

**ANCHORPERSONS: AN EMERGING FACE OF  
TV NEWS CHANNELS**

**Research Thesis**

**MS**



***Research Scholar***

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**Reg. No. 49-SS/MSMC/F09**

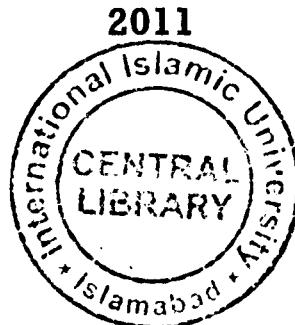
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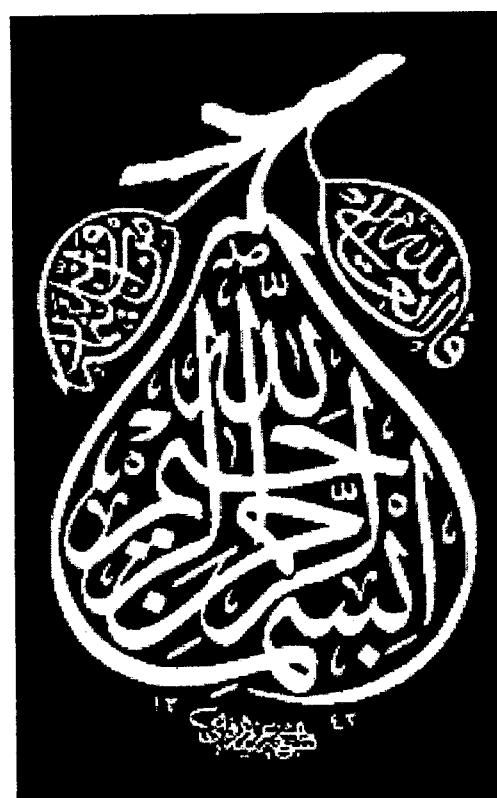
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Supervisor

Dr. Bakht Rawan

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***“In The Name of Allah the Most Beneficent the Most Merciful”***

## **DEDICATON**

I dedicate this effort to my beloved parents  
I'm here just because of their blissful love which they always showed for me, and  
their nonstop encouragement for me on every step of my life they taught me to pay  
respect to elders and love to younger.

**International Islamic University Islamabad**  
**Faculty of Social Sciences**  
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**Final Approval**

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

**Committee**

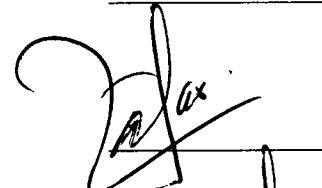
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## ABSTRACT

The growth of news media in Pakistan in last few years has traumatized media landscape in the country. Specially, the fame gained by the private news channels in very short span of time is incredible. Private news channels have increased political awareness among audience through talk shows. The role of anchorpersons hosting political talk shows has become very important. This research study mainly focused the role and importance of the anchorpersons working in different news and current affair channels as an emerging face of TV news channels.

The study was designed to investigate the perceptions of audiences regarding the role of anchorpersons as a symbol of identity for the TV news channels; Whether, the anchorpersons are biased toward certain political parties/groups and try to impose their own point of view on the guests and ultimately on the viewers; and Whether, they are following the basic ethics of politeness/ accommodations, reverence or otherwise.

The researcher used descriptive survey research technique to find out what exists at the moment in the audience's perception about anchorpersons. Two hundred forty respondents were selected through proportionate stratified random sampling technique. Gender and level of education was used as strata for selection of appropriate sample for this research study. The portion of male and female was 50%. The researcher used closed ended research questionnaire to obtain the opinion of the audience regarding the role and importance of anchorperson.

Findings of the study revealed that majority of respondents believed that anchorpersons have become a symbol of identity for their respective TV news channel. An overwhelming majority of the respondents believed that anchorpersons have become indispensable for TV news channels. They liked those news channels more which have famous anchorpersons than the other news channels. However, people perceived that anchorpersons have lacking professional education and experiences. They often try to dictate the audience by imposing their own point of view. They are not only giving the analysis but also determine the direction. They violate professional ethics by slanting the facts and biased analysis. They often used derogatory words for the guests and asked personal question to prove them guilty. Overwhelming majority of the respondents has opinioned that anchorpersons have become agent provocateurs.

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I offer my humblest thanks to almighty Allah alone the beneficent, the omnipotent, the merciful and the most compassionate and the holy prophet Muhammad (P.B.U.H) the most perfect and exalted among ever born on the surface of earth, who is forever torch of guidance and knowledge for humanity as a whole.

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## **CHAPTER ONE**

### **Introduction**

## INTRODUCTION

### 1.1 Background

The power centre of the world has been changing for last two, three decades; the role of institutions has largely been changed. Economic powers have been replacing military powers. Media has become and getting a lion share in the global power game. No one can undermine the global influence of media in the present age. It has become the sole partner in power sharing segment of the society.

The expansion of electronic media in Pakistan, particularly since from the last decade brought revolutionary changes in the field of information and political awareness in Pakistani society. News bulletin, talk shows, documentaries and analysis of different socio-political, religious and cultural issues have captured the socio-political landscape. The emergence of the new private electronic media has altered the evaluation standard of the audience on different critical social and political issues. International Media Support (IMS) reported (2009, p.16) that Pakistani electronic media faced a decisive development from 2002 under General Musharraf regime. Some of the media experts believe that the idea to liberalized media by the military's government was based on the assumption that free and strong media would create openness in society. It would create national integration and strengthen the national security. Moreover, strong national media would effectively counter Indian media power. This idea was inferred from the two bitter past experiences during the confrontations with India (Kargil War and hijacking of the Indian Airliner by the Pakistani militants). In both occasions, strong Indian national media has launched propaganda war against Pakistan. Pakistani state own media (PTV) was not able to effectively counter this propaganda warfare. Therefore, military establishment was left with no other options to respond in the same fashion in future with strong national media. Thus the door for free and strong media was opened for the private market in Pakistan. This media boom provides an opportunity for the media owners to gain political clout and scale down the state's monopoly on electronic media. Media particularly some of the private TV news channels became a powerful force in society.

The rapid growth in Pakistani electronic media in last decade was not in line with the training and professional capacity of the journalists at that time. Mostly Urdu news and current

affairs channels were launched and deficiencies of qualified staff were fulfilled by hiring the big names from the print media. TV anchorpersons were mostly hired from the Urdu press by the different news and current affair channels. These journalists had a vast writing and reporting experience but had no training regarding conducting a TV talk show. Moreover these journalists had mostly possessed rightwing philosophy and conservative approach to address the issues in print media by adopting aggressive approach to highlight the sensitive issues thorough their columns and reports. Therefore, this shift from print media to electronic media does not change their viewpoints and they continued with their aggressive approach to sensitize the issues to again popularity among the audience and started anchoring on the electronic media by sensationalizing the issues of public importance.

## **1.2 Evolution of Electronic Media in Pakistan**

Pakistan stepped in the field of electronic media in 1961, when Syed Wajid Ali, a prominent Pakistani industrialist signed a joint venture agreement with Nipon Electric Company (NEC) of Japan to start a television project in the country. However, after the successful pilot transition test in 1962, Ayub's government had taken over the project in 1963 in the greater national interest of Pakistan. Ministry of Information had asked to continue the project with the NEC. After one year of laborious work, Ministry of Information with help of NEC was able to launch PTV (Pakistan Television) as a joint venture on Nov 26, 1964. The first television station started transmission from Lahore, followed by Dhaka, Bangladesh (1965), Rawalpindi/Islamabad (1965) and from Karachi in 1966. Later on Peshawar and Quetta centers were established in 1974. The initial broadcast was in black and white. However, PTV introduced colour transmission in 1976. Satellite broadcasting service was started in 1991-92 whereas, PTV started Digital TV satellite broadcasting in 1999 (Peerzada, 2010).

The main purpose to establish electronic media in the country was to inform, educate and entertain the people. It was also aimed to create a greater sense of awareness in people regarding their own history, cultural heritage, current issues and development. PTV has not been only playing its role to enlighten the people on national and international issues of their interests but also beautifully maintain its vitally important role in building a united, integrated and disciplined society. These objectives have effectively been achieved by the PTV through its newsy,

affirmative and eye-catching programs on different religious, educational and cultural issues. PTV has also a vital role in establishing social order in society by focusing directly and indirectly on the issue of morality, civic and national responsibilities regarding creating awareness against narcotics, environmental pollution, agricultural reforms in the country through its programs, talk shows, and through anchorpersons in the transmission (PTV, 2011).

### **1.3 Emergence of private TV channel in Pakistan**

Pakistani electronic media was fully own, run and controlled by the government till 1989. Government had always used this most effective instrument to boost its image in the society. Pakistan's first ever private sector TV channel (entertainment) was launched in 1990 when NTM (Network Television Marketing) started its transmission in collaboration with Shalimar Recording & Broadcasting Company (STN). This was a new change in Pakistani society. NTM had gain tremendous success due to its popular dramas. Chand Girhan, Dasht, Kashko, Red Card, Sitara Aur Mehrunnisa etc.

The largest boom in Pakistan media was recorded after 2002 when Musharaf's government has decided to liberalize the electronic media. Pakistan Electronic Media Regulatory Authority was established to facilitate the delegation of powers and responsibility to the gross root level and also ensure the interactive participation of audience at local and community level in mass media. Until 2002, the only source of information and entertainment was Pakistan Television which was controlled by the government. There was not a single FM channel working in the country till 1996. However, today large numbers of TV channels and FM radio stations are working in the country. PEMRA has issued licences to 136 FM radio stations and 86 satellite TV channels in Pakistan. It also provided landing rights for 26 foreign TV channels to 11 companies and there are 4 Uplinking Permission Holders. PEMRA has also issued 4 Mobile TV (Content Provision) Service Licences to Telenor, Ufone, Mobilink and Zong (PEMRA, 2011).

Centre of Civic in Education Pakistan has quoted Gallup Pakistan that there are 22.5 million households in the country comprises 7.5 million in urban areas and 15 million in rural areas. There are 12.5 million households that own TV sets. The TV ownership in urban area is 77 percent while only 44 percent households have TV ownership in rural areas. The total TV viewership in Pakistan is 58 percent due to the unavailability of electricity in rural areas. The

viewership in the urban area is 69 percent while only 51 percent in the rural area. Thirty percent out of this viewership is satellite viewers (18 million) (viewers age 10+).

### **1.3.1 Indus TV network**

The first Pakistan based satellite channel was introduced in the year 2000 when Indus TV network started independent satellite transmission in Pakistan. The network includes family of channels like, Indus vision, Indus Music, Indus News and Indus Plus (Indus TV network, 2011).

### **1.3.2 ARY Digital TV network**

A Dubai based Pakistan owner of ARY group of companies has launched ARY Digital from the United Kingdom in 2000 to fulfill the increasing demand of family entertainment channel for Pakistani viewers living in Europe. ARY started its transmission in Pakistan in 2001 and introduce a music channel (ARY Music), a 24 hours news and current affairs channel (ARY News), ARY One world, a 24 hours transmission for India and ARY Digital-Middle East. ARY Digital has recently acquired DTH (Direct to Home) license from PEMRA (ARY Digital TV, 2011).

### **1.3.3 Geo TV network**

Geo TV network has started its regular broadcasting in October 2002 to cover the general election in the Pakistan. This was an amazing change in Pakistani electronic media. The addition of Geo News in Pakistani electronic media has brought revolutionary change in the process of information and free reporting. Today, Geo TV network is the most famous and largest TV network in Pakistan. Geo network includes channels like Geo News, Geo Entertainment, Geo Super, Aag TV (music channel). Geo is considered as model for the rest of TV channels in Pakistan (Geo TV network, 2011)

### **1.3.4 Aaj News**

Aaj News has started its transmission in March 2005. This channel gets fame during the judiciary crisis in 2007 when Aaj News broadcasted several talk shows on judicial crisis and broadcast live coverage during the lawyer long march for the restoration of supreme judiciary in

the Pakistan. Aaj News provides all kind of programmes like News, current affairs, entertainment and infotainment for it values able audience around the clock (Pak news TV, 2011).

### **1.3.5 Dawn News**

Pakistan first 24-hour English news channel started its broadcasting in July 2007. This channel was launched by Pakistan Herald Publications Limited (PHPL), which is the largest English-language media group in Pakistan. However, Dawn News was failed to maintain his 24 hour English transmission in the country and incorporated 3 hours daily Urdu transmission (9-11pm) in February 2010 after a very short spell of 3 years due to low level of literacy in the country and lacking advertisement due to low viewership (Pak TV online, 2011).

### **1.3.6 SAMAA TV**

Saama TV was launched in December, 2007 by Jaag Broadcasting (Pvt) limited. Saama TV is owned by Jaag Broadcasting Systems (Pvt.) Limited and based in Karachi (Boly TV, 2011).

### **1.3.7 News One**

Air Waves Media has launched a 24-hours Urdu news channel “News One” in December 2007. Pakistan under the umbrella of Inter flow Group of companies which is the umbrella of the largest advertising group in Pakistan. It has a sister channel TV One and based in Karachi (Ask, 2011).

### **1.3.8 Express News**

Express News is another valuable addition in Pakistani Urdu News media. The channel was launched January 2008 by the Television Media Network (Private) Limited. Express News has based in Lahore. The groups launched ‘Express 24/7’ a sister channel 24-hour Pakistani English news channel in February 2009. Express 24/7 is the only pure English Channel working in the country (Pak news TV, 2011).

### **1.3.9 Waqt News**

Waqt News belonging to Nawa-i-Waqt media group has started its transmission in early 2008 in Pakistan. Nawa-i-Waqt group was one of the biggest media groups in Pakistan.

However, the group faces too much criticism due to internal family disputes over business and weak policies towards employees in last few years. This group has a long historical background of ideological and critical reporting (Boly TV, 2011).

#### **1.3.10 Dunya News**

Dunya News is one of the famous news channels in Pakistan. The channel started its transmission in December 2008. Dunya News attracted huge number of viewers due to its instant news bulletins, current affairs and Infotainment programs. “*Hasb-e-Haal*” is one of the famous TV program and contribute a lot in attracting the viewer attention. The channel has it's headquarter in Lahore (Entertainment News, 2011).

### **1.4 Talk Shows; Historical background**

A talk show is a TV or radio program in which anchorperson (host) bring forward some sensitive and crucial issues in front of the guest/panel of guests, usually well experienced and resourceful persons in relations with the issue under discussion for that episode.

The history of TV talk shows started with the ascent of the medium. However, the first talk show "The Joe Franklin Show," was broadcast on TV in 1951. This show ran for 42 years until 1993. Talk shows get started boom in late 50s and early 60s. The focus of early talk shows was politics and government. Celebrity oriented talk shows were introduced during the 1960s. An American TV talk show “*Larry King Live*” is considered the most popular and longest runnings TV talk show on CNN since 1985 to 2010 with more than one millions of viewers (CNN, 2010). Larry King mainly focuses on political analysis and commentaries during the election coverage. However, King was always accused of pimping for sensational news stories. Similarly, The Graham Norton Show, Friday Night with Jonathan Ross and The Andrew Marr Show are the famous TV talk shows on BBC (BBC, 2011).

#### **1.4.1 Famous Pakistani talk shows and anchorpersons**

<b><u>Program Name &amp; TV Channel</u></b>	<b><u>Host of the Program</u></b>
a. Aaj Kamran Khan Kay Saath (Geo)	- Kamran Khan
b. Hasb-e-Haal (Dunya)	- Junaid Saleem
c. The Shareef Show (Geo)	- Umer Sharif

<u>Program Name &amp; TV Channel</u>	<u>Host of the Program</u>
d. Khabarnaak (Geo)	- Aftab Iqbal
e. Capital Talk (Geo)	- Hamid Mir
f. Aapas Ki Baat (Najam Sethi Kay Sath) (Geo)	- Najam Sethi
g. Lekin (Doosri Taraf) (Geo)	- Sana Bucha
h. Choraha (Geo)	- Hassan Nisar
i. Kal Tak (Express)	- Javeed Chaudary
j. Faisla Aapka (Samaa)	- Asma Shirazi
k. Aaj Ki Khabar (Aaj)	- Absar Alam
l. 50 Minute (Geo)	- Abdul Rauf
m. The Final Round (Aaj)	- Orya Maqbool Jan
n. In-Session (Dunya)	- Asma Chaudary
o. Cross Fire (Dunya)	- Mehar Bukhari
p. Off The Record (ARY)	- Kasif Abbasi
q. Policy Matters (Dunya)	- Naseem Zehra
r. Live With Talat (Dawn)	- Talat Hussain
s. Islamabad Tonight (Dunya)	- Nadeem Malik
t. Siyaasi Log (Express)	- Katrina Hussain
u. Jirga (Geo)	- Saleem Safi
v. Kari Baath Mubashir Luman ka saath (Dunya)	- Mubashir Luman
w. Awaz Kamran Shahid Kay Saath (Saama)	- Kamran Shahid

### **1.5 Overview on Pakistani Anchorpersons and talk shows**

The liberation of electronic media in Pakistan has changed the perception of the people. Bombardment of information by the news channels and phenomenon of breaking news has able the audience to retrieve the desired information within no time. Cheema (2011) has noted that the level of awareness about the socio-political scenario has increased enormously due to political talk shows. Today, the audiences are better informed and have interactive participation in the socio-political affairs of the country. But this all would not possible without the effective role of anchorpersons hosting different talk shows on the different TV channels. These talk shows have created socio-political awareness in the society and today society is in better position to evaluate

the critical role of government and opposition in the country. However, the negative aspect of this liberalization also invokes the lust of power and personal projection in the media. Anchorpersons hosting different talk shows started imposing their thinking on the audience instead of presenting the facts. The aspect of dramatization and manipulation of facts and figures, angling the news story or inducing sensationalism in the news story for the sake of attaining higher ranking among the audience has introduced unhealthy competition in the media. The imprudent attitude of anchorpersons to impose their opinion and thoughts on the audience and trying to dictate their minds has evolved a new concept of anchorocracy in Pakistani media.

### **1.6 New face of the media**

Pakistan is a developing country where the literacy rate is very low (43.92%). Majority of the population (67%) in the country are living in the rural areas of the country where the literacy rate is alarmingly low (33.64) (Census, 1998). Therefore, most of the people in Pakistan looking for electronic media (Radio and Television) for information and guidance.

Induction of new private channels in media system here in Pakistan has not only changed the media landscape but also improve the quality and accessibility of information to the public. News and current affair channels have promoted the democratic norms and openness in the society. Today, people are more interactive in their approach regarding participation in national debates on important issues. Talk shows have provided platform to the audience to play their role in national issues. Anchorpersons have become focus of attention for the audience. People are more likely watch the analysis of these anchorpersons and acknowledge their point of view on the important issues. The illiterate audiences are always looking for anchorpersons for guidance on the important issues. The influence of anchorperson has been increased so that they can influence the political behavior of the audiences. Anchorpersons are becoming a new face of the media. Majority of the public believed that they have become identify for their respectively TV new channels (Finding of the study). They have created social and political awareness among the people of Pakistan (Cheema, 2011). Anti-government, pro-government anchorpersons and mediator are being liked and disliked by different segments of society. However some are being liked by their style of rhetorical speeches, some by their logical presentation of facts, some by their antigovernment stance and some by their partisan role.

## **1.7 Statement of Problem**

This study will investigate the perception of audiences regarding the role of anchorperson as symbol of identity for TV news channel. The study will also investigate the impartiality and biasness of anchorpersons and will also explore the imprudent role of anchorperson by dictating the viewer's minds. The study involves 240 male and female students (BS and M.Sc) of mass communication/journalism department of International Islamic University, Islamabad and National University of Modern Languages, Islamabad. A theoretical frame consisting agenda setting theory and framing theory will be used to provide the theoretical backup to the study.

The researcher designed following research questions to investigate, how viewers perceive the role of anchorperson in private TV channels.

## **1.8 Research Questions**

- 1.8.1 What are the perceptions of the viewers regarding the role of anchorpersons as symbol of identity for the TV news channel?
- 1.8.2 Do viewers perceive anchorpersons inevitable/indispensable for TV news channels?
- 1.8.3 What are the perceptions of viewers regarding expertise of the anchorpersons in their respective fields?
- 1.8.4 What are the perceptions of viewers regarding impartiality of the anchorpersons?
- 1.8.5 Do viewers perceive that anchorpersons are imposing their own perspectives?
- 1.8.6 How viewers perceive about the attitude of anchorpersons towards their guests in TV talk shows?
- 1.8.7 Do viewers consider anchorpersons as agent provocateurs?

## **1.9 Objectives of the study**

This research study will be conducted to fulfill the following objectives:

- To know about viewers' perceptions regarding partisanship of the anchorpersons in the private TV news channels.
- To study the role and needs/importance of anchorpersons for the TV news channels.
- To know the perception of viewers regarding the credibility of anchorperson.

- To study views of the viewers regarding the role of anchorperson as agent provocateur.
- To know the perceptions of the viewers that whether anchorocracy have become power sharing segment of the society.

### **1.10 Significance of the study**

The anchorperson is an important entity in news media. The role and importance of anchorpersons has remained the centre of talks in the west. However, this phenomenon is new here in Pakistan. Therefore, it is the right time to understand, evaluate and analyze the role and importance of anchorpersons, which are holding the most important place in news media. The role of an anchorperson is like a life line between the information and audience. He is like gatekeeper who control the in and out flow of information. Cartwright (1949, p.155) has noted that "It is conceivable that one persuasive person, through the use of mass media, could bend the world population to his own will." However, anchorpersons have exploited their role of moderator and usually become a party in the discussion process (Talk Shows).

The importance of this study is to understand the anchorocracy in Pakistani news channels and examine who much anchorperson is important for the TV channels. The study will also help to understand the role of anchorperson on different social, political, cultural and religious issues that is questionable across the board. The influence of anchorperson on the attitude of the audience is another aspect to reveal. This study will also help us to understand the role of an anchorperson in setting agenda for the public on critical issues of the state. The importance of this research study can easily understand by the time slot given to anchorpersons by the media outlets. One third slot of Prime Time (7-10pm) has been given to these anchorpersons to conduct programs on the current and critical issues of the state. Moreover famous political talk shows are repeated thrice in a day which shows the importance and impact of anchorperson on the audience in Pakistan. Pakalert (2008) has disclosed that heavy amount of salaries; lucrative administrative posts and fringe benefits are promised to these anchorpersons to retain their loyalties with the media outlets. This study will help to understand the perception of audience regarding the role and importance of anchorpersons. This research study will be useful for the media critics to analyze the role and importance of anchorpersons in the best perspective of audience's perception. Results of the study will also be helpful for the media organization for

selection of anchorpersons for improving their rating among the rival competitor in the media industry.

### **1.11 overview of the dissertation**

This research study is comprises on five chapter which give the broad picture of the perception of the respondents regarding anchorperson as an emerging face of the TV news channels.

The chapter 1 of the study gives brief background of the study and the evolution of electronic media and Pakistan. The chapter also highlights the historical background of talk shows and highlights the importance of anchorperson working in different TV news channel. It contains research problem that will be answered in this research study. The chapter also encompasses the objectives of the study and also tells about the significance of present study.

The chapter 2 covers the state of research and theoretical frame related to the present study. It contains the different researches finding about media, talk shows and anchorpersons. This chapter also discusses the related theories with the present investigation. The researcher tried to elaborate the main idea of this study in the chapter.

The chapter 3 of the study explains research methodology used for this investigation. It elucidates what kind of survey technique is used in this study. How population has been identified for selected of appropriate sample. The chapter also explains the rationale for selection of population and sample technique used in this research study. It tells us about the sample frame and highlights the administration of questionnaire.

The chapter 4 gives details about the data analysis, results and its interpretation by researcher. The detailed interpretation of result by using SPSS is also part of this chapter. The researcher also explained the univariate and bivariate analysis of the data in this chapter. This chapter contains the finding of this research study.

The chapter 5 entails the conclusion and recommendation of researcher for future studies on the phenomenon.

## **CHAPTER TWO**

### **State of research (Literature review and theory)**

## **STATE OF RESEARCH** **(Literature review and theory)**

### **2.1 Overview of the chapter**

The chapter state of research (literature review and theory) encompasses studies and researches regarding the role and importance of anchorpersons working in different TV news channels. The researcher also highlighted the related theories of agenda setting and framing to provide theoretical background to the present study. The evolution of Pakistani electronic media and the role of talk shows have also been discussed in the chapter.

### **2.2 Theoretical frame work**

The researcher used agenda setting theory along with framing theory to give theoretical backing to this research study. Both the theories are strongly related even some of the researcher believed that framing theory is the extension of agenda setting concept. However, both the theories have strong relation with anchorperson which is the central point of this research study.

#### **2.2.1 Persuasive power of media and agenda setting theory**

The globalization of media has changed the perception and behavior of the modern society. Today, media is not only the source of information and entertainment for the society but also source of inspiration and guidance for the viewers. Yoshii (2001) has a view that free flow of information has brought vital change in our societal and cultural aspects which was not possible in the past era. Goonasekera, Wang & Servaes (1993) highlighted the imperative relationship between the mass media and society. They argue that globalization of media help the society to adopt the new values and communication policies.

The invention of television has brought revolutionary changes in global society. Since the inception of the medium the media theorists believed that the impact of the medium has been dramatic. The prominent media theorist Joshua Meyrowitz (1985) believed that this medium had provided guidance to its viewers in the areas and subjects that were not previously accessible. Van Veeren (2009) has also endorsed Joshua's argument and noted that the television series 24 helped the viewers in understanding the global war on terror.

Most of the studies reveal that television has far-reaching effects on the society especially on adults and children. Williams (2011) also noted that television has enormous and far-reaching effects on its audiences. Nisbet (2008) argues that news media emphasize or select certain issues or events and give them priorities over others. These studies suggested that media has play a vital role in changing the perception of the viewers. Cheema (2011) also illustrated that TV talk shows hosted by different TV anchorpersons have important role in changing the political priorities of the audiences.

Anchorpersons are most important entity of news media. Anchorpersons are free to select any important critical issue for their talk shows. This means that they prioritized some issues in audience perception by focusing on these issues. They tried to manipulate the public perception regarding important issues by giving undue hype and creating sensationalism in the audiences. They present the one side of facts and try to dictate the audience opinion on important issues. In other words, they set an agenda for the audience to follow on critical issues.

Lippmann (1920) was the first who pointed that the media has power to create an image in our mind. He believed that media actually reshape an event for us and we react on it according to the line, media is imparting us. He noted that the opinions of the most people's are based on the line media is giving them about an issue. Later on McCombs and Shaw (1977) described the agenda setting function of media in their book *Emergence of American Political Issues*. They believe that mass media has ability to bring cognitive change among the individuals and restructure their thinking. Cohen (1963, p.13) also noted that "The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."

During the Watergate crisis in America, Lang's brothers (1983) studies the relationship between press and public opinion and found that press build an agenda for the public by highlighting some events or activities and make them prominent. Press through extensive coverage brings the issue to the public attention. Press use special "frames" for some events or activities or give them meaning thorough which these can be understood by the people. The language used by the media also influences the perception of the people regarding the importance of an issue. They further argued that media linked the issues with prominent personalities to make it focus of attention for the people. They noted that the cycle of agenda

building is started when some credible or well known personally speak out about an issue. The concept of agenda building presented by the Lang's brothers is much more complicated than agenda setting theory. They believed that several steps are involved in putting an issue on public's agenda. Media used frames and coded language for some important issue to influence the public opinion about that issue.

### **2.2.2 Framing Theory**

The role of an anchorperson can be best judge on different critical social, political and religious issues through framing theory. Mass media always use different frames to arrange the information about an issue. News media arrange news stories, news articles and even the advertising contents around a frame, which is the "central organizing idea or story line that provides meaning to an unfolding strip of events" (Gamson & Modigliani, 1987, p.143).

Entman (1993) notes that this organizing process, also called the framing process, involves "selection and salience":

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described (p. 52).

The anchorpersons working in different news and current affair channels selected some aspect of the important issue and give them more salience. Anchorpersons used specific frame to influence the public opinion on the important issues. For example, anchorpersons used frame of "Black law" for NRO (National Reconciliation Ordinance) to manipulate the public opinion against NRO.

### **2.3 State of Electronic Media in Pakistan**

History of electronic media in Pakistan is not encouraging as other nation of the world. Since the inception of medium, it is fully controlled and run by the state. Unfortunately, this most important medium was not given chance to play it influential role in the progress and development of the society both by the military and democratic governments. Military and democratic government always tried to keep this important instrument in their hands to use it

against their opponents. None of the government tried to develop such policy to diversify the scope and impact of the medium in society. Medium was used to propagate only one sided message of the government. Diversity in media was strictly ban till 1989. Only government was privileged to use this important medium to propagate his point of view on the important issues. In 1990, first ever private sector was given a chance to become the part of this rapid growing industry. Network Television Marketing (NTM) has launched first entertainment private channel in Pakistan with the help of Shalimar Recording & Broadcasting Company (STN). This development in field of electronic media brought pleasant change in the society. NTM has got popularity among the audience in very short spin of time due to its high quality dramas. This positive change in medium promotes the government to change its stance and open the media industry for the private sector to cope the needs of society. In 1996, Government issued license to FM-100 radio station which brought revolutionary change in the radio broadcast and introduce new trend in music. Shaheen TV was also allowed to start its telecast in country in the same year. However, government retains its strong control on the media till the Musharaf's regime. Zia (2007) believed that the introduction of Shalimar Television Network (STN) in media system was a milestone in changing the media landscape in the country although the channel was partially state-owned and was introduced as an alternative to PTV in 1989.

The new chapter of electronic media was introduced by the General Pervaiz Musharaf. Pakistan electronic media regulatory authority (PEMRA) was established in 2002. Private sector was promoted to launch new TV channel in the country. Experts believed that this liberation policy was the result of two major incidents (i.e. Kargil War and hijacking of the Indian Airliner by the Pakistani militants) when strong Indian media launched full fledged media war against Pakistan and weak Pakistani state-owned media was failed to respond precisely to encounter the Indian propaganda. Today Pakistan has strong and vibrant electronic media. More than 80 national and regional TV channels are working in the country. This positive change in media developed openness in the society and provide greater choice of entertainment and information. Especially news and current affairs channel has brought revolutionary change in political perception of the audience regarding political affairs of the state. Geo News, Express News, Duniya News, ARY News, Saama News and Aaj News are regarded most influential news and current affair channels in the country. Cheema (2011) noted the most of the people regarded Geo News is the most popular news and current affair channel. He further argued that the new change

in media has developed political awareness in the society. Today media has got the immense power to change the perception of audience regarding any political issue. The movement of restoration of supreme judiciary was the prominent example where media has developed consensus in the society regarding restoration of supreme judiciary in the country. Most of the exports believed that this movement cannot be successful without the effective media support.

#### **2.4 Political talk shows: a new change in Pakistani media**

Talk shows were remained the essential part of television channel since the invention of this magic instrument. "The Joe Franklin Show," was first television talk broadcasted in 1951. The main focus of the talk shows was politics and government. "*Larry King Live*" a political talks show hosted by Larry King on CNN gain reputation due to its versatile political analysis during election in America. However, critics always disparaged Larry for sensational news stories in his talk shows.

The inauguration of private news and current affair channel has brought innovative change in landscape of Pakistani media. New private news and current affairs channels have revised the concepts of political talk shows. Today, hot political talk shows have become the part and parcel of news and current affair channels. Media has developed political awareness in the society and changes the social and political perspectives of the society. Political talk's shows have become focus of attention for the audience where critical socio-political issues are being discussed and analyzed by the different anchorpersons.

Cheema (2011) noted that political talk shows have created sense of political awareness in the society. He believed that today people are better inform and aware about the political scenario of the country. He further argued that private channels through talk shows are not only providing political information but also have power to change the political opinion of the people. Media is moving the political mood of its audience toward particular direction. Today people are more critical and choosy in their choices regarding political parties. Following political talks shows are regarded most influential talk shows among the audiences:-

<b><u>Program Name &amp; TV Channel</u></b>	<b><u>Host of the Program</u></b>
a. Aaj Kamran Khan Kay Saath (Geo)	- Kamran Khan
b. Hasb-e-Haal (Dunya)	- Junaid Saleem

c. Capital Talk (Geo)	- Hamid Mir
d. Aapas Ki Baat (Najam Sethi Kay Sath) (Geo)	- Najam Sethi
e. Lekin (Doosri Taraf) (Geo)	- Sana Bucha
f. Choraha (Geo)	- Hassan Nisar
g. Kal Tak (Express)	- Javeed Chaudary
h. Faisla Aapka (Samaa)	- Asma Shirazi
i. Aaj Ki Khabar (Aaj)	- Absar Alam
j. 50 Minute (Geo)	- Abdul Rauf
k. The Final Round (Aaj)	- Orya Maqbool Jan
l. In-Session (Dunya)	- Asma Chaudary
m. Cross Fire (Dunya)	- Mehar Bukhari
n. Off The Record (ARY)	- Kasif Abbasi
o. Policy Matters (Dunya)	- Naseem Zehra
p. Live With Talat (Dawn)	- Talat Hussain
q. Islamabad Tonight (Dunya)	- Nadeem Malik
r. Siyaasi Log (Express)	- Katrina Hussain
s. Jirga (Geo)	- Saleem Safi
t. Kari Baath Mubashir Luman ka saath (Dunya)	- Mubashir Luman
u. Awaz Kamran Shahid Kay Saath (saama)	- Kamran Shahid

## 2.5 Role of an anchorperson

According to American Heritage® Dictionary of the English Language (2009), “anchorperson is a person who narrates or coordinates a newscast in which several correspondents give reports.” Today, no doubt anchorperson has become the face of news media and possessing the most important place in new electronic media. He is playing the role of blacksmith who can mold the iron the way he wants. Similarly an anchorperson has again power through his charismatic personality to mold the public opinion the way he presents the facts. Therefore his role should be like a mediator. He should facilitate the discussion between the participants in way to help and facilitate the audience to reach on the opinion of their choice. He should analyze the facts in impartial way and should put forward the both side of the opinion rather to impose his own opinion and thought on the audience. Ahmed (2010) suggests that anchorperson job is to conduct the discussion between the participants in way to facilitate the

audience to reach on the conclusion. He should not accentuate on what he think is the right opinion to support.

Javed Choudary (2010), a famous TV anchorperson and columnist express his point a view regarding anchorpersons in TV talk show “Views on News<sup>1</sup>”. He believes that anchorperson is an opinion maker. He has his own opinion about an issue. So anchorperson can never become impartial. He always has his own personal opinion and people likes or dislikes him on basis of this position on critical issues.

Shahid Masood (2010), renowned TV anchorperson has also asserted the same point of views in the same TV talk show “Views on News” that anchorperson has his own opinion. He believes that anchorperson should analyze the critical issue and give his opinion about the issue. Moeed Pirzada (2010) argues in the same TV talk show “Views on News” that every anchorperson has his own line on the issue and nobody is neutral, anchorperson run a program, organized a program and also gives a sense of direction to that particular program.

Mubashir Luman (2011) affirms in his own TV talk show “Point Blank<sup>2</sup>” that anchorperson is nothing himself but has a quality of professional team behind him. An anchorperson personality drives the direction of talk show. When an anchorperson is in front of camera, he looks very independent. But this is not the case; his production team controls him, often stop him and also give him new lines etc. Katrina Hussain (2011), well-known TV anchorperson asserts his point of views in the same TV talk show that anchorperson is not a solo flight. There is a complete team work behind him. However the final call is from the anchorperson. Work of an anchorperson is different from a reporter who task is to report the facts only but anchorperson has to discuss the issue whether it is right or wrong according to his own perspective. The job of anchorperson is to probe behind the news and also analyze the pros and cons of the issue. She further elaborate that anchorperson task is to create understanding and awareness in the people about an issue and educate them who this issue will affect their lives. Anchorperson must criticize government because his role is like a watchdog.

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<sup>1</sup> Views on News is famous TV talk show hosted by Dr. Shahid Masood on ARY News. The program was telecast on 12 July 2010 on ARY News.

<sup>2</sup> Point Blank is famous TV talk show hosted by Mubashir Lucman on Express News. The program was telecast on 13 January 2011 on Express News.

## **2.6 Anchorperson and News media**

With the convergence of news electronic media in Pakistan has brought revolutionary change in perception of the society on different issues. Media is not only imparting information but guide the society in particular perspective. It provides a line on different issues. Today anchorpersons have become focus of attention for the audience due to their exceptional qualities. They have an important role in changing the public perception about the issues. Cartwright (1949, p.155) was right to say that one persuasive person can change the direction of the whole world according to his own will through use of mass media.

Anchorperson develops and maintains parasocial relationships with viewers due to his eye-catching personality. These parasocial relationships then help them to influence loyalty of viewers and also influencing the selection of the content of media (Horton & Wohl, 1956; Rubin & McHugh, 1987; Zillmann & Bryant, 1985).

Clausen (2003, p.15) has also pointed out that anchorperson personality has been given strong focus in the news station and his association with the program strongly influence the decision making structure in news preparation and arrangement.

However, Anchorpersons bureaucratic attitude to dictate the audiences mind yields a negative aspect in the media. They are not only imparting the facts about issues but also trying to inculcate their own opinion on the issues. So the role of anchorpersons has become controversial among the audiences across the board.

## **2.7 Anchorocracy**

Nizamani (2010) is of the view that media has shaped a new power sharing segment in society known as anchorocracy, where anchorperson from different channels not only try to impose their opinion and thoughts but also indirectly indoctrinate the public with the ideology premeditated by the anchorocracy.

Sareen (2010) a senior fellow in Vivekananda International Foundation (VIF), refers the term anchorocracy for TV anchorpersons. She believes that most of them are from rightwing

having Islamic tendencies. They have taken upon themselves to set the national agenda and articulate and promulgate on everything without knowing much of anything.

Experts believed that the term anchorocracy have negative connotation due to the bureaucratic attitude of the anchorpersons belonging to different private news channels who ultimate desire to impose their opinion and thought on audience. They want to dictate the audience mind on sensitive issues. They believe there are promoting national interest and audience should follow their lines.

## **2.8 Anchorocracy and its impact on society**

The expansion of news media in Pakistan in last few years has shattered the power pillars of the state and has curtailed the previously held unlimited powers of bureaucracy. It creates a new parallel power sharing segment known as anchorocracy. This shift of power from bureaucracy to anchorocracy has put a bridle in the nose of new born democratic government in Pakistan. Anchorpersons in Pakistani private news media seemingly started crossing their ethical and moral limitations. They seem to indulge themselves into arguments on different critical socio-political issues. They are presumably trying to inculcate the public with their own ideology. They not simply present the facts but also impose their own perspectives. They usually make prediction about the future of newly born democratic government, about judiciary decision on controversial issues and even on the role of military establishment. They sometimes behave like reformist and representative of the general public which lead them to become a party in discussion process. The role of mediator is going behind the scene. Now they seem to consider it's their right to advocate their stance on crucial issues. Uks<sup>3</sup> (2010, p.41) stated in its report that lower income and youth of Pakistan's think that anchorperson wants to dictate audience minds. They want to impose their thoughts and opinion on the audience. They believe that anchorperson instead of resolving the issue, make it more complicated.

Today, there is a big question mark on the authenticity and impartiality of the TV anchorpersons. There is a continuous race among the anchorperson to break the story first which undermine the strong editorial judgment of news selection. Anchorpersons often disseminate immature, incorrect and exaggerated information in lieu to get higher ranking among the

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<sup>3</sup> Uks- A Research and Publication Centre on Women and Media, Islamabad, Pakistan

competitors. The expert of the field often discusses absence of niceties in political talk shows. Lack of prescribe rules and absence of fixed standard in Pakistan, allowing individuality within a prescribed framework. Due to lack of professionalism and broadcasting ethics, some of the TV anchorpersons are not even fit for the job.

## **2.9 Anchorpersons as columnists**

Most of the anchorpersons also are contributing columns to Urdu or English Newspapers. Normally columns are based on highly personalized opinion of the author about an issue. Columns are less objective and mostly based on belief and opinion of the columnists. According to Wikipedia (2011), column is a regular piece of writing by a columnist in different form of publications (Newspaper, Magazine etc) which contains the author opinion or point of view about an issue. Farishullah (2003) argues that the columnists mostly violate the basic precepts of news writing. They pass judgments and make recommendations which cannot be accepted in any other piece of writing.

However, it is very important to understand the difference between writing a column in newspaper and anchoring a TV talk show in the News channels. Najam Satti (2010), a senior Journalist believes that Job of an anchorperson is to take the opinion rather to give opinion to people. But today anchorpersons are trying to put words in the mouth of leading personalities and trying to impose their own perspective. Some of the anchorpersons have political affiliations or sympathies for a particular political party or political leader. On the basis of this association, they support or oppose that particular political party or leader in a persistent way and often in blatant manner which is against the professional ethics. Even some time, anchorpersons directly accused the participant without having any concrete evidence against him e.g. a well known TV anchorperson during his political Talk Show “Point Black” on Express News has directly accused Safdar Abbasi, (Senator PPP) for the Banazir Butto (BB) assassination without any concrete evidence on Dec. 26, 2010.

## **2.10 Political maneuvering**

Most of the anchorpersons often focus on the one side of the issue and eventually polarize the situation. They have their own likes and dislikes. For example a famous TV

anchorpersson has conducted clearly political motivated program “Capital Talk” on Geo News on 23 Feb 2010, a day before poll in NA-55 (Rawalpindi) in which he brought forward some controversial statement of Sheikh Rasheed Ahmad against PPP leadership in the past and the issue of Lal Masjid. Most of the analysts believe that before airing this program, the race between the two contestants i.e. Sheikh Rahseed Ahmad (AML) and Malik Shakeel Awan, PML (N) were too close but a day before the election, this program almost changed the whole scenario in favour of PML (N) candidate who won the election on the very next day with huge margin. This program changed the public perception about Sheikh Raheed Ahmad and specially provokes PPP workers not to support Sheikh Raheed Ahmad because he had used some indecent words against their party leadership in the past. Even on the same day, Governor Punjab Suleman Taseer (PPP) has announced his full support for the Sheikh Raheed Ahmad.

## **2.11 Imprudent role of anchorperson and government**

Anchorpersons have become so powerful that they directly threatening the stability of government. They often promulgate the immature information which creates an ambiguous situation. In October 2010, some anchorpersons have claimed that government was planning to withdraw its notification regarding reinstatement of judges removed by the General Musharaf. This unconfirmed and premature information has pushed the high judiciary to rush to Supreme Court and warned the government to refrain from taking such action. Later Supreme Court declared such action treason under article 6 of the constitution. This immature news nearly caused a clash between the newly born democratic government and Supreme Court of Pakistan. If the Prime Minister was not quick enough to mitigate the situation, it was obvious that this crisis would change into a great disaster for the democratic government of Pakistan.

## **2.12 Anchorperson and rating phenomena**

According to the Wikipedia (2011), “a rating is the evaluation or assessment of something, in terms of quality, quantity, or some combination of both”. In electronic media the term rating is used for evaluating and assessing the quality of TV program. After the privatization of media, the commercial element in media has been increased to great extent. The role of media has now been changed. Today, the most important element in media is the financial interest of the owner. Advertising is the main source of income for the TV channels and

Advertisers always give advertisement to those channels that have a huge viewership among the rival competitors. Therefore, to attract the attention of viewers, TV channel mostly hired the big name of the media. These anchorpersons tried to dramatize the facts to attain the attention of viewer. Immature and imprudent news story are telecast without any strong editorial check to get better rating among the rivals. The concept of rating is not justified because the literacy rate in Pakistan is very low. The viewers haven't critical and analytical sense to evaluate and assess the quality of content telecast in TV talk shows. The illiterate viewers like those who bitterly criticized the corrupt government in the country.

### **2.13 Anchorperson: A controversial entity**

A well known TV anchorperson Mubashir Lucman (2010) told "*Daily Jinnah*" that in Pakistan some big private TV channels claims that they could overthrow the government from the powers. He asserted that "The anchorpersons of Pakistan are camels without bridle (Shutr-e-bemahar)."

A famous TV anchorperson and columnist, Saleem Safi (2010) has asserted the same point view in his column in daily "*Jang*" that TV anchorpersons become aql-e-kul (know-all) and starts striking the pose of a mufti. Instead of taking and giving news they start creating news. Instead of analyzing the news they start giving dictation.

Some of the communication experts believe that anchorpersons have their own agenda and some time they even follow the agenda of their owner who always look into their financial benefits. They believe anchorpersons come up with preplanned agenda to in line the public opinion with their own opinion about different cultural, religious and critical socio-political issues. Some of the anchorpersons openly declare that they have personal opinion about an issue to disseminate in the public. They believe people like or dislike them due to their diverse opinion on different crucial social and political issues (Shahid Masood, 2010).

Ahmed (2010) believes that the anchorpersons have been given intensified coverage in news media and some of the TV anchorpersons have also articulated their opinion in print media. This dual coverage makes these anchorpersons more powerful that they dame care to rebound the guest opinion and often put forward their own opinion and thoughts. They even present

something that is accusatory without any solid proof. He argues that anchorpersons become agent provocateur. They put the rival discussant together and expected them to quarrel each other. They often hype up the situation rather trying to calm down the situation between the rival discussants. They provoke the participants and make them to fight each other on different critical issues. Sometime they ignite the situation so that the rival participants physically trying to threat each other and make the discussion into a verbal wrestling match. TV anchorperson Kamran Shahid (2011) admits that some time it become difficult to stop these rival participants when they start verbal fight.

Rizvi (2010) asserts that mostly anchorpersons in their talk shows trying to create controversies on the issues of public interest which they perceive the way to get better rating for his program. He suggests that information should be disseminated only when it passes through strong professional editorial judgment and its societal impact must be ensured. Gillani (2010) quotes Dr. Mehdi Hasan, Chairman, Human Rights Commission of Pakistan (HRCP), by saying “Anchorpersons have every right to criticize the government, but many time they do it without proper research or evidence and without realizing how their ‘declarations’ will be received by the general public.”

#### **2.14 Anchorpersons and code of ethics**

Today, no society can improve and develop its social structure without powerful, free and fair media. Freedom of press promotes openness and democratic traditions in societies. However, this freedom cannot be used as a license to create anarchy in the society by violating social and cultural norms or by using abusive and derogatory languages by the journalists (anchorpersons). Therefore, for the smooth functioning of media and to avoid any disruption in society, every country has prescribed some guide line for the media to operate in efficient and responsible way for the betterment of the society. These guide line are called ethics of journalism. The purpose of these codes of conduct is to ensure the free, fair and balance flow of information to the public and promote the peace, tolerance and democratic norms in the society through responsible journalism. Most common ethics for media are:-

1. Truthfulness / Accuracy
2. Fairness

3. Limitation of Harm
4. Acceptability
5. Invasion of privacy
6. Confidentiality
7. Social responsibility
8. Stereo typing

Scott (2002) underpins his views that “the Comment is free, but facts are sacred”. This statement of Scott provides guide line for the journalists that they are free to comment on the issues but do not try to manipulate the facts because facts are scared.

Today, the commercial media has crippled the moral ethics of the media. Journalists are not only considering it's their right to comment on facts but also manipulating the facts to influence the public opinion. Anchorpersons working in different Pakistani media outlets are using freedom of media as a license to violets the social and ethical norms of the society. Cheema (2011) noted that new privately owned channels are highly opinions based. These channels are lacking original contents and greatly depend on opinion based reporting. Most of the analysis presented by the different anchorpersons is just like blame game where no sensible solution of the issue has been discussed. However, a few of the talk shows can be considered as informative and result oriented. One man analysis on the crucial and sensitive issue has also curtailed the balance flow of information in society. This new trend in talk shows has overthrown the element of discussion and plurality of opinion and changes the talk show into one man intellectuality which is highly personalized and egotistical.

Media critics acknowledged the media role as watch dog on state institutions to divulge transgression in state institutions and uncover the social injustice in the society. But argue for strong and efficient ombudsmen system for media to perform responsible role for the betterment of the society. They urged for an efficient role of press council and purposed self regulation for media and journalists. They advocate the consumer rights and demand for strong self censorship for effective role of media in society.

Different government and Journalistic bodies have also prescribed different code of ethics for the media practitioner in Pakistan. PFUJ issued code of conducts for the journalists in 1949. In 1954 reporters and senior editors purposed the 13 points code of conduct. Idea of press council was introduced by Ayub Khan including owners, editors, working journalists, university professors, and civil servant headed by high court judge. However, this idea was refused by the media owners. PEMRA ordinance was promulgated in 2002 by General Pervaiz Musharaf which provided guide line for media to operate in the country. Role of Press council was reconstituted through press council ordinance 2002. However, media owners and journalist are not following these codes of ethics. In 2008, when newly born Pakistani media violate the social norms and traditional journalism, International federation of journalists (IFJ) has proposed some suggestions for Pakistani media. These suggestions were based on constitution of free press council, self-regulation for media, element of accountability and strong ethical based professional journalism. PFUJ also supported these suggestions.

## **2.15 Hypothesis of the study**

After the critical analysis of available literature, the researcher has selected following research hypothesis for this research study:-

- H1: The role of anchorpersons is a symbol of identity for the TV news channel.
- H2: Anchorpersons are inevitable / indispensable for TV news channels.
- H3: Anchorpersons are not having expertise in their respective fields.
- H4: Anchorpersons are playing partial role in TV talk shows.
- H5: Anchorpersons are imposing their own perspectives on the audiences.
- H6: The attitude of anchorpersons towards their guests in TV talk shows is unethical.
- H7: Anchorpersons are agent provocateurs.

## **CHAPTER THREE**

### **Research Methodology**

## RESEARCH METHODOLOGY

The research methodology chapter mainly focuses on the procedures and methodologies through which this research has been conducted by the researcher. The researcher used descriptive survey technique to investigate the perception of the viewers about the role and importance of television anchorpersons in the news and current affairs television channels of Pakistan. According to Wimmer and Dominick (1994, p.108) "A descriptive survey attempts to picture or document current condition or attitude – that is, to describe what exist at the moment."

The purpose of this study was to investigate the existing perception of the viewers regarding the role and importance of anchorpersons working in different news and current affairs television channels. The researcher was further interested to examine whether viewers perceive anchorpersons as symbol of identity for the TV news and current affairs channels? Whether they have become inevitable for the survival of TV news and current affair channels? Whether they are playing impartial or partial role while conducting discussion on different national and international issues or have some perspective to direct the discussion process?

### 3.1 Population

According to Smith (1988, p.77) "A population is a comprehensive and well defined group or universal set of the elements pertinent to a given research question or hypothesis." Keeping in view the words of Smith, the researcher tried to reach the appropriate groups of people to inquire their opinion about the role and importance of anchorpersons working in different TV news and current affair channels. The researcher kept in account the importance and impact of phenomenon in daily life of the society, and selected that portion of society which can better understand the importance of this research work. Therefore, Male and Female students (BS and M.Sc) of journalism/mass communication departments of two public sector universities viz. International Islamic University, Islamabad and National University of Modern Languages (NUML), Islamabad have been selected to inquire about the phenomenon under investigation.

Rational of section of mass communication/journalism students as population in the present study is their background knowledge regarding the role and scope of journalism and journalists who are working in different position/capacities in different departments of media

organizations. Moreover, students of journalism/mass communication have sound background knowledge of the anchorpersons and news and current affairs television channels. Even some of the students of mass communication have practical experience in the field of electronic and print media and can effectively judge the role and importance of anchorpersons working in different news and current affair television channels.

The federal capital has large number of public and private sector universities and degree awarding institutes. Higher Education Commission (HEC) has granted degree awarding status to the following public and private sector universities and institutes of the federal capital:-

1. Air University, Islamabad
2. Allama Iqbal Open University, Islamabad (AIOU)
3. Bahria University, Islamabad
4. COMSATS Institute of Information Technology, Islamabad
5. Institute of Space Technology, Islamabad (IST)
6. International Islamic University, Islamabad
7. Federal Urdu University of Arts, Sciences & Technology, Islamabad
8. National Defense University, Islamabad (NDU)
9. National University of Modern Languages, Islamabad (NUML)
10. Pakistan Institute of Development Economics (PIDE), Islamabad
11. Pakistan Institute of Engineering & Applied Sciences, Islamabad (PIEAS)
12. National University of Sciences & Technology, Islamabad (NUST)
13. Quaid-i-Azam University, Islamabad
14. Foundation University, Islamabad
15. National University of Computer and Emerging Sciences, Islamabad
16. Riphah International University, Islamabad
17. University of Lahore, Islamabad Campus
18. Preston University, Islamabad Campus
19. SZABIST, Islamabad Campus
20. ISRA University, Islamabad Campus
21. IQRA University, Islamabad Campus
22. Muhammad Ali Jinnah University, Islamabad Campus

These universities and Institutes offer vast range of subjects. However, only a few universities in the federal capital offer mass communication/journalism subject as a new emerging field of studies in Pakistan. Four larger public universities in the federal capital have organized department of mass communication/journalism and offer courses of mass communication/journalism from BS level to Ph.D level. These universities are:-

1. Allama Iqbal Open University, Islamabad
2. International Islamic University, Islamabad
3. National University of Modern Languages, Islamabad
4. National University of Sciences & Technology, Islamabad (NUST)

Similarly, a few private sector universities are also offering courses of journalism/mass communication. However, these universities have not any organized department of mass communication/journalism. These universities mainly focus on media production related courses. Moreover, these private sector universities offer courses only at BS level. These private sector universities are:-

1. Bahria University, Islamabad
2. Foundation University, Islamabad
3. Riphah International University, Islamabad
4. SZABIST, Islamabad Campus

The researcher selected students of journalism/mass communication departments of two public sector universities of International Islamic University, Islamabad and National University of Modern Languages, Islamabad and did not consider Allama Iqbal Open University, Islamabad for the present study on the grounds that the students of AIOU are scattered across the country and it was not feasible for the researcher to collect the data from the respondents in due course of time. The researcher also did not include National University of Sciences & Technology; Islamabad (NUST) in the population of study because the NUST has recently opened the department of media studies and offers courses only at BS level. Similarly, private sector universities were also not considered because these universities were also not offering courses at M.Sc level which is the essential educational stratum for the present research study.

The researcher selected the student of federal capital (Islamabad) universities because Islamabad is the capital and metropolitan city of Pakistan and encompasses rural as well as urban population of the country. The public sector and private universities of the capital contain both rural and urban students having different social and educational backgrounds. Moreover, the audiences of Islamabad have better access to the electronic media and have high exposure to the news and current affair television channels.

### **3.2 Sampling technique**

The researcher used proportionate stratified random sampling technique to select the appropriate sample for this research study. According to Wimmer and Dominick (1994, p.70), a stratified sampling is the approach used by the researchers to select the adequate desired subsample (strata or segment) of population which contain almost any variable (age, sex, educational level and socio economic status etc). They noted that "stratified sampling ensures that a sample is drawn from a homogenous subset of the population – that is, from the population with similar characteristics". They further argued that strata are the subset or portion of population which contain almost every variable of the population (age, gender, income level and locality etc). The strata contain every element of the population and these elements are placed only in one stratum. Proportionate stratified sampling ensures that the same number of respondents have been taken from each stratum of the population. Level of education and gender was used as stratification variable in this research study.

The researcher randomly selected 240 respondents including both male and female students of journalism/mass communication departments of two public sector universities viz. International Islamic University, Islamabad and National University of Modern Languages (NUML), Islamabad by using the stratification variable of gender and educational level to get their opinion on the phenomenon under investigation. The respondents were divided into two categories viz. male (120 respondents) and female (120 respondents). Male and female categories were further divided on educational stratum viz. BS and M.Sc. The researcher selected 60 respondents (30 male and 30 female) of BS classes from International Islamic University, Islamabad. Similarly 60 respondents (30 male and 30 female) of M.Sc were also selected from International Islamic University, Islamabad. The researcher selected similar fraction of male and

female students of BS and M.Sc from National University of Modern Languages (NUML), Islamabad. The proportionate sample of this study was 50 percent of both male and female students of BS and M.Sc of the each selected university.

### **3.3 Sample size**

Researchers are failed to developed consensus on determining the adequate sample size for the research studies. However, Wimmer and Dominick (1994, p.75) have pinion that sampling size is always depending on the purpose of the research study. The research study designed to investigate the preliminary information about the phenomenon does not require a large number of sample size. However, the research studies designed to investigate the significant questions (information that involve large sum of money or used for decision making that may effect's people lives) require high level of accuracy and therefore need large sample size. Comrey (1973) recommended that following sample size for multivariate studies: 50 = very poor, 100 = poor, 200 = affair, 300 = good, 500 = very good, 1000 = excellent. Whereas, Gorsuch (1974) suggested that a simple size of 100 plus 1 subject for each dependent variable is adequate for analysis of that variable.

As this research study involves preliminary information regarding the perception of audience about the role and importance of television anchorpersons working in different television news and current affair channels. Therefore, a sample size of 240 respondents including both male and female students of journalism/mass communication departments of two public sector universities viz. International Islamic University, Islamabad and National University of Modern Languages (NUML), Islamabad were selected in line with Gorsuch (1974) recommendation for selection of adequate sample size for analysis of that variable.

### **3.4 Sampling frame**

Wimmer and Dominick (1994, p.69) believed that the level of accuracy in sampling procedure can only be achieved when adequate sampling frame is used. They further argued that sampling frame is the complete list of members in the selected population of the research study. The researcher used attendance sheets of the students of BS and M.Sc for the selection of proportionate subsample of the population for this research study.

### **3.5 Data collection**

In this study, the researcher used field survey technique to collect the data from the target sample of population through well designed research questionnaire. The researcher personally visited the universities to collect the data from both male and female students of the universities to inquire their perception regarding anchorpersons; an emerging face of the TV news channels in Pakistan.

#### **3.5.1 Administration of questionnaires**

The distribution of questionnaires was the main challenge for the researcher because the female students in Pakistan are often reluctant to become the part of research studies. Therefore, the researcher decided to take the help of departments of the selected universities to approach the students especially female students of the International Islamic University where separate female campus has been setup for the female students and male students are not allowed to visit the campus.

The researcher distributed 240 research questionnaires randomly to the students of BS and M.Sc with the help of their departments/faculty members of the universities.

#### **3.5.2 Collection of questionnaires**

After recording the responses, the research questionnaires were handed over to the faculty members of the departments which were later on handed over to the researcher. Researcher received 240 responses from the both selected universities.

### **3.6 Data Processing**

The researcher selected 236 research questionnaires out of 240 responses from the students of two different universities because 4 respondents were failed to complete the research questionnaire or their responses were hard to decipher by the researcher. The researcher used Statistical Package for the Social Science (SPSS Version 16.0) for processing the data of retrieve responses besides the help of MS Word which was used for the composition of the research text. The help of supervisor was also obtained for operating SPSS.

## **CHAPTER FOUR**

### **Data Analysis, Results and Interpretation**

## **DATA ANALYSIS, RESULTS AND INTERPRETATION**

This chapter of research mainly focuses on the analysis of data, results and its interpretation. The researcher selected 240 male and female respondents of two public sector universities regarding their perception about the anchorperson as an emerging face of the TV news channels. However, four respondents were failed to record their responses accurately. Therefore their responses were not included in this research study. The researcher analyzed 236 filled-in questionnaires of both male and female respondents with the help of SPSS. As a descriptive survey technique was used for the research study to analyze the existing perception of the respondents about the anchorperson. Therefore, basic design of the study demanded univariate and bivariate analysis which have been given in following lines.

### **4.1 Univariate Data Analyses**

Oppenheim (1992) argued that univariate analysis helped researcher to find out the trend and pattern of the collected data which is helpful for the further analysis. The researcher used frequencies table, bar charts, histograms and pie charts to find out the trend/tendencies and detect the pattern of the responses of the respondents about the anchorpersons working for different news and current affair channels as emerging face of these TV news channels.

#### **4.1.1 Characteristic of sample**

The researcher analyzed the responses of 236 male and female respondents of BS and M.Sc of two public sector universities viz. International Islamic University, Islamabad and National University of Modern Languages, Islamabad. The characteristic of the sample selected in this research study is as under.

##### **4.1.1.1 University wise distribution of respondents**

The researcher selected 118 respondents from International Islamic University, Islamabad and 118 respondents from National University of Modern Languages, Islamabad. Table 4.1.1.1 indicates that the percentages of students from both universities were fifty percent in this research study.

**Table 4.1.1.1 Selected Universities**

Universities	Frequency	Percent	Cumulative Percent
IIUI	118	50.0	50.0
NUML	118	50.0	100.0
Total	236	100.0	

**4.1.1.2 Gender-wise distribution of the respondents**

The population was comprised of 118 male and 118 female respondents of the two selected universities. Table 4.1.1.2 elucidate that the ratio of the male and female gender was fifty percent each in the study.

**Table 4.1.1.2 Gender by distribution**

Gender	Frequency	Percent	Cumulative Percent
Male	118	50.0	50.0
Female	118	50.0	100.0
Total	236	100.0	

**4.1.1.3 Education-wise distribution of the respondents**

The researcher selected 118 respondents of BS classes and 118 respondents of M.Sc classes of both selected universities. Table 4.1.1.3 illustrates that the percentage of both BS and M.Sc students was 50 % in the study.

**Table 4.1.1.3 Level of Education**

Level of Education	Frequency	Percent	Cumulative Percent
BS	118	50.0	50.0
M.Sc	118	50.0	100.0
Total	236	100.0	

#### 4.1.1.4 Age-wise distribution of the respondents

Table 4.1.1.4 given below indicates that 57.2% of the respondents were having the group age of 21-24 years, 25 per cent respondents were in the age group of 21-24 years whereas 14.4% of the respondents were in the age group between 25-29 years. Only 3.4% of the respondents have age group of 30 years and above. This means that an overwhelming majority (82.2%) of the respondents lies between the age group of 17 -24 years.

**Table 4.1.1.4 Age-wise distribution of the respondents**

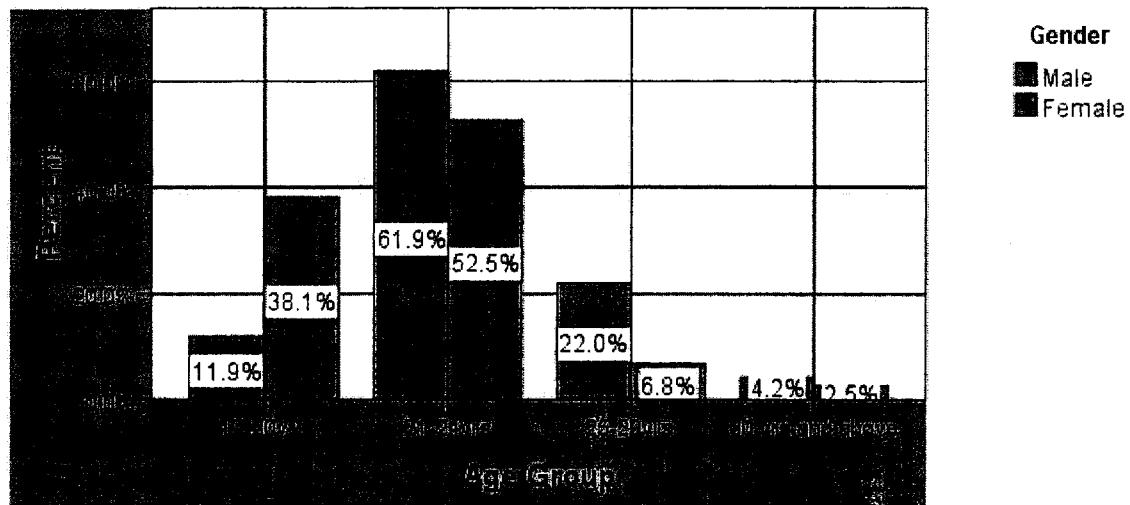
Age Group	Frequency	Percent	Cumulative Percent
17-20yrs	59	25.0	25.0
21-24yrs	135	57.2	82.2
25-29yrs	34	14.4	96.6
30 yrs and above	8	3.4	100.0
Total	236	100.0	

#### 4.1.1.5 Relationship between gender and age group of the respondents

**Table 4.1.1.5 Relationship between gender and age group of the respondents**

Age Group	Gender		
	Male	Female	Total
17-20yrs	14	45	59
	11.9%	38.1%	25.0%
21-24yrs	73	62	135
	61.9%	52.5%	57.2%
25-29yrs	26	8	34
	22.0%	6.8%	14.4%
30 yrs and above	5	3	8
	4.2%	2.5%	3.4%
Total	118	118	236
	100.0%	100.0%	100.0%

Table 4.1.1.5 pointed out that majority of female respondents (90%) was between the age group of 17-24 years whereas 73.8 % of male respondents also fall under this age group of 17-24 years. The data also indicates that 22% male respondents have the age group of 25-29 years whereas only 6.8% female have the age group of 25-29 years. A minimal size of 4.2% male and 2.5% female were fallen in the age group of 30 years and above categories.



**Figure 4.1.1 Relationships between gender and age group**

Further analysis of data (figure 4.1.1) pointed out that female respondents were much younger then male respondents.

#### **4.1.1.6 Relationship between gender, level of education and selected universities**

Table 4.1.1.6 indicates that 236 responses were analyzed by the researcher. The data shows that 118 male and female respondents were chosen from International Islamic University, Islamabad. The researcher selected 59 respondents from BS classes. The portion of male and female respondents was 49.2% and 50.8% respectively. Similar fraction of 59 respondents was selected from M.Sc classes. The ratio of male and female respondents was 50.8% and 49.2% respectively. The percentage of male and female respondents of both classes was 50% of the population.

Table 4.1.16 further illustrates that the researcher selected 118 respondents from National University of Modern Languages, Islamabad. The share of male students of BS was 49.2% where as female students of BS were 50.8%. Similarly, the proportion of M.Sc male students was 50.8% where as 49.2% female student of M.Sc were the part of this research study from NUML. The share of male and female of both classes were also 50% of the population.

**Table 4.1.1.6 Relationship between genders, level of education and selected Universities**

Selected Universities		Gender			
		Male	Female	Total	
IIUI	Level of Education	BS	29	30	
			49.2%	50.8%	
		M.Sc	30	29	
			50.8%	49.2%	
		Total	59	59	
			100.0%	100.0%	
NUML	Level of Education	BS	29	30	
			49.2%	50.8%	
		M.Sc	30	29	
			50.8%	49.2%	
		Total	59	59	
			100.0%	100.0%	
118					
100.0%					

#### 4.1.2 Likeness of current affair programmes

In question 5 of the questionnaire, the respondents were asked about their likeness of current affairs a programme which was preliminary and essential question for this research study. The data collected by the researcher indicates following results.

**Table 4.1.2 Likeness of Current Affair Programme**

Likeness of Current Affair Programme	Frequency	Percent	Cumulative Percent
Yes	211	89.4	89.4
No	25	10.6	100.0
Total	236	100.0	

Table 4.1.2 shows that overwhelming majority 89.4% of the respondents liked current affair programmes of different news channels. Only 10.6% of the respondents does not like current affair programmes.

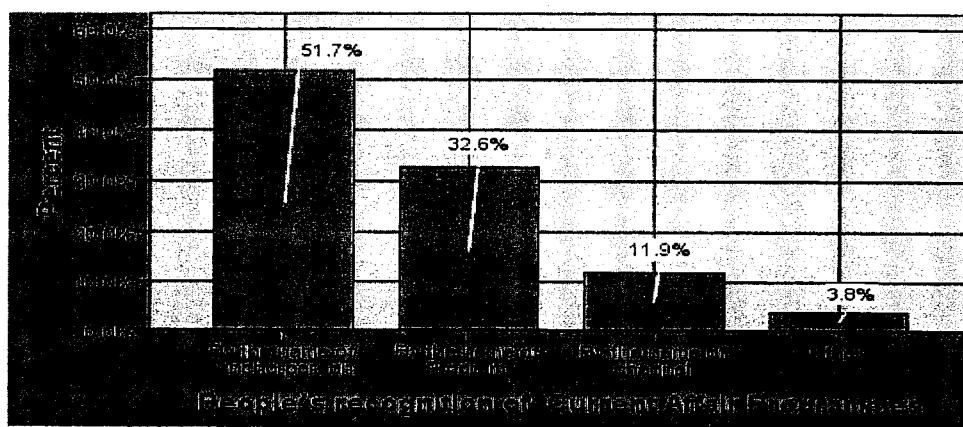
#### 4.1.3 People's recognition of current affair programmes

In question 6, the researcher inquired "How people recognized their favourite current affair programmes?"

**Table 4.1.3 People's recognition of Current Affair Programmes**

People's recognition of Current Affair Programmes	Frequency	Percent	Cumulative Percent
By the name of Anchorperson	122	51.7	51.7
By the name of Program	77	32.6	84.3
By the name of channel	28	11.9	96.2
Other	9	3.8	100.0
Total	236	100.0	

Table 4.1.3 indicates that majority 51.7% of respondents recognized their favourite current affair programme by the name of anchorperson. Whereas, 32.6% of respondents acknowledged their favourite current affair programmes by the name of that particular programme. Twelve percent of respondents were the view that they remember their favourite current affair programmes by the name of that particular channel. Only 3.8% of respondents remember current affair programmes by other means like topic or issue discussed in program etc.



**Figure 4.1.2 People's recognition of current affair programmes**

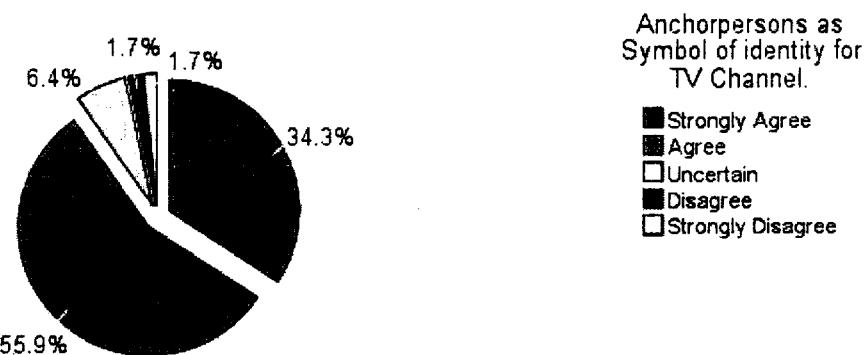
#### 4.1.4 Anchorpersons as symbol of Identity

In question 8 of the research questionnaire, the researcher posited a statement “anchorperson has become identity of TV news channel” and collected the responses of the different respondents on five degree scale (likert scale) (strong agree, agree, uncertain, disagree and strongly disagree). The responses of the respondents were then analyzed through SPSS by using univariate analysis. The results are as under: -

**Table 4.1.4 Anchorpersons as Symbol of identity for TV New Channel**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	81	34.3	34.3
Agree	132	55.9	90.3
Uncertain	15	6.4	96.6
Disagree	4	1.7	98.3
Strongly Disagree	4	1.7	100.0
Total	236	100.0	

The table 4.1.4 indicates that majority of respondents (93.3%) agreed that anchorperson has become as symbol of identity for their respective TV news channel. Seven percent of the respondents were uncertain about their responses on the phenomenon. However, 3.4% was not agreed with that notion. The results of table 4.1.4 strongly support the first hypothesis of the research study that “the role of anchorpersons is a symbol of identity for the TV news channels.”



**Figure 4.1.3 Anchorpersons as Symbol of identity**

To further support the hypothesis, the researcher collected the data with the question 7 of the questionnaire about five popular anchorpersons of different news and current affair channels and analyzed the results. The findings were:-

**Table 4.1.4.1 Hamid Mir as symbol of identity for Geo News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	227	96.2	96.2
No	9	3.8	100.0
Total	236	100.0	

Table 4.1.4.1 shows that majority of 96.2% respondents perceived Hamid Mir as symbol of identity for Geo News. However, 3.8% of respondents were not agreed with that notion.

**Table 4.1.4.2 Asma Shirazi as symbol of identity for Saama News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	176	74.6	74.6
No	60	25.4	100.0
Total	236	100.0	

Table 4.1.4.2 shows that majority of 74.6% respondents perceived Asma Shirazi as symbol of identity for Saama News. However, 25.4% of respondents have showed their disagreement with that notion.

**Table 4.1.4.3 Javed Chaudary as symbol of Identity for Express News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	178	75.4	75.4
No	58	24.6	100.0
Total	236	100.0	

Table 4.1.4.3 shows that majority of 75.4% respondents perceived Javed Chuadary as symbol of identity for Express News. However, 24.6% of respondents have showed their disagreement with that notion.

**Table 4.1.4.4 Kasif Abbasi as symbol of Identity for ARY News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	175	74.2	74.2
No	61	25.8	100.0
Total	236	100.0	

Table 4.1.4.4 shows that majority of 74.2% respondents perceived Kasif Abbasi as symbol of identity for ARY News. However, 25.8% of respondents have showed their disagreement with that notion.

**Table 4.1.4.5 Junaid Saleem as symbol of identity for Duniya News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	163	69.1	69.1
No	73	30.9	100.0
Total	236	100.0	

Table 4.1.4.5 shows that majority of 69.1% respondents perceived Junaid Saleem as symbol of identity for Duniya News. However, 30.9% of respondents have showed their disagreement with that notion.

**Table 4.1.4.6 Absar Alam as symbol of identiy for Aaj News**

Level of agreement	Frequency	Percent	Cumulative Percent
Yes	135	57.2	57.2
No	101	42.8	100.0
Total	236	100.0	

Table 4.1.4.6 shows that majority of 57.2% respondents perceived Absar Alam as symbol of identity for Aaj News. However, 42.8% respondents have showed their disagreement with that notion. Tables' 4.1.1-6 further supports the hypothesis 1 that “the role of anchorpersons is a symbol of identity for the TV news channels.”

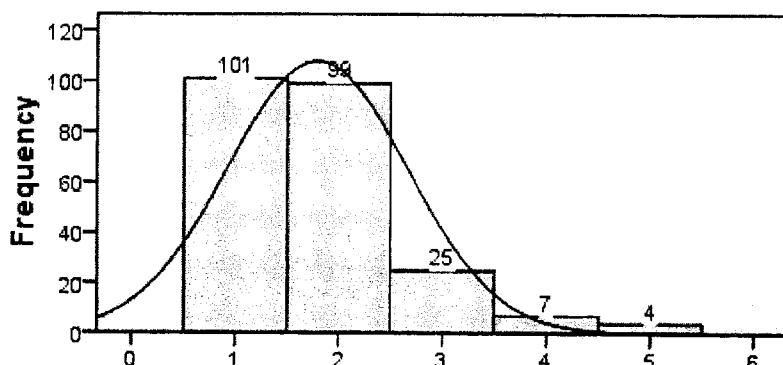
#### 4.1.5 Popularity of TV Channel by Anchorperson

In question 9, the researcher posited a statement that television channels having good anchorpersons are more popular among the audience and collected the responses. The results are:-

**Table 4.1.5 Popularity of TV Channel by Anchorperson**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	101	42.8	42.8
Agree	99	41.9	84.7
Uncertain	25	10.6	95.3
Disagree	7	3.0	98.3
Strongly Disagree	4	1.7	100.0
Total	236	100.0	

The table 4.1.5 indicates that majority of respondents (84.7%) perceived that television channels having good anchorpersons are more popular among the audience than the one which has naïve and inexperience anchorpersons. Whereas, only 4.7% of the respondents were disagreed was with that notion. 10.6 % of the respondents were uncertain about their responses on the phenomenon.



**Figure 4.1.4 popularity of TV channel by anchorperson**

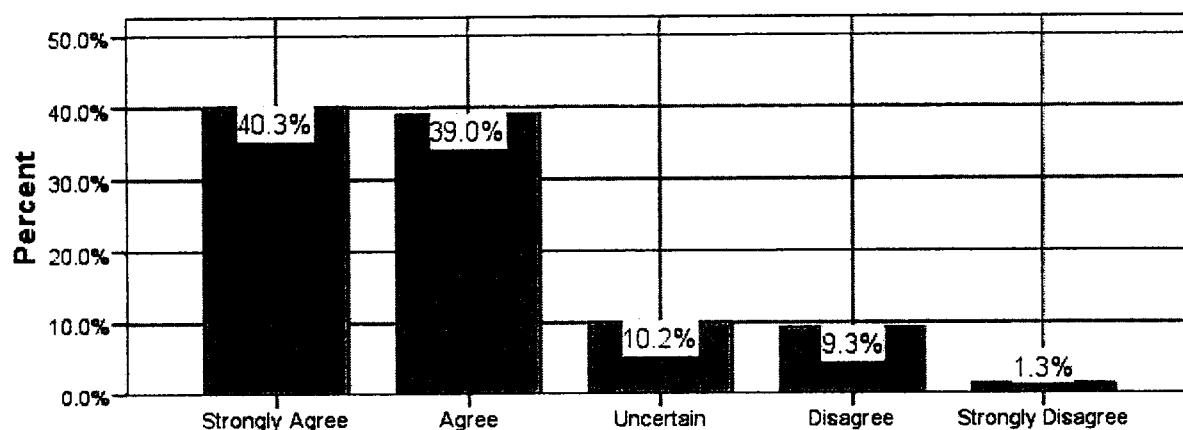
#### 4.1.6 Indispensability of anchorpersons for TV Channels

In question 10, the researcher posed a statement that no news and current affairs television channel can run without anchorpersons and collected the responses of the different respondents. The results are as under: -

**Table 4.1.6 Indispensability of Anchorperson for TV News Channel**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	95	40.3	40.3
Agree	92	39.0	79.3
Uncertain	24	10.2	89.5
Disagree	22	9.3	98.8
Strongly Disagree	3	1.3	100.0
Total	236	100.0	

The table 4.1.6 indicates that majority of respondents (79.3%) perceived anchorpersons as indispensable for TV news and current affair channels whereas, 10.6% of the respondents were not agreed with that notion. Ten percent of the respondents were uncertain about their responses on the phenomenon. Results of the table 4.1.6 strongly support the hypothesis 2 of the study that “anchorpersons are inevitable / indispensable for TV news channels.”



**Figure 4.1.5 Indispensability of anchorperson for TV news channel**

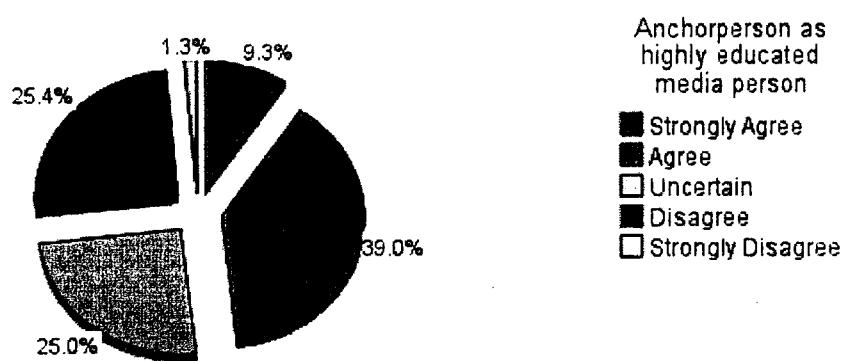
#### 4.1.7 Anchorperson as highly educated media's person

In question 11, the researcher posited a statement that anchorpersons working in different news and current affair channels are highly educated media person and collected the responses of the different respondents. The results are as under: -

**Table 4.1.7 Anchorperson as highly educated media person**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	22	9.3	9.3
Agree	92	39.0	48.3
Uncertain	59	25.0	73.3
Disagree	60	25.4	98.7
Strongly Disagree	3	1.3	100.0
Total	236	100.0	

The table 4.1.7 explore that 48.3% of respondents have opinioned that anchorperson are highly educated media entities whereas, 26.7% of the respondents were not agreed anchorpersons are highly educated media persons. Large bunch of 25.4 % of the respondents were uncertain about high level of education of anchorpersons.



**Figure 4.1.6 Anchorperson as highly educated media person**

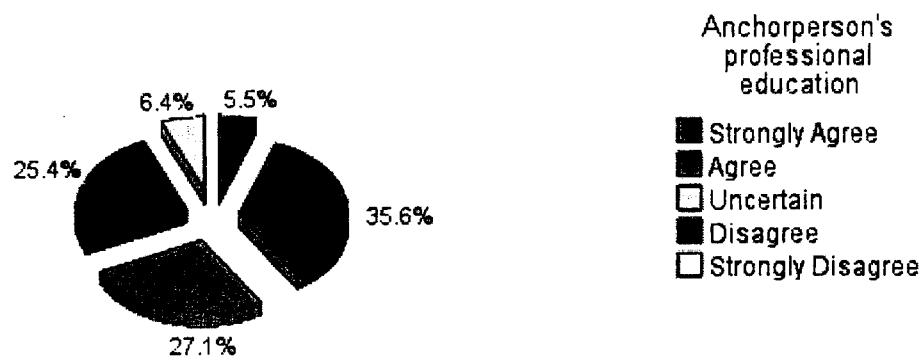
#### 4.1.8 Anchorperson's professional education

In question 12, the researcher posited a statement that anchorpersons of Pakistani TV news and current affairs channels are usually graduates of Journalism/Mass Communication and collected the responses of the different respondents. The results are as under: -

**Table 4.1.8 Anchorperson's professional education**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	13	5.5	5.5
Agree	84	35.6	41.1
Uncertain	64	27.1	68.2
Disagree	60	25.4	93.6
Strongly Disagree	15	6.4	100.0
Total	236	100.0	

The table 4.1.8 shows that 41.1% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels are usually graduates of Journalism/Mass Communication. Whereas, 31.8% of the respondents were not agreed that anchorpersons working in different news and current affair channel are usually graduates of Journalism/mass communication whereas, large numbers of respondents (27.1%) were not clear in their minds about the professional education of anchorpersons working in different news and current affair channels in Pakistan.



**Figure 4.1.7 Anchorperson's professional education**

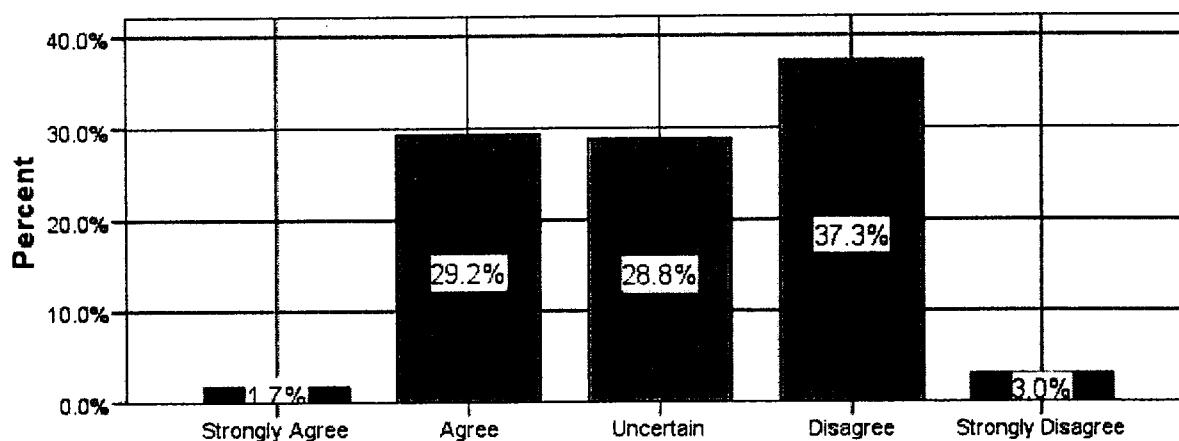
#### 4.1.9 Anchorperson's journalistic background

In question 13, the researcher posited a statement that anchorpersons of Pakistani TV news and current affairs channel have journalistic background and collected the responses of the different respondents. The results are as under: -

**Table 4.1.9 Anchorperson's journalistic background**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	4	1.7	1.7
Agree	69	29.2	30.9
Uncertain	68	28.8	59.7
Disagree	88	37.3	97.0
Strongly Disagree	7	3.0	100.0
Total	236	100.0	

The table 4.1.9 indicates that majority of 40.3% respondents were disagreed that anchorpersons of Pakistani news and current affairs channel have journalistic background. Only 30.9% of the respondents were believed that anchorpersons working in different news and current affair channel have journalistic background whereas, large numbers of respondents (28.8%) were not clear in their minds about the journalistic background of anchorpersons working in different news and current affair channels in Pakistan. Results of table 4.1.9 support the hypothesis 3 of the study that “anchorpersons are not having expertise in their respective fields.”



**Figure 4.1.8 Anchorperson's journalistic background**

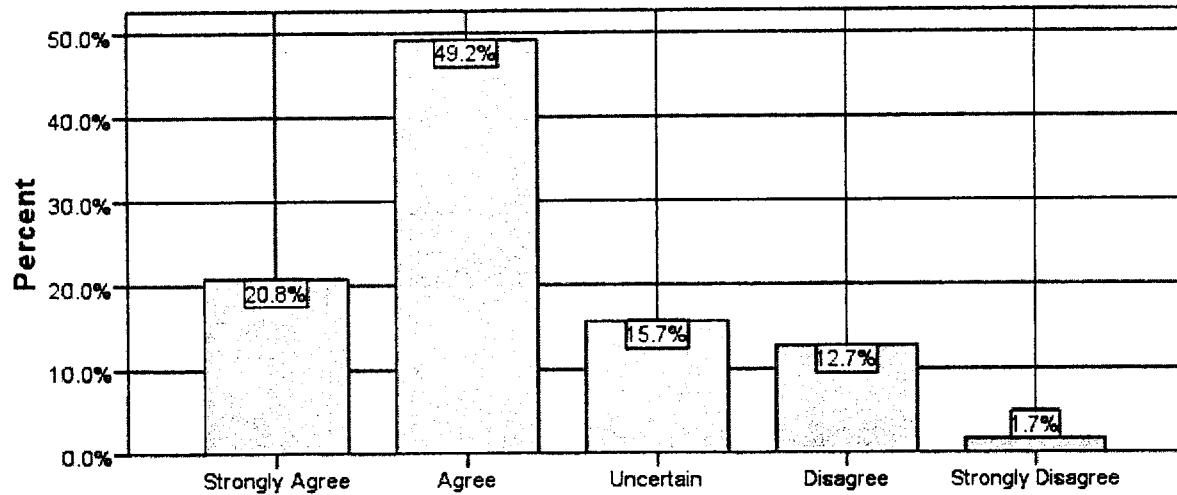
#### 4.1.10 Anchorperson's preparation regarding topic/theme

In question 14, the researcher posited a statement that anchorpersons are doing all necessary preparation regarding topic/theme on which they are going to conduct programs on and collected the responses of the different respondents. The results are as under: -

**Table 4.1.10 Anchorperson's preparation regarding topic/theme**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	49	20.8	20.8
Agree	116	49.2	69.9
Uncertain	37	15.7	85.6
Disagree	30	12.7	98.3
Strongly Disagree	4	1.7	100.0
Total	236	100.0	

The table 4.1.10 describes that majority of 70% respondents were agreed that anchorpersons are doing all necessary preparation regarding topic/theme on which they are going to conduct programs on whereas, 15.7% of the respondents were uncertain about phenomenon. However, 14.4% of the respondents were not agreed with that notion



**Figure 4.1.9 Anchorperson's preparation regarding topic/theme of programme**

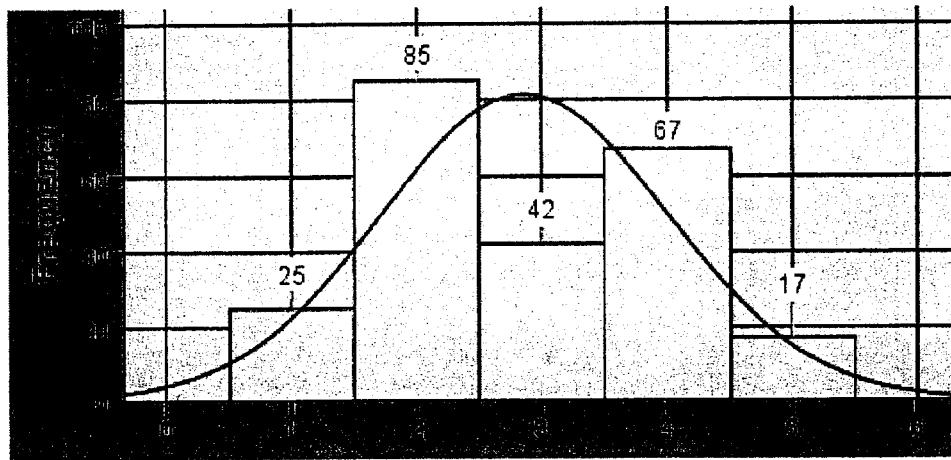
#### 4.1.11 Equal distribution of time by the anchorperson

In question 15, the researcher posited a statement that anchorpersons are giving equal time to the all participants to present their point of views about the important issues and collected the responses of the different respondents. The results are as under: -

**Table 4.1.11 Equal distribution of time**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	25	10.6	10.6
Agree	85	36.0	46.6
Uncertain	42	17.8	64.4
Disagree	67	28.4	92.8
Strongly Disagree	17	7.2	100.0
Total	236	100.0	

The table 4.1.11 shows that majority of 46.6% of the respondents believed that anchorpersons are giving equal time to the all participants to present their point of views about the important issues. However, 35.6% of the respondents do not agree with the notion that anchorpersons are giving equal time to the all participants to present their point of views about the important issues whereas, 17.8% of the respondents were not cleared about the phenomenon.



**Figure 4.1.10 Equal distribution of time**

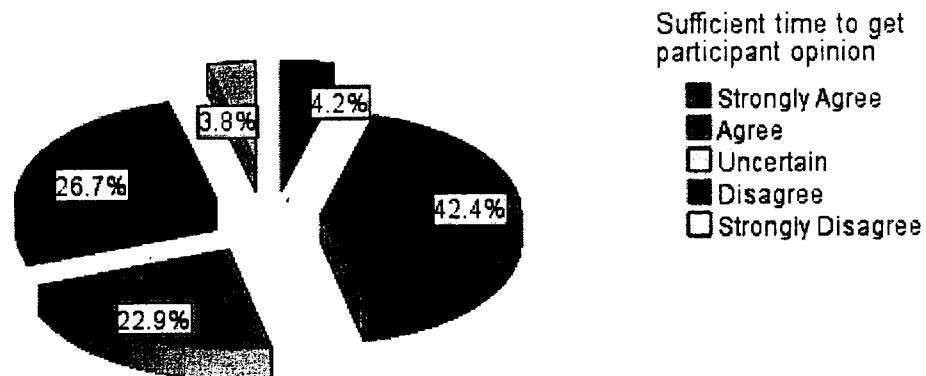
#### 4.1.12 Sufficient time to get participant opinion

In question 16, the researcher posited a statement that anchorpersons are giving sufficient time to the all participants to present their point of views about the important issues and collected the responses of the different respondents. The results are as under: -

**Table 4.1.12 Sufficient time to get participant opinion**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	10	4.2	4.2
Agree	100	42.4	46.6
Uncertain	54	22.9	69.5
Disagree	63	26.7	96.2
Strongly Disagree	9	3.8	100.0
Total	236	100.0	

The table 4.1.12 explains that majority of 46.6% of the respondents believed that anchorpersons are giving sufficient time to the all participants to present their point of views about the important issues. However, 30.5% of the respondents do not agree with the notion that anchorpersons are giving sufficient time to the all participants to present their point of views about the important issues whereas, 22.9% of the respondents were not sure about the phenomenon.



**Figure 4.1.11 Sufficient times to get participant opinion**

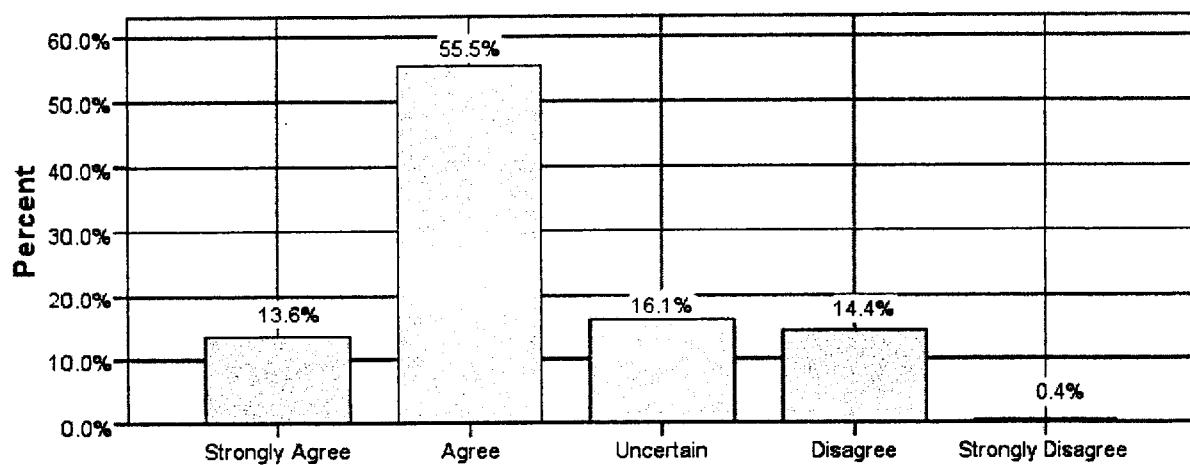
#### 4.1.13 Anchorperson as opinion propagator

In question 17, the researcher posited a statement that anchorpersons are communicating their own views in their TV talk shows and collected the responses of the different respondents. The results are as under: -

**Table 4.1.13 Anchorperson as opinion propagator**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	32	13.6	13.6
Agree	131	55.5	69.1
Uncertain	38	16.1	85.2
Disagree	34	14.4	99.6
Strongly Disagree	1	.4	100.0
Total	236	100.0	

The table 4.1.13 elaborates that majority of 69.1% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels are imparting their own views in their TV talk shows instead of giving the impartial analysis of the important issues. However, 14.8% of the respondents were the views that anchorperson are impartial and reflect the real picture of the issues whereas, 16.1% of the respondents were not clear in their minds about the impartiality of anchorpersons working in different news and current affair channels in Pakistan. Results of table 4.1.13 strongly support the hypothesis 5 of the study that “anchorpersons are imposing their own perspectives on the audiences.”



**Figure 4.1.12 Anchorperson as opinion propagator**

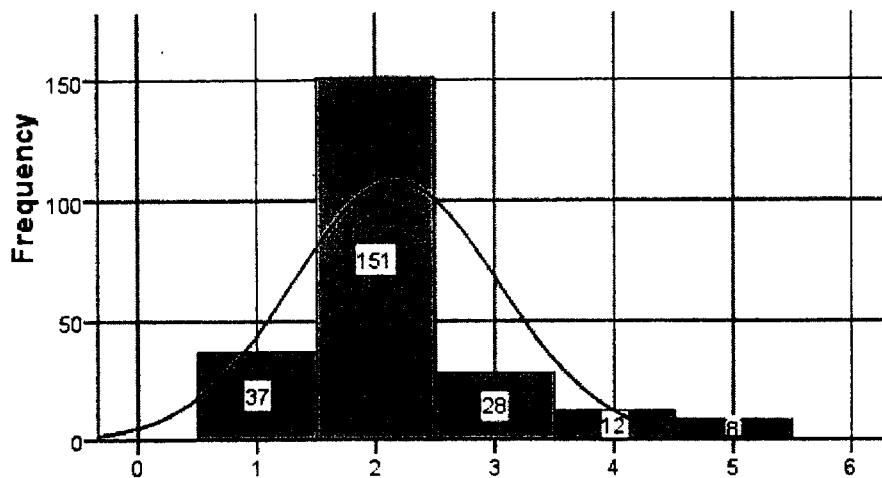
#### 4.1.14 Biasness of anchorperson

In question 18, the researcher posited a statement that anchorpersons are not only giving analysis but also determine the direction for important issues and collected the responses of the different respondents. The results are as under: -

**Table 4.1.14 Biasness of anchorperson**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	37	15.7	15.7
Agree	151	64.0	79.7
Uncertain	28	11.9	91.5
Disagree	12	5.1	96.6
Strongly Disagree	8	3.4	100.0
Total	236	100.0	

The table 4.1.14 shows that majority of 79.7% of the respondents believed that anchorpersons are not only giving analysis but also determine the direction for important issues whereas, 11.9% of the respondents do not sure whether anchorpersons are also determining direction for important issues along with giving analysis on that important issue. However, 8.5% of the respondents have showed their disagreement with the notion. Results of table 4.1.14 strongly support the hypothesis 4 of the study that “anchorpersons are playing partial role in TV talk shows.”



**Figure 4.1.13 Biasness of anchorperson**

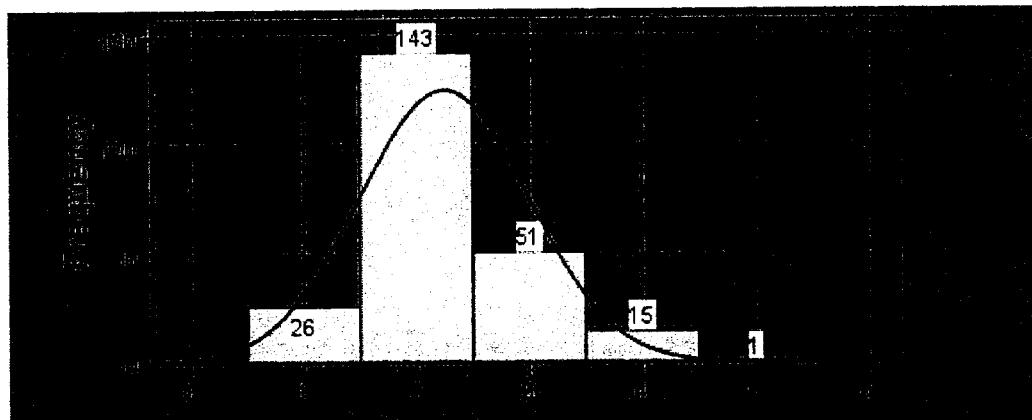
#### 4.1.15 Biasness of Anchorperson by slanting information

In question 19, the researcher posited a statement that anchorpersons are slanting information and collected the responses of the different respondents. The results are as under: -

**Table 4.1.15 Biasness of Anchorperson by slanting information**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	26	11.0	11.0
Agree	143	60.6	71.6
Uncertain	51	21.6	93.2
Disagree	15	6.4	99.6
Strongly Disagree	1	.4	100.0
Total	236	100.0	

The table 4.1.15 explains that majority of 71.6% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels are slanting information. However, 21.6% of the respondents were not sure about that notion whereas, 6.8% of the respondents have showed disagreement with notion that anchorpersons of Pakistan news and current affair channels slanted information.



**Figure 4.1.14 Biasness of Anchorperson by slanting information**

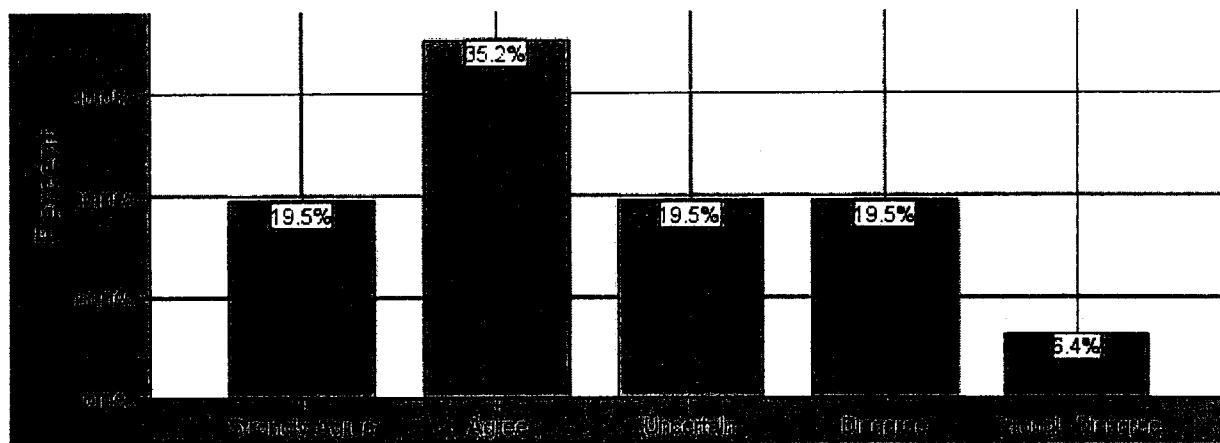
#### 4.1.16 Political biasness of Anchorpersons

In question 20, the researcher posited a statement that anchorpersons of different news and current affair channels have sympathies with different political parties and collected the responses of the different respondents. The results are as under: -

**Table 4.1.16 Political biasness of Anchorpersons**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	46	19.5	19.5
Agree	83	35.2	54.7
Uncertain	46	19.5	74.2
Disagree	46	19.5	93.6
Strongly Disagree	15	6.4	100.0
Total	236	100.0	

The table 4.1.16 indicates that majority of 54.7% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels have sympathies with different political parties. However, 25.9% of the respondents have showed their disagreement with notion that anchorpersons of Pakistan news and current affair channels have sympathies with different political parties whereas, 19.5% of the respondents were uncertain about the phenomenon. Results of table 4.1.16 also justify the hypothesis 4 of the study that “anchorpersons are playing partial role in TV talk shows.”



**Figure 4.1.15 Political biasness of Anchorpersons**

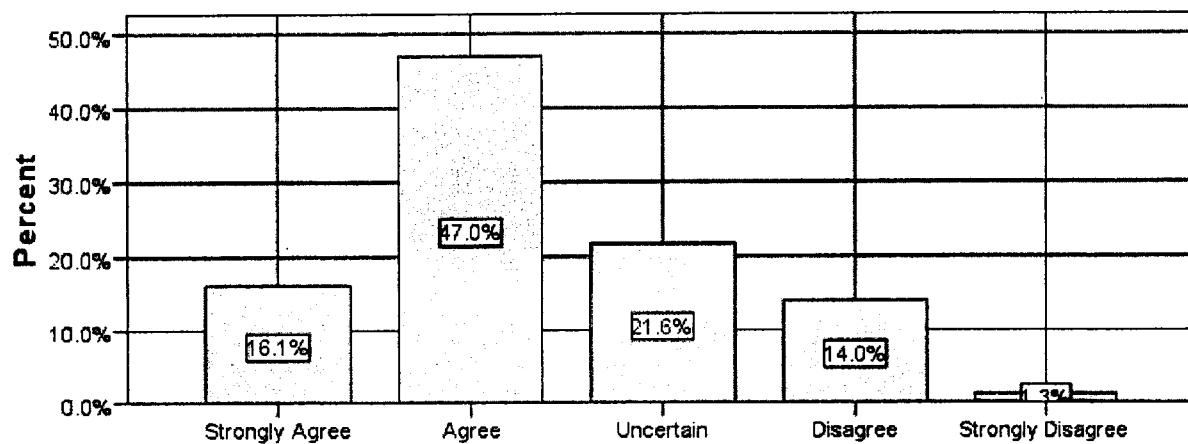
#### 4.1.17 Anchorperson as dictator

In question 21, the researcher posited a statement that Anchorpersons are trying to dictate the participants and put words in their mouth and collected the responses of the different respondents. The results are as under: -

**Table 4.1.17 Anchorperson as dictator**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	38	16.1	16.1
Agree	111	47.0	63.1
Uncertain	51	21.6	84.7
Disagree	33	14.0	98.7
Strongly Disagree	3	1.3	100.0
Total	236	100.0	

The table 4.1.17 shows that majority of 63.1% of the respondents have a view that anchorpersons are trying to dictate the participants and put words in their mouth. However, 21.5% of the respondents do not sure whether anchorpersons are trying to dictate the participants and put words in their mouth or otherwise whereas, 15.3% of the respondents have showed their disagreement with the notion. Results of table 4.1.17 further justify the hypothesis 5 of the study that “anchorpersons are imposing their own perspectives on the audiences.”



**Figure 4.1.16 Anchorperson as dictator**

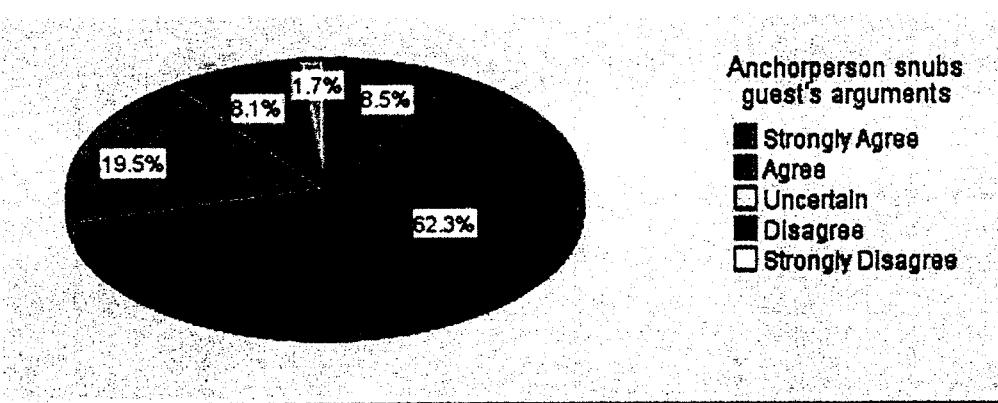
#### 4.1.18 Anchorperson snubs guest's arguments

In question 22, the researcher posited a statement that anchorpersons snub the guest's arguments on the important issues and collected the responses of the different respondents. The results are as under: -

**Table 4.1.18 Anchorperson snubs guest's arguments**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	20	8.5	8.5
Agree	147	62.3	70.8
Uncertain	46	19.5	90.3
Disagree	19	8.1	98.3
Strongly Disagree	4	1.7	100.0
Total	236	100.0	

The table 4.1.18 illustrates that majority of 70.8% of the respondents have a view that anchorpersons working in different news and current affair channels are trying to snub the guest's arguments on the important issues. However, 19.5% of the respondents were not clear in mind whether anchorpersons tried to snub the guest's arguments on the important issues or otherwise. However, 9.8% of the respondents were disagreed with the notion. Results of table 4.1.18 strongly support the hypothesis 6 of the study that "the attitude of anchorpersons toward their guests in TV talk show is unethical."



**Figure 4.1.17 Anchorperson snubs guest's arguments**

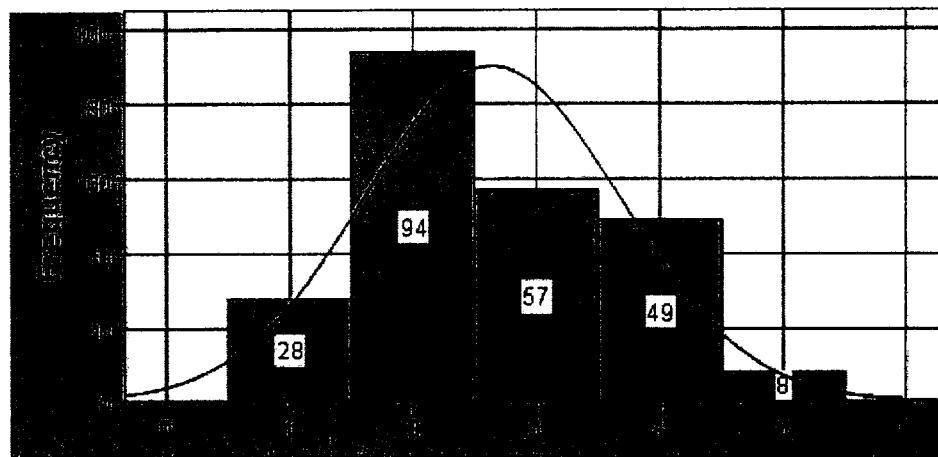
#### 4.1.19 Use of derogatory language by Anchorperson

In question 23, the researcher posited a statement that anchorpersons often use derogatory words and insult the guests and collected the responses of the different respondents. The results are as under: -

**Table 4.1.19 Use of derogatory language by Anchorperson**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	28	11.9	11.9
Agree	94	39.8	51.7
Uncertain	57	24.2	75.8
Disagree	49	20.8	96.6
Strongly Disagree	8	3.4	100.0
Total	236	100.0	

The table 4.1.19 demonstrates that majority of 51.7% of the respondents believed that anchorpersons working in different news and current affair channels often used derogatory words in their talks and insult the guests. However, 24.2% of the respondents were uncertain about the phenomenon whereas, 24.2% of the respondents were believed that anchorpersons do not use derogatory word in their talks and do not insult the guests. Results of table 4.1.19 strongly support the hypothesis 6 of the study that “the attitude of anchorpersons toward their guests in TV talk show is unethical.”



**Figure 4.1.18 Use of derogatory language by Anchorperson**

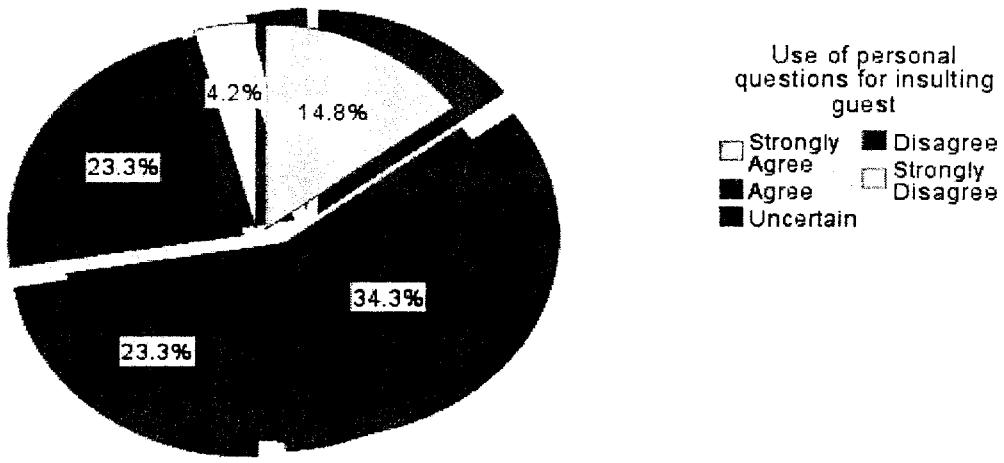
#### 4.1.20 Use of personal questions to insult guest

In question 24, the researcher posited a statement that anchorpersons ask personal questions from the guests to prove him guilty and collected the responses of the different respondents. The results are as under: -

**Table 4.1.20 Use of personal questions to insult guest**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	35	14.8	14.8
Agree	81	34.3	49.2
Uncertain	55	23.3	72.5
Disagree	55	23.3	95.8
Strongly Disagree	10	4.2	100.0
Total	236	100.0	

The table 4.1.20 indicates that majority of 49.2% of the respondents were agreed that anchorpersons asked personal questions from the guests to prove him guilty whereas, 27.5% of the respondents were believed that anchorpersons did not asked personal questions from the participant to proved them guilty. However, 23.3% of the respondents were not cleared whether anchorpersons asked personal questions from the guests to prove them guilty. Results of table 4.1.20 strongly support the hypothesis 6 of the study that “the attitude of anchorpersons toward their guests in TV talk show is unethical.”



**Figure 4.1.19 Use of personal questions to insult guest**

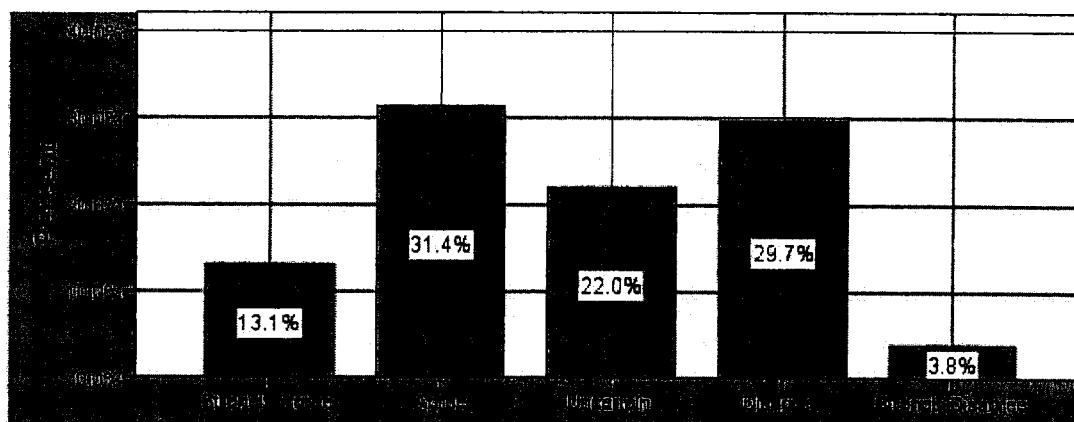
#### 4.1.21 Violation of code of ethics

In question 25, the researcher posited a statement that anchorpersons are not following any code of ethics in their TV talk shows and collected the responses of the different respondents. The results are as under: -

**Table 4.1.21 Violation of code of ethics**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	31	13.1	13.1
Agree	74	31.4	44.5
Uncertain	52	22.0	66.5
Disagree	70	29.7	96.2
Strongly Disagree	9	3.8	100.0
Total	236	100.0	

The table 4.1.21 illustrates that majority of 44.5% of the respondents believed that anchorpersons working in different news and current affairs television channels does not follow any code of ethics in their TV talk shows. However, 34.5% of the respondents were not agreed with the notion that anchorpersons are not following any code of ethics in their TV talk shows whereas, 22% of the respondents were uncertain about the phenomenon.



**Figure 4.1.20 Violation of code of ethics**

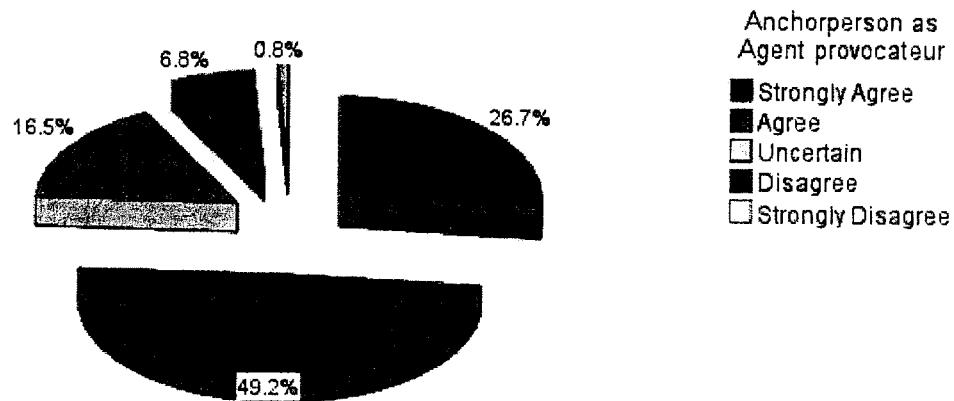
#### 4.1.22 Anchorperson as Agent provocateur

In question 26, the researcher posited a statement that anchorpersons provoke rival discussant to start heated conversation for getting higher program rating and collected the responses of the different respondents. The results are as under: -

**Table 4.1.22 Anchorperson as Agent provocateur**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	63	26.7	26.7
Agree	116	49.2	75.8
Uncertain	39	16.5	92.4
Disagree	16	6.8	99.2
Strongly Disagree	2	.8	100.0
Total	236	100.0	

The table 4.1.22 shows that majority of 75.8% of the respondents have a view that anchorpersons working in different news and current affairs television channels provoked rival discussant to start heated conversation for getting higher rating for their programmes. However, 16.5% of the respondents were not cleared in their mind about the phenomenon whereas, only 7.4% of the respondents were not agreed with the notion that anchorpersons working in different news and current affairs television channels provoked rival discussant to start heated conversation for getting higher rating for their programmes. Results of table 4.1.22 strongly support the hypothesis 7 of the study that “anchorpersons are agent provocateurs.”



**Figure 4.1.21 Anchorperson as Agent provocateur**

#### 4.1.23 Anchorperson as mediator

In question 27, the researcher posited a statement that anchorpersons should play a role of referee/mediator in talk shows and facilitate the participants and collected the responses of the different respondents. The results are as under: -

**Table 4.1.23 Anchorperson as mediator**

Level of agreement	Frequency	Percent	Cumulative Percent
Strongly Agree	47	19.9	19.9
Agree	118	50.0	69.9
Uncertain	33	14.0	83.9
Disagree	34	14.4	98.3
Strongly Disagree	4	1.7	100.0
Total	236	100.0	

The table 4.1.23 indicates that majority of 69.9% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels should play a role of referee/mediator in talk shows and facilitate the participants. However, 16.1% of the respondents have showed their disagreement with notion that anchorpersons of Pakistan news and current affair channels should not only play the role of referee/mediator in talk shows and facilitate the participants but also impart his own opinion on the issues. Some of the respondents (14%) were uncertain about the phenomenon.



**Figure 4.1.22 Anchorperson as mediator**

## 4.2 Bivariate Data Analyses

The researcher used One-Sample Kolmogorov-Smirnov Test (K-S Test) to compare the observed frequencies of the value of an ordinal variable against some specified theoretical distribution (Normal) to measure the significant difference between the response categories of the different respondents.

The researcher used K-S test for one sample analysis because K-S test because it is most appropriate test used to measure difference between the values of an ordinal variable. As the expected observation was rated on five degree scale (likert scale) (i.e. strongly agree, agree, uncertain, disagree, strongly disagree), therefore K-S test was used to measure the difference between level of agreement of respondents about role and importance of anchorpersons working in different news and current affair channels. In other words, this test also helps to detect the statistical significance of largest difference between the observed frequencies and their theoretical distribution (Normal). Moreover, this test is useful to check the normality of data. In normal distribution, data always concentrate on the mid-point. As the researcher used five degree scale for measuring the responses of the respondents and the midpoint represent uncertain responses about the statements. Therefore, this test was helpful to test the Null hypothesis i.e. the distribution of responses are normal at five degree rated scale. The descriptive statistics of the test (mean and standard deviation) also helps to find out the central tendency of the collected responses and also measure the dispersion in the data.

K-S test used the lowest and highest values of the sample data for computation. As the researcher used five degree scale (likert scale) (strong agree, agree, uncertain, disagree and strongly disagree) to collected the responses of the different respondents. These five categories were given a simple weight-age of 5, 4, 3, 2, and 1 respectively. Therefore, lowest rating 1 and the highest 5 will be used for comparing the range of values. The statistic of the test will show the largest absolute, positive and negative difference between the observed and theoretical distribution (normal in this case). However, these largest absolute differences will be simply differences apart from of its direction. The results of the bivariate statics are as under:

#### 4.2.1 Anchorpersons as symbol of Identity

The table 4.2.1 illustrates that total numbers of responses (N) are 236. The Mean 4.19 indicates that average response of the respondent's lies between the category "agree" and "strongly agree" weighed as 4 and 5 respectively by the researcher. The result of the mean also indicates that the majority of the respondents believed that anchorperson have become identity of TV news channels which strongly support the hypothesis 1 of this research study that" the role of anchorperson is a symbol of identity for TV news channel." Standard Deviation of .769 indicates variation in responses categories which suggested that data is not normally distributed. The table shows the largest absolute, positive and negative difference between the hypothesized distribution (normal) and observed frequencies which are .303, .0303 and -.257 respectively. The value of Kolmogorov-Smirnov Z statistics (4.647) and two tailed significance level of .000 elucidates that there is significant differences between the observed responses and hypothesized distribution (normal). The probability level of .000 indicates that there is only 5 times out of 10,000 chance of error in the sample of population.

**Table 4.2.1 One-Sample Kolmogorov-Smirnov Test**

		Anchorpersons as Symbol of identity for TV Channel
N		236
Normal Parameters <sup>a</sup>	Mean	4.19
	Std. Deviation	.769
Most Extreme Differences	Absolute	.303
	Positive	.303
	Negative	-.257
Kolmogorov-Smirnov Z		4.647
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### 4.2.2 Indispensability of anchorpersons for TV Channels

The table 4.2.2 elucidates that the responses of (N) 236 respondents were analyzed. The Mean 4.08 explained that average response of the respondent's falls between the category "agree" and "strongly agree" weighed as 4 and 5 respectively by the researcher. Mean (4.08) also

established that the majority of the respondents believed that no news and current affairs television channel can run without anchorpersons which support the second hypothesis of this study that “anchorpersons are inevitable / indispensable of the TV news channels”. The value of Standard Deviation (.995) indicates variation in responses categories which confirmed that data is not normally distributed. The table also indicates that the largest absolute, positive and negative difference between the hypothesized distribution (normal) and observed frequencies are .262, .177 and -.262 respectively. The Kolmogorov-Smirnov Z statistics of the data is 4.022 with two tailed significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can conclude that there is significant differences between the observed responses and hypothesized distribution (normal).

**Table 4.2.2 One-Sample Kolmogorov-Smirnov Test**

		Indispensability of Anchorperson for TV News Channel
N		236
Normal Parameters <sup>a</sup>	Mean	4.08
	Std. Deviation	.995
Most Extreme Differences	Absolute	.262
	Positive	.177
	Negative	-.262
Kolmogorov-Smirnov Z		4.022
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### **4.2.3 Anchorperson's journalistic background**

The table 4.2.3 demonstrates that total numbers of responses (N) are 236. The Mean 2.89 pointed that average response of the respondent's lies between the category “disagree” and “uncertain” weighed as 2 and 3 respectively by the researcher. The result of the mean indicates that anchorpersons of Pakistani TV news and current affairs channel do not have journalistic background. Results of the means also support the hypothesis 3 of the study that “anchorpersons are not having expertise in their respective field”. The Std. Deviation of .919 elucidates great variation in responses categories which suggested that data is not normally distributed. The largest absolute, positive and negative difference (.237, .237 and -.195 respectively) indicates

difference between the hypothesized distribution (normal) and observed frequencies. The Kolmogorov-Smirnov Z statistics of the data is 3.646 with two tallied significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can concluded that there is significant differences between the observed responses and hypothesized distribution (normal) of data.

**Table 4.2.3 One-Sample Kolmogorov-Smirnov Test**

		Anchorperson's journalistic background
N		236
Normal Parameters <sup>a</sup>	Mean	2.89
	Std. Deviation	.919
Most Extreme Differences	Absolute	.237
	Positive	.237
	Negative	-.195
Kolmogorov-Smirnov Z		3.646
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### **4.2.4 Biasness of Anchorperson**

The out of the table 4.2.4 illustrates that total numbers of responses (N) are 236. The Mean 3.83 indicates that average response of the respondent's lies between the category "uncertain" and "agree" weighed as 3 and 4 respectively by the researcher. Hence the mean of the data suggested that majority of people perceive anchorperson as bias in their opinion which support the hypothesis 4 of the study that "anchorporsn are playing partial role in TV talk shows". The value of Standard Deviation (.872) shows great variation in responses categories which suggested that data is not normally distributed. The table shows the largest absolute, positive and negative difference between the hypothesized distribution (normal) and observed frequencies which are .372, .268 and -.372 respectively. The value of Kolmogorov-Smirnov Z statistics (5.712) and two tallied significance level of .000 clarified that there is significant differences between the observed responses and hypothesized distribution (normal). The probability level of .000 indicates that there is only 5 times out of 10,000 chance of error in the sample of population.

**Table 4.2.4 One-Sample Kolmogorov-Smirnov Test**

		Biasness of Anchorperson
N		236
Normal Parameters <sup>a</sup>	Mean	3.83
	Std. Deviation	.872
Most Extreme	Absolute	.372
Differences	Positive	.268
	Negative	-.372
Kolmogorov-Smirnov Z		5.712
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### 4.2.5 Political biasness of Anchorpersons

The table 4.2.5 reveals that total numbers of responses (N) are 236. The Mean 3.42 elucidates that average response of the respondent's lies between the category "uncertain" and "agree" weighed as 3 and 4 respectively by the researcher. In other words majority of respondents believed that anchorpersons are politically biased which justify hypothesis 4 of the study that "anchorpersons are playing partial role in TV talk shows".

**Table 4.2.5 One-Sample Kolmogorov-Smirnov Test**

		Political biasness of Anchorpersons
N		236
Normal Parameters <sup>a</sup>	Mean	3.42
	Std. Deviation	1.188
Most Extreme	Absolute	.234
Differences	Positive	.142
	Negative	-.234
Kolmogorov-Smirnov Z		3.597
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

The large value of Std. Deviation (1.188) indicates great variation in responses categories which suggested that data is not normally distributed. The absolute, positive and negative

difference (.234, .142 and -.234 respectively) indicates difference between the hypothesized distribution (normal) and observed frequencies. The Kolmogorov-Smirnov Z statistics of the data is 3.597 with two tallied significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can concluded that there is significant differences between the observed responses and hypothesized distribution (normal) of data.

#### 4.2.6 Anchorperson as dictator

The out of the table 4.2.6 illustrates that total numbers of responses (N) are 236. The Mean 3.63 indicates that average response of the respondent's lies between the category "uncertain" and "agree" weighed as 3 and 4 respectively by the researcher. In other word majority of the respondents believed that anchorpersons try to dictate the audience mind which support hypothesis 5 of the study that "anchorperson are imposing their own perspective on the audiences. The value of Standard Deviation (.957) shows great variation in responses categories which suggested that data is not normally distributed. The table shows the large absolute, positive and negative difference between the hypothesized distribution (normal) and observed frequencies which are .283, .187 and -.283 respectively. The value of Kolmogorov-Smirnov Z statistics (4.347) and two tallied significance level of .000 clarified that there is significant differences between the observed responses and hypothesized distribution (normal). The probability level of .000 indicates that there is only 5 times out of 10,000 chance of error in the sample of population.

**Table 4.2.6 One-Sample Kolmogorov-Smirnov Test**

		Anchorperson as dictator
N		236
Normal Parameters <sup>a</sup>	Mean	3.63
	Std. Deviation	.957
Most Extreme Differences	Absolute	.283
	Positive	.187
	Negative	-.283
Kolmogorov-Smirnov Z		4.347
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### 4.2.7 Anchorperson snubs guest's arguments

The table 4.2.7 reveals that total numbers of responses (N) are 236. The Mean 3.68 indicates that average response of the respondent's lies between the category "uncertain" and "agree" weighed as 3 and 4 respectively by the researcher. The value of mean (3.68) supports the hypothesis 6 of the study that "the attitude of anchors towards their guests in TV talk shows is unethical." The value of Std. Deviation (.808) indicates variation in responses categories which suggested that data is not normally distributed. The absolute, positive and negative difference (.362, .260 and -.362 respectively) indicates difference between the hypothesized distribution (normal) and observed frequencies. The Kolmogorov-Smirnov Z statistics of the data is 5.568 with two tallied significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can concluded that there is significant differences between the observed responses and hypothesized distribution (normal) of data.

**Table 4.2.7 One-Sample Kolmogorov-Smirnov Test**

		<b>Anchorperson snubs guest's arguments</b>
N		236
Normal Parameters <sup>a</sup>	Mean	3.68
	Std. Deviation	.808
Most Extreme Differences	Absolute	.362
	Positive	.260
	Negative	-.362
Kolmogorov-Smirnov Z		5.568
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### 4.2.8 Use of personal questions to insult guest

The table 4.2.8 illustrates that total numbers of responses (N) are 236. The Mean 3.32 elucidates that average response of the respondent's lies between the category "uncertain" and "agree" weighed as 3 and 4 respectively by the researcher. In other words majority of the respondents believed that anchorpersons use personal questions to insult the guest which support

the hypothesis 6 of the study that “the attitude of anchors towards their guests in TV talk shows is unethical.” The large value of Std. Deviation (1.114) indicates great variation in responses categories which suggested that data is not normally distributed. The absolute, positive and negative difference (.220, .158 and -.220 respectively) indicates difference between the hypothesized distribution (normal) and observed frequencies. The Kolmogorov-Smirnov Z statistics of the data is 3.382 with two tailed significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can concluded that there is significant differences between the observed responses and hypothesized distribution (normal) of data.

**Table 4.2.8 One-Sample Kolmogorov-Smirnov Test**

		<b>Use of personal questions for insulting guest</b>
N		236
Normal Parameters <sup>a</sup>	Mean	3.32
	Std. Deviation	1.114
Most Extreme Differences	Absolute	.220
	Positive	.158
	Negative	-.220
Kolmogorov-Smirnov Z		3.382
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

#### **4.2.9 Anchorperson as Agent provocateur**

The table 4.2.9 describes that total numbers of responses (N) are 236. The Mean 3.94 elucidates that average response of the respondent's lies between the category “uncertain” and “agree” weighed as 3 and 4 respectively by the researcher. Results of the mean (3.94) suggested that majority of the respondents believed that anchorpersons are playing the role of agent provocateur in their TV talk shows which support the hypothesis 7 of the study that “anchorpersons are agent provocateurs”. Std. Deviation of .883 confirmed variation in responses categories which suggested that data is not normally distributed. The absolute, positive and negative difference (.285, .206 and -.285 respectively) indicates difference between the hypothesized distribution (normal) and observed frequencies. The Kolmogorov-Smirnov Z

statistics of the data is 4.382 with two tallied significance level of .000 which is well below the probability of .005 levels. Since the probability of this result is very low (5 out of 10000) therefore we can concluded that there is significant differences between the observed responses and hypothesized distribution (normal) of data.

**Table 4.2.9 One-Sample Kolmogorov-Smirnov Test**

		<b>Anchorperson as Agent provocateur</b>
N		236
Normal Parameters <sup>a</sup>	Mean	3.94
	Std. Deviation	.883
Most Extreme Differences	Absolute	.285
	Positive	.206
	Negative	-.285
Kolmogorov-Smirnov Z		4.382
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

## **CHAPTER FIVE**

### **Discussion and Conclusion**

## DISCUSSION AND CONCLUSION

This research study was planned to collect the preliminary data about the role and importance of TV anchorpersons working in different news and current affair channels in Pakistan. The purpose of study was to inquire people's perception regarding anchorpersons as an emerging face of the TV news channels. The researcher used descriptive survey technique to probe the phenomenon under investigation. The sample of 240 respondents was selected by using appropriate stratified sampling technique. Gender and level of education of the respondents were used as strata for this research study. Male and female respondents of International Islamic University, Islamabad and National University of Modern Languages, Islamabad were approached through closed ended questionnaires to inquire their opinion on the phenomenon.

### 5.1 Findings of the study

Finding of the results indicates that an awesome majority of 89.4% of the respondents like current affair programmes of different news channels. However, the ratio of dislikeness of current affair programmes between male and female respondents were 68% and 32% respectively which indicates that dislikeness ratio in female gender is more than twice as compared to male. Majority of 51.7% of respondents recognized their favourite current affair programme by the name of anchorperson which shows their attachment with anchorperson's personality. The research study also reveals that majority of 93.3% have view that anchorperson has become as symbol of identity for their respective TV news channels. The results of the study elucidate that 79.3% respondents believed that anchorpersons have become indispensable for survival of TV news and current affair channels. Overwhelming majority of respondents (84.7%) perceived that television channels having good anchorpersons are more popular among the audience than the one which has naïve and inexperience anchorpersons.

The present study also explores the academic aspect of the anchorpersons. Less than half of the respondents (48.3%) have opined that anchorpersons are highly educated media entities whereas, 26.7% of the respondents were disagreed with that notion. A large bunch of 25.4 % of the respondents was uncertain about high education of media persons. The percentage of respondents who believed that anchorpersons of Pakistani TV news and current affairs

channels are usually graduates of Journalism/Mass Communication are only 41.1% and moreover, 40.3% respondents were thought that anchorpersons of Pakistani news and current affairs channel have not any journalistic background.

Overwhelming majority of 70% of the respondents was agreed that anchorpersons are doing all necessary preparation regarding topic/theme on which they are going to conduct programs. However, majority of 69.1% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels are imparting their own views in their TV talk shows instead of giving the impartial analysis of the important issues whereas, awesome majority of 71.6% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels are slanting information. The results of the study also indicates that majority of 69.9% of the respondents were agreed that anchorpersons of Pakistani TV news and current affairs channels should play a role of referee/mediator in talk shows and facilitate the participants instead of manipulating the facts in their TV talk shows.

The results of the study illustrate that 54.7% of the respondents were believed that anchorpersons of Pakistani TV news and current affairs channels have sympathies with different political parties. They are politically polarized. 35.6% of the respondents believed that anchorpersons are not giving equal time to the all participants to present their point of views about the important issues whereas, 30.5% of the respondents have the view that anchorpersons are also not giving sufficient time to the all participants to justified their point view.

The study reveals that the role of anchorperson as dictator is noticeably perceived by viewers. An awesome majority of 63.1% of the respondents have a view that anchorpersons are trying to dictate the participants and put words in their mouths. Moreover, 79.7% of the respondents believed that anchorpersons are not only giving analysis on the important issues but also determine the direction for these important public issues.

The finding of the study elucidates that anchorpersons working in different Pakistani TV news and current affair channels are violating the code of ethics in their talk shows. Forty five percent of the respondents believed that anchorpersons working in different news and current affairs television channels do not follow any code of ethics in their TV talk show. More than half

of the population sample (51.7%) of the respondents believed that anchorpersons working in different news and current affair channels often used derogatory language in their talks. Majority of 49.2% of the respondents were agreed that anchorpersons asked personal questions from the guests to prove them guilty. A great number of respondents (70.8%) has pointed out that anchorpersons working in different news and current affair channels are trying to snub the guest's arguments on the important issues.

The role of anchorperson as agent provocateur was also studied in this research studies. The results indicates that overwhelming majority of 75.8% of the respondents were agreed that anchorpersons working in different news and current affairs television channels provoked rival discussant to start heated conversation for getting higher rating for their programmes.

## **5.2 Suggestions/Recommendation**

The present study “Anchorman; an emerging face of TV news channels” assessed the role and importance of anchorpersons in context of public’s perception. However, the contents and context of communication made by the anchorpersons in their TV talk shows are still clandestine. Therefore, researcher has recommended following guide line for future research.

1. The contents and context of communication used by the anchorpersons in their TV talk shows should be carefully analyzed to measure the effects of communication on the audiences.
2. The role of anchorperson in setting inter media agenda also need further investigation.
3. An analytical survey research is recommended to find out why people perceive anchorperson as symbol of identity for TV news channels.
4. The personal influence of the anchorperson on the communication should be investigated.
5. Political, Social, religious and financial motives of the anchorpersons in manipulating the facts should be investigated.

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**RESEARCH QUESTIONNAIRE**

**Appendix 'A'**

**Note: This questionnaire involves Pakistani anchorpersons, TV news and current affairs channels. Please encircle the appropriate choice.**

	STATEMENTS	CHOICES																												
Q1	Where do you study?	(1) IIUI (2) NUML																												
Q2	What is your gender?	(1) Male (2) Female																												
Q3	What is your level of formal education?	(1) BS (2) M.S (3)																												
Q4	What is your age group?	(1) 17-20yrs (2) 21-24yrs (3) 25-29yrs (4) 30 yrs and above																												
Q5	Do you like current affair programs?	(1) Yes (2) No																												
Q6	How do you remember your favourite TV current affair program?	(1) By the name of Anchorperson (2) By the name of Program (3) By the name of channel (4) Other _____																												
Q7	Please match the following anchorpersons with their respective TV channel and program. <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th></th> <th style="width: 30%;">Anchorpersons</th> <th style="width: 30%;">TV Channels</th> <th style="width: 40%;">Programs</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">(1)</td> <td>Hamid Mir</td> <td>Express News</td> <td>Faisla Aapka</td> </tr> <tr> <td style="text-align: center;">(2)</td> <td>Asma Shirazi</td> <td>ARY News</td> <td>Hasb-e-Haal</td> </tr> <tr> <td style="text-align: center;">(3)</td> <td>Javed Choudary</td> <td>Geo News</td> <td>Off The Record</td> </tr> <tr> <td style="text-align: center;">(4)</td> <td>Kasif Abbasi</td> <td>Dunya News</td> <td>Kal Tak</td> </tr> <tr> <td style="text-align: center;">(5)</td> <td>Junaid Saleem</td> <td>Samaa News</td> <td>Capital Talk</td> </tr> <tr> <td style="text-align: center;">(6)</td> <td>Absar Alam</td> <td>Aaj News</td> <td>Aaj Ki Khabar</td> </tr> </tbody> </table>			Anchorpersons	TV Channels	Programs	(1)	Hamid Mir	Express News	Faisla Aapka	(2)	Asma Shirazi	ARY News	Hasb-e-Haal	(3)	Javed Choudary	Geo News	Off The Record	(4)	Kasif Abbasi	Dunya News	Kal Tak	(5)	Junaid Saleem	Samaa News	Capital Talk	(6)	Absar Alam	Aaj News	Aaj Ki Khabar
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(6)	Absar Alam	Aaj News	Aaj Ki Khabar																											

**Note:** Please encircle the level of your agreement to the following statements given in column no. 1 by using the scale of agreement given in column no. 2. (Strongly agree = SA = 5, Agree = A = 4, Neutral = N = 3, Disagree = DA = 2, Strongly Disagree = SDA = 1)

	STATEMENTS (COLUMN 1)	LEVEL OF AGREEMENT (COLUMN 2)				
		SA	A	N	DA	SDA
Q8	Anchorpersons have become identity of the TV news channels.	5	4	3	2	1
Q9	Television channels having good anchorpersons are more popular among the audience.	5	4	3	2	1
Q10	No news and current affairs television channel can run without anchorpersons.	5	4	3	2	1
Q11	Anchorpersons working in different news and current affair channels are highly educated media persons.	5	4	3	2	1
Q12	Anchorpersons of Pakistani TV news and current affairs channels are usually graduates of Journalism/Mass Communication.	5	4	3	2	1
Q13	Anchorpersons of Pakistani news and current affairs channel have journalistic background.	5	4	3	2	1
Q14	Anchorpersons are doing all necessary preparation regarding topic/theme on which they are going to conduct programs on.	5	4	3	2	1
Q15	Anchorpersons are giving equal time to the all participants to present their point of views about the important issues.	5	4	3	2	1
Q16	Anchorpersons are giving sufficient time to the all participants to present their point of views about the important issues.	5	4	3	2	1

	STATEMENTS (COLUMN 1)	LEVEL OF AGREEMENT (COLUMN 2)				
		SA	A	N	DA	SDA
Q17	Anchorpersons are communicating their own views in their TV talk shows.	5	4	3	2	1
Q18	Anchorpersons are not only giving analysis but also determine the direction for important issues.	5	4	3	2	1
Q19	Anchorpersons are slanting information.	5	4	3	2	1
Q20	Anchorpersons have sympathies with different political parties.	5	4	3	2	1
Q21	Anchorpersons are trying to dictate the participants and put words in their mouth.	5	4	3	2	1
Q22	Anchorpersons snub the guest's arguments on the important issues.	5	4	3	2	1
Q23	Anchorpersons often use derogatory words and insult the guests.	5	4	3	2	1
Q24	Anchorpersons ask personal questions from the guests to prove him guilty.	5	4	3	2	1
Q25	Anchorpersons are not following any code of ethics in their TV talk shows.	5	4	3	2	1
Q26	Anchorpersons provoke rival discussant to start heated conversation for getting higher program rating.	5	4	3	2	1
Q27	Anchorpersons should play a role of referee/mediator in talk shows and facilitate the participants.	5	4	3	2	1