POLITICAL TALK SHOWS: A USERS' GRATIFICATION STUDY

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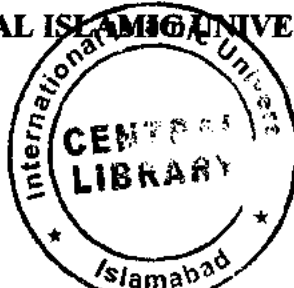**121-SS/MSMC/F11**

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POLITICAL TALK SHOWS: A USERS' GRATIFICATION STUDY

by

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Dedication

To

My ever loving father

Hafiz Faiz Ahmed Noori Wattoo

&

"Respected teachers who have supported me throughout my academic career"

Acknowledgment

First of all, I pay my all praise to Allah, Who gave me understanding, courage and patience to complete this research. Then, none other than my dear parents and respectable teachers deserve much of the credit for their prayers, tireless enthusiastic support and encouragement.

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Declaration

This thesis has been submitted as partial fulfillment of MS in Media and Mass Communication Studies to the Department of Media & Communication Studies, International Islamic University Islamabad. I solemnly declare that this is my original work and I have not plagiarized any material and whatever I quoted from a secondary source proper citation and references have been made.

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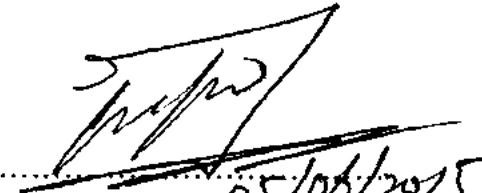**Department of Media and Communication Studies**

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Certificate of Approval

It is certified that we have read this thesis entitled "Political Talk Shows: A Users' Gratification Study" submitted by Fiaz Ahmed Noori. 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.

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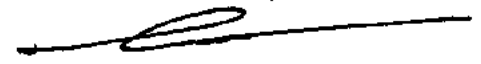**External Examiner**
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Abstract

Media in current political scenario has attained the significant role to convince people to affiliate with political parties. In democratic countries like Pakistan where governments are selected through the votes of general public, political affiliation become very necessary and for this purpose, media is generally used. Political talk shows of Pakistani News channels especially Geo News, Express News and Dunya News programs are very familiar among the audience. A large number of viewers watch these political talk shows for their need of information. So this study analyzed how the viewers used the information provided by political talk shows for their motivation in the general election 2013.The current study "Political talk shows. A users' gratification study reveals that viewers liked to watch political talk shows for information for the purpose of political participation in the general election 2013.

Key words: Political talk shows, Information, Participation.

CONTENT PAGE

CHAPTER: 1

INTRODUCTION

Life is facing media on its every turn. In the current state of affairs it practices many types of media as a tool of need gratification. Media made the practices of communication among masses easy and accessible. Advancement in technology in the present age also increases the importance of media for the development of any society (Well, 1997). Newspaper, Radio, Television, Film and Social media are very popular means for getting information and interaction among individuals and groups. Society now is using frequently all types of media for the purpose of acquiring information about its neighbor.

We are in the age of information revolution where through the advanced equipment of the media technology, access to information is quiet easy for every individual from any part of the world. Information and communication becomes the key of development of any society and now the center of all kinds of activities which lead the common person towards success and progress (McQuail, 1972). In this age of information electronic media has got its access to every home in the form of cable TV network. Even in the Pakistani electronic media there is large number of private channels that broadcast 24 hours transmission. From the last decade news channels are very famous among Pakistani people due to their news coverage and as well, political talk shows. News channels broadcast these shows to spread in depth information towards any current news an issue.

Since 2002 to till now, thousands of programs have been broadcasted in these channels. Especially last few years these political shows got popularity among viewers and became a big source to spread information about political awareness among them. These political shows engage the people with society, and people presented themselves as the active audience who discuss the political issues. This active audience who has been connected with the political talk shows is the preventative of political socialization (Pkaffair, 2013).

Political socialization is a process by which political culture is transmitted in a given society. It occurred at both the individual and the community level. It is also studied as the agents of socialization, and the factors the development of political values and attitudes differently. But they all contribute to the individuals understanding and orientation towards politics. And now in the current scenario mass media is a strong agent of this political socialization even a small kid spend the time in front the television and be award with current affairs and nationalism. The life cycle effects have been viewed that how a person's belief and behavior change over time (Redwood, 2013).

In the mass media political talk shows directly or indirectly affect the audience. In the Cable TV network private news channels provide a trend to the news channels to discuss the news alerts and political issues in talk shows. Therefore audiences become more socialized in political socialization.

Though television is not the latest source of entertainment and information, it still holds its position in the eyes of people. Television is one of the famous moods of communication that is useful for getting information. It is providing a variety of programs for the users. The tendency to view issues from the perspective of the people has led the

Pakistani media in the direction of popularizing the debates on different subjects which are directly related to common person. This has led to a significant change in the form of learning at least among Pakistan's viewers.

The role, media has been playing since Musharaf regime, has given these news channels current affairs programs the confidence to take on any dare challenge .Their role as an imaginative vehicle for the dissemination of information and ideas in society become crucial which are basic psychological needs of the viewers in Pakistan.

Television offers us a wide range of valuable programs and content and serves many purposes in our daily lives. TV not only provides many types of programs with interesting and broad content, but it also serves to fulfill our needs in terms of entertainment and knowledge. TV is an integral and vital medium today. It can contribute positively to the education of society and people's awareness. It will continue to have a strong position as an effective means of communication for society in future. According to dictionary a political talk show is a program where an authority is interview by an anchor person or host and the audience. In this era where media become most important means of information, it become very essential for a media person to learn skills to report any event according to its requirements. It is necessary for him to develop his skills as a professional because audience becomes very critical and they like to discuss the issue which is presented in media according to their own views and angles.

1.1. Significance of the Study

The modern day life requires information. Watching Political talk shows, a means to

fulfill need of information on require subject or topic. When we watch political talk shows and see different characters, we begin to like discuss them and their views with our friends and family members. And we idealize them; even unknowingly, we mentally relate ourselves to them and also practically we start relating ourselves to them by adapting their style or behavior in our own words and style. This study analyzes and answers all the above mentioned prospects regarding the quality of information provide by these political talk shows on private news channels. The new trends in comedy political talk shows are checked and how do people take them; they welcome them or dislike them. The new trends include fashion trends, adaptation of music, and nature of comedy, dialogues and the addition of new actors and actresses in talk shows which is being studied by the researcher in this research. The researcher has gathered public opinion about these prospects and has studied which trends are appreciated by people and which of them have found by the people; unattractive and unimpressive.

1.2 Rationale in selection of Political Talk Shows

This is age of information and communication. Media is the central part of it. A storm of media is passing in Pakistan. Lot of news channels is opened and operating. Many segments of these channels are familiar among audiences. Timing of political shows is very significant because they are broadcast in prime time when mostly people are free and they spend their leisure time in watching television. Viewers watch these programs to fulfill their need of information. Comedy talk shows are especially a tool of information and entertainment. Comedy in order to repairs the emotional and psychological spoil which occurs due to the day to day harsh experiences of life. This area of study is

important because of the growing impact of television in our lives. One must wonder what were the appeal and the idea behind the current affair programs. The Study will guide the news channels owners, advertiser, anchors, society members, PEMRA and researchers of mass communication discipline to evaluate the needs of the viewers.

1.3 Problem Statement

Media in current political scenario has attained the significant role to convince people to affiliate with political parties. In democratic countries like Pakistan where governments are selected through the votes of general public, political affiliation become very necessary and for this purpose, media is generally used. Political talk shows of Pakistani News channels especially Geo News, Express News and Dunya News programs are very familiar among the audience. A large number of viewers watch these political talk shows for their need of information. So this study analyzed how the viewers used the information provided by political talk shows before one month for their motivation in the general election 2013.

1.4 Objectives of the Study

1. To determine the popularity of political talk shows and their types.

2. To explore the relationship between political talk shows of Pakistani private news channels and the viewers.

3. To check that weather these programs enhance the political socialization of the respondent or not during general election 2013.

4. To find out that either these political talk shows are helpful in strengthening the journalistic skills of students of mass communication or not.

5. To check at what level, information in political talk shows use by the viewers for

political participation in general election 2013.

1.5 Research Questions

1. Which types of political talk shows are mostly liked by the viewers?

2. Are viewers like new trends in comedy-based political talk shows?

3. Is viewers' political socialization strengthening through political talk shows?

4. Did the political talk shows change the voting trend among viewers?

5. At what level information is being used by the viewers in political mobilization during general election 2013?

CHAPTER 2

LITERATURE REVIEW

Coyne, Padilla-Walker and Howard (2013) in research work Emerging in a Digital World: A Decade Review of Media Use, Effects, and Gratifications in Emerging Adulthood, reveal the results that the teen ages are now using more media then the other. They do spend more time on media as compare to their activity they performs or do. It draws positive as well as negative impact on the personality building of youth. They become more aggressive irrational towards realities of life. On the other hand they have healthy information about their sounding.

Baumgartner and Morris, (2006) explore that the way humors political talk shows represent the political leadership or system in their discussions young viewers receives it negatively but on the other hand these programs increases their level of understanding about the complex world of politics. Results shows that these type of programs are good plate form for the politics, political leadership and political institutions to bring voters and the political leadership close to each other.

Hooghe (2002) describes in his cross-sectional survey research article Watching Television and Civic Engagement Disentangling the Effects of Time, Programs, and Stations that there are positive and negative effects of TV on the attitude of the viewers. He argues that more spending time on TV cannot do something with the behavior of the viewers. Preferences of the viewer's towards the programs of the current affairs have strong impact on their civic affiliation.

Tumer, G (2002) in his survey research Television and cultural studies: Unfinished business expresses that the debates on the current affairs programs on TV are challenging the concept of political system in a country.TV destroy the concept of unity and it do primary importance to individuality and personal preferences. He also claims that such type of programs not only disturbing the relationship between the viewers and the TV but also disturbing the relationship between state and citizens badly.

Hwang and Zhou He (1999) Media Uses and Acculturation Aamong Chinese Immigrants in the USA: A Uses and Gratifications Approach argue that people who migrate from their country to another for earning, media help them in understanding the culture and climate of the host country. It help them how to behave with the people while interact with them. It enhances in their performance of doing jobs and increases their work skills.

Kononova, Alhabash and Cropp (2011) in their research work The role of media in the process of socialization to American politics among international students, they argue that media has a significant importance in the process of political socialization among the masses. In their survey research, they investigate that the respondents use the mass media like Newspapers Radio, Television and internet to make their knowledge on politics and current issues or events more worth and accurate. They like to read newspaper, listen radio and watch television to keep up-to date with the events happen around them.

Bilal (2012) in his research critical discourse analysis of TV talk shows of Pakistani media reveals that private TV channels programs are working as an apparatus of ideology. He discovers that viewers always do not receive the same meaning of the messages and the text spoken by the anchor persons. He expresses that the messages are

not open in nature.

Rubin and Perse (1987) stated two assumptions while measuring the effects of media on audience. First research should know the needs of viewers for using media for using media contents. Second how people consume media messages while attracting media contents.

Levy and Windahl (1984) expressed about the activeness of audience in his research article "Totally active Audience reveal that level of activeness varies person to person while exposing to media contents. They argue that there are three types of audience according to their activeness.Pre-Activity .This is the category in which they select media according to their needs. Durativity. Experience the media contents and psychological involvement of the viewers into messages of media. Post-activity. In this activity they like to discuss the media contents with each other after watching.Howerver, they suggest that public is active.

Garramone (1985) discuss that the process of motivation of audience is predetermine factor in information processing system. A person already inspires by media content before selecting it including that particular media content and the channel.

McLeod, Jack M., and Lee B. Becker (1981) argue that uses of media and its gratification are viewers oriented rather than researcher orientation. Operationalization has becomes a problematic issue. Becker does point out however that gratification does not seem to be media-specific. That is, a person who seeks a particular type of gratification from one medium will likely do the same for another medium.

Harwood, J. (1999) and Greenberg's (1982) study of the functions of television for young people surveyed 726 English children ages 9 to 15 years old. He found that children viewed television pass time, to forget, as a means of diversion, to learn about things and themselves, for arousal, for relaxation, for companionship, and as a habit. This study revealed that people learn at a young age that television is one source of need fulfillment. Children actively use this medium to gratify a variety of needs that may not be completely fulfilled by other means.

McLeod and Becker (1974) studied television exposure to political campaigns. They found that people watch political television content for several reasons including observation, vote guidance, anticipated communication, excitement, and reinforcement' While most research has focused on factors of media use, observation, knowledge, escape and diversion, excitement, and interpersonal utility.

Abdullah (2010) expressed that in our modern times, which are marked by rapid succession of events and information, people desire to be supplied with information that gives a clear picture of the developments taking place around them. Everyone wants not only the reports about events but also logical analyses that correlate events enabling them to form an opinion on everything that happens.

Allport (1937) stated that public opinion is an expression by a large collection of individuals of their views on a particular situation formulated either by them or on the basis of an appeal made to them. It could be an expression supporting or opposing an issue, a person or a proposal of great significance. The proportion of the supporters (or opposes) in the number and degree of their conviction, steadfastness and persistence...

becomes sufficient to make an impact on taking a particular step directly or indirectly toward an objective they want.

Razzaq (2010) describes that Media of any country is reflection of that country. It shows that how person behave and live in their country. The way of expressing news, way of talking of politicians in political debates and discussion programs shows the behavior of people of that country.

Akin (2005) says that without the media, most people would know little of events beyond their immediate neighborhood. The further one goes outside of one's circle of friends and family, the more time-consuming and expensive it becomes to get information. Very few, if any, individuals have the resources to stay independently informed of world events. With the news, however, all one has to do is turn on a television or turn to the Internet. Even when it is biased or limited, it is a picture of what is happening around the world.

Zia (2008) investigates the "effects of cable television on the life patterns of women in Lahore, Pakistan" through survey using interviews. It confirmed that heavy viewing affected household and other activities of the women like newspaper reading, going to cinema, the meals cooking and serving schedule, their domestic or personal expenditure and interaction with friends or and relatives.

Esser, Frank, et al (2012) fined that the information about the political system in current affairs programs are totally depends on the time space they given from the news channels. They claim that these types of programs increase the level of knowledge very significantly among the viewers and these programs provide a healthy plate form for viewers where they can make their information about politics rich.

Sears (1975) worked in his study "political socialization" on the historical influence on adult political attitudes and behavior. The purpose of his research is to summarize the current state of knowledge about political socialization. He has devoted as much attention to making explicit the various relevant theoretical assumptions as to presenting whatever data is available. The findings to pin point the key empirical problems that remain both a status of the field report and further research.

Luskin (1990) worked on this question that why people become as politically sophisticated or unsophisticated as they do. His study describes the political information to which people are exposed. Their ability to assimilate and organized such information and their motivation to do so. The findings of his study suggest that interest and intelligence representing motivation and ability have major effects, but that education and media exposure the big informational variables do not. He considers the reasons and sketches some implication for the sophistication of mass publics for the study of sophistication and other variables of extent as well as for democratic theory.

Mutz (1992) describes in his study many phenomena of interest to political scientists involve what may be termed impersonal influence"; that is, influence that derives from individuals' perceptions of others' attitudes, beliefs, or experiences. "Others" in this case refers not to the close friends and acquaintances that concerned the authors of classics such as people choice and behavior but rather to the anonymous "others" outside an individual's realm of personal contacts. Modern mass media facilitate the influence of anonymous others by devoting considerable time and attention to portraying trends in mass opinion. This study explores the rationale for theories of impersonal influence, synthesizing existing research findings falling under this general theoretical framework,

and investigating its psychological underpinnings using experiments embedded in representative surveys.

Arnett (1995) describes the role of media in the socialization of adolescents. His study is based on a typology of adolescent media uses is presented and youth culture identification. This study focused on the point that media is different from socialization agents. The result of this study in the sense that adolescents may choose from a diverse range of media materials the ones that best suit their individuals preferences and personality.

Russell and Christopher (1999) Seeking to extend the scope of current audience measurement methods, this paper qualitatively investigates audiences' relationships with television programs. A content analysis of viewers' discourse from focus groups, Internet "fan forums" and five phenomenological interviews suggests a construct we label "connectedness." Transcending involvement, audience connectedness defines intense relationships between the audience and a television program that extend beyond the television watching experience into individuals' personal and social lives. Highly connected audiences were found to be more susceptible to the consumption images presented in television programs, hence illustrating the moderating effect of connectedness on television influence. Implications for audience measurement methods and marketing efforts are discussed.

Larson and Sigal (2001) in an abundant literature studies the political thought of "ordinary citizens" qualitatively, but cross-national comparative studies are rare. To begin identifying cultural differences, this article focuses on the U.S. and Argentina, two

countries that are opposite in many respects, while homogenizing the age, family situation, income, and metropolitan residence of the respondents. On one hand, the analysis shows two elements common to both countries: the vision of the public sphere of mothers who have experienced downward social mobility, and the recurrent reference to the breaking of a previously extant social covenant. On the other hand, it shows differences in a basic axis of discursive organization: In Argentina, personal experience is tied to political events and historicized, while in the U.S., discourses about society are predominantly articulated in terms of spatial categories.

Galston (2001) in this research they use the term civic engagement to encompass knowledge and skills, identity and civic organization. Their program is consists of three components over seven years. It is an experimental study embedded within the longitudinal design.

Cho and Rudolph (2004) describes in the study 'residential concentration, political socialization, and voter turnout' the behavior as a function of the ethical heterogeneity of neighborhoods. In particularly, they examine data at two levels. They test these hypothesis using multi-level models.

Summary of Literature Review

The current study related to the uses and need gratification of the viewers through political talk shows. All the data included in the literature review related to the selectivity of the viewers' towards the particular type of the political talk shows for the need gratification, attention to the contents of the programs to fulfill need of information and third is involvement in the information for using in the process of gratification.

2.1 Theoretical Framework

Quiz shows were most popular contents of radio production among masses in late 1930s and early1940s.Reaserchers were seeking the reasons why such programs are hit and audience like to listen. Researchers revealed that audience involve in these quiz shows because these programs fulfill their need of information, entertainment, education and social interaction as well. In the same sense, these same factors can be used to express the appeal of the political talk shows.

Before 1940s, it was general approach that the media has a strong impact over the thinking and understanding abilities of the audience. Audience was considered as passive. But in early 1940s a paradigm shift took place in field of mass media production. The researcher Sawanson (1992) declared this paradigm shift as the first step towards the active audience concept. According to this concept of active audience, masses for their own purposes approach the particular media contents. This approach of the viewers considered as gratification from the media contents by listeners or viewers.

From 1940s to 1960s and early 1970s no efforts were put to introduce a clear concept about the activeness of the masses for the using of media contents. Katz,Blumler and Gurevith (1974) introduced the approach of uses and gratification theory under the perspective of active audience. They introduced a frame work in which they explained how need generated under social and psychological circumstances and how people expect that particular media content will gratify their need by using different media types.

2.1.1 What Gratifications Are Sought and Obtained from Media?

Palmgreen (1979) explored that most researches were conduct on the middle part of the statement of katz,blumer and Geuevitch' need and gratification theory. According to him, psychological and social environment is as important as activeness of the audience.

McQuail in 1983 introduced a chart in which he listed number of needs which an active media user can gratify by using media content. These needs are information, social integration, entertainment and learning.

Uses and gratifications theory goes beyond list, however, in considering the concept of what uses are served by the media. Two theoretical developments are particularly noteworthy. First, some scholars have suggested that these lists of needs can be divided into fundamentally different types of gratifications. These distinctions have included content versus process gratifications (Cutler & Danowski, 1980), cognitive versus affective/ imaginative gratifications (McQuail, 1984), and instrumental versus ritual gratifications (Rubin, 1984). According to Swanson (1992), these distinctions all point to the difference between "gratifications that result from the pleasurable experience of media content and are realized during consumption and gratifications that result from learning information from media content and subsequently putting it to use in practical affairs" (p. 310). Thus a person might access the World Wide Web in a search for specific information required for a class project or simply to enjoy interacting with virtual friends in a chat room.

A second important theoretical development with regard to gratification typologies is the distinction between gratifications sought and gratifications obtained. This distinction

makes the point that what an individual wants from the media is not .always what an individual gets from the media. Mick Jigger would argue that "you can't always get what You Want," And This Has Certainly Been Found To Be True In Uses And Gratifications Studies, as gratifications sought are often distinct from gratifications obtained. However these two concepts are related to each other (see Palmgreen, 1984, for review), though not in a deterministic manner.

2.1.2 How Are Media Used in the Gratification Process?

Thus, a variety of gratifications are sought and obtained from the media, and these gratifications can be described using content categories and at various levels of abstraction. The theoretical question remaining for the uses and gratifications approach, then, is the process through which these gratifications relate to the behaviors and attitudes of audience members. Only typologies of gratifications were established, these questions of process captured the attention of media researchers.

On the basic line of research has investigated the process through which audience gratifications influence behavior and outcomes. Kim and Rubin (1997) summarize much of this research, noting three ways in which audience activity facilities media contact and effects. The first of these is selectivity, in which individuals who seek particular gratifications will selectively expose themselves to particular media. For example, a person wanting to escape after a long day at work might choose to watch music videos rather than a news program on television. The second process is attention, in which individuals will allocate cognitive effort to media consumption, depending on gratifications sought. For example, a person seeking detailed information will pay more

attention to the content in a home improvement magazine than a person merely leafing through the magazine to pass the time. Finally, the third process is involvement with the media, in which an audience member is often caught up in the message and may even develop a "relationship" with media characters. This type of involvement is sometimes called para-social interaction (Horton & Wohl, 1956).

In addition to considering these different processes through which gratifications are connected to audience activity with the media, other scholars have worked to understand the underlying theoretical mechanism through which gratifications influence behavior. Much of this work has taken an expectancy-value approach based on basic social psychological processes. An expectancy value-explanation suggests that an individual's behavior will be guided by two assessments: an assessment of the value of a particular outcome and as assessment of the probability of that outcome occurring. In the framework of uses and gratifications theory, an expectancy-value approach would suggest that we value particular things (e.g., escape, information, companionship) and that we have expectations about the probability that these things can be obtained from various media sources. These estimates of value and probability combine to predict gratifications we seek from the media, which then predict media consumption and gratifications obtained. As a result of those gratifications obtained, we may revise our assessment of both what we want and the probability of obtaining it from various media sources (see Babrow &Swanson, 1988; Rayburn & Palmgreen, 1984; Swanson & Babrow, 1989, for discussion).

For example, if you participate in a fantasy football league, you might have a strong value for current information about what players have scored in the Sunday National

Football League games. If you expect that such information can gleaned from watching the halftime shows on network television, you might see to satisfy that need through exposure to those shows. However, upon tuning in, you might find that you get very little information on who has scored in the current games and, instead, just hear ex-jocks bantering and demonstrating plays in the studio. As a result, you would likely adjust your assessment of your need for current information being satisfied through half time shows and, instead, turn to alternative media that might better gratify your desires (e.g., loggin on to the World Wide Web or listening to a radio show that continually updates scoring for current games).

2.1.3 Extensions and Critiques of the Uses and   Gratifications

The two questions discussed in the preceding sections (i.e., about what gratifications are sought and how media are used in the gratification process) make up the bulk of uses and gratifications research. However, Swanson (1992) points to some work that has looked at the pre-cursors of the uses and gratifications approach by considering psychological and social influences on gratification seeking. This work has considered how disparate factors such as personality attributes (Conway & Rubin, 1991), psychological needs (Finn & Gorr, 1988), and social situation (Rubin & Rubin, 1982) might influence the development of particular gratifications sought through the media. In contrast, other researchers have tried to connect various uses and gratification patterns with the effects of exposure to the media (Rubin & Perse, 1987).

These research efforts, though productive and interesting, point to one of the critiques that has been leveled against the uses and gratifications framework: that uses and

gratifications research has been quite fragmented and has not led to a statement of a coherent theory. As De-Fleur (1998) argues about mass communication theory in general, studies in uses and gratification have often answered questions about individual pieces of the model, without taking the big picture into account: "Mass Communication research seldom follows a programmatic approach, holding back the pace of theoretical development" (p. 92). Thus, we know a lot about parts of the uses and gratifications framework (e.g., typologies of gratifications, mechanisms connecting gratifications and exposure) but little about how well the overarching framework fits together as an understanding of individual media behavior.

The used and gratifications model has also been critiqued as being overly narrow in two senses. First, Swanson (1992) notes that little attention has been paid to the processes through which audience members interpret the texts presented by the media. It is assumed that individuals have "latitude to interpret or decode messages in ways that serve their desires to experience particular gratifications" (p. 320). However the specific interpreted processes at work is never specified, and the uses and gratifications becomes a narrow cause and effect theory rather than a richer theory than encompasses processes of interpretation. Second, uses and gratifications research has been critiqued as being an overly individualistic theory. That is, in moving from the strong effects paradigm of 1930s to a belief in the active audience, it can be argued that uses and gratifications theorists have swung the pendulum too far and ignored cases in which the media do have strong impacts on audiences. Uses and gratifications researchers often ignore the larger context of media consumption (e.g., economic relationships and production processes) in favor of an individualistic explanation of media exposure and effects.

This final critique is addressed to some extent by the next theory we address: media systems dependency theory. As we will see, this theory continues to look at the ways in which individuals use the media to satisfy needs, but it also considers relationships among media and societal organizations that are not included in the uses and gratifications framework.

2.1.4 Relevance of the Theory with the Research

In the light of the theory, in today's fast paced and quickly changing, media gratify needs of life, a great number of people demand to have access to such programs which can help them in increasing their level of information and develop fruitful communication skills, enhance knowledge about current situation and increase political socialization. The current research base on the three point of uses and need gratification process which are selectivity, attention and involvements in current research uses and need gratification theory is applied to check the selection of programs, attention to program and in the end involvement with the information provided by the political talk shows.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Method

The researcher has practiced survey method to conduct the research and analyze the Political Talk Shows by viewers.

3.2 Research Design

Researcher has used the survey and tool is used in survey is questionnaire which is quantitative in nature.

3.3 Universe

The universe of this survey is the students of mass communication of Lahore, Islamabad, Multan and Faisalabad.

3.4 Population

Respondents who are studying in the discipline of BS Mass Communication of the University of Punjab, National University of Modern Language Islamabad, International Islamic University Islamabad, and University of the Punjab Lahore, Bahaoudin University Multan and Government College University Faisalabad has filled this questionnaire.

3.5 Sampling Method

The method of convenience purposive sampling is used.

3.6 Sample Size

A total number of 500 respondents are given the questionnaire from Lahore, Islamabad, Multan and Faisalabad.

3.7 Sample of the Study

Political talk shows of private Pakistani news channels and students of mass communication.

3.8 Conceptualization and Operationalization

3.8.1 Conceptualization

3.8.1.1 Political Talk Shows

Political Talk shows is branched of broadcast on television. So it is very important to have a brief introduction of some important term.

3.8.1.2 Broadcast

According to Oxford Dictionary Broadcast means "transmit of program by radio or Television."

3.8.1.3 Kinds of broadcast

There are many kinds of broadcast which includes drama, music, advertisement, movies cartoons and talk shows. Talk shows have three categories which are as under

1. **Issue based Political Talk shows:**

In such programs the host of the programs discuss a problem, issue or an important event happen with a number of experts call panel group. Ancor person ask question on the given topic or subject and in response member of the panel give answer in detail.

2. **Interview based Political Talk shows:**

In these types of programs usually an important personality interviewed on a particular subject or on the personal life of the person. In such programs, usually one personality interviewed at a time.

3. Comedy based Political talk shows

Comedy base political talk shows have political parody, jocks, music and information and in panel some actors or actresses are include.

3.8.2 Operationalization

3.8.2.1 Political Talk shows

Political Talk shows is branched of broadcast on television.

3.8.2.2 User

In this research work user means the respondents who watch political talk shows of Pakistani news channels

3.8.2.3 Gratification

Gratification in this search means, satisfaction from contents of the political talk shows.

3.8.2.4 Hypothesis:

According to this methodology the hypothesis is tested.

Watching Political talk shows is integrated with the needs and gratifications of viewers as they motivated the audience to participate with more enthusiasm during General Elections 2013.

3.8.2.5 Variables of the Study

There are two variables in this study that are dependent variable which are students of mass communication because they watch political talk shows for their need of information. And independent variable is Political Talk Shows of Pakistani news channels because they are source of information.

CHAPTER 4

ANALYSIS

Figure 4.1   Exposed to political talk shows

Exposed to political talk shows

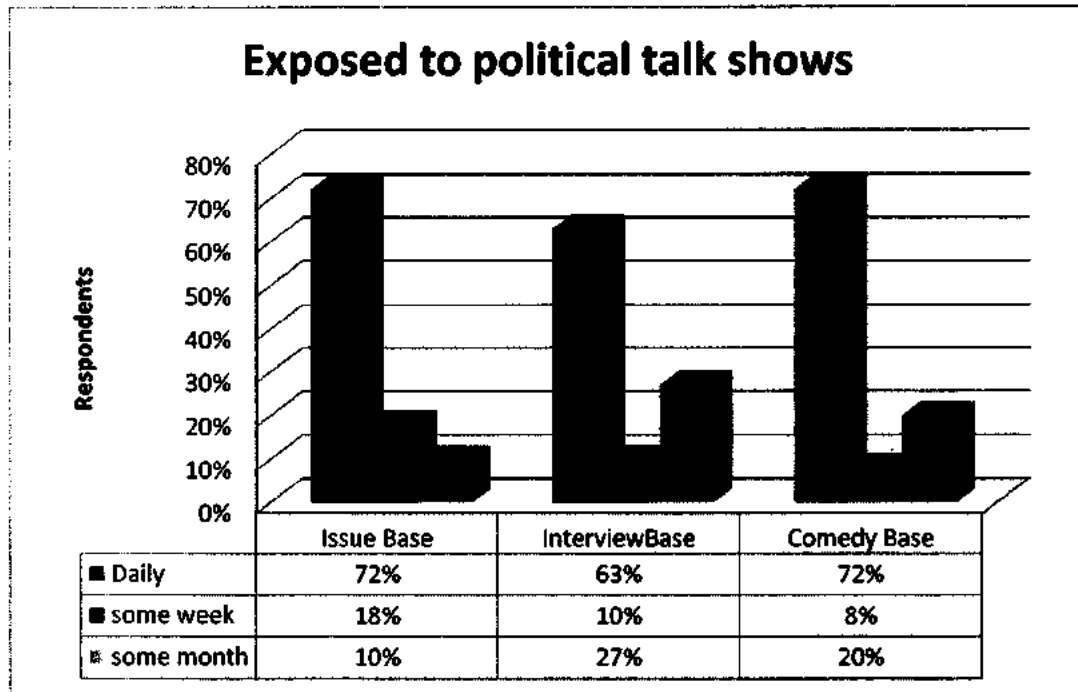|	Issue Base	InterviewBase	Comedy Base
■ Daily	72%	63%	72%
■ some week	18%	10%	8%
■ some month	10%	27%	20%

Figure 4.1 shows the results that 72% respondents like to watch issue base political talk shows on daily bases.18% like to watch issue base political talk shows some time in a week and 10% like to watch some time in a month.63% repondents exposed to interview base political talk shows daily,10% some time in a week and 27% exposed to interview base political talk shows some time in a month.72% respondents like to exposed comedy base political talk shows on daily bases,8% like to exposed some time in a week anad 20% like to exposed comedy base political talk shows some time in a month.

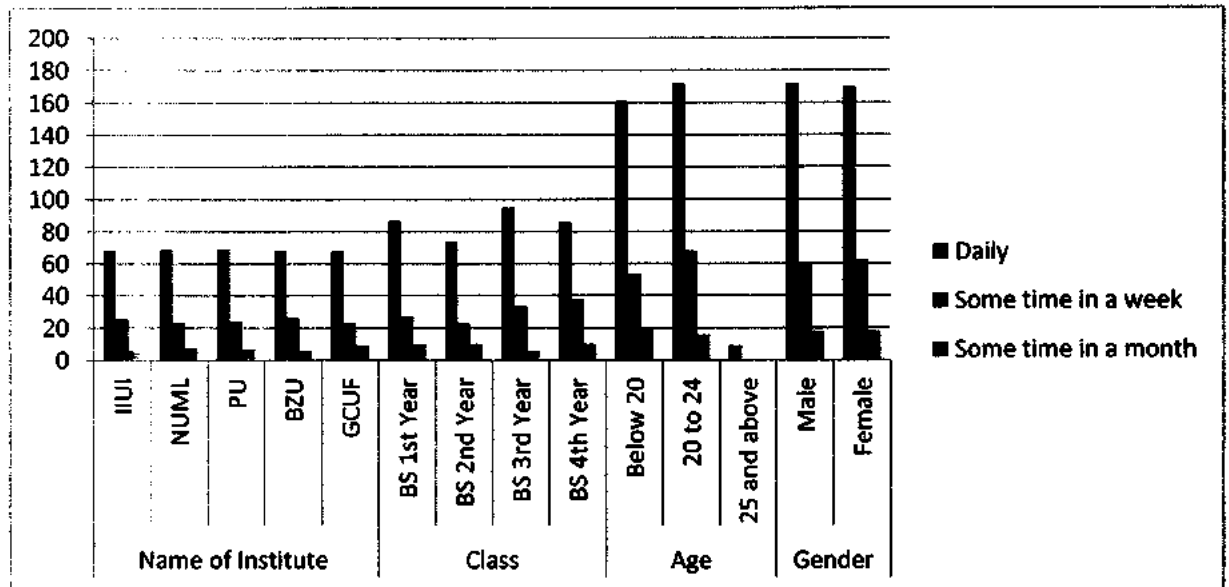**Figure 4.2   Do you exposed to political Talk shows?**

Figure 4.2 shows the results that 172(68.8%) male out of 250 like to watch political talk shows on daily bases, 68(27.2%) some time in a week and 16(4%) like to watch political talk shows some time in a month.170 (68%) female like to watch daily, 62(24.8%) like to watch some time in a week and 18(7.2%) like to watch some time in a month. Out of 500 total respondents, 235(47%) respondents are at the age of below 20.Respondents like to watch political talk shows on daily bases 161(67.93%) , 54(10.8%) some time in a week and 20(4%) respondents like to watch political talk shows some time in a month.256 respondents are between 21 to 24 years of age out of which 172(67.18%) watch daily,68(26.56%) some time in a week and 9(6.26%) like to watch political talk shows some time in a month.124 respondents are in 1st semester out of them 87(70.16%) like to watch daily ,27(21.77%) like to watch some time in a week and 10(8.07%) like to watch political talk shows some time in a month.107 respondents are in 2nd semester out of them74(69.15%) like to watch daily,23(21.49%) like to watch some time in a week and 10(9.36%) like to watch some time in a month.134 respondents belong to 3rd semester out

of them 95(70.89%) like to watch daily,34(25.37%) like to watch some time in a week and 6(3.74%) like to watch political talk shows some time in a month.134 respondents are in 4th semester out of them 86(64.17%) watch daily,38(28.35%) like to watch some time in a week and 10(7.48%) like to watch some time in a month.68% of respondents of IIUI like to watch daily,26% like to watch some time in a week and 6% like to watch some time in a month.69% respondents of NUML like to watch daily,23% some time in a week and 8% like to watch some time in a month.69% respondents of PU like to watch daily,24% some time in a week and 7% like to watch political talk shows some time in a month.68% respondents of BZU like to watch daily,26% some time like some time in a week and 6% like to watch some time in a month.68% respondents of GCUF like to watch daily,23% some time in a week and 9% like to watch political talk shows some time in a month.

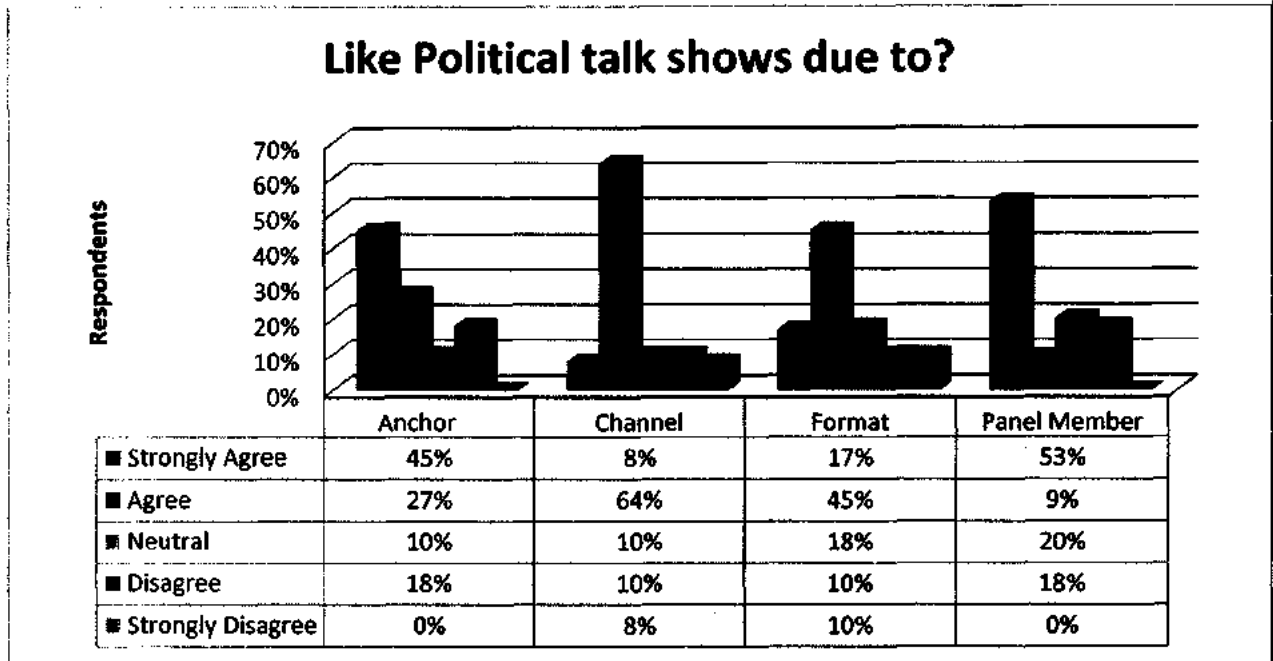**Figure 4.3 Likeness of watching political talk shows**

Like Political talk shows due to?

	Anchor	Channel	Format	Panel Member
■ Strongly Agree	45%	8%	17%	53%
■ Agree	27%	64%	45%	9%
■ Neutral	10%	10%	18%	20%
■ Disagree	18%	10%	10%	18%
■ Strongly Disagree	0%	8%	10%	0%

Figure 4.3 shows the results that 45% respondents strongly agree on the statement that they watchpolitical talk shows due to anchor person,27% agree,10%neutral,18% disagree and 0% respondnets are strongly disagree.8% respondents strongly agree on watching programs because of channel,64% are agree,10% neutral,10% disagree and 10% respondnets are strongly disagree on that they watch political talk shows due to channel.17% respondents are strongly agree to watch political talk shows due to format of the progam,45% agree,18% neutral.10% disagree and 10% respondents are strongly disagree with the statement.53% respondents strongly agree on the statement that they like program due to its panel members,9% agree,20% neutral,18% disagree and 0% respondents are srongly disagree with the statement that they watch program due eto panel member.

Figure 4.4 Satisfaction to the contents of political talk shows

Satisfaction to the contents of political talk shows

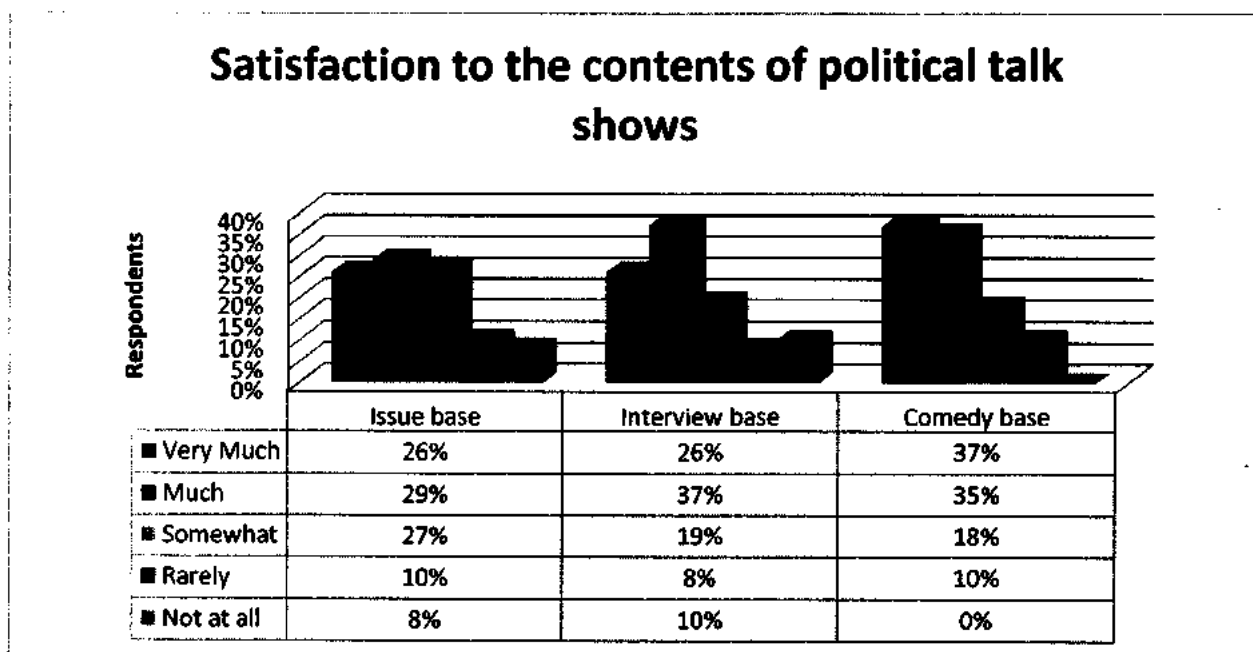|	Issue base	Interview base	Comedy base
■ Very Much	26%	26%	37%
■ Much	29%	37%	35%
■ Somewhat	27%	19%	18%
■ Rarely	10%	8%	10%
■ Not at all	8%	10%	0%

Figure 4.4 shows the results that 26% respondents satisfy very much with the contents of issue political talk shows, 29% satisfy much,27% somewhat,10% rarely and 8% respondents are not at all satisfied.26% respondents are very much satisfied with the contents of interview base political talk shows,37% much,19% somewhat,8% rarely and 10% not at all.37% respondents are very much satisfied with the contents of comedy base political talk shows,35% much,18% somewhat,10% rarely and 0% not at all.

Figure 4.5 Satisfaction to the contents of political talk shows

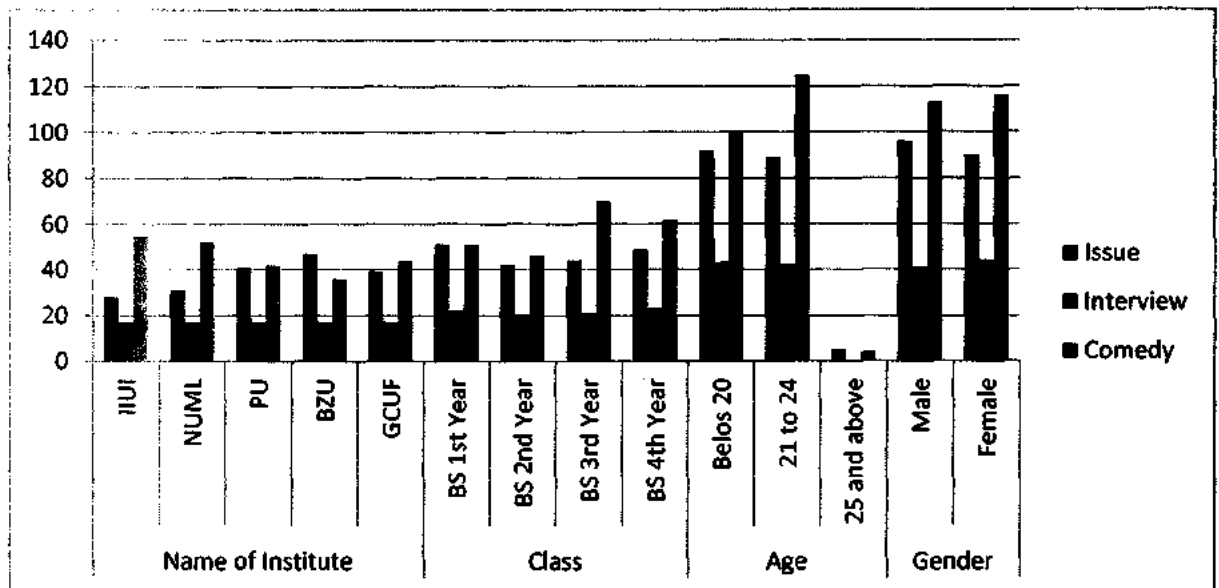
Figure 4.5 shows the results that 96(38.4%) think that issue base political talk shows present the subject in proper way,41(16.4%) think interview and 113(45.2%) think comedy base political talk shows.90(36%) female respondents think issue base political talk present the subject in proper way,44(17.6%) think interview and 116(46.7%) think comedy base political talk shows.234 respondents are below of 20 years of age out of them 92(39.31%) think issue base political talk shows present the subject in a proper way,43(18.37%) think interview and 100(42.32%) think comedy base political talk shows.256 respondents are between the age of 21 to 24 out of them 89(34.76%) think issue base political talk shows present the subject in proper way,42(16.40%) think interview and 125(48.84%) think comedy base political talk shows.9 respondents are at the age of 25 and above out of them 5(55.55%) think issue base political talk show and 4(45.55%) think comedy base political talk shows.124 respondents are in 1st semester out

of them 51 (41.12%) think issue base political talk shows present the subject in proper way,22(17.74%) respondents think interview and 51(41.12%) think comedy base political talk shows.114 respondents are in 2nd semester out of them 42(38.84%) think issue base political talk shows presents the subject in proper way, 19(16.66%) think interview and 46(44.5%) think comedy base political talk shows.135 respondents are in in 3rd semester out of them 44(32.59%) think issue base political talk shows present the subject in proper way,21(15.55%) think interview and 70(51.86%) think comedy base political talk shows.134 respondents are from 4th semester out of them 49(36.56%) think issue base political talk shows present the subject in proper way,23(17.16%) think interview and 62(46.28%) think comedy base political talk shows.28% respondents of IIUI think issue base political talk show present the subject in proper way,17% like interview and 55% think comedy base political talk shows.31% respondents from NUML think issue base,17% interview and 52% think comedy base political talk shows.41% respondents from PU think issue base political talk shows,17% like interview and 42% think comedy base political talk shows present the subject in proper way.47% respondents of BZU think issue base,17% think interview and 36% think that comedy base political talk shows.39% respondents think from GCUF issue base, 17% think interview and 44% think comedy base political talk shows.

Figure 4.6 Contents mostly presented by political talk shows

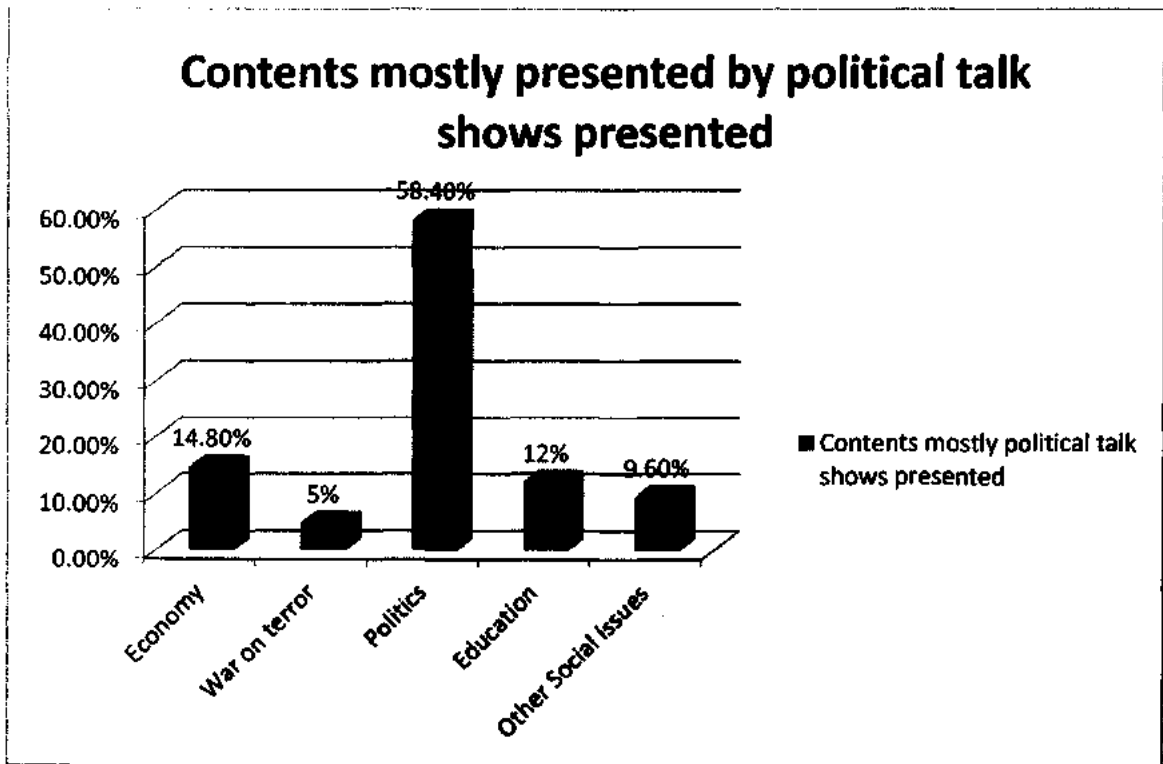## Contents mostly presented by political talk shows presented

Figure 4.6 shows the results that 14.8% respondents say that political talk shows mostly represent programs on economy, 5% say on war on terrorism, 58.4% say on politics12% say on education and 9.6% say on other social issues.

Figure 4.7 Which particular content political talk shows present the most?
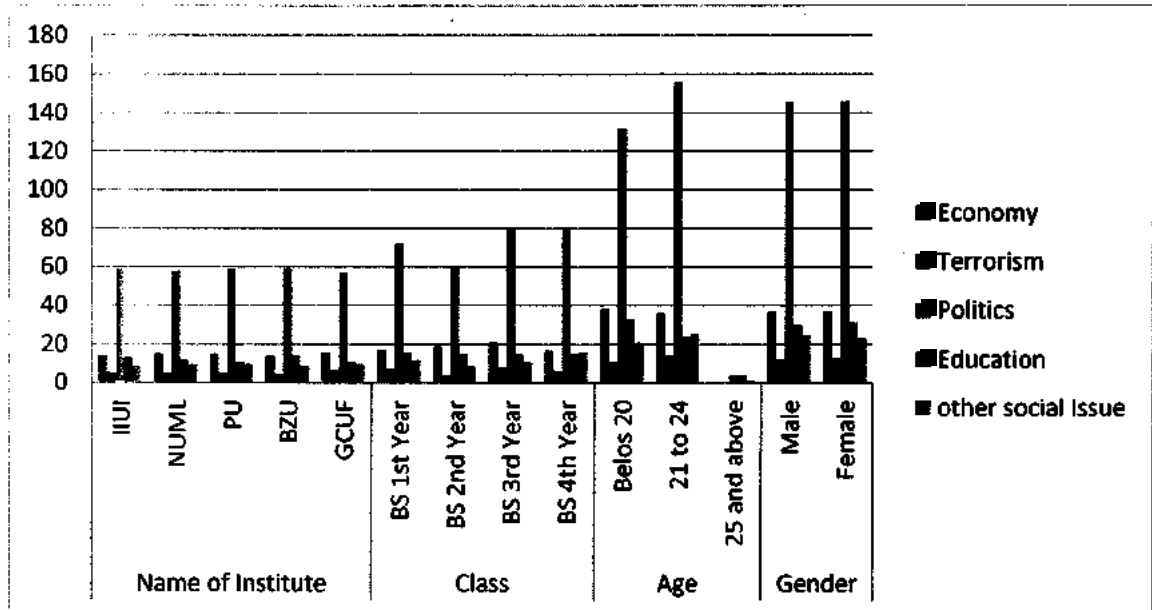

Figure 4.7 shows the results that out of 250 male respondents, 37(14.8%) respondents said the programs on economy, 12(4.8%) on terrorism 146(58.4%) on politics, 30(12%) on education and 25(10%) presented political talk shows on some other social issues. Out of 250 female respondents,37(14.8%) say programs on economy,13(5.2%) on terrorism,146(58.4%) on politics,31(12.4%) on education and 23(9.2%) on some other social issues .235 respondents are below 20 years of age out of them 38(16.17%) say economy,11(4.6%) say on terrorism,132(56.17%) say on political talk shows ,mostly politics is presented,33(14.04%) say education and 21(8.9%) say political talk shows conducted on some other social issues.256 respondents are between the age of 21 to 24 years of age out of them 36(14.06%) say programs on economy,14(5.4%) say on terrorism,156(60.93%) politics,24(9.3%) say programs on education and 26(10.15%) say programs on other social issues.9 respondents are from 25 and above out of them 4(44.44%) say politics,4(44.44%) say education and 1(11.12%) say programs on other social issues.124 respondents are from 1st semester out of them 17(13.70%) say on

economy,7(5.6%)   say on terrorism,72(58.06%) say on politics,16(12.90%) say on education and 12(9.6%) say programs on other social issues.107 respondents are from 2nd semester out of them19(17.75%) say economy,4(3.7%) say terrorism,60(56.07%) politics,15(14.01%) education and 9(8.41%) say other social issues in political talk shows.135 respondents are from 3rd semester out of them 21(15.55%) say programs on economy,8(5.92%) terrorism,80(59.25%) politics,15(11.11%) education and 11(8.1%) say other social issues.134 respondents are from 4th semester and out of them 17(12.68%) say economy,6(4.4%)   terrorism,80(59.7%) on politics,15(11.19%) education and 16(11.94%) say some other social issues.14% respondents from IIUI say programs on economy,5% on education,59% on politics,13% on education and 9% say that programs on some other social issues.15% respondents from NUML say programs on economy,5% on terrorism,58% on politics,12% on education and 10% on some other social issues.15% respondents from PU say on economy,5% terrorism,59% politics,11% education and 10% say programs on some other issues.14% respondents from BZU say economy,4% terrorism,59% politics,14% on education and 9% say on some other social issues.16% respondents from GCUF say economy,6% say terrorism,57% say politics,11% say education and 10% say some other social issues on political talk shows.

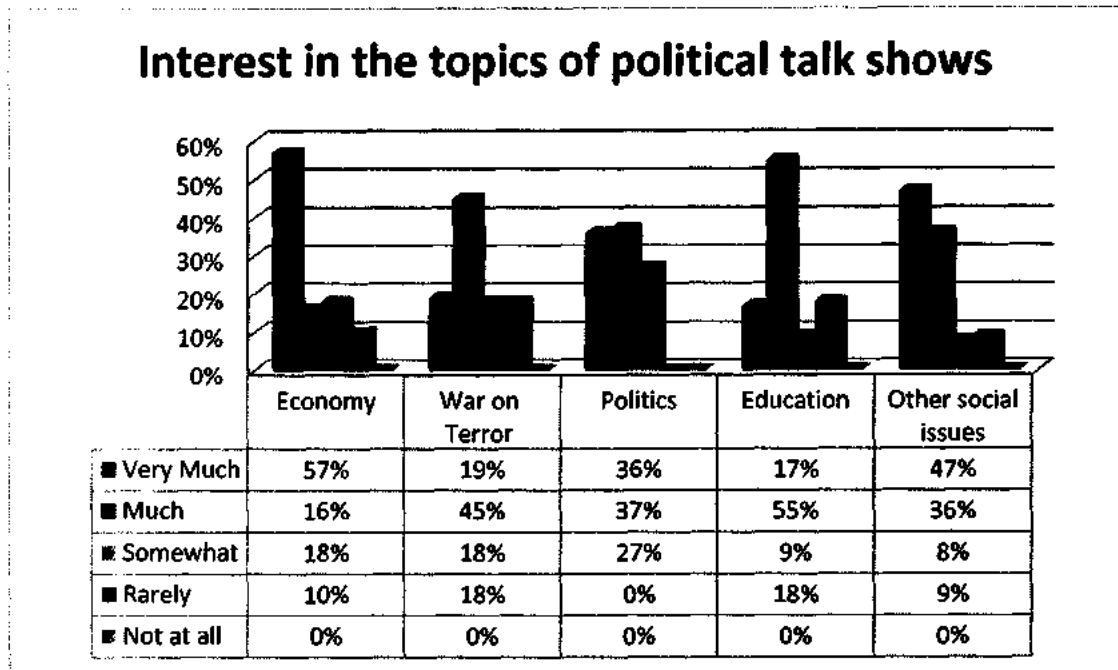**Figure 4.8   Interest in the topics of political talk shows**

Interest in the topics of political talk shows

	Economy	War on Terror	Politics	Education	Other social issues
■ Very Much	57%	19%	36%	17%	47%
■ Much	16%	45%	37%	55%	36%
■ Somewhat	18%	18%	27%	9%	8%
■ Rarely	10%	18%	0%	18%	9%
■ Not at all	0%	0%	0%	0%	0%

Figure 4.8 shows the results that 57% respondents take very much interest in economy,16% much,18% somewhat,10% rarely and 0% not at all.19% respondents take interest on war on terror,45% much,18% somewhat,18% rarely and 0% not at all.36% respondents take very much interest in politics,37% much,27%somewhat.17% respondents take very much interest in education,55% very much,9%somewhat,18% rarely and 0% not at all.47% respondents take much interest in other issues,35% much,8% somewhat,9% rarely and 0% not at all.

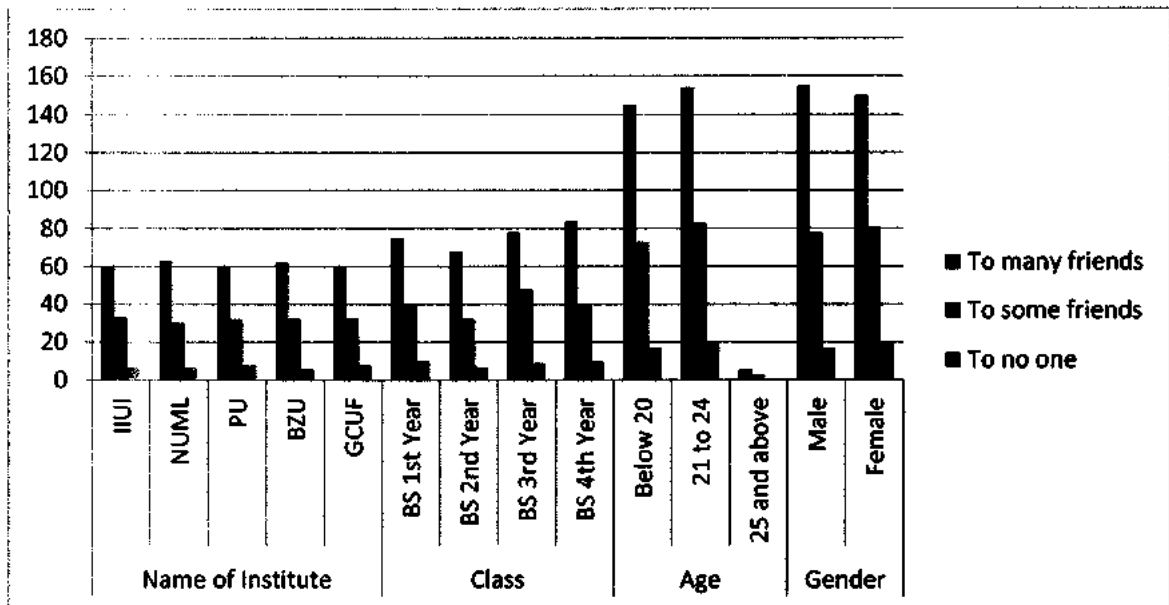**Figure 4.9 Do you suggest your friends to watch?**

Figure 3.9 shows the results that out of 250 male respondents, 155(62%) suggest too many friends to watch programs, 78(31.2%) respondents to some and 17(6.8%) never suggest to any one to watch programs. Out of 250 female respondents,150(60%) respondents suggest to many friends to watch programas,81(32.4%) suggest to some friends and 19(7.6%) suggest to no one.235 respondents are below 20 years of age out of them145(61.7%) suggest to many friend to watch programs,73(31.06%) to some friends and 17(7.2%) respondents never suggest to anyone.256 respondents are between age of 21 to 24 out of them 154(60.15%) respondents suggest to many friends,83(32.42%) suggest to some friend and 19(7.4) never suggest to anyone to watch programs.9 respondents are 25 and above out of them 6(67%) suggest to many friends and 3(33%) some.124 respondents from 1st semester out of them 75(60%) suggest to many friend,31% suggest to some and 10 (9%) never suggest to anyone.107 respondents from 2nd semester out of them 68(63.55%) suggest to many friends,32(29.90%) to some friends and 7(6.54%) never suggest.135 respondents from 3rd semester out of them 78(57.77%)

suggest to many friends,48(35.55%) to some and 9(6.68%) never suggest to their friends to watch programs.134 respondents out of them 84(62.68%) suggest to many friends to watch 40(,29.85%) to some and 10(7.46%) never suggest.60% respondents from IIUI suggest to many friends to watch political talk shows,33% some time and 7% never suggest to watch.63% respondents from NUML suggest to many friends to watch political talk shows,30% to some and 7% never suggest to anyone.60% respondents from PU suggest to many friends,32% to some friends and 8% never suggest to anyone to watch political talk shows.62% respondents from BZU suggest to many friends,32% to some and 6% suggest never to anyone to watch political talk shows.60% respondents from GCUF suggest to many friends to watch,32% to some and 8% never suggest anyone to watch political talk shows.

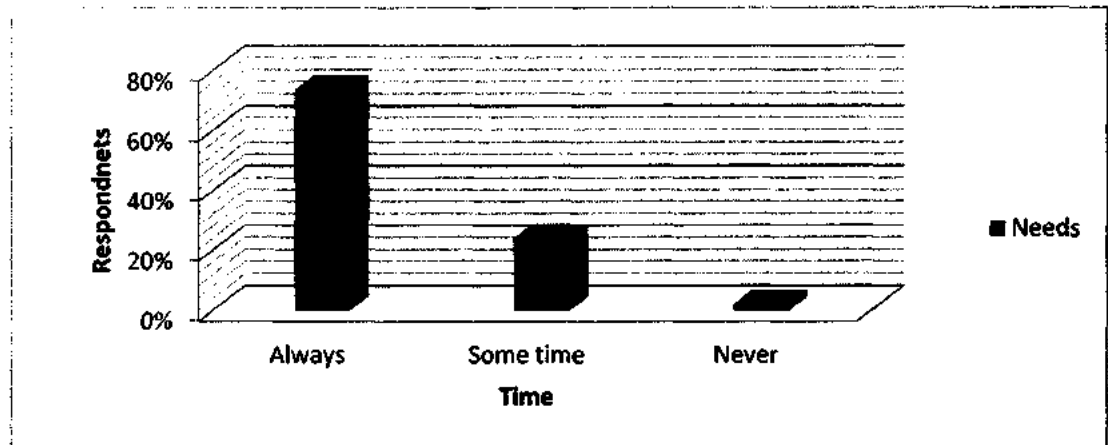**Figure 4.10 Contents are according to needs**

Figure 4.10 shows the results that 74% respondents say contents are always according to their needs, 24% say some time, and 2% respondents' day contents are never according to their needs.
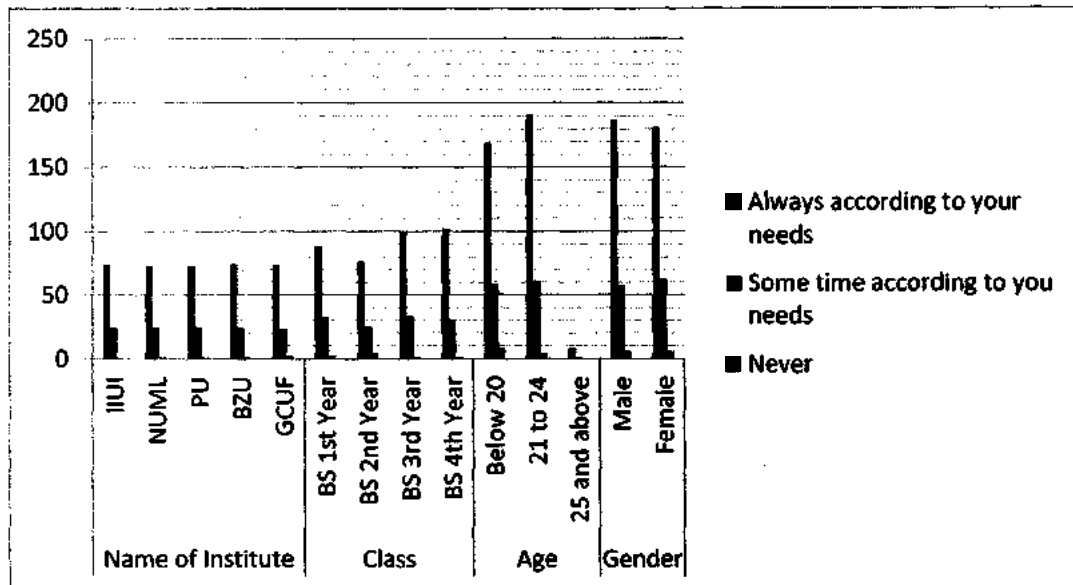
Figure 4.11 Do you feel the contents are?

Figure 4.11 shows the results that out of 250 male respondents,187(74.8%) agree on the contents are according to their needs,57(30.48%) agree on that contents are sometime according to their needs and 6(2.4%) agree on that contents are not according to their needs.250 female respondents out of them 181(72.4%) agree on that contents are according to their needs,63(25.2%) agree on that contents are sometime according to their needs and 6(2.4%) agree on that contents are not according to their needs.235 respondents are below 20 years of age out of them 169(71.91%) agree on the statement that contents are according to their needs,58(24.68%) agree on that some time contents are according to their needs and 8(3.40%) agree on that programs are never according to their needs.256 respondents are between out of them191(74.60%) are agree on that political talk shows always according to their needs,61(23.82%) agree on that some time these programs according to their needs and 4(1.56%) agree that these programs are not

according to their needs.9 respondents are at the age of 25 and above out of them 8(88.88%) agree that these programs according to their needs and 1(12.22%) agree on that these are never according to their needs.124 respondents are from 1st semester out of them 81(71.77%) agree on that these programs are always according to their needs,32(25.80%) agree on some time and 3(2.4%) agree on these programs never according to their needs.107 respondents are form 2nd semester out of them 77(71.96%) think programs are according to their needs,25(23.36%) agree on that these programs are sometime according to their needs and 5(4.67%) respondents agree on that programs never according to their needs.135 respondents are from 3rd semester out of them 100(74.07%) agree on that contents of political talk shows are according to their needs,33(24.44%) agree on that some time these programs are according to their needs and 2(1.48%) agree on these programs are never according to their needs.134 respondents from 4th semester out of them 102(76.11%) agree on these programs are always according to their needs,30(22.38%) agree on these programs are sometime according to their needs.74% respondents from IIUI agree on that these programs are always according to their needs,24% agree on some time and 2% agree on never according to their needs.73% respondents from NUML agree on always according to their needs,24% some time and 3% agree on never according to their needs.73% respondents from PU agree on always according to their needs,25% some time and 2% agree on never according to their needs.74% respondents from BZU agree on always according to their needs,24% agree on some time and 2% agree on never according to their needs.74% respondents from GCUF agree on contents are always according to their needs,23% agree on some time according to their needs and 3% agree on never.

Figure 4.12 Purpose of watch political talk shows
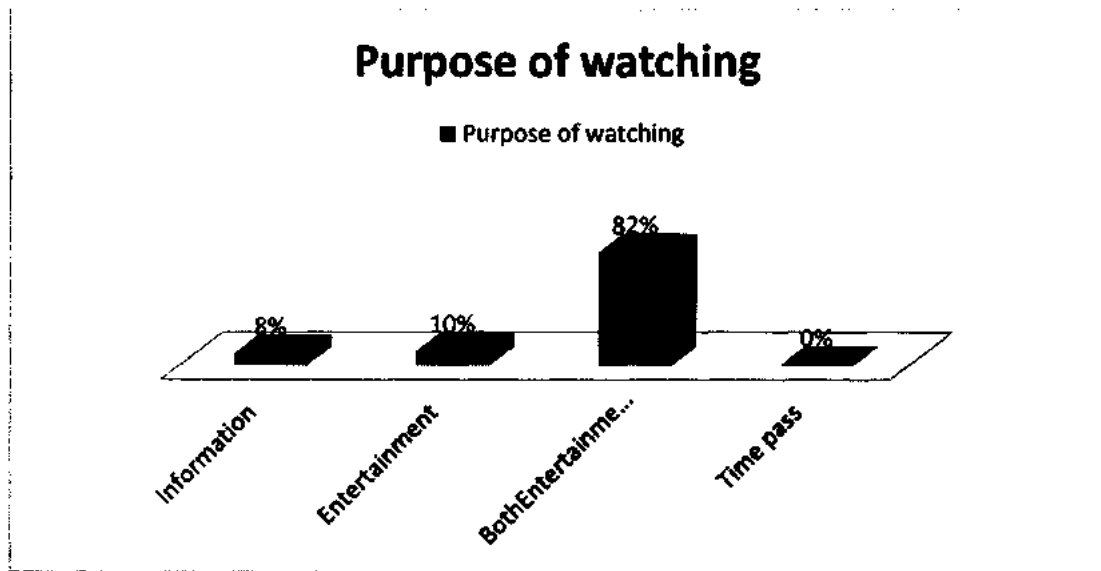
Purpose of watching

■ Purpose of watching

Figure 4.12 shows the results that 8% respondents watch political talk shows for obtaining information, 10% for entertainment, 82% for both entertainment and information and 0% for time pass.

Figure 4.13   For what purpose do you watch?

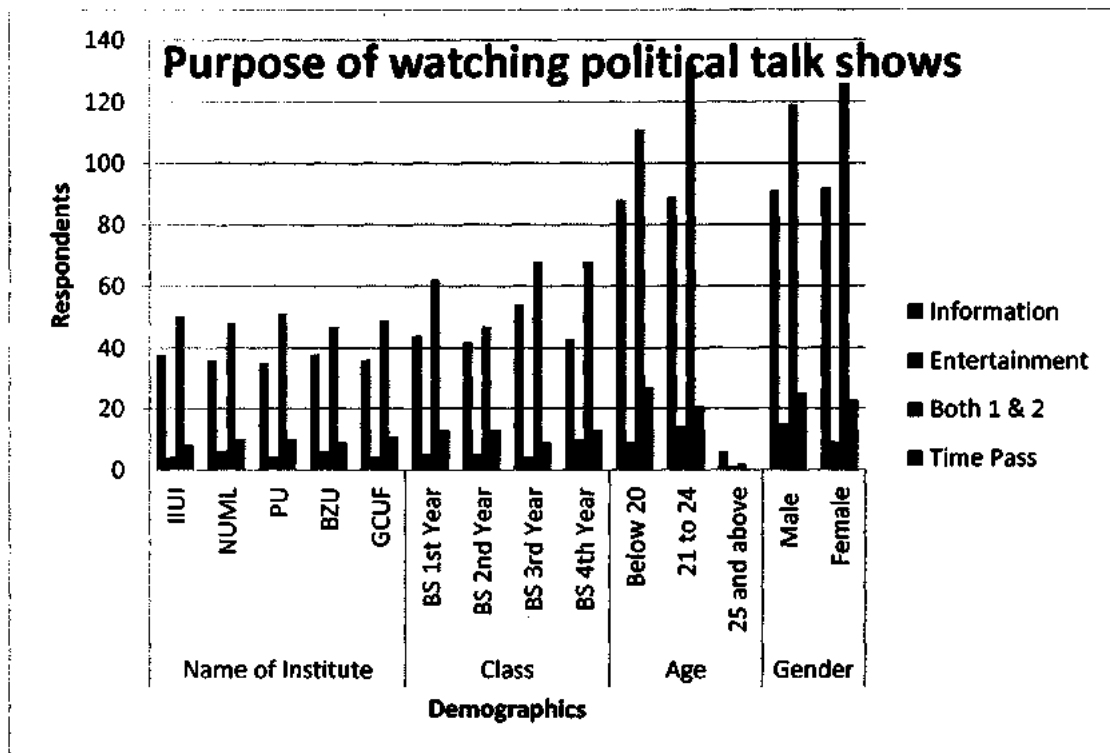

Figure 4.13 shows the results that out of 250 male respondents,91(36.4%) watch political talk shows for information talk shows,15(6%) for entertainment,119(47.6%) for both information and entertainment and 25(10%) for only time pass. Out of 250 female respondents, 92(36.8%) watch for information,9(3.6%) for entertainment,126(50.4%) for both entertainment and information and 23(9.2%) for only time pass.235 respondents are below 20 years of age out of them 88(37.44%) watch for informationr,9(3.8%) for entertainment,111(47.23%) for both information and entertainment and 27(11.48%) only for time pass.256 respondents are between age of 21 to 24 out of them 89(34.76%) watch for information,14(5.4%) for entertainment,132(51.56%) for both information and entertainment and 21(8.2%) watch only for time pass.9 respondents are at the age of 25 and above out of them 6(67%) watch for information,1(11.11%) for entertainment and 2(22.22%) for both information and entertainment.124 respondents are from 1st semester

out of them 44(35.48%) watch for information, 5(4.03%) for entertainment, 62(50%) for both information and entertainment and 13(10.48%) only for time pass.107 respondents are from 2nd semester out of them 42(39.25%) watch political talk shows for information, 5(4.03%) for entertainment, 47(37.90%) for both information and entertainment and 13(10.48%) only for time pass.135 respondents are from 3rd semester out of them 54(40%) watch for information, 4(2.9%) for entertainment 68(50.37%) for both entertainment and information and 9(6.67%) only for time pass.134 respondents are from 4th semester out of them 43(32.08%) watch for information, 10(7.4%) for entertainment 68(50.74%) for both information and entertainment and 13(watch only for time pass.38% respondents from IIUI watch for information, 4% watch for entertainment , 50% for both information and entertainment, 8% only for time pass.36% respondents from NUML watch for information, 6% for entertainment, 48% for both information and entertainment and 10% only for time pass.35% respondents from PU watch for information, 4% for entertainment, 51% for both information and entertainment and 10% for only for time pass.38% respondents from BZU watch for information, 6% for entertainment, 47% for both information and entertainment and 9% only for time pass.36% respondents from GCUF watch for information, 4% entertainment, 49% for both information and entertainment and 11% only for time watch.

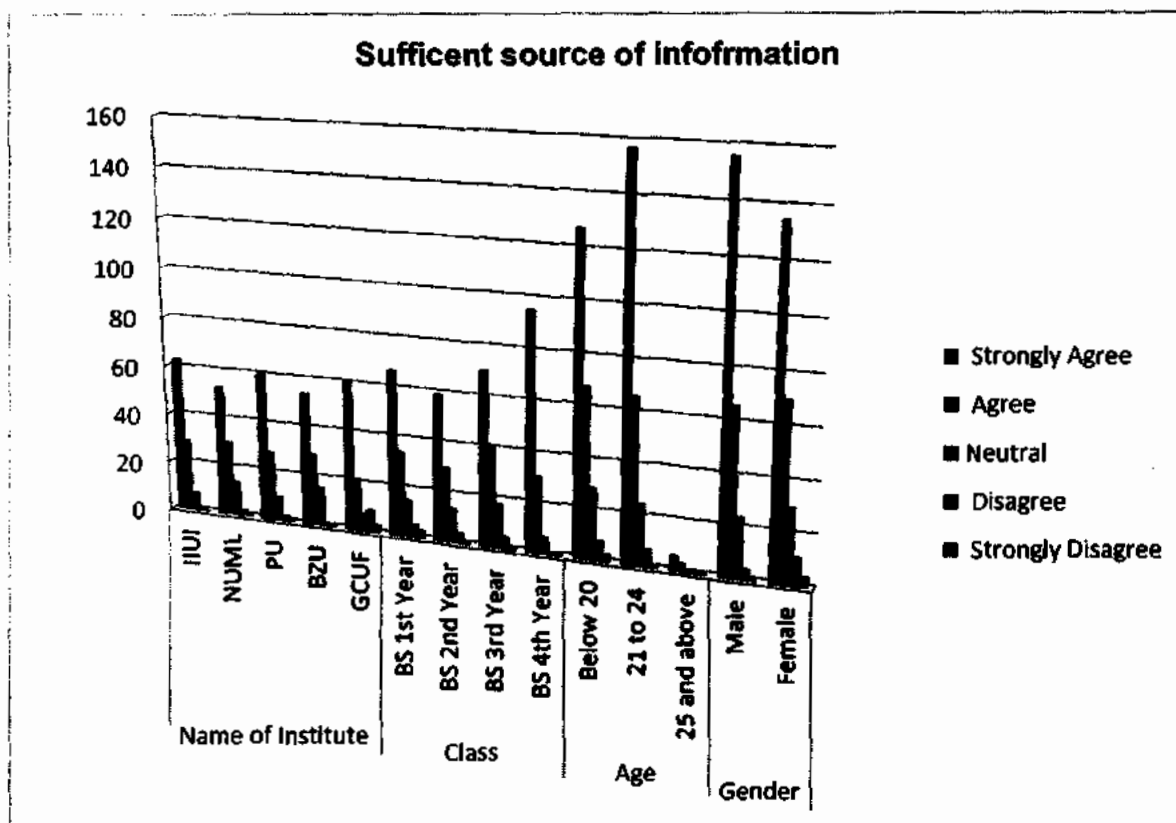## Figure 4.14 Political talk shows are sufficient source of information

Figure 4.14 shows the results that out of 250 male respondents, 143(57.2%) say strongly ,
55(22%) say agree, 37(14.8%) say neutral and 15(6%) respondents are disagree. Out of
250 female respondents,152(5060.8%)say strongly agree, 45(18%) say agree, 28(11.2%)
neutral and 25(10%) say disagree.235 respondents are below of 20 years of age out of
them118(50.21%) say strongly agree, 59(25.10%) say agree, 33(14.04%) neutral and
25(10.63%) say disagree.256 respondents are between age of 21 to 24 out of them
170(66.40%) say strongly agree, 39(15.23%) say agree, 32(12.5%),neutral and 155.8%)
say disagree.9 respondents are 25 and above out of them7(77.77%) say strongly agree
and 2(2333%)say agree1.124 respondents are from 1st semester out of them 58(46.77%)
say strongly agree, 32(25.80%) say agree, 17(13.70%) say neutral and 17(13.70%) say

disagree.107 respondents are from 2nd semester out of them 56(52.33%) say strongly agree, 26(24.29%) agree, 16(14.95%) neutral and 9(8.41%) say disagree.135 respondents are from 3rd semester out of them 71(52.59%) say strongly agree, 30(22.22%) say agree, 22(16.29%) say neutral and 12(8.88%) say disagree.134 respondents are from 4th semester out of them 110(82.08%) say strongly agree, 12(8.95%) say agree, 10(7.4%) say disagree. 2.65% respondents from IIUI strongly agree that political talk shows are sufficient, 25% agree, 6% say neutral and 4% say disagree.59% respondents from NUML say strongly agree, 26% say agree, 10% say neutral and 5% say disagree.61% respondents from PU say strongly agree,22% say agree, 11% say neutral and 6% say disagree.56% respondents from BZU say strongly agree,13% say agree, 19% say neutral and 14% say disagree.54% respondents from GCUF say strongly agree, 13% say agree, 19% say neutral and 14% disagree on the statement that political talk shows are sufficient source of information about events.

Figure 4.15 Contents useful in grooming as journalist

contents useful in grooming as journalist
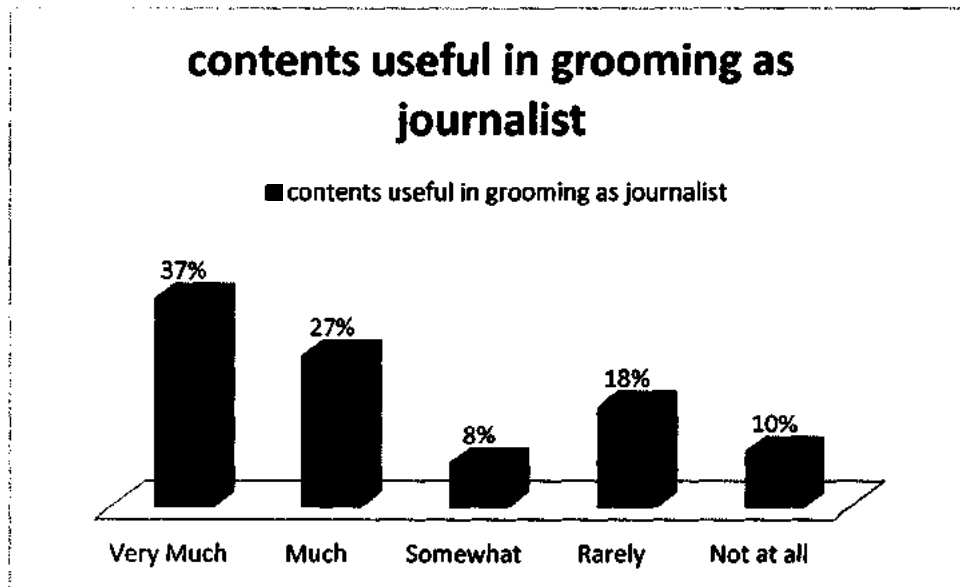
■ contents useful in grooming as journalist

Figure 4.15 shows the results that 37% respondents are very much agree with the statement that the contents of political talk shows are very much helpful in grooming as journalist,27% much,8%somewhat,18% rarely and 10% not at all.

Figure 4.16 Likeness to share information obtain from political talk shows

Like to share information

■ Like to share information

Very Much — 18%
Much — 36%
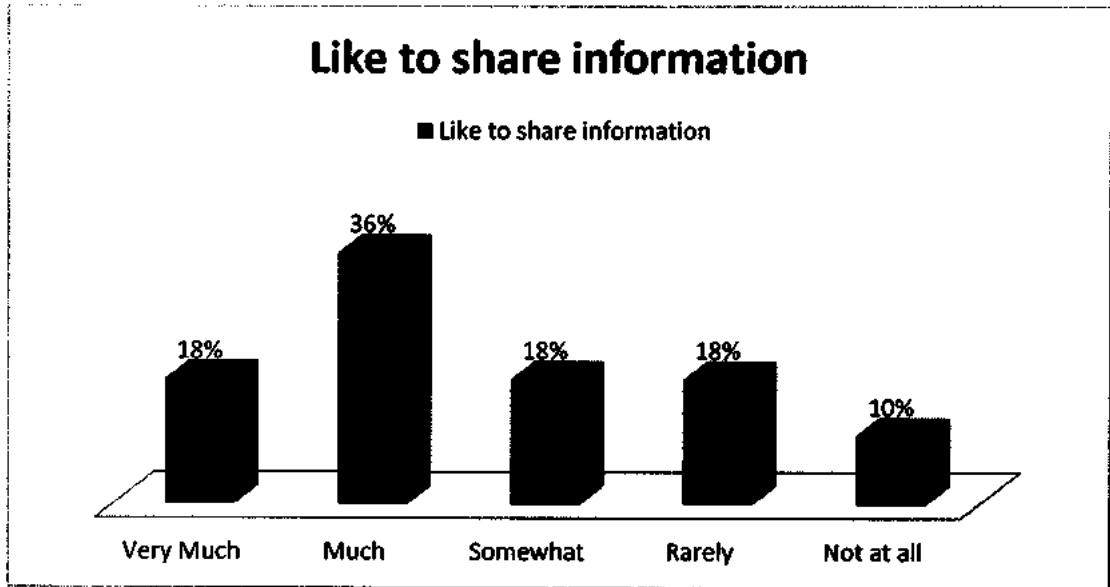Somewhat — 18%
Rarely — 18%
Not at all — 10%

Figure 4.16 shows the results that 18% respondents like very much to share information, 36% much, 18% somewhat, 18% rarely and 10% say not at all.

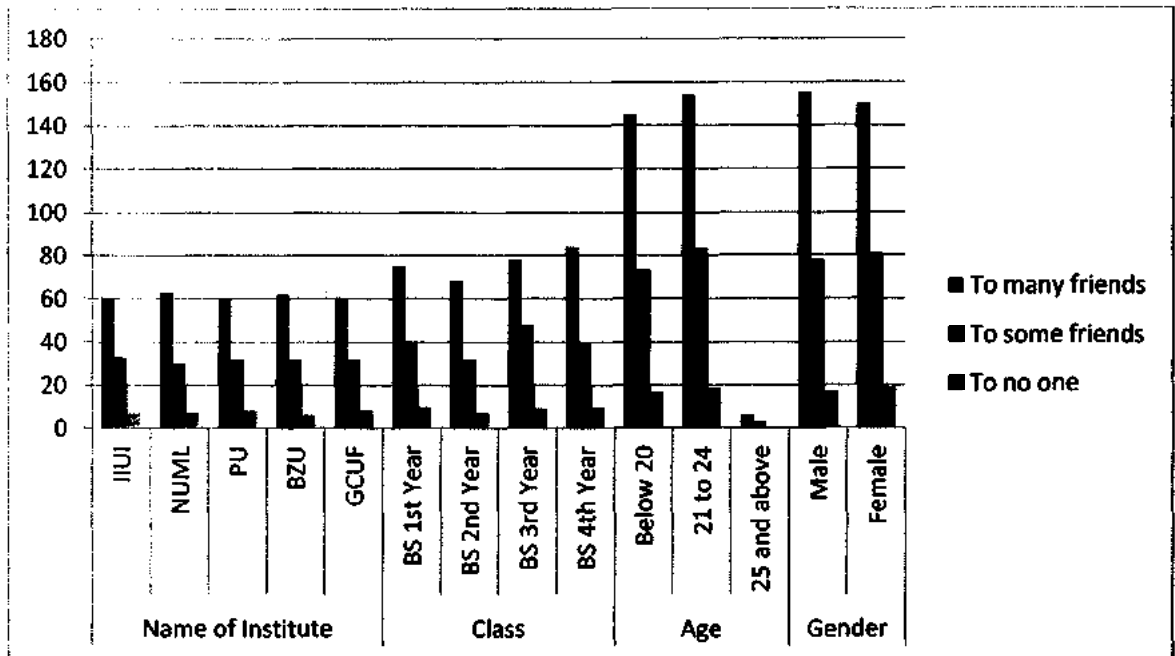**Figure 4.17   Do you suggest your friends to watch?**

Figure 4.17 shows the results that out of 250 male respondents, 155(62%) suggest to many friends to watch programs, 78(31.2%) respondents to some and 17(6.8%) never suggest to any one to watch programs. Out of 250 female respondents,150(60%) respondents suggest to many friends to watch programas,81(32.4%) suggest to some friends and 19(7.6%) suggest to no one.235 respondents are below 20 years of age out of them145(61.7%) suggest to many friend to watch programs,73(31.06%) to some friends and 17(7.2%) respondents never suggest to anyone.256 respondents are between age of 21 to 24 out of them 154(60.15%) respondents suggest to many friends,83(32.42%) suggest to some friend and 19(7.4) never suggest to anyone to watch programs.9 respondents are 25 and above out of them 6(67%) suggest to many friends and 3(33%) some.124 respondents from 1st semester out of them 75(60%) suggest to many friend,31% suggest to some and 10 (9%) never suggest to anyone.107 respondents from

2nd semester out of them 68(63.55%) suggest to many friends,32(29.90%) to some friends and 7(6.54%) never suggest.135 respondents from 3rd semester out of them 78(57.77%) suggest to many friends,48(35.55%) to some and 9(6.68%) never suggest to their friends to watch programs.134 respondents out of them 84(62.68%) suggest to many friends to watch 40(,29.85%) to some and 10(7.46%) never suggest.60% respondents from IIUI suggest to many friends to watch political talk shows,33% some time and 7% never suggest to watch.63% respondents from NUML suggest to many friends to watch political talk shows,30% to some and 7% never suggest to anyone.60% respondents from PU suggest to many friends,32% to some friends and 8% never suggest to anyone to watch political talk shows.62% respondents from BZU suggest to many friends,32% to some and 6% suggest never to anyone to watch political talk shows.60% respondents from GCUF suggest to many friends to watch,32% to some and 8% never suggest anyone to watch political talk shows.

Figure 4.18 Political talk shows a new perspective to each thought

Political talk shows a New perspective to each thought
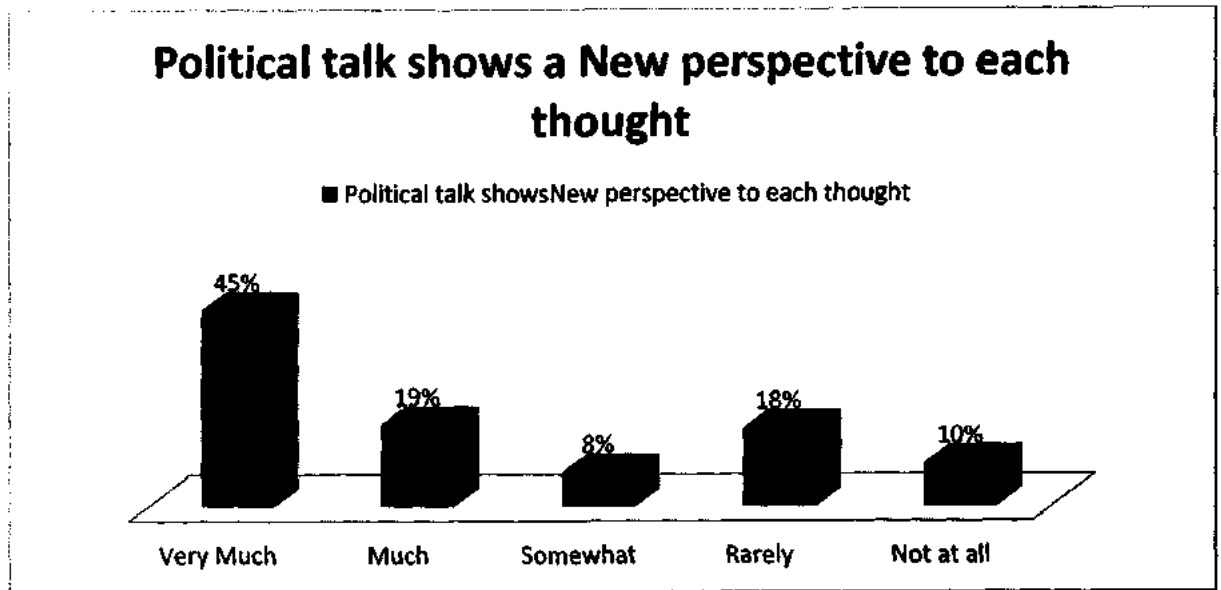
■ Political talk showsNew perspective to each thought

Figure 4.18 shows the results that 45% consider very much to political talk shows as a

new perspective to each though,19% much,8% somewhat,18% rarely and 10% not at

all.

Figure 4.19 Reason of watching comedy base political talk shows

Reason of watching comedy base political talk shows

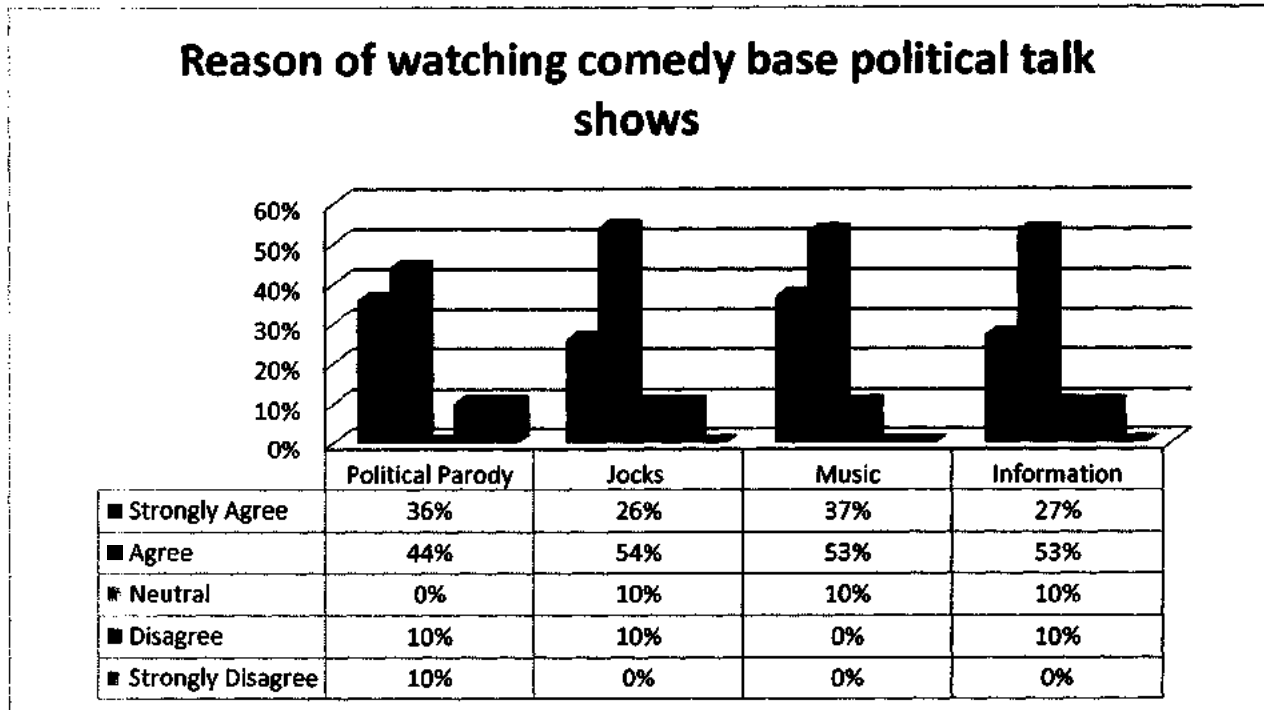|	Political Parody	Jocks	Music	Information
■ Strongly Agree	36%	26%	37%	27%
■ Agree	44%	54%	53%	53%
∗ Neutral	0%	10%	10%	10%
■ Disagree	10%	10%	0%	10%
■ Strongly Disagree	10%	0%	0%	0%

Figure 4.19 shows the results that 36% respondents are very strongly agree to watch comedy base political talk shows due to political parody,44% agree,0% neutral,10% disagree and 10% are strongly disagree with the statement.26% respondents are strongly agree on to watch comedy base political talk shows for jocks,54% agree,10% neutral,10% disagree and 0% respondents are strongly disagree.37% respondents strongly agree with the statement that they watch comedy programs due to music,53% agree,10% neutral and 0% are disagree and strongly disagree.27% respondents say strongly agree for watch programs for information,53% agree,10% neutral,10% disagree and 0% strongly disagree.

Figure 4.20 Do you agree that political talk shows motivate viewers in
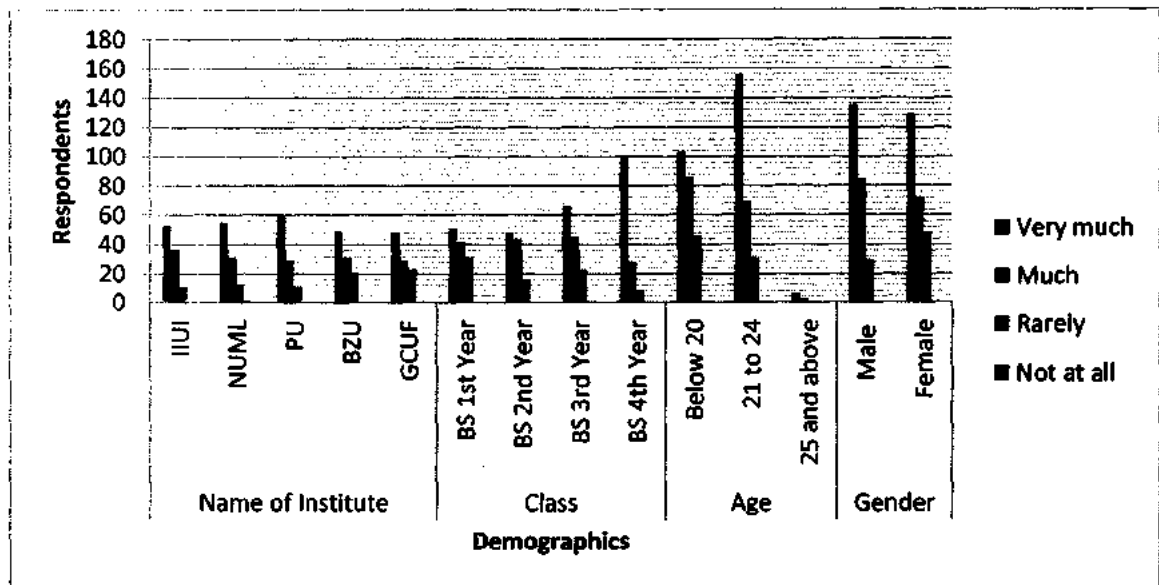
political affiliation with political party?

Figure 4.20 shows the results that out of 250 malerespondents,135(54%) agree on very

much, 80(32%) say much and 30(12%) say that political talk shows do not motivate the

political attitude of the users. Out of 250 female respondents,129(51.6%) say that

political talk shows motivated them in in political attitude very much, 72(28.8%) say

much, 48(19.2%) say rarely and 1(0.4%) say not at all.235 respondents are below 20

years of age out of them 103(43.83%) say political talk shows motivated them in political

attitude very much, 86(36.59%) say much and 46(19.57%) say not at all.256 respondents

are between age of 21to 24 out of them 155(60.54%) say very much, 69(26.95%) say

much, 31(12.10%) say rarely and 1(0.39%) say not at all.9 respondents are 25 and above

out of them 6(67%) say very much, 2(22.22%) say much and 1(1.8%) say rarely. 124

respondents are from 1st semester out of them 51(41.54%)say very much, 42(33.87%) say

much and 31(25%) say rarely. 107respondents are from 2nd semester out of them

48(44.85%) say very much, 43(40.18%) say much and 16(14.95%) say rarely. 135 respondents from 3rd semester out of them 66(48.88%) say very much, 45(33.33%) say much, 23(17.03%) say rarely and 1 (0.74%) say not at all.134 respondents are from 4th semester out of the 99(73.88%) say very much, 27(20.14%) say much and 8(5.9%) say not a tall.53% respondents from IIUI say very much, 36% say much and 11% say rarely.55% respondents from NUML say very much, 31% say much, 13% say rarely and 1% not at all.59% respondents from PU say very much, 30% say much and 11% say rarely.49% respondents from BZU say very much, 31% much and 20% rarely. 48% respondents from GCUF say very much, 29% say much and 23% say rarely.

Figure 4.21   Did political talk shows bring change in political affiliation with

political party before General Election 2013?

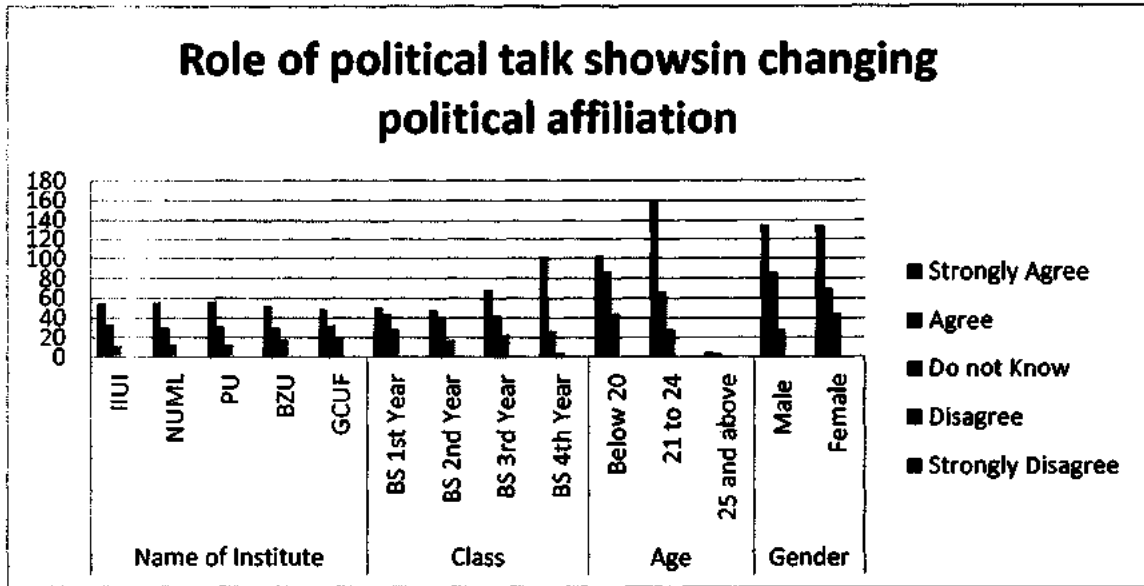**Role of political talk showsin changing political affiliation**

Figure 4.21 shows the results that out of 250 male respondents, 135(54%) are strongly

agree that political talk shows bring change in political affiliation with political party

before general election2013, 86(34.4%) agree and 29(11.6%) response they do not know.

Out of 250 female respondents,134(53,6%) are strongly agree,70(28%) say

agree,45(18%) say do not know and 1(0.4%) say disagree.235 respondents are below of

20 years of age out of them 103(43.82%) are strongly agree,87(37.02%) agree and

45(19.14%) say do not know.256 respondent are between the age of 21 to 24 out of

them160(62.5%) say strongly agree,66(25.78%) agree,29(11.32%) say do not know and

1(0.39%) say disagree.9 respondents are 25 and above out of them 6(67%) are strongly

agree and 3(33%) are agree.124 respondents are from 1ˢᵗ semester out of them51(41.12%)

are strongly agree, 44(35.48%) agree and 29(23.38%) say do not know.107 respondents

are from 2nd semester out of them 48(44.85%) are strongly agree, 42(39.25%) are agree and 17(15.88%) do not know.135 respondents are from 3rd semester out of them 68(50.37%) are strongly agree, 43(31.85%) agree, 23(17.03%) say do not know and 1(0.74%) are not agree.134 respondents are from 4th semester out of them 102(76.12%) are strongly agree, 27(20.15%) are agree and 5(3.73%) say do not know.55% respondents from IIUI are strongly agree,33% are agree and 12% say do not know.56% respondents from NUML are strongly agree, 30% are agree, 13% are not know and 1% are disagree.57% respondents from PU are strongly agree,31% are agree and 12% are do not know.53% respondents from BZU are strongly agree, 30% are agree and 18% are do not know.49% respondents from GCUF are strongly agree,32% are agree and 19% do not know.

Figure 4.22 Political talk shows and improvement in political socialization
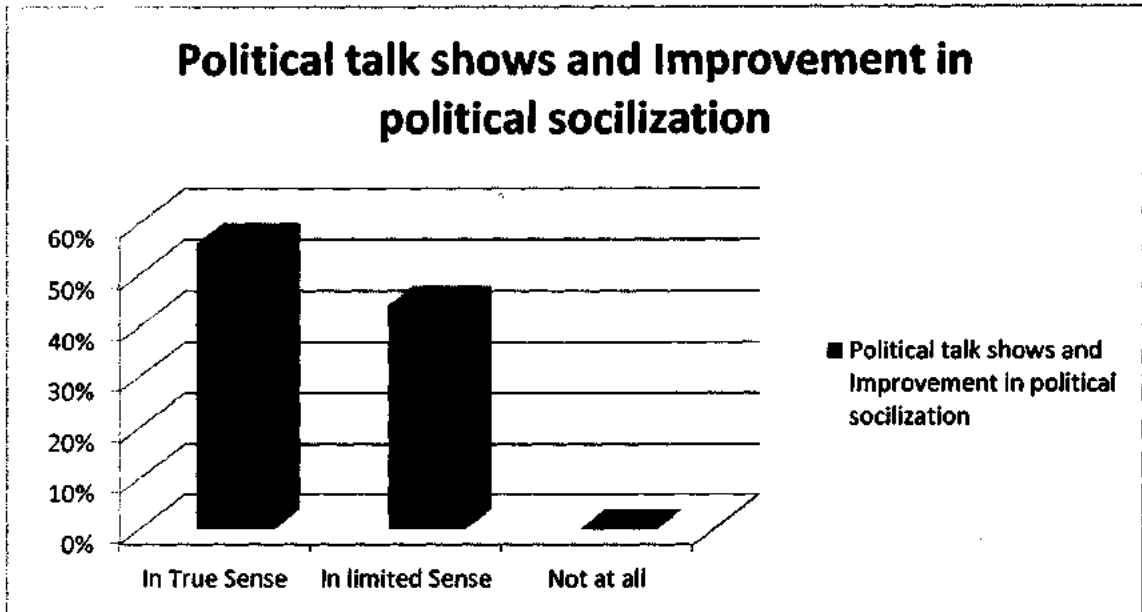
Political talk shows and Improvement in political socilization

Figure 4.22 shows the results that 56% say political talk shows improve their political socialization in true sense,44% say in a limited sense and 0% say not at all.

Figure 4.23   Did political talk shows improve your political socialization?
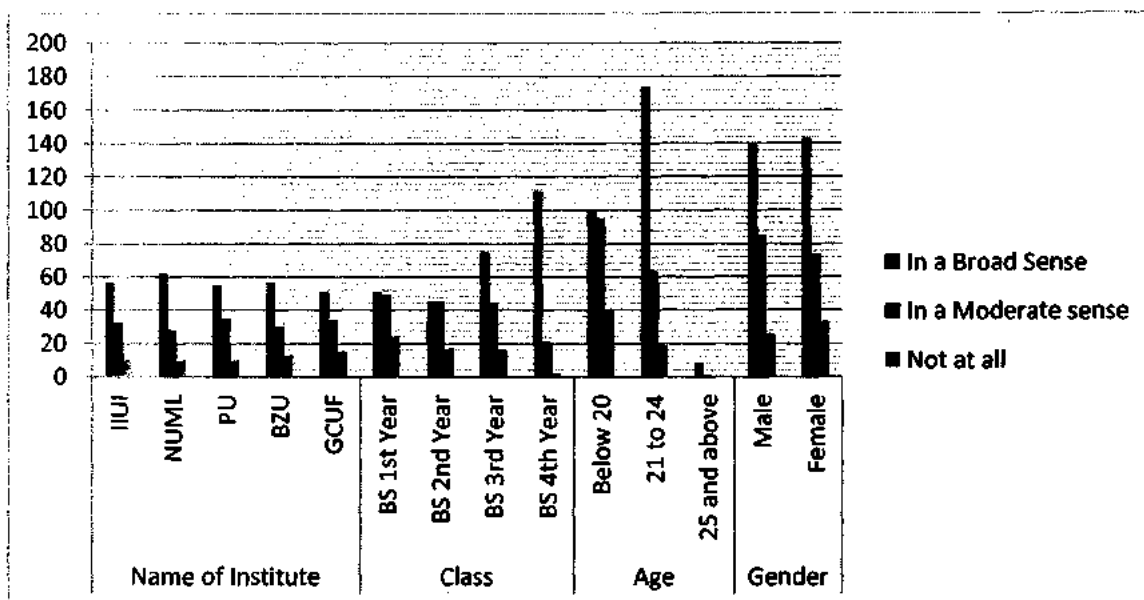

Figure 4.23 shows the results that out of 250 male respondents, 139(55.6%) said that their political socialization is improved in a broad sense, 85(34%) in a moderate and 26(10.4%) say not at all. Out of 250 femlaerespondents,143(57.2%) say in a broad sense,74(29.6%) say in a moderate sense and 33(13.2%) say not at all.235 respondents are below 20 years of age out of them 100(42.55%) say in a broad sense,95(40.42%) in a moderate sense and 40(17.02%)say not at all.256 respondents are between the age of 21 to 24 out of them174(67.96%) say in a broad sense,63(24.60%) say in a moderate sense and 19(7.4%) not at all.8(88.88%) say in a broad sense and 1(11.12%) say in a moderate sense.124 respondents are from 1st semester out of them 51(41.12%) say in a broad sense,49(39.51%) say in a moderate sense and 24(19.35%) not at all.107 respondents are from 2nd semester out of them 45(42.05%) in a broad sense,45(42.05%) in a moderate sense and 17(15.9%) not at all.135 respondents are from 3rd semester out of them 75(55.55%) say is a broad sense,44(32.59%) say in a moderate sense and 16(11.85%)say

not at all.134 respondents are from 4th semester out of them 111(82.83%) say in a broad sense,21(15.67%) in a moderate sense and 2(1.49%) say not at all.57% respondents from IIUI say in a broad sense,32% in a moderate sense and 11% say not at all.62% respondents from NUML say in a broad sense,28% in a moderate sense and 10% say not at all.55% respondents from PU say in a broad sense,35% in a moderate sense and 10% say not at all.57% respondents from BZU say in a broad sense,30% in a moderate sense and 13% say not at all.51% say in a broad sense broad sense,34% in moderate sense and 15% say not at all.

Figure 4.24 Influence of information provide by political talk shows on voting

Influence of information on voting
decision in 2013's General Election

■Influence of information on voting decision in 2013's General Election

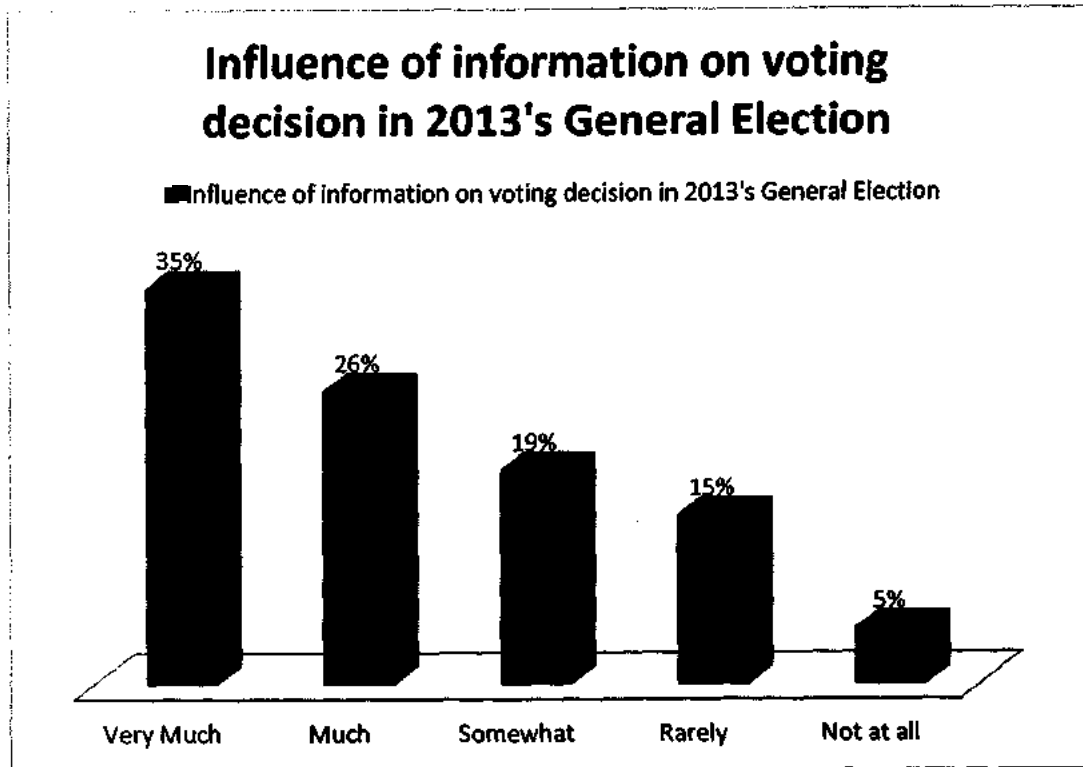Figure 4.24 shows the results that 35% respondents said information provided by political

talk shows had very much influenced on voting decision in General Election 2013,26%

said much,19% said to somewhat,15% said rarely and 10% said not at all.

Figure 4.25 Vote in the general election 2013

Voted in General Election 2013
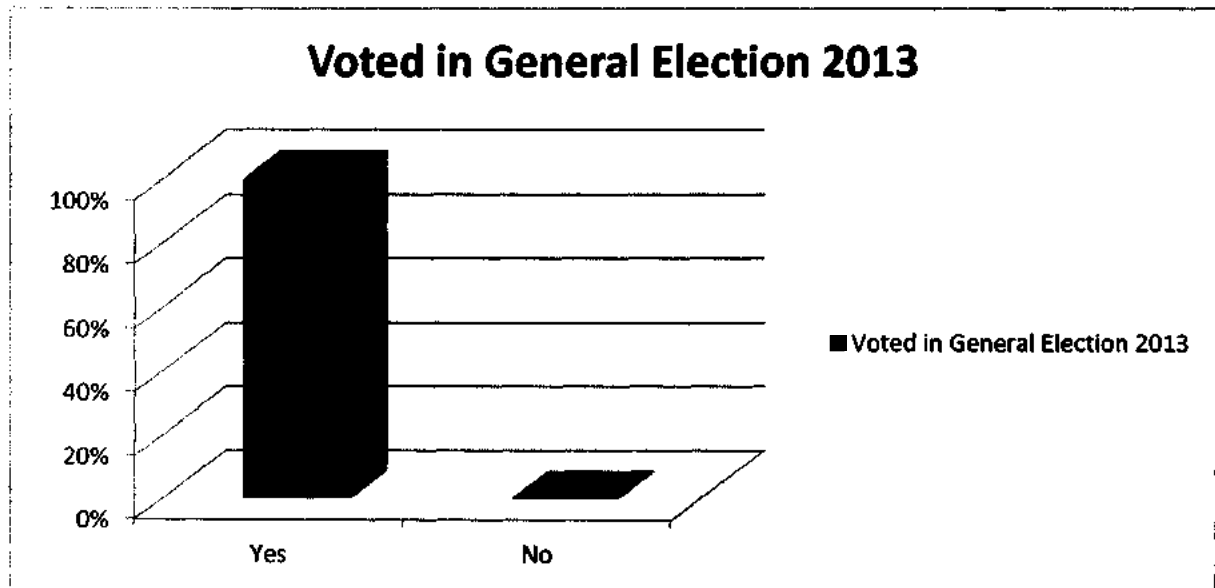
Figure 4.25 shows the results that 100% respondents casted vote in general election 2013.

Figure 4.26 Vote in the nest election on the base of information provide by the

political talk shows

Vote in next election and information provide by shows

■ Vote in next election and information provide by shows
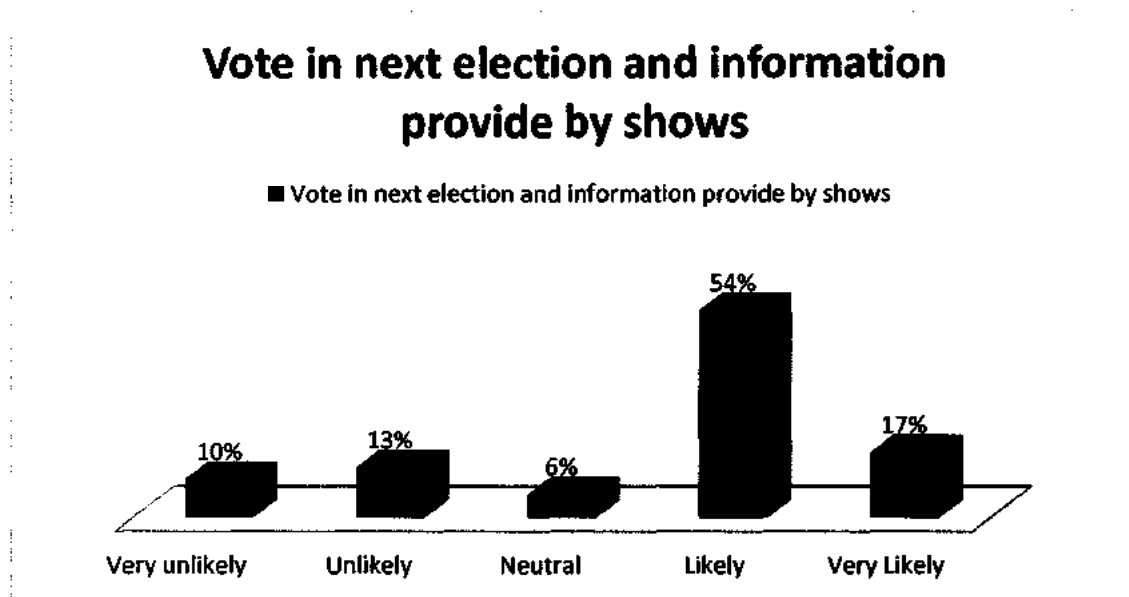
Figure 4.26 shows the results that 10% respondents say very unlikely to vote on the bases

of information given by the political talk shows,13% unlikely,6% neutral,54% say likely

and 17% say very likely.

Figure 4.27 Presentation of party leader in shows

Ported of party leader in shows

■ Ported of party leader in shows

| In True Sense | In limited Sense | Not at all |

Figure 4.27 shows the results that 36% respondents say party leaders are ported in true

sense,54% say in a limited sense and 10% say not at all.

Figure 4.28   You believe that the activities of party leader are ported?

Figure 4.28 shows the results that out of 250 male respondents, 86(34.4%) say, activities of party leaders in a true sense, 70(28%) say in limited sense and 94(37.6%) say not at all. Out of 250 female respondents,98(39.2%) in a true sense,55(22%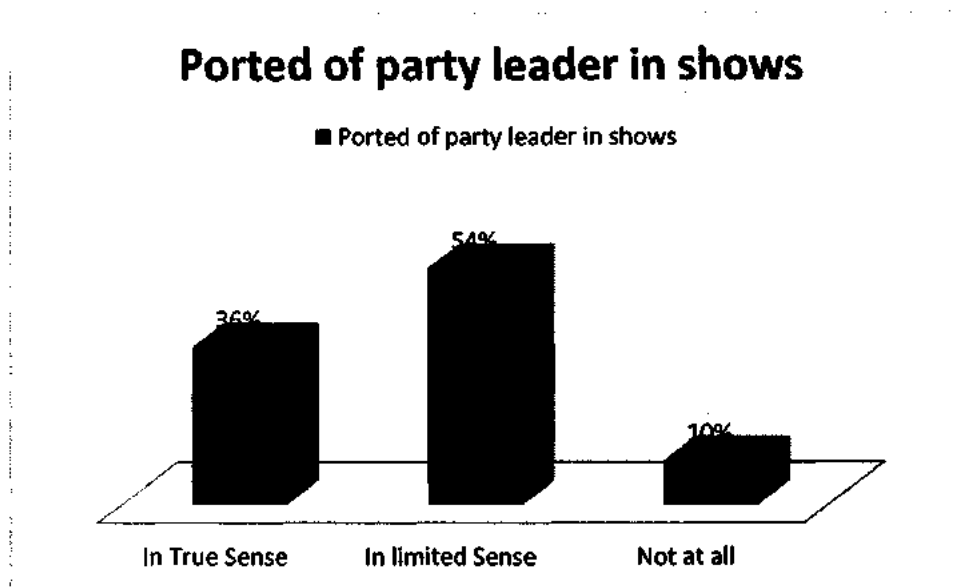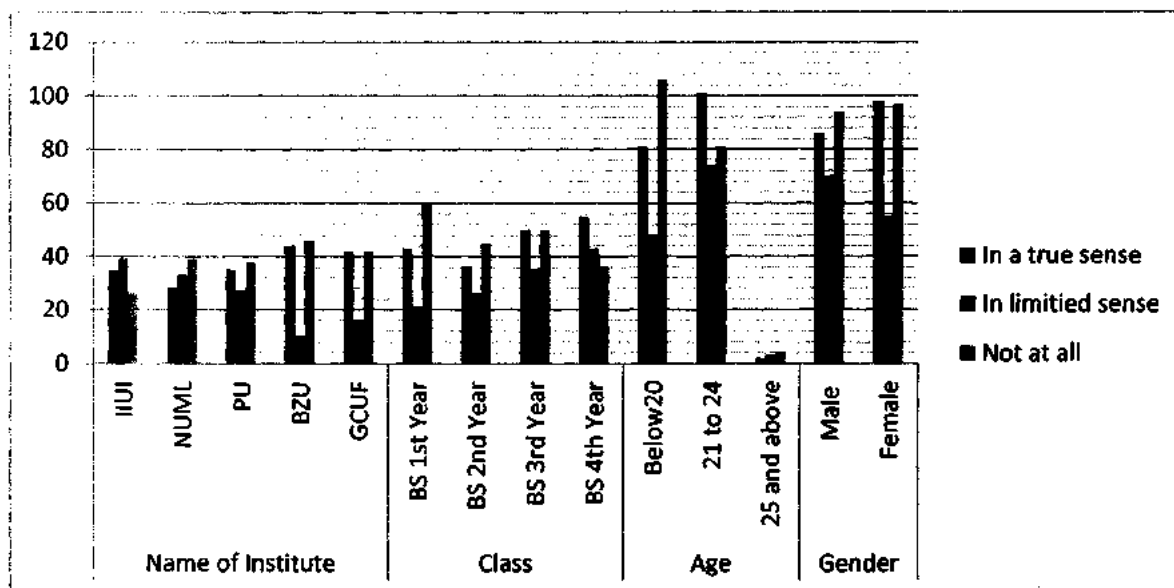) say in a limited sense and 97(38.8%) say not at all.235 respondents are below 20 years of age out of them 81(34.46%) say in a true sense, 48(20.42%) in a limited sense and 106(45.10%) say not at all.256 respondents are between age of them 101(39.45%) say in a true sense, 74(28.90%) in a limited sense and 81(31.64%) say in a limited sense.9 respondents are 25 and above out of them 2(22.22%) say in a true sense, 3(33.33%) in a limited sense and 4(44.44%) say not at all..124 respondents are from 1st semester out of them 43(34.67%) in a true sense, 21(16.93%) say in a true sense and 60(48.38%) respondents say not at all.107 respondents are from 2nd semester and out of them 36(33.64%) respondents say in a true sense, 26(24.29%) in a limited sense and 45(42.05%) say not at all.135 respondents are from 3rd semester out of them 50(37.03%) say in a true sense, 35 (25.92%) in a

limited sense and 50(37.03%) not at all.134 respondents are from 4th semester out of them 55(41.04%) in a true sense, 43(32.08%) in a limited sense and 36(26.86%) not at all.35% from IIUI say in a true sense, 39% in a limited sense and 26% not at all.28% respondents from NUML say in a true sense, 33% in a limited sense and 39% say not at all.35% respondents from PU say in a true sense,27% in a limited sense and 38% say not at all..44% respondents from BZU say in a true sense, 10% say in a limited sense and 46% say not at all.42% respondents from GCUF say in a true sense, 16% in a limited sense and 42% say that political talk shows not present the leader in a true sense.

Figure 4.29   Reliance on information in next election provide by political talk shows
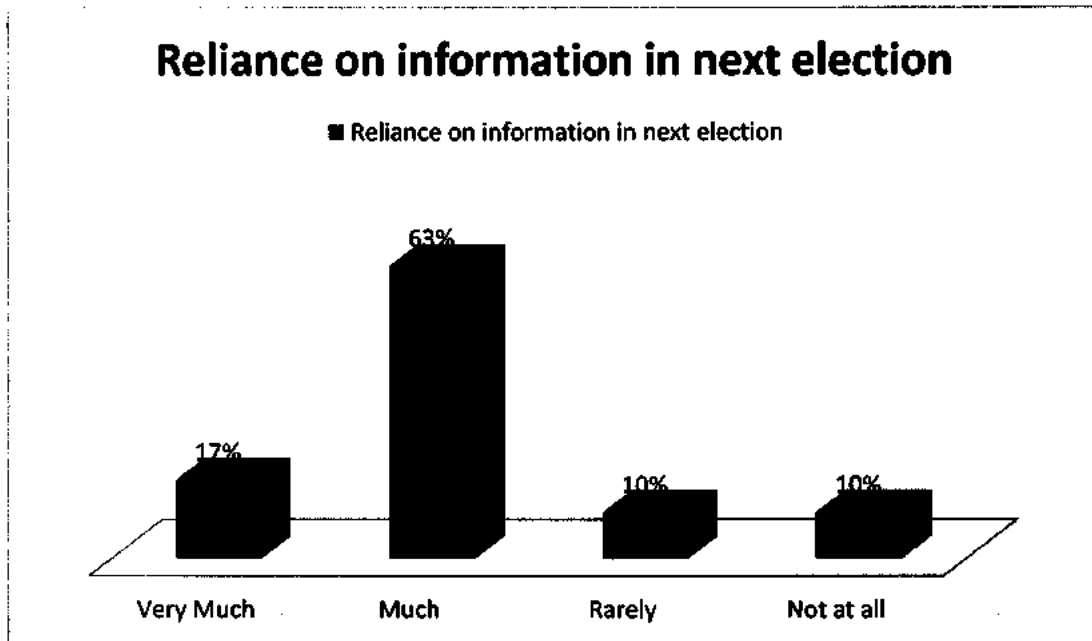
Figure 4.29 shows the results that 17% respondents say that they will rely on the information provide by the political talk shows in next election,63% say much,10% say rarely and 10% say not at all.

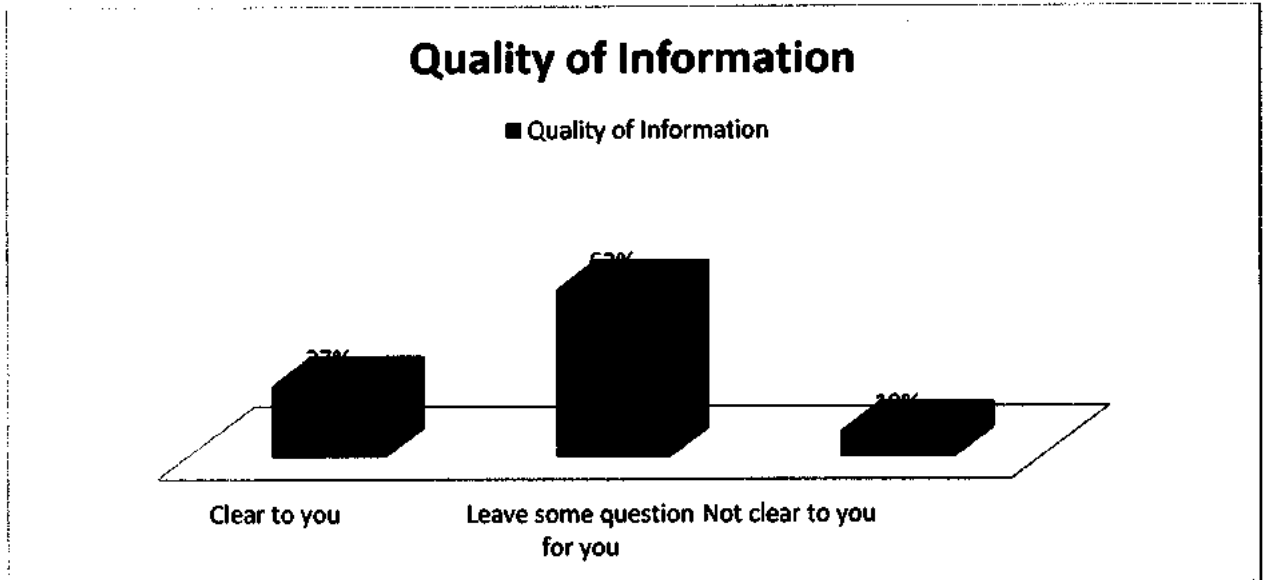**Figure 4.30 Clarity of information in political talk shows**

Figure 4.30 shows the results that 27% say information clear to them which is they obtain

from the political talk shows.63% say leave some questions and 10% say not at all.

Figure 4.31 Clearness of information provide in the political talk shows to viewers?
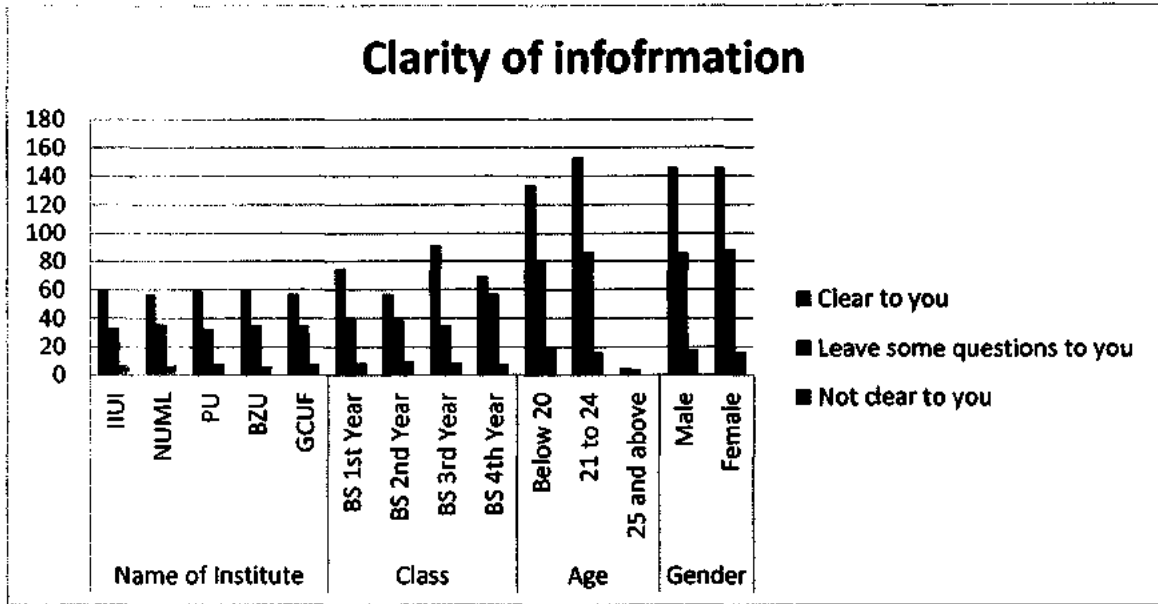
Figure 4.31 shows the results that out of 250 male respondents, 146(58.4%) answer that subject discuss in these political talk clear to them,86(33.2%) answer that the subject leave some questions for them and 18(7.4%) say subject do not clear to them. Out of 250 female respondents, 146(58.4%) think that subject clear to them,88(35.2%) say it sometime leave some question for them and 16(6.4%) say that it not clear to them.235 respondents are below 20 years of age out of them 134(55.02%) say that these political talk shows the subject of these political talk shows clear to them,87(34.47%) say that it leave some question for them and 20(10.51%) sat it not clear to them.256 respondents are between the age of 21 to 24 year out of them 153 (59.76%) respondents answer that subject discuss in the political talk shows clear to them,87(33.98%) say these programs leave some question for them,16(6.25%) say it not clear to them.9 respondents have age 25 and above answer that 5(55.55%) say these programs clear to them and 4(44.45%) say it is not clear.124 students 75(60.48%) answer that the subject discuss in the political talk shows clear to them,40 (32.25%) say these programs leave some question for them

and 9(7.27%) is never clear to them.107 respondents are in BS 2nd semester out of them 57(53.27%) answer that the subject is clear to them,40(37.38%) say that it leaves some question for them and 10(9.35%) answer that it does not clear to them.135 respondents are in 3rd semester out of them 91(67.40%) respondents say subject clear to them,35(25.92%) say it leaves some for them and 9(6.68%) it does not clear to them.134 respondents are in BS 4th semester out of the 69(51.49%) say it clear to them,57(42.53%) say it leaves some for them and 8(6.02%) say it does not clear to them.60% respondents from IIUI say that it clear the subject,33% say it leaves some question for them and 7% say it does not clear to them.57% respondents from NUML say that it clear the subject,36% respondents say that it leaves some for them and 7% say it does not clear to them.59% respondents from PU say it clears to them,33% say it leaves some question for them and 8% say that it does not clear to them.59% respondents from BZU say that it clears to them,35% say it leaves some question for them and 6% say it does not clear to them.57% respondents from GCUF say the subject discuss in the political talk show clears to them,35% say it leaves some question for them and 8% say it does not clear to them.

Figure 4.32 Feedback to the political talk shows
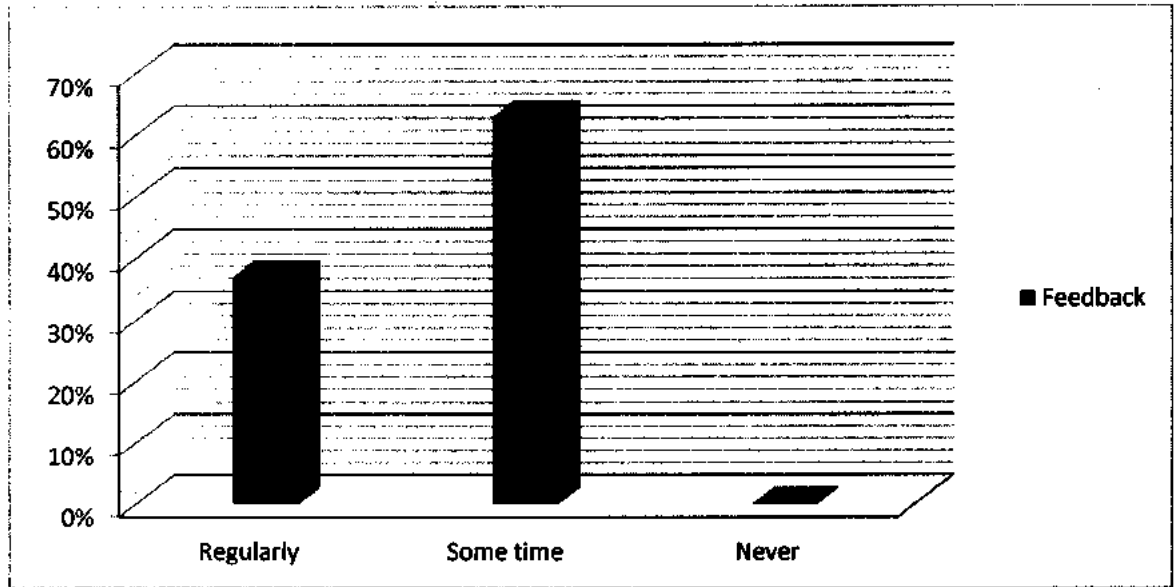
Figure 4.32 shows the results that 37% respondents do feedback regularly,63% some time and 0% never.

Figure 4.33 Do you feedback in political talk shows?
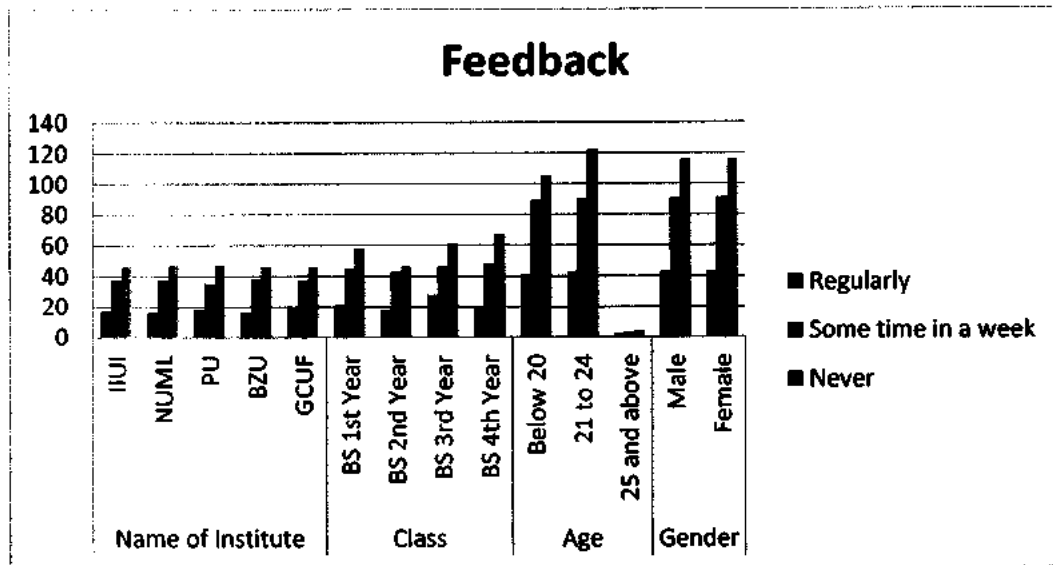
Figure 4.33 shows the results that out of 250 male respondents, 43(17.2%) do feedback regularly, 91(36.4%) some time in a week and 116(46.4%) respondents do never feedback to these political talk shows. Out of 250 female respondents, 43(17.2%) respondents do feedback regulary,91(36.4%) some time in a week and 116(46.4%)do not feedback.235 respondents are below of20 year of age out of them 41(17.44%) respondents do feedback regularly,89(37.87%) do feedback some time in a week and 105(44.69%) do not feedback.9 respondents are 25 and above years of age out of them2(22.22%)do feedback regularly,3(33.33%) respondents some time in a week and 4(44.45%) do not feedback.124 respondents are in 1st semester out of them 21(16.93%) respondents do feedback regularly,45(36.29%) sometime in a week and 58(46.78%) do not feedback.107 respondents are from 2nd semester out of them 18(16.82%) do feedback regularly,43(40.18%) some time in a week and 61(43%) do not feedback.135 respondents are from 3rd semester out of them 28(20.74%) doo feedback regularly,46(34.07%) some time in a week and 61(45.19%) do not feedback.134 respondents are from 4th semester

out of them 19(14.17%) do feedback regularly,48(35.82%) some time in a week and 67(50.01%) do not feedback.17% respondents from IIUI do feedback regularly,37% some time in a week and 46% do not feedback.16% respondents from NUML do feedback regularly,37% some time in a week and 47% do not feedback.18% respondents from PU do feedback regularly,35% do some time in a week and 47% do not feedback.16% respondents from BZU do feedback regularly,38% do some time in a week and 46% do not feedback any time.19% respondents from GCUF do feedback regularly,37% some time in a week and 46% do not.

Figure 4.34   Channel of feedback

Channel of feedback

	Web Bloggi ng	Email	Faceb ook	Twit	Post	SMS	Call	Any other
■ Channel of feedback	37%	18%	17%	19%	9%	0%	0%	0%
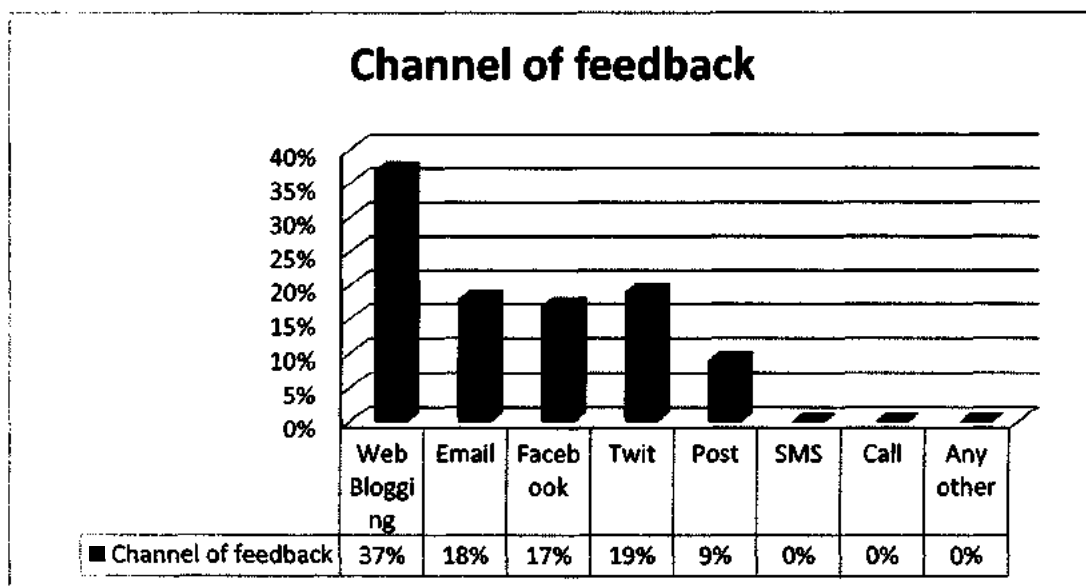
Figure 4.34 shows the results that 37% respondents do feedback through web blogging, 18% through email,17% on facebook,19% do twit,9% via post.

Figure 4.35   Which comedy political talk show you like?
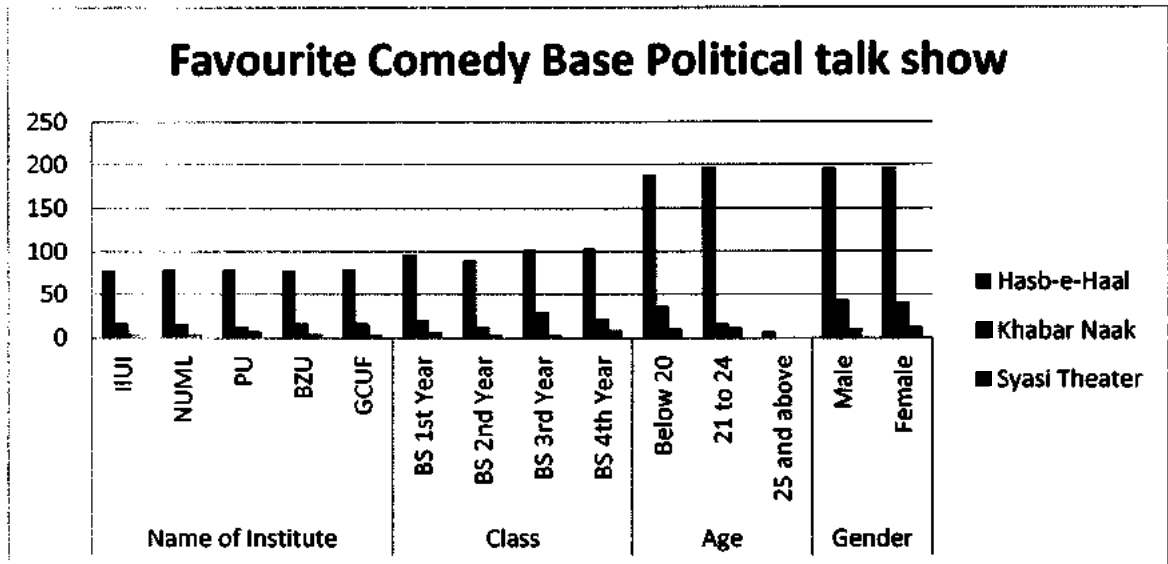
Figure 4.35 shows the results that out of 250 male respondents, 196(78%) like to watch Hasb-eHaal on Dunya News, 41(16.4%) like to watch Khabar Naak on Geo News and 13(5.2%) like to watch Syasi Theater on Express News.Out of 250 female respondents,196(78%) respondents like to watch Hasb-e-Haal on Dunya News, 41(16.4%)like to watch Khabar Naak on Geo News and13(5.2%) like to watch Syasi Theater on ExpressNews.235 respondents are below the age of 20 years out of them,188(34.46%) like to watch Hasb-e-Hall, 3615.31%) like Khabar Naak and 11(4.68%) like to watch Syasi Theater .256 respondents are between age of 21 to 24 out of them 197(76.95%) like to watch Hasb-e-Hall, 17(6.64%) like to watch Khabr Naak and 12(4.68%) like to watch Syasi Theater.9 respondents are 25 and above out of them7(77.77%)like Hasb-e-Hall, 1(12.5%) like Khabar Naak and 1(12.50%) like Syasi Theater.124 respondents are from 1st semester out of them 97(78.22%) like to watch Hasb-e-Haal, 20(16.12%) like Khabar Naak and 7(5.64%) like to watch Syasi Theater.107 respondents are from 2nd semester out of them 90(84.11%) like Hasb-e-Haal,

13(12.14%) like to watch Khbar Naak and 4(3.7%) like to watch Syasi Theater.135 respondents are from 3rd semester out of them 102(75.75%) like to watch Hasb-e-Haal, 29(21.48%) like Khabar Naak and 4(2.96%) like to watch Syasi Theater.134 respondents are from 4th semester out of them 103(76.86%) like to watch Hasb-e-Haal, 22(16.41%) like Khabar Naak and 9(6.7%) like to watch Syasi Theater.78% respondents from IIUI like Hasb-e-Haal,17% like Khabar Naak anad 5% like Syasi Theater.79% respondents from NUML like to watch Hasb-e-Haal 16% like Khabar Naak and 5% like Syasi Theater.79% respondents from PU like to watch Hasb-e-Haal, 13% like Khabar Naak and 8% like Syasi Theater. 78% respondents from BZU like to watch Hasb-e-Haal ,17% like Khabar Naak and 5% like Syasi Theater.79% respondents from GCUF like to watch Hasb-e-Haal, 17% like Khabar Naak and 4% like to watch Syasi Theater.

CHAPTER 5
DISCUSSIONS and COCLUSION

5.1 Discussions

A large number of respondents like to watch political talk shows daily which is very significant; some watch weekly and very few like watch monthly. Majority of male and female respondents like to watch political talk shows daily which is very significant.

A significant number of the respondents like to watch political talk shows. Mostly like to watch comedy political talk shows, few like to watch issue base political talk shows and very few like to watch interview base political talk shows.

Mostly watch political talk shows for information and entertainment. Some watch political talk shows only for information and very few watch political talk shows for entertainment. It means that significant number of respondents like to watch programs for information and entertainment.

Majority of respondents does feedback these political talks on regular basis. Sometime few respondents do feedback. Web blogging is the most popular way to feedback, Facebook second, twitter third and email was at forth.

Comedy base political talk shows are mostly like by the respondents due to best presentation of the subjects in the programs. Some like issue base and very few like interview base political talk shows.

Mostly respondents are clear to the subject or topic presented in the political talk shows for the purpose of discussion. Some think that it leaves some questions in their minds

while very few think that these programs are not clear to them.

Majority of respondents like to invite their friends to watch political talk shows. Some said some time and very few told that they never invited their friends to watch these programs.

Majority of the respondents said that political talk shows mostly presented political contents while viewers are interested in economics and education A large number of respondents told that these programs fulfill their need of information. And some said that some time it fulfills their need and very few answered that these programs never fulfill their needs.

A large number of respondents told that these programs are very sufficient in getting in depth information about an event.

Except few mostly respondents told that these political talk shows have brought change in their political attitude.

Mostly respondents said that they watch these programs for the purpose of improving political attitude.

Majority of respondents replied that they like to share information obtain from the programs with their friends.

Mostly respondents told that political talk shows increase the skill of journalist.

Majority of the respondents told that political talk shows improved their socialization and some told that to some extent and very few told that these programs did not improve their

political socialization at all.

Majority of the respondents told that political talk shows portray the party leader in true sense few said in a limited sense and very few said not at all.

Majority told that these programs brought political attitude and very few denied that.

5.1.2 Hypothesis Testing

The current study depended on the hypothesis which helped the researcher to calculate the study. Hypothesis testing is defined with the help of statistical analysis. The researcher practice Chi-Square test and correlation to divulge the statistical findings.

5.2.1 Hypothesis Acceptance or Rejection

Watching Political talk shows is integrated with the needs and gratifications of viewers as they motivated the audience to participate with more enthusiasm during General Elections 2013.

Test Statistics

Chi-Square	399.808
df	2
Asymp. Sig.	.000

The results shows assessment of P is low than the level of consequence 0.05 which represent that the substitute hypothesis (H1) Watching Political talk shows is integrated with the needs and gratifications of viewers as they motivated the audience to participate with more enthusiasm during General Elections 2013 whereas null hypothesis (H0) is rejected.

5.3 Conclusion

The finding of the survey show that political talk shows: A need gratification study of the viewers. There were 5 research questions upon which the questionnaire was based. The questions are as under

- Which type of political talk show mostly like by the viewers?

- Are viewers like new trends in comedy base political talk shows?

- Is viewers' political socialization strengthening through political talk shows?

- Do the political talk shows change the voting trend among viewers?

- Political talk shows and usage of information in the general election 2013?

Among them the first one show the results that majority of viewers like to watch comedy base political talk shows and very few like to watch issue base and interview base political talk shows. A large number of viewers like to watch political talk shows on daily bases and only few like to watch some time in a week or month.

The 2nd question asked about the likeness of new trends in comedy base talk shows. A large number of respondents like new trends in comedy base political talk shows such as political parody, music, jocks and information.

The 3rd question asked about strengthens the political socialization of the viewers. Majority of viewers said yes in a true sense, some said in a limited sense and very few said not at all.

The 4th question is about changing trends of vote due to usage of information of political talk shows political talk shows answered by the majority yes.

The 5th question about the usage of information provided by the political talk shows before general election 2013 by viewers for their political socialization and took part in election for vote, mostly respondents answered that they used information for the purpose of taking part in general election 2013.

5.4 Recommendations

The research suggests the following research dimensions that can be explored by the future researchers:

- Researcher may conduct a survey to find the relationship between the blogs of political talk shows and their contents.

- Moreover, researcher may find out the psychological effects of political talk shows on behavior of voters.

- Furthermore researchers can do comparison study about the contents of different news channels political talk shows.

- Another study can be done on viewers' perception about political talk shows as a case study in which a group will interview by the researcher after small interval of time again and again to find out at what level the political talk shows change their perception on a specific topic.

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Appendix

Questionnaire

Age_____   Gender_____   Institute_____

Q 1: How frequently do you exposed to the following types of political talk shows?

	Daily	Some Time in a Week	Some time in a month
Issue Base	-----	-----	-----
Interview base	-----	-----	-----
Comedy Base	-----	-----	-----

Q 2: Do you like the political talk show due to?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Anchor	-----	-----	-----	-----	-----
Channel	-----	-----	-----	-----	-----
Format	-----	-----	-----	-----	-----
Panel Members	-----	-----	-----	-----	-----

Q 3: To what extent are you satisfied to the contents of?

	Very Much	Much	Somewhat	Rarely	Never
Issue Base	-----	-----	-----	-----	-----
Interview Base	-----	-----	-----	-----	-----
Comedy Base	-----	-----	-----	-----	-----

Q 4: Which particular content political talk shows mostly present?

a) Economy

b) War on Terror

c) Politics

d) Education

e) Other social issues

Q 5: How much interest do you take in the following contents of political talk shows?

	Very much	much	Somewhat	Rarely	Not at all
Economy	-----	-----	-----	-----	-----
War on Terror	-----	-----	-----	-----	-----
Politics	-----	-----	-----	-----	-----
Education	-----	-----	-----	-----	-----

Social Issues   -----   -----   ----   -----   -----

Q 6: Do you suggest your friends to watch political talk shows?

    (a) To many friends

    (b) To some friends

    (c) Not anyone

Q 7: Do you agree that contents are according to your need?

    (a) Always

    (b) Sometime

    (c) Never

Q 8: For what particular need do you watch?

    (a) Information

    (b) Entertainment

    (c) Both

    (d) Time Pass

Q 9: Do you agree that political talk shows are sufficient source of information about events?

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

Q 10: How much do you think that contents of political talk shows are useful in grooming as journalist?

Very much   much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 11: Do you like to share information obtaining from political talk shows?

Very much   much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 12: How much do you think that political talk shows give a new perspective to each thought of every issue by the voice of public?

Very much   much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 13: Do you like to watch comedy base political talk shows?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Political Parody	-----	-----	-----	-----	-----
Jocks	-----	-----	-----	-----	-----
Music	-----	-----	-----	-----	-----

Information   -----   -----   -----   -----   -----

Q 14: Do you agree that political talk shows motivate viewers in political affiliation with political party?

Very Much   Much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 15: Did political talk shows bring change in political affiliation with political party before General Election 2013?

Very Strongly Agree   Agree   Do not know   Disagree   Strongly disagree

-----   -----   -----   -----   -----

Q 16: Did political talk shows improve your political socialization?

In a limited sense   -----

In a true sense   -----

None of both   -----

Q 17: Have you voted in general election 2013? (Provincial or national assembly)

Yes   -----

No   -----

Q 18: To what extent usage of political talk shows information did influence the voting decision during general election 2013?

Very much   much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 19: Please indicate your likelihood to vote in next elections (local bodies, provincial or national assembly) on the basis of information provided in shows?

Very unlikely   unlikely   neutral   likely   very likely

Likelihood   -----   -----   -----   -----   -----

To vote

Q 20: Do you believe that the activities of party leader are ported?

In a true sense   -----

In a limited sense   -----

None of both   -----

Q 21: To what extent you will rely on these information sources in next elections?

Very much   much   Somewhat   Rarely   Not at all

-----   -----   -----   -----   -----

Q 22: Do you think that information obtaining from political talk shows?

Clear to you -------

Leave some question for you -------

Not clear to you ------

Q 23: Do you feedback these programs?

(a) Regularly -------

(b) Some time in a week -------

(c) Never -------

Q 24: If yes, Do you feedback via?

(a) Web Blogging -------

(b) Email -------

(c) Facebook -------

(d) Post -------

(e) Twit -------

(f) Call -------

(g) SMS -------

(h) Any other -------

Q 25: Which comedy political talk shows you like?

- Hasb-e-Hall -------

- Khabar naak -------

- SayasiTheater -------