zara Sochiye” I am willing to have educational reforms.					
9	“Zara Sochiye” has influenced me to send my children to school.					

Sr.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10	Women education is thought bad in our society.					
11	"Zara Sochiye" has made us understood that without education we can't progress.					
12	"Zara Sochiye" been successful in his campaign.					
13	"Zara Sochiye" has changed the attitude of teachers of my children.					
14	"Zara Sochiye" campaign bought a positive change in the minds of people.					

Sr.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15	"Zara Sochiye" has changed our Socio- Cultural Traditions .					
16	"Zara Sochiye" has changed our attitude towards female education.					
17	"Zara Sochiye" has been successful in giving the nation the benefits of education.					
18	Due to "Zara Sochiye" we had given education top most priority in our life.					
19	"Zara Sochiye" has change mindset of parents who didn't send their children to school.					
20	"Zara Sochiye" make me understood that what I lack in my education , my child must not lack it.					
21	"Zara Sochiye" realized me that education is the basic right of all the children.					
22	Zara Sochiye" has been successful in awakening a uniform understanding about education.					
23	Zara Sochiye" has improved the educational system of our country.					
24	"Zara Sochiye" realized us that education is the prime factor in eradicating evil from society.					
25	"Zara Sochiye" has diverted illiterate people towards education.					
26	"Zara Sochiye" has increased the literacy rate of our country.					