

**Media Stereotyping of Political Figures in Political Comedy  
Shows: Are Public Perceptions congruent with Media  
Constructions.**

**MS THESIS**



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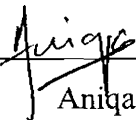
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## **Declaration**

This thesis has been submitted as partial fulfillment of MS in Media and Communication Studies to the Center for Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.

  
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## **Abstract**

*The main purpose of research is to find out that what main frames comedy shows on Pakistani television are using to stereotype political figures as well as to determine that how much public perception is congruent with media construction of political figures. Comedy in Pakistan is not new phenomenon but a very strong genre in entertainment media but after liberalization of electronic media; comedy or satire started to emerge as a strong medium to criticize political system and ills existing in political scenario of Pakistan. Political comedy shows while entertaining audience are also adopting the role of information provider and also creating awareness about political evils of Pakistani society. This amalgamation of entertainment with serious news is blurring the line between them and as a result new genre of "political infotainment" is emerging. From personality traits of political figures to their day to day activities and their political role is becoming the main content of countless comedy programs of Pakistani televising. Not only the number of comedy programs is rising but also the audience receiving information from them and getting entertained is rising. Therefore it is very important to determine the role and effect of these programs on audience is very important because they can be used both in positive manner to aware audience or on other hand they can also increase negative thoughts or cynicism in society.*

*The study was quantitative in nature; involving content analysis of comedy programs and then survey based on those programs. In first part content analysis was done of three popular comedy shows: Hum sub Umeed sey hein, Four Man Show and Hasb-e-*

*Haal. The content was determined on the basis of four categories: personality traits, political traits, social traits and incidental traits of political figures. In the context of this study; Personality traits involve all those traits covered which deals with physical features, attitudes, behaviors and personality type of political figures; social traits category cover themes mentioning their stature in society or their social background; political traits involve all of their political stands, policies and political vision; and incidental traits category include all of themes which refer to some incident or event attached to the. Sample size of ten political figures was taken and themes or frames used to cover them were noted in these comedy programs on the basis of above mentioned categories. Not only the main themes were noted but also the time focused on each theme or category was noted.*

*In second phase survey was conducted from general population in Islamabad. First pilot study was conducted from the sample of 50 which were not included in final analysis. The 56 close ended questions were included in final questionnaire as well as questions regarding information on demographics. Cronbach's Alpha in reliability test is .767. The questionnaire was divided in two parts: first part included questions to determine exposure to comedy programs and also to check level of exposure to each of three selected sample programs. It also included question to judge tendency of audience towards and political party. The second part included 51 statements about political figures to judge congruency between media constructions and public perception. 450 questionnaires were distributed on the basis of non probability convenient sampling from different sectors of Islamabad. Out of this only 405*

questionnaire were valid and were included for final analysis. SPSS was used for data analysis and percentages of public perceptions are then compared with media constructions found in content analysis.

The first question deals with that how comedy programs are stereotyping political figures. Results showed that comedy programs generally using already existing stereotypes or image as their main focus. Results also revealed that these programs are stereotyping political figures in a very cynical manner; passing judgments on political system as well as political figures. Results also revealed that comedy programs are focusing more on personality traits of political figures as compared to political stands and policies of political figures. Incidental traits were generally used to support image created through personality and political traits. Social traits were less used theme and mostly used to support image created by using personality traits.

The second research question deals with that how much media perceptions are congruent with media constructions. Results revealed that media perceptions are very much congruent with media constructions and the level of congruency varies from political figure to political figure. Demographics like age and occupation was found to be effecting media perception of audience. Political party affiliation was found a very strong indicator of molding public perception regarding media construction of political figures.

Overall it can be concluded that media is playing strong role in stereotyping political figures and public perceptions are highly congruent with media constructions.

## **CHAPTER 1**

### **1.1: Introduction**

The Present study aims to see analytically that how comedy shows are stereotyping political figures and to what extent public perceptions are congruent with media construction. After the establishment of open media in Musharraf's regime there are so many channels now available and with that a new trend of openly criticizing Political figures and political system started. An average Pakistani viewer now face lot of messages about politicians and political figures both through hard news and soft programming which can be called as infotainment. This trend is not exclusive for Pakistani media but globally it is very common to pinpoint ills of political system and political figures through infotainment. This inclination of towards amalgamation of political information and entertainment in recent years has blurred the line between serious news and popular entertainment. (Moy, Xenos & Hess 2005). As a result of this "political infotainment", audience especially young voters receive significant amount of information about politics through entertainment media. It is now very common globally for politicians. All over the world it also has become common for politicians especially for election campaigns to embrace entertainment outlets as more and more politicians are now appearing on late-night comedy shows where though they face unrestrained communication setting but as result these comedy programs provide them with valuable publicity.( Pfau & Compton, 2009). But In Pakistan this phenomenon of in person appearance on comedy shows is new for politicians and not very common. On other hand the daily activities, policy positions and perceived personality traits of these political figures are the focus of countless nightly comedy monologue jokes and satirical sketches featured on programs ranging from the 'Hum sub umeed sey hain' to 'Four Man Show'.

Many researchers argue that content of these shows can influence in varied ways both on knowledge and perception of viewers of these comedy programs and can change their political setup as now a days they are very common with their clips openly available on internet sites. Cao argued in 2008 that due to their commonness there is a strong possibility that they can affect public opinion about political figures and system in a significant manner.

Mostly comedy shows on Pakistan television channels are full of content with main focus on political jokes and are full of parodies about personality, character of political figures and monologue style jokes about political system and all of these parodies sometimes based on already existing stereotypes and sometimes they create new stereotypes in society. Audience are now heavily exposed to unverified messages from medium of infotainment and large amount of images and sounds are accumulating in the minds of audience about political figures which results in creation of certain media induced reality for them about political system. This unverified information help audience to categorize and organize information provided by media; daily and conveniently. And stereotyping is the process which help in this organization and categorization of general beliefs at cognitive level. (McGarty et al. 2002). McGarty further argues that depiction of extremes about the subject make stereotypes more prominent & apparent to viewers.

## **1.2: Background**

The study of humor, mockery, comedy, caricature, satire, invective, and parody has been a serious matter since the time of Aristotle and influence of this on audience's minds is continuous debate among researchers. Duffy & Page (2009) shared the view that comic frames reduce social tension which can result in social change as compared to tragic and dramatic frames. Generally now a day's content of comedy programs is just a humorous discussion with main idea is to amuse audience especially in film and television; which is

different from initial start of satire and humor from comic theatre mainly started in Ancient Greece. The satire based on idea of politics by poets performed at theaters influenced opinion of voters in a remarkable manner in "Athenian society". The personality characteristics and social institutions are ridiculed by satirists and as a result alienate the audience from object which is the main focus of humor. And today use of Satire & Parody as a global trend is very common on television shows and Jon Stewart, Stephen Colbert and David Letterman are all famous satirists commenting on public figures or events.

According to Kreuz and Roberts (1993) **political satire** is both "place and time bound"; as it mainly deals with traits of personalities and characteristics of situations. They both argue that it is effective because sarcastic statements are easy to remember than original statement and their main purpose is to highlight shortcomings and errors. Parkin & Philips (2006) quote Koestler (1964) argues that **parody** is aggressive especially political comedy in which appearances are exaggerated even deformed as also done in cartoons and caricatures. Parody is derisive and sometimes cruel but readers and viewers know that what they are seeing is fiction so they are free of any blame when they laugh. According to Baumgartner and Morris (2007) though audience due to low elaboration are less likely to question humor and may easily agree with the idea but to examine the influence it is important to what is the message and what is the kind of humor used. They further argue that humor used in political comedy shows is generally based on very simple and pre existing negative stereotypes which though make it less appealing but on other hand it is delivered in an indirect manner amalgamated with humor so there is strong possibility about convincing power of these satirical messages.

### **1.2.1: Definition of Stereotypes**

From ancient times individuals tend to categorize others in simple forms as in myths, tales, practices & rituals. But in modern world the images, representations and information have



become standardized, the process of stereotyping others has become a sensitive problem. The essential factor in standardization of stereotypes is the role of media as disseminator of meanings and representations at mass level.

According to Stuart & Elizabeth (2006) there is a strong relationship between media & word stereotypes from its origin. While writing about typecast they argue that the term was introduced in 1794 by 'Fermin Diot' who was a printer. He used this term to describe to new printing process in which molds were made by the process of 'paper mache' from papers. Then these molds were used to create identical duplicates. But in social & cultural level this term is used by Water Lippmann (1922) in his study on "public mind" and forces responsible for shaping consciousness at mass level. In his study he describes stereotyping as a process or stereotypes as an obvious result of perception of individuals. He argued that in modern society where there is so much to influence perceptions; stereotypes are important as they help to make sense of information at cognitive level to understand world.

Stereotypes are defined by Lippmann as images, constructs & pictures in minds which rule perceptions of individuals. According to Lippmann (1965) various & close relationships are difficult in modern era due to fast pace life so we associate or create whole picture by observing one traits only. According to Oakes et al (1994) while stereotyping individuals generally misrepresent true traits of others and overall through this we oversimplify reality and in the end justify bigotry. Lippmann (1965) share similar views that through stereotyping individuals save their mind from confusion by simplifying their views. In a study by Snyder, Tanke & Berscheid (1977) on influence of stereotypes on interaction between two people; researchers found that social stereotypes play important role or influence individuals actions & body language when they interact with each other. In an experimental study to analyze action regarding social stereotypes of 'physical attractiveness' like beauty is attached with good morals; researchers observed interaction of 51 female undergraduates as "target group"

and 51 male undergraduates as “perceiver group”. Behaviors and actions of respondents are judged by different observers. Researchers found that male respondents behave in jovial, affable & gregarious manner with female respondents whom they perceived as beautiful & attractive as compared to females whom they perceived as unattractive.

Nelson (2005) describes that Stereotypes function at two levels while describing it as process of simplifying incomplete knowledge about members of a social group:

**The individual level:** According to Nelson (2005) at this level stereotypes act at cognitive level of an individual and help to organize, categorize and interpret bits & pieces of information which an individual receives through social learning process. Lippmann (1965) argued that stereotyping at individual level is an important way of setting order at cognitive level especially in highly varied societies.

**The group level:** At group level Nelson (2005) argues that stereotypes are adopted by individuals to attain a sense of belongingness and bonding in a group .Stereotypes at this level is set of beliefs shared by a group.

### **1.2.2: Definition of Political Satire**

It is an important type of satire in which focus of content to entertain audience is mainly from politics. But it is different from protest as the political agenda is not the main part nor is the intention to disturb the process of political establishment. The common purpose is just to provide entertainment because it simply pinpoints the problems in overall political structure. Political Satire is not a new term but can be found in different eras and different forms. In history it is focused on politicians and religious figures. According to Kreuz and Roberts (1993) we can found many satirical poems in roman periods with few traces of social & political form of satire. “Political Satire” was very common in history due to less “freedom of speech” especially satire was commonly used in literature. Now in modern days satire is not only found in literature but it is used in all types of mediums; from print in the form of

political cartoons to television shows and also on internet websites. According to Freedman (2009) Hitler is one of those politicians who has been at the target of satirists from a longer period of time. Freedman (2009) further quotes that one of the pioneer satirists of modern style is Ben Franklin who drew the first political cartoon in American and his format is still followed by American political satirists. When newspapers and magazines were started at mass level and circulated at low prices, political satirical cartoons were frequently printed in newspapers and magazines and they became as staple diet of content of print media as they are now a day's used very commonly and as major portions in electronic media. Freedman (2009) further argued that different movies featuring Charlie Chaplin, Kubrick and many others have portrayed political figures and subjects in a very intelligent but in a derisive manner. While further explaining the history of political satire Freedman (2009) argued that after the start of programs like Saturday night live in 1975 more and more audience especially youth started watching political comedy and it opened doors for other political satirical programs like by Jon Stewart, Colbert, Denis Miller and different other comedians all over the world. According to Kelso & Cogan (2009, pp 13-26) in middle of 20th century in field of satire ; new type of performers emerged called as "stand-up comedian", who mostly do solo sets on current issues. One of the first pioneer stand-up comedians is Mort Sahl who instead of doing standard & regular jokes; added his own style and try to aware people on different ills and issues in politics. Kelso & Cogan quote Sahl that he once said that I am more interested in removing elite political government than politics. At the end of 20 century satire focusing politics exploded on television and internet as well with many programs and internet magazines and websites following the jokes about political figures all around the world.

According to Jones (2010) that for year's television elites has created a line to segregate politics and entertainment with political news only handled by news section and

entertainment by other departments. According to him this line was first seen to blur in 1922 when during election campaigns political figures started to appear on programs other than news programming especially entertainment talk shows. Many reviewers not liked this idea of combining electoral process with entertainment according to Jones (2010) but many audiences are very much attracted to it as they got a chance to know about political figures in a humorous way. Jones added that after 1990s as competition increased in television market the trend of combining politics with entertainment media was also increased as a tactic to gain viewership.

In Pakistan comedy or stand up comedians is not a new phenomenon. Before Pakistan television we had many comedians working in theater and films and after the start of first Pakistani channel PTV; many comedians joined and started presenting humorous and hilarious shows of TV. AlifNoon by Kamal Rizvi & Nanha is one of the famous comedy programs of 60s discussing serious issues and ills of society by these two comedians by creating a dramatic situation. "Taleem -e- Balghan" is another such show of 60s following the format of drama and discussing social ills. Then the comedy talk show format is introduced by Anwar Maqsood and famous comedian Moin Akhtar , both working as a team. But mostly comedy was restricted to social issues and ills and cannot attack directly to politics as there were much restriction on television channels as then there was only one State channel. Then we have also a strong comedy theatre but mostly the themes were restricted to societal issues. With onset of private channels after 2000; this new trend started in Pakistan because now channels were free from government restriction so with news media entertainment media has also started to criticize Pakistani political system and politicians.

### **1.3: Problem Statement:**

The present study aims to analyze different stereotypical images used in political comedy programs about leading political figures in Pakistan and how their personality traits, language use, stands & policies are portrayed by their parody & monologue style jokes in these programs. Research also aims to understand the impact of political comedy shows on public perception and to determine whether there is any congruency between public perception and stereotypes shown in these programs.

### **1.4: Objectives of Study:**

1. To find out different stereotypes or stereotypical images used for political figures in political comedy shows.
2. To study how leading political figures are portrayed in comedy programs.
3. To analyze how portrayal of leading political figures in political comedy shows is done by using their personality traits.
4. To analyze how portrayal of leading political figures in political comedy shows is done by using their political traits.
5. To analyze the impact of these shows on public perception and to study congruency between public perception and media construction of political figures.

### **1.6: Significance of the Study:**

Comedy shows in Pakistani media is not a new phenomena but with emergence of many television channels & freedom to media, now comedy shows in Pakistan have taken a new shape and dependent upon Pakistani political scene & politicians for their content. Mostly comedy shows openly show parody of politicians and criticize them through parody & monologue style jokes. The present study helped to understand that how these shows are

portraying political figures by using different themes and as result generating different stereotypes about them. The present study helped to recognize media's role especially entertainment media of developing stereotypes about political figures and political system. The study also helped to be aware of the media's role in creating social reality for us through different images and how media is constructing certain images in society about people, systems, issues & events by studying different frames used in these political comedy shows. Moreover the study also focuses on impact of these political comedy shows on public perception about leading political figures & political system. The study helped to understand that how content of these shows is shaping attitude and opinion of youth about leading political figures & political system. This helped to understand role entertainment media can play in exaggerating or downplaying certain issues & systems and developing certain stereotypes and media's cultivation effect particularly through entertainment media in viewer's mind.

#### **1.7: Limitation of Study:**

The main limitation of study is the time shortage due to which detailed analysis of content and survey was not possible. Second limitation is that respondents were not easily available and therefore convenient sampling method was used. Another important aspect is that in political scenario of Pakistani people have very strong resentment and negative attitudes about political leaders so it cannot be properly determined that any particular image was due to comedy programs or already existing attitude; for that reason longitudinal studies are required to study change in perception and attitude about political figures.

## **CHAPTER 2**

### **2.1: Literature Review**

As “political humor” is becoming dominant the scene of the infotainment media more and more researchers are becoming interested in finding out its influence both on perception, attitudes and behaviors of viewers. Though different researchers have varied results but overall researchers have a consensus that humor and comedy is important part of political process and influence different aspects of this process at various times. In 2007 Baum argued that political figures/ presidential candidates can gain attention of viewers or create their certain image by appearing on humor based shows. It was also argued by many researchers (Brewer & Cao, 2008; Young 2006) that comedy programs have potential to influence audience’s evaluation of political figures to base on certain characteristics or trait. This tendency of political humor can lead the viewer towards certain image or generalization of opinions of audience about political figures and political system. The generalization of images by mass media is not a new phenomenon but there is an ongoing debate among researchers about tendency of media to help viewers to generalize about others and as a result helping the process of stereotyping which are sometimes take from society but sometimes generated by media. Stereotypes are an important tool used by satirists or cartoonists to develop their content for political comedy. Baumgartner & Morris (2007) quote Young(2004) that generally communication based on humor is mostly processed by audience through peripheral route rather than central which make it more simple , attention seeking and easy to agree with message. Baumgartner & Morris (2007) further argue that through ELM theory this process can be explained that humor can influence the perception and create positive mood of audience which stops high elaboration from audience due to which audience create consensus with the message or do not think about disagreeing with the way humor is

presented. Also due to less elaboration audience are not able to criticize message or try to evaluate it in some way because in reality they are appreciating the humorous message.

### **2.1.1 Stereotyping by Media**

Individuals learn about other through socialization process and create stereotypes through this learning process which was mostly interpersonal in past but today the biggest socializing agent is media. Media presentations & depiction creates lasting effect on viewers about social institutions, minorities and characteristics of cultural and political outside groups and as a result generates new stereotypes or strengthen already existing stereotypes. In today's scenario mass media especially electronic media provides easy to access and wide range of information and plays the role of powerful image factory generating and supporting beliefs about others or member different from us. Mostly scholars criticize media for playing role to create & shape world reality and as a result effecting our perception accordingly. In a study of stereotypical media content and its importance and while discussing "model of stereotyping foreigners" based on "social construction"; Ibroscheva and Ramaprasad (2008) believe media is a whole social process in creating stereotypes. Their model creatively defines influence of media on stereotype formation by keeping in account its different dynamics like media exposure, trust on media, and ideology of audience, perception about media bias and media content and portrayal. In their model the mass media is concrete variable and measured by time exposed to media and attention towards news. Ibroscheva and Ramaprasad (2008) based their model on the social edifice idea of stereotyping which insist that media in combination with social and personality background can define the creation and existence of stereotypes in today's global society. According to them media plays major role in stereotype formation of foreigners and media effect is dependent upon or mediated by



demographic background, political knowledge, ethnocentric feelings, ideology and contact with out groups.

In a study effect of media exposure on Chinese and American stereotypes Zhu (2007) found that that more the respondents are exposed to American news media, more they consider china as threat and competitor for American and exposure to Hollywood movies leads to positive image of Americans. Both focus group and survey method is adopted by researcher for this study. In first phase eight groups are made for focus group study and college students are sample population. On the basis of those focus groups findings questionnaire is developed and distributed among students. Both American and Chinese students have participated on voluntary basis in focus group study. After focus groups four hundred questionnaires were distributed by using convenient sampling method among students to check for relationship between media exposure and personal contact on already existing stereotypes. The likert scale and already established list of attributes from focus group is used by researcher to check for already existing stereotypes. Zhu (2007) found higher level of consensus on traits related with Chinese and Americans. Researcher conducted independent sample t test and found that there is significant difference between Chinese respondents and American respondents in considering china as threat and on other hand researcher found significant correlation between media exposure of American news and perceiving china as threat but researcher did not found significant relationship between considering America as threat and exposure to Chinese media. Zhu (2007) argued that some aspects of cultivation theory & agenda setting theory can better explain the process of stereotyping and the framing by media plays major role in forming stereotypes.

The stereotyping in media is not only deals with racial stereotyping but there are many questions arising that media also plays role in forming or changing stereotypes of regarding gender and politics. Tan & Zhang (2011) conducted a study about mass media impact and

stereotype change in US and china during American presidential elections of 2008 and it specifically deals with change in stereotypes of African Americans after media coverage given to Barack Obama. A convenient sample of students from two Chinese and one American university is selected for study and panel design method is adopted by researcher to trace differences in stereotyping of African Americans before & after selection of Obama as President. One survey is filled by the sample before Election Day and another survey is filled by sample after selection of President. Both surveys have similar issues to evaluate variables to study change in stereotypes and is distributed through internet service. Researcher found that positive stereotypes about African Americans do not change but Negative stereotypes as noisy, cruel & hostile; change over time. Tan & Zhang also postulated a model suggesting that age, interest, gender, knowledge effects stereotype change as well as media use and their analysis confirmed that there are differences in level of stereotypes change which is dependent on age , political interest, gender , evaluations of respondents.

### **2.1.2: Political Communication & Entertainment Media:**

In a research Duffy & Page (2009) found that this new phenomena of political entertainment are converting the whole political scenes into televised cultural events. Researcher found that 2008 US presidential campaign supplied affluent material for comedians of different shows and there is also an increase in audience rating of these shows. These shows as Duffy & Page analyzed focused on personality traits of presidential candidates. In their study Duffy & Page analyzed the vice presidential debates between Biden and Sarah Palin using approaches of Symbolic Convergence Theory and Fantasy Theme Analysis and then the same approaches are used to analyzed the parodies of this debate on famous comedy programs of “Saturday Nigh”t, “Daily Show”, “ Colbert Report” and “Late night comedy with David Letterman”. The researchers find out that both vice presidential candidates Biden and Sarah Palin used

picturesque settings and references to justify their opinions and proposed actions in a very consistent manner. This trend is followed in resulting parody and satirical programming with primary focus on personality traits. This strategy of comedy shows as discussed by Duffy & Page leads to combination of issues and personality and as a result discouraged real discussions & ideas and converted the whole comedy scene into bitter set of remarks. Young (2004, 2006) in his study on late night political satire also argues that satire especially in monologues is very common in entertainment media and the main focus is always on political figure's personal qualities and personality traits rather than on their political ideas & stance. Young also believes that effect of these shows largely depend upon general political information or knowledge of an individual. Young in his study found mostly jokes & satire of comedy shows effect those who don't have strong knowledge about political scenario or candidate.

Baym (2007) while analyzing the program *The Colbert Report*, argues that this trend of parody shows about political discourses are critical towards conventional news programs and challenges its role as dependable source of information for public. Referring to *Colbert Show*, Baym (2007) further argues that due to this new media landscape is reducing the line between journalistic culture & popular culture and entertainment media is incorporating new dimensions which are dislocating conventional forms of news as main source of information for citizens. In his study Baym has done analysis of show from October 2005 to August 2006, mainly consisting of two segments: first segment of monologue and fun facts by Colbert and then interview with the representative of particular district. And argues this show has joined pop culture & political discourse, information with entertainment and real and unreal and created an undividable environment of info-tainment. On the whole the show treated politics as soap opera which does not carry the burden of community but it became a leisure activity.

Van Zoonen (2005) shares similar opinion in this fragmented era of media, individuals have many options specifically for their interest, association and participation in politics. Van Zoonen (2005) further argues that there is a strong connection between politics and entertainment media and these connections can help to revive nationalism, strengthen community values & support obligations towards community. Van Zoonen (2005) strongly argues that use of entertainment media like political soaps & dramas, political comedy shows for gaining information about politics has strong potential of increasing participation in political arena which can help democracy. Thorson et al (2007; pp 12) further strengthen this opinion by arguing media fill different needs of individuals like diversion, connectivity, entertainment & information and sometimes comedy shows using parody, humor and satire fulfill variety of these needs at one time. While discussing the role of video sharing sites on internet like you tube & hulu, help individuals to view political debates and their parodical sketch and also allow people to fulfill their many needs at one time like connecting with people , entertaining themselves & others in their own free time and also gaining political information through same platform. They have opinion that political comedy & satire is understandable as compared to conventional news and journalistic commentary which may be authentic & logical but catches very little attention as compared to humor. This concept is also argued by Fleishman (2007) in his research of use of humor in movie Fahrenheit 9/11 that Michael Moore has used satire & humor in a very effective and the resulting amusement & laughter of audience helps them to accept & recognize unfairness & tyrannical actions of state machinery. It is argued that comedy & satire can expose trite political system & form and as a result create possibilities for constructive change by revealing the incongruity & discrepancies of political system. In a research on The daily show and by doing content analysis of issues covered in show , Brewer & Marquardt (2007) argue while entertaining the

viewers the program also provide important information & knowledge by politics and political leaders.

On the other hand not all researchers share a very optimistic view about comedy's role in political news & commentary and argue that though comedy gives the impression of resistance & struggle but actually it helps to reinforce status quo. Jones (2010) believes that comedy detaches viewers from real situation and tyrannical actions and as a result they don't consider ruling ideas & action in a serious manner. In a discussion on role of parody of political figures Jones(2010) referred to the parodies of Al Gore, Bush & Hillary Clinton in Saturday Night Live as supportive & affirming for political figure as they are actually creating a human angle for them. He further argues that parodies in Saturday Night Live are actually working for power structures and establishing the status quo.

Further discussing negative effects of comedy shows Jameison & Waldman(2003, p. 68) argued that late night humor or comedy programs have very cynical agendas in which mostly political figures are depicted by showing their very obvious weakness and the political is always blamed for producing corrupt candidates who are not fit for office. According to them basically these programs follow the same agenda of conventional news which also creates cynical attitude towards system and political figures. Instead of discussing real issues and social injustices much of the comedy programs focus on ineptitude of political figure and their physical traits which can be made stupid & laughable. Young(2004) discusses that these comedy and late night humorous programs follow same themes of focusing on physical traits & ineptitude of politicians and their constant use fix the mind of viewer and as a result they start resenting the system, government & political figure. He discusses that there is strong relationship between trust in governmental machinery and exposure to these humorous programs. Mostly according to Young comedy shows mock only the conceit, incompetence and faults of government officials and political figures, though humorously but they criticize

the tricks and conceits of institutions, political parties & figures in a very harsh manner. Mostly researches on negative framing by traditional media of political system can increase cynicism and distrust on public & political figures. In a study (Niven et al; 2003. Pp 118) about exposure to news and political comedy and their relationship with political mistrust and concerns for security researchers found that exposure of entertaining talk shows increase concern about security as well as political trust but on other hand comedy & satire about politics decreases security concerns and decrease trust level on political figures & government. For study researchers used survey method and collected data from "Institute of Public opinion of Tel Aviv university". The data is collected in February 2007 and sample respondents are 512 consisting mainly Jewish population in Israel. Niven et al (2009) found out that viewership to news & current affairs programming has no significant effect on political trust & security issues but Comedy & entertainment programming have very strong relationship & significant impact on security concerns and political trust of respondents. The similar issues are addressed by Baumgartner & Morris (2006) in their study on American Youth about their candidate evaluation and political efficacy and they predicted that audience of late night comedy negatively perceives political figures and they don't trust their governmental & electoral system. They also found a very major influence of these programs on political participation as they create distrust among audience. They conducted an experimental study on the effects of Daily Show by John Stewart on American Youth and found that respondents who are exposed to jokes on Bush and Kerry from daily shows perceive these candidates in a negative manner And the level of cynicism among audience about political system and media is very high but overall respondents are positive that through this content they are better able to understand political system. A total of 732 young American students are selected voluntarily and then at random divided in three experimental groups. One group is exposed to video clips from daily show of Bush & Kerry, second group

is exposed to video clips of their campaigns from CBS news and third group is control group. According to their findings programs like Daily show effect political efficacy in a very varied manner. Though it lowers the trust of audience on political system but their inner efficacy is very high as they are sure that they can understand complexities of political system. Morris & Baumgartner relate this finding with the fact that style of comedy programs is very simple and they cover wide range of issues and in a very simplistic manner they give confidence to viewers on their ability to comprehend world of politics. But on other hand Pfau & Compton (2009) argue that appearance of candidates on these programs and jokes on them improve perception about their character as they don't look distant and ridiculing their character make it closer and approachable to audience. Researchers found that parodies of candidates enhance their image instead of worsening it and concluded that late night programs based on comedy positive effect candidate image.

However Becker, Xenos and Waisanen (2010) based on third person effect of political comedy shows conducted an experimental study to evaluate audience perception & effect of comedy shows in comparison to hard news programming. They focused on comedy program like The Daily Show study was conducted on undergraduate students of Midwestern University and they found that there exists a "third person effect" pattern for entertainment & satirical programs as compared to traditional news programming. They operationalize third person effect as believe of individual that media or any message has more influence on others than on themselves. Through third person concept they measured indirect effects of media influence and not any influence on mind-set and behaviors'.

They argued that comedy programs like Daily Show and hard news share similar content and content of comedy programs is based and dependent on hard news programming. There are same experimental conditions for all participants and four groups receiving different conditions like hard news only, comedy program only, mixed clip of hard news and comedy

and fourth one is control group. Before exposure all respondents filled a questionnaire to measure their political interest, knowledge & participation. Then after watching videos questionnaire was filled by respondents to measure "third person effect" both for traditional news programming, comedy programs or also their skepticism towards media & politicians. On the whole their findings suggest that viewers know the difference and they mark definite divider between political comedy programming & political hard news. They consider hard news less credible but still a strong convincing media for themselves and others. While on the other hand on the basis of third person effect audience perceive political comedy less convincing on themselves than on others and they consider it less acceptable to be influenced by this kind of media content. But in another hand another study by Kim & Vishak (2008) researchers tried to analyze how comedy programs based on politics directly affect audience and how they influence information gained by news. By using the experimental method the study consists of both entertainment media and hard news videos regarding justice in Court. Respondents consist of three groups, one group is exposed to news, second group is exposed to political comedy show and third group which is control group is exposed to film regarding science. Total 85 respondents of different age groups have participated in study on voluntary basis and it was conducted in living room settings. In the study researcher found that real & factual information is more gained by real news and recall level of news & facts is higher from news media than entertainment media. But researcher in this study found that entertainment though less than news but take part in gaining understanding of politics and not interferes in knowledge attainment process or not in any way misrepresents facts. They further argued that political comedy helps in attainment and recall of personal background about political event & political figure as compared to hard news. In the study while further analyzing the effect of these two media on information processing & evaluation researcher gave two approaches, memory and online based approach. The researcher argued that



entertainment media is more facilitating in making impression of political figures as compared to hard news and therefore online model best suits this media. The researcher argues that political entertainment creates an overall impression or generalization about political actor and on the basis of those judgments individuals evaluate political actors. On the other hand memory based model is better and suited for news media condition for political evaluations. The finding of study strongly supports that entertainment media exposure and online based approach has strong impact on political evaluation as compared to recalling facts, news information and statements of political actors. Researcher further argues overall results in this study show less promising effects of political entertainment on viewers and citizens as argued in various surveys. Though large number of audience are gaining their information about events and political figures from political comedy shows but results of this study indicate that entertainment media and news media have same role as both contain same themes at same time.

## **2.2 Theoretical Framework**

As deduced from review of literature that entertainment media or political comedy programs are doing the same function of traditional news media; setting certain frames for audience or presenting only a certain portion of reality. Tuchman (1978) argues that media set certain frames for audiences which are used by audience as reference point to interpret and understand reality. Political comedy shows are also adopting into the same role of traditional news media by framing political events and figures in a certain manner for audience that it creates a certain media image and help them to understand complex political scenario as presented by media. Role of political comedy shows in constructing certain image of political figures and stereotyping them can be understood through concepts of media construction of reality and process model of framing.

### **2.2.1: Media Construction of Reality**

As suggested by cultivation theory in its very basic structure that television exposure with time cultivate viewer's mind and influence their perceptions. People exposed to media messages perceive real world according to most frequent and repeated message of media world. Similarly many theorists in light of Marxist approach argue that media is powerful to construct reality for us. In today's global world media is the major information source through which individuals learn and understand lives, beliefs and practices of other groups, cultures and individuals and create their social reality. And media messages do not give but construct reality through media text. Since birth individuals learn about world through observation & experience and create mental picture of world around them. In past mostly this learning comes from interpersonal communication but now media plays major role in that learning process by reconstructing observations & world experiences. Stuart Hall media 'reconstruct' reality and to understand media reality, understanding of reconstruction process by media is very important. To understand the techniques of media is a strong research interest of scholars of every age. According to Shoemaker & Reese (1996) media conveys information & facts in exaggerated way and mostly take elements from society and frame & magnify them according to their agendas and as a result creates fake and media world for them. Shoemaker & Reese (1996) used idea of stereotypes used by Lippmann to differentiate between 'reality' & 'social reality'. They argued mostly individuals are dependent on secondhand knowledge about events and groups and perception of individual about different groups and events is dependent that how much that outlet of information is authentic. However it is argued that viewers have no alternative source of information to see world beyond them as argued by Lester (1996). He examined stereotypes of ethnic, cultural and other groups in media while portraying them in verbal or picture form. Lester (1996) argued that media presents already existing stereotypes and journalistic pressures to report on time

and objectively force journalists to characterize according to socially recognizable terms and to present facts only. He further argued that media representations are influenced by journalist's own set of beliefs as well as beliefs of corporations.

Shoemaker & Reese (1996) explain in detail the process of creation of media content as well as its distribution among masses. They argue that media presentations in news media as well as entertainment media is shaped and controlled by number of forces and as result media content has powerful source of mediating reality. This is also argued by Chaffe & Kanihan (1997) that people with numerous social contents, media effects are less effective as that can have firsthand experiences but with issues & groups where experience is not common like other ethnic groups, political figure, celebrities; media effects in shaping views can be very strong. They further argue that viewers receive information from media reports but mould & retain it according to their existing perception and as result create & reinforce existing stereotypes.

### **2.2.2: Framing as a Process for Constructing Social Reality**

McQuail while discussing about mass communication studies argued that whole point of this branch of research and study is that media has "significant effects". He further argued that effects of media can be strong; as it creates social reality by framing real issues and images in a "predictable & patterned way". But on other side these effects can be limited as they also depend upon audience receiving media messages as McQuail call it "an interaction between media and its respondents".

Scheufele (1999) argued that in discussion of political communication; framing can be described on the basis of "social constructivism". Tuchman supports this idea as according to him "media set frame of reference" for its audience. Scheufele (1999) quote Newman et Al(1992) that media gives certain twist to the stories or events according to their limitations and judgments but the overall impact of that reality created by media is effect by already

existing understanding and opinion of audiences. Overall this process can be summarized as according to 'constructivist's media effects model' which explains that meaning of media message rely on audiences experience and their interaction with others as well as their selected interpretation of messages by media. (Neumann et al; 1992, page no 121). This concept gives the basis of explaining theory of framing for media effect in a better way as according to this 'constructivist approach' media and audience both play a role in developing understanding or interpretation from media messages. The 'framing effect' only is possible when audiences develop understanding and construct meaning from 'media rich environment'. (Neumann et al; 1992). A frame is defined by Entmann(1993) as 'selecting and highlighting certain angles and portion and result is the increase in salience.' Entmann explained framing in the light of logical constructivist approach. According to Bryant & Zillmann (2002) media frame issues by using 'small cognitive shortcuts' just to develop sense of story rather than giving attention. In political communication effect of framing by media can be significant and powerful as people are not well informed or aware of many social or political issues. Iyengar (1991) pointed towards this idea that political issues are complex and sometimes confusing therefore mostly audience are easily influence by media frames and for that reason public opinion can be significantly build in realm of politics by considering framing effect of media.

### **2.2.3: Process Model for Framing**

Scheufele (1999) conceptualized framing as a continues process in framing model and developed the model by breaking down it into inputs, outputs and processes. He explained that there are four processes involved while studying framing effects: "frame building", "frame setting", "individual-level framing effect" & "linkages between media and individual frames".

For this model '**frame building**' is defined by scheufele as "frames suggested by interest groups and political actors" and then these suggested frames are espoused by journalists to cover any issue or event. In this model term frame building is adopted from agenda setting and addressed the main point that what factors affect process of development of frame by media like organizational constraints, interest group pressure or individual judgments by journalists. Shoemaker & Reese (1996) also explained three types of influences on media framing: journalistic level, organizational level and external level (political groups, different authorities etc.).

In this model '**frame setting**' is then again borrowed from agenda setting explaining how certain angles of issue or event are highlighted to created frames for audience which then audience believe are relevant to them. It does not involve salience of certain issues but it deals with salience of certain attributes related to that issue. Scheufele quote Nelson and his colleagues that " frames influence opinions by stress some attributes, values & facts more than others and make them more relevant to issue under consideration" (Nelson et al, 1997, p569). Schefeule argued that in this sense frame setting is operationalized as how conveniently frames are available so that they can easily bring 'instance and associations' in mind of audience.

**Individual level effects of framing** can be described as the importance audience give to various frames of an issue. They describe the link between media frames and individual outcomes and its impact on individual level variables like 'behavioral, cognitive or attitudinal'.

The last process in model; **audience frames** are how audience receive media frames according the already present schemas in their mind. They can be called as internal frames of audience. They can be taken as dependent frames which are direct outcome of media frames but as independent variables they can be described as the complex process in minds of

audience through which they understand media frames according to their own frames of reference, experiences, background, values and attitudes etc.

Scheffele also linked individual level variables and production of media frames and discussed that journalists are also” vulnerable to the very frames which they are producing to cover an issue.”

For present study the process of stereotyping by comedy programs of political figures can be studied by observing the whole process by analyzing media frames produced by comedy programs and then to understand congruency between frames produced for stereotyping can be linked with audience frames that what are the resultant outcomes of media frames and how audience deal with these frames depending upon their internal schemata.

### **2.3: Research Questions**

**RQ1:** How are popular political figures being stereotyped in political comedy shows?

**RQ1 a:** Do political comedy shows focus more on personality traits of political figures as compared to their political stands & policies?

**RQ1 b:** To what extent political comedy shows are stereotyping using incidental characteristics of political figures?

**RQ1 c:** To what extent social characteristics/background of political figures is focused in political comedy shows?

**RQ2:** Are Public Perceptions congruent with media stereotypes of political comedy shows?

**RQ2 a:** How do demographics (age, gender, education, income and occupation) affect congruency of Public perception and media stereotypes of political comedy shows?

**RQ2b:** Do political party preference influence the public perceptions of the stereotypes created in political comedy shows?

## **CHAPTER 3**

### **Research Methodology**

#### **3.1: Overview:**

The study was analytical in nature and aims to determine the themes or frames used in political comedy shows to stereotype leading political figures in Pakistan. Moreover study also aims to explore impact of these programs on public perception & public opinion and to find out that how much public perception are congruent with media stereotypes about political figures of Pakistan.

Quantitative research was used to answer research questions in which both content analysis and survey method was adopted. Content analysis was used to study stereotypes & themes used in comedy programs about political figures and survey method was used to study public perception.

#### **3.2: Research Design:**

Research was quantitative in nature. The study was conducted in two steps. In first step methodology adopted was content analysis to categorize key themes. In second step questionnaire was constructed on the basis of those themes for survey method. Content Analysis was used to identify those main frames which are used to stereotype political figures and after the identification of those stereotypes, survey was conducted in which questionnaire was constructed on the basis of those stereotypes.

#### **3.3: Sample:**

Sample is the subset of population. For this study residents of Islamabad are the population of study. Due to lack of resources and time it was difficult to do random sampling as exact list of population was difficult to find and then reach them was also difficult for researcher. Therefore researcher has used non probability convenient sampling. However questionnaire

was distributed by keeping in mind different demographic variables like gender, age, education, occupation and income level and cross sectional data was taken for study. The questionnaire was distributed from respondents of different sectors of Islamabad like H-8, sector I-8, sector I-9, sector I-10, sector G-11, 10, 9 and F-10, 11 and total numbers of 500 respondents have participated in study.

For the purpose of content analysis researcher focused only on those comedy shows which are based on political issues and information. For that purpose three shows were selected on the basis of their ratings & popularity.

- Hum Sub Umeed sey hein
- Four Man Show
- Hasb-e-hal

For Content analysis ten shows of each program were taken from the month of April and May 2011. Hum sub Umeed sey hein and Four Man Show are telecasted once a week but Hasb-e-Haal is telecasted from Thursday to Sunday .But equal number of programs was studied of all three comedy programs.

To conduct content analysis of these shows and determine stereotypes and frames about leading political figures, some leading political figures were selected who are frequently portrayed on these shows. Both male & female political figures were selected to determine gender differences in frames used for them. Names of political figures for analysis are President Zardari, Yousaf Raza Gillani, Nawaz Sharif, Shahbaz Sharif, Musharraf, Ch Shujat, Imran Khan, Maulana Fazl-ur-Rehman, Hina Rabbani Khar and Firdous Aashiq Awan.

### **3.4: Research Instrument:**

For **survey analysis** questionnaire was made on the basis of content analysis conducted by researcher of three comedy programs. The questionnaire was in three steps. In first step demographic information was asked from respondents, in second step their overall media



exposure, exposure of their comedy programs and level of exposure of each of the program studied was measured. The 5 point scale using never, rarely, sometimes, often and regularly was used to determine their level of exposure. The inclination towards different political parties was also judged in this part. In third step 51 statements were made ; at least three to five statements for each political figure by keeping in mind four trait categories ( personality, social, political and incidental) used in content analysis. Negative statements on the basis of those characteristics which were not used by programs were also constructed on each political figure. Five point 'Likert Scale' (strongly agree=2, agree=1, neutral=0, disagree=-1, strongly disagree= -2) was used for responses.

For demographic information four groups on the basis of intervals were made for age , five interval groups for education, five for income level and six for occupation level.

For **content analysis** all types of jokes from monologue to parody skits were taken into consideration. Four main categories were created to study main frames used for stereotypes. The main categories used are personality traits in which physical features and personality profile is considered, second category is social traits in which social backgrounds and affiliation were considered, third category which is used deals with political traits in which political policies and statement by politicians were considered and last categories is based on Incidental traits in which those traits were focused which are based on some incident or event. Time for whole scene was noted in seconds as well as time for individual four categories was also noted by researcher.

For content analysis ten programs of each political comedy shows were analyzed. Data is taken from you tube and [www.awaztoday.tv](http://www.awaztoday.tv) from where program contents were downloaded. Main frames used for political figures in each category ( personality, political, social and incidental) were observed and noted qualitatively. Time given to each category or traits is also noted in every skit. To analyze data those qualitative themes were codified and

put in SPSS for analysis. Political comedy programs were codified as Hum Sub Umeed Sey Hein= 1; Four man show= 2 ; Hasb-e-Haal =3 and political figures were codified from 1 to 10 (Zardari=1; Gillani=2; Nawaz Sharif =3; Maulana Fazl-ur-Rehman=4; Musharraf=5; Dr. Firdous=6, Hina Rabbani=7; Imran Khan=8; Shahbaz Sharif = 9 and Ch. Shujat=10). Nominal scale is used to code traits in personality category from 1-15 (1=cynical smile; 2=dumb; 3= stutter while speaking etc.); political traits were codified from 1-15; social traits from 1-6 and incidental traits from 1-10. (see appendix 3) Total time of any skit and time given to every single trait of that skit was also noted and calculated in seconds. Data is analysed by frequencies and percentages.

### 3.5: Key Variables:

#### Political Comedy Shows (Conceptual Definition):

According to Young (2004) entertainment programs that are composed of jokes, satire, parody or performance with main focus is politics both system and political figures like "Saturday night live", "daily show" etc.

#### Political Comedy Shows (Operational Definition)

For this study 'political comedy show' is taken as a television program based on covering political content, events, issues, figures in a humorous way through parody & monologue style jokes on Pakistan television channels and the programs which are selected are : 'Hum sub umeed sey hain', 'Four Man Show' & 'Hasb-e- haal' are taken as political comedy shows.

#### Political Figure (Conceptual Definition)

Welch (2006) defined that any person who can influence policy regarding public and involved in decision making process is political figure. People who are involved in this are those who hold different positions in governments either through elections or through any appointment process.

### **Political Figure (Operational Definition)**

For the purpose of this study those individuals are taken as political figure that are politicians, party leaders or hold public office through election or by some other means and mostly those political figures are taken who are commonly depicted in comedy shows and parodied by comedians. Political figures taken for this study were President Asif Ali Zardari, PM Yousaf Raza Gillani, Nawaz sharif, Shahbaz Sharif, Fazl-ur-Rehman, Ch. Shujat, Musharraf, Imran Khan, Hina Rabbani Khar and Dr. Firdous Aashiq Awan.

### **Stereotypes (Conceptual definition)**

According to Lippmann (1965) stereotypes are general ideas & concepts, images which are in our minds and which affect our opinions and create our perceptions.

### **Stereotypes (Operational definition)**

For this research stereotypes are those images which are created by three political comedy shows of those political figures selected for study. For this purpose four variable categories created are as follows.

- **Personality Traits** : For this study all those themes or stereotypes types were considered which deal with physical features, dressing style, language use and inherent behaviors like charming, authoritative, aggressive shown by the political figure were focused.
- **Social Traits**: For this study all those traits were taken in this in which social backgrounds, family backgrounds, cultural affiliations and social upbringing of political figure is focused.

- **Political Traits:** For this study all those themes were considered in which political strategies, style of doing politics, political statements, policies, performance, behaviors and ideologies of selected political figures were focused.
- **Incidental Traits:** For this study all those themes were considered which are focused on some special incident or event related to selected political figures.

### **Demographic Variables**

For this study demographic variables studied were age, gender, occupation, education and income level.

**Age:** from 18 years to above 57 years of age.

**Education:** education level taken is from less than primary level almost uneducated to above graduation level consisting of highly educated group.

**Income level:** income groups included from low income less than 10,000 to high income level more than 57000 rupees in a month.

**Occupation:** occupation is divided in this studies in categories of government servant, semi-government, private sector, self-employed, not employed and housewives.

**Political Affiliation:** For this study political affiliation is judged through the political party respondents think is working best or which they like most.

## CHAPTER 4

### RESULTS & ANALYSIS

The study is conducted in two phases. In first phase three comedy shows were analysed and on the basis of the content analysis questionnaire is constructed to study congruency in media stereotyping and public perception.

#### **4.1 Results of Content Analysis**

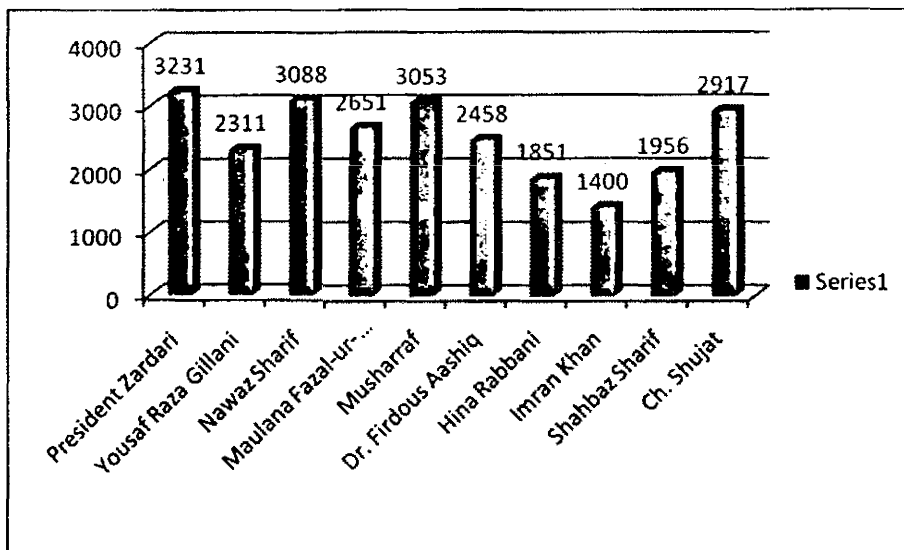
To study stereotyping of political figures in political comedy programs, three comedy programs; Hum Sub Umeed Sey Hein, Hasb-e-Haal and Four Man Show were analyzed. A coding sheet based on four categories; personality traits, political traits, social traits and incidental traits is used. Ten major political figures that were covered regularly in these shows were analyzed on the basis of above mentioned categories. With total time given to each political figure in different skits, individual time given to all type of trait categories was also calculated. Total numbers of 196 skits were analyzed from all of the above mentioned programs in which selected political figures were mentioned or covered. Out of 196 skits; 102 skits were of Hum sub umeed sey hein, 50 of Four Man show and 44 of Hasb-e-Haal.

**Table 4.1 Percentage of focus on political figures (number of skits) in comedy shows**

	Political Figures	Frequency	Percentage
1.	President Zardari	27	13.8
2.	Yousaf Raza Gillani	23	11.7
3.	Nawaz Sharif	22	11.2
4.	Maulana Fazl-ur-Rehman	26	13.3
5.	Musharraf	17	8.7
6.	Dr. Firdous Aashiq Awan	17	8.7
7.	Hina Rabbani Khar	13	6.6
8.	Imran Khan	17	8.7
9.	Shahbaz Sharif	18	9.3
10.	ch. Shujat	16	8

Above table 4.1 shows President Zardari and Maulana Fazal-ur-Rehman are almost regularly focused in political comedy shows with their appearance rate in skits and monologue style jokes is 13.8 and 13.3 percent respectively. After that Yousaf Raza Gillani and Nawaz Sharif are mostly targeted in skits in political comedy shows almost around 11 percent. The least focused political figure is Hina Rabbani Khar with only 13 skits out of total 196 skits.

**Figure 1 Focus on political figures (Time given in seconds) in political comedy shows**



As shown in figure 1 the political figures who are more focused with respect to time given to them are president zardari , Nawaz Sharif and musharraf with over 3000 seconds. After that the most importance with respect to time appearing in skits is given to Ch.Shujat and Maulana Fazal-ur-rehman with almost over 2500 seconds. Here also the least focus is given to Imran Khan with 1400seconds and then Hina Rabbani khar with almost 1851 seconds of skits in comedy programs.

## **Research Questions regarding Content Analysis**

### **RQ1 : How are popular political figures being stereotyped in political comedy shows?**

To answer this research question ten political figures were studied in three selected comedy shows. The themes or words used to stereotype or create image of political figures were studied in each of the four categories made for content analysis. It was analyzed that what personality traits of political figures were highlighted, how their political stands & statements were used to stereotype them, what themes were used to stereotype by using their social backgrounds and how different events referred in the category of incidental traits were used to stereotype them.

**Table 4.2.1 Themes used to cover President Asif Ali Zardari**

<b>Traits Covered in Programs</b>	<b>Frequency in Skits</b>	<b>Focus on these traits</b>
<b>Personality Traits</b>		
Cynical smile on face	10	37%
Always in high spirits	3	11.1%
<b>Social Traits</b>		
Sindhi accent	6	22.2%
Sindhi topi/Ajrak	3	11.7%
<b>Political Traits</b>		
Corrupt	3	11.4%
Dishonest	2	7.4%
After foreign aid	12	44.4%
Unconcerned about Pakistani People	4	14.8%
<b>Incidental Traits</b>		
Horse Farm/ fondness of horses	4	14.8%
Corruption scandals	5	18%

*\*Table shows percentages of striking traits only.*

Themes or words used to stereotype by using personality traits, social background, political stands, vision and policies of president are shown in above table. According to table the personality traits which are taken as important part of President Zardari is smile on his face which is shown in a cynical way with highest percentage of 37% and after that he was always shown in high spirits or jolly mood but only at 11%. According to table his political traits were most seen in comedy shows as compared to his personality traits. Out of his political

traits focused 44.4% themes stereotype him as political figure who is always after foreign aid, 14.8% skits try to portray him as unconcerned about Pakistani people, 11.4% portray him as corrupt and 7.4% highlight him as dishonest. Overall 33.9% skits highlight his Sindhi social background by mimicking his Sindhi accent and showing him dressed in Sindhi topi & ajrak. In incidental traits categories 18% skits focus on his different corruption scandals in Benazir Bhutto's regime and 14.8% focus on his scandal related to horse farms. Overall comedy programs stereotype President Zardari as corrupt leader who is always after money; even themes created to show his personality portray him as cynical, over clever and distrustful.

**Table 4.2.2 Themes used to cover for Yousaf Raza Gillani**

Traits Covered in Programs	Frequency in Skits	Focus on these traits
<b>Personality Traits</b>		
Dumb	8	34.8%
Stutter while speaking	4	17.4%
Expensive dressing	1	4.3%
Indecisive	9	39.1%
<b>Social Traits</b>		
Siraiki style of speaking	5	21.7%
<b>Political Traits</b>		
Corrupt	3	13%
Unconcerned about Pakistani People	1	4.3%
Incompetent Politician	8	34.8%
Show piece/puppet	7	30.4%
<b>Incidental Traits</b>		
Relationship with media/Press Conferences	2	8.7%

*\*Table shows percentages of striking traits only.*

Themes or words used to stereotype Prime Minister Yousaf Raza Gillani by using his personality traits, social background, political stands, vision and policies are shown in above table. According to table personality traits of Gillani emerged as important theme in comedy shows to portray with 39.1% stereotyping him as indecisive and 34.8 % stereotyping him as dumb and 39.1% stereotype him as indecisive. 17.4% themes are focused to stereotype him as not a good speaker by focusing that he stutters while speaking and not able to talk properly. Out of his political traits 21.7% themes are used to stereotype him as politician with



no political vision, 34.8% portray him as incompetent politician and 13% stereotype him as with no power and as corrupt. 21.7% try to mimic his siraiki background by mimicking his accent in comedy shows. Only 4.3% themes were found in incidental trait categories in which his relationship with media, not able to answer them properly especially during different press conferences when he was not able to handle media in a proper manner. Overall Yousaf Raza Gillani is stereotypes as dumb, incompetent and puppet political leader and prime minister with no political power and as a whole a weak personality.

**Table 4.2.3 Themes used to cover Nawaz Sharif**

Traits Covered in Programs	Frequency in Skits	Focus on these traits
<b>Personality Traits</b>		
Overeating/ fond of food	6	27.3%
Hair Transplant	11	50%
Aggressive behavior	4	18.2%
<b>Social Traits</b>		
Religious background	2	9.1%
Business background	1	4.5%
<b>Political Traits</b>		
Hypocrite	4	18.2%
Playing dual politics	8	36.4%
<b>Incidental Traits</b>		
Rivalry with Musharraf	3	13.6%
Long March	7	31.8%

*\*Table shows percentages of striking traits only.*

According to Table 4.2.3 personality traits of Nawaz Sharif are more used for creating image and stereotyping him as compared to other categories. 50% of skits were focused on his latest Hair Transplant that he was very enthusiastic about it. 27.3% of skits try to stereotype him as a person who is fond of food and is inclined towards overeating. Only in 18.2% skits he was stereotyped as aggressive but towards his rivals. As compared to this 36.4% skits stereotype him as someone who has dual policy in politics and who is not fair especially Nawaz Sharif's attitude in now a day's politics in which at one side he is with government but on other side he opposes them a lot. To strengthen this image 9.1% stereotype him as hypocrite and 4.1% as distrustful. In his incidental traits the event of Long March is used as a theme by 31.8%

skits of comedy shows. Overall Nawaz Sharif is more stereotyped by using personality traits as main tool of stereotyping.

**Table 4.2.4 Themes used to stereotype Maulana Fazl-ur-Rehman**

<b>Traits Covered in Programs</b>	<b>Frequency in Skits</b>	<b>Focus on these traits</b>
<b>Personality Traits</b>		
Cynical smile on face	3	11.5
Overeating/fond of food	2	7.5
trying to be over clever	6	23.1
Mumble while speaking	6	23.1
Getup as Maulvi	3	11.5
<b>Social Traits</b>		
Religious background	4	15.4%
<b>Political Traits</b>		
Hypocrite	10	38.5%
Corrupt	1	3.8%
Playing dual politics	4	15.4%
dishonest	2	7.7%
<b>Incidental Traits</b>		
Diesel Scandal	9	34.6%

*\*Table shows percentages of striking traits only.*

According to table 4.2.4; 38.5% skits/jokes in comedy programs stereotype hypocrisy as the main characteristics of politics by Maulana Fazl-ur-Rehman. 15.4% portrayed him as playing dual politics of always benefitting from government by remaining in opposition. 7.7% stereotyped him as dishonest and 3.8% portrayed him as corrupt. Moreover to strengthen this stereotype his personality was shown by 23.1% as over clever and 23.1% skits joke were about his speech that it is not understandable by highlighting the characteristic that he mumble while speaking. 11.5% skits had stereotyped his smile as cynical and also 11.5% stereotyped his Maulvi getup as his identity. In the category of incidental traits 34.6% skits stereotyped him as corrupt by referring to some scandals regarding diesel attached to him.

Table 4.2.5 Themes used to cover Musharraf

Traits Covered	Frequency	Percentage
<b>Personality Traits</b>		
Authoritative Personality	5	29.4
Over confident	6	35.3
Small heighted	4	23.5
Over exaggeration of facial features(big nose)	2	11.8
<b>Incidental Traits</b>		
Lecture in American University	3	17.6
Relationships with media people	6	35.3
making new party	4	23.5
<b>Social Traits</b>		
Military Background	8	47.1
<b>Political Traits</b>		
dishonest	4	23.5
Lives in dream political world	6	35.3

*\*Table shows percentages of striking traits only.*

To mimic previous president Musharraf was very regular feature of comedy programs. Mostly focus was given to personality and many physical traits of Musharraf like 23.5% stereotyped him by using the theme of his small height and 11.8% over exaggerate his nose as very big. But on other hand 29.4% portray him as over authoritative personality with reference to his military background and with that in 35% skits he was stereotyped as over confident about his future in politics and still believing that he was a very important leader in politics. After his personality traits the other important array of traits used as stereotype were incidental traits like 35.3% focus on his relationship with media people especially from entertainment side like Attika Odho. To strengthen this image 23.5 % stereotyped by over generalizing and call his party as All Pakistan Music League .And 17.6% stereotype and made his joke by referring to university lecture he has given in an American University. In the category of political traits 35.3% stereotype him as someone living in dream political world and still believes him as mainstream leader of Pakistani politician. On other hand 23.5% skits were focused to stereotype him as someone who is dishonest.

**Table 4.2.6 Themes used to Portray Hina Rabbani Khar**

<b>Traits Covered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personality Traits</b>		
Expensive dressing	3	23.1
Masculine qualities/accnt	1	7.7
Model	9	69.2
<b>Political Traits</b>		
incompetent politician	1	7.7
Showpiece/ puppet	8	53.84
<b>Social Traits</b>		
Political Family background	4	30.8

Hina Rabbani khar is least focused personality in selected comedy programs. Overall the most important traits in the political category is her stereotypical role as women politician and 53.84% stereotyped her as showpiece and puppet politician and to strengthen her image 30.8% skits also focused her political family background as her reason of being in politics. After that the most highlighted were personality traits; out of which 69.2% skits stereotype her as model and style dive and fond of expensive dressing. Overall Hina Rabbani Khar was stereotyped as a style icon and has no political vision and she is in politics just because of her family, otherwise she is just a showpiece.

**Table 4.2.7 Themes used to Portray Dr Firdous Aashiq Awan**

<b>Traits Covered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personality Traits</b>		
aggressive behavior	6	35.2
over dressed/over make-up	5	29.6
Annoying	6	35.2
<b>Political Traits</b>		
incompetent politician	4	23.5
Always ready to fight	9	52.9
<b>Incidental Traits</b>		
Fight with other female Politicians ( like Kashmala Tariq)	10	58.8

*\*Table shows percentages of striking traits only.*

Dr. Firdous Aashiq Awan was mostly stereotyped on the basis of her tendency to fight with different politicians. Table 4.2g shows that 52.9% skits stereotyped her only work in politics is to fight with other political leaders. In 58.8% skits her issues and fight in a talk show with Kashmala Tariq was referred again and again to strengthen this stereotype. In 35.2% skits & jokes she was stereotyped as annoying personality and 35.2% skits stereotype her personality as aggressive but as a politician she was stereotyped as incompetent in 23.5% skits. Overall comedy shows stereotyped Dr. Firdous Aashiq Awan as an uneducated person with no sense to dress properly and her only performance shown in politics was to fight with other political leaders.

**Table 4.2.8 Themes used to Portray Imran Khan**

<b>Traits Covered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personality Traits</b>		
aggressive behavior	5	29.4
Over ambitious	4	23.5
Anxious personality	6	35.2
<b>Political Traits</b>		
Only oppose government	9	52.9
Lives in dream political world	3	17.6
<b>Social Traits</b>		
Celebrity ( famous cricketer)	5	29.4

*\*Table shows percentages of striking traits only.*

In 52.9% skits Imran Khan is stereotyped as politician who only oppose government and 17.6% skits stereotyped him as politician who lives in his own dream world. But while creating image of Imran Khan his personality traits were more dominantly emerged as themes to stereotype Imran Khan. In 35.2% skits he was stereotyped as anxious personality and 23.5% stereotyped him as over ambitious and 29.4% skits stereotyped him as aggressive. 29.4% focused on his social traits and referred to his performance in cricket and stereotyped him as celebrity. Overall Imran Khan was stereotyped by comedy shows as aggressive and

anxious personality living in his own dream political and rather than doing some positive in politics; only opposes government.

**Table 4.2.9 Themes used to cover Shahbaz Sharif**

<b>Traits Covered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personality Traits</b>		
overactive	5	27.8
aggressive behavior	4	22.3
forceful hand gestures	7	38.9
<b>Political Traits</b>		
Only oppose government	9	52.9
Lives in dream political world	3	17.6
<b>Incidental Traits</b>		
Dismissing some officials	10	55.6
Prices of roti	3	16.7

*\*Table shows percentages of striking traits only.*

In 55.6% skits his decision to dismiss some officials is referred again and again to joke about his performance and with that 16.7% jokes were about his handling of crisis regarding flour prices and overall tried to stereotype as someone who pretend to be over efficient. While targeting his personality 27.8% stereotype him as over active, 22.3% as rude and aggressive and in 38.9% skits his hand movements to emphasize his point are exaggerated as forceful and tried to stereotype and strengthen his aggressive image. Overall Shahbaz Sharif Is stereotyped as aggressive and rude towards government and people working under him and try to be over efficient but his canvas as a politician is not very much vast.

**Table 4.2.10 Themes used to Portray Ch. Shujat Hussain**

<b>Traits Covered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personality Traits</b>		
Dumb	2	12.5
Overeating/fond of food	2	12.5
Dark Sunglasses	5	31.2
Mumble while speaking	7	43.8
<b>Political Traits</b>		
corrupt	2	12.5
No political power	6	25.0
<b>Incidental Traits</b>		
Party Sign cycle	2	12.5
Rivalry with PML(N)	7	43.8
press conferences with media	3	18.8

*\*Table shows percentages of striking traits only.*

Ch. Shujat Hussain is mostly stereotyped by exaggerating his personality as dumb in 12.5% skits. 31.3% skits joke about his get up and made dark sunglasses as his identity and more than 31.3% skits have targeted his speech that it is not understandable and highlighted that he speaks unclearly. His image is more strengthened by stereotyping him politically as puppet in 12.5% skits and in 25% as politician without any political power. In 43.8% skits his enmity with PML (N) was targeted to stereotype his personality as incompetent and in 18.8% skits he was targeted for not able to handle media and some of his press conferences about major issues were focused again and again. In 12.5% his selection of cycle as his party sign was made as main identity of his personality.

Overall comedy programs stereotyped political figures mostly by using frames related to their personality and political traits and also many events and incidents related to political figures

were also seen as major tools for stereotyping of political figures. Most common frames which are used for political figures in each of four categories are as follows.

**Table 4.3 Most Common Frames used to stereotype Political Figures**

Political Figure	Personality Traits	Political Traits	Social Traits	Incidental Traits
President Zardari	Cynical Smile	After Foreign aid	Sindhi	Corruption Scandals
Yousaf Raza Gillani	Indecisive / dumb, Stutter while speaking	Incompetent politician/Showpiece /puppet	Siraiki accent	
Nawaz Sharif	Hair Transplant, Fondness of food	Hypocrisy; playing dual politics		Long March; Rivalry with Musharraf
Maulana Fazl-ur-Rehman	Cynical Smile; Mumble while speaking; getup of Maulvi	Hypocrite; playing dual politics	Religious background	Diesel Scandal
Musharraf	Overconfident; small heighted; authoritative	Lives in dream political world; dishonest	Military background	Relationship with media people; New political party
Dr. Firdous Aashiq Awan	Aggressive; annoying ; overdressed make up pastry	Ready to fight; incompetent		Fight with other female politicians ( Kashmala Tariq)
Hina Rabbani Khar	Model; expensive dressing; Masculine accent	Showpiece/puppet	Political family	
Imran Khan	Overambitious; Anxious; aggressive	Only oppose government	Celebrity (famous cricketer)	
Shahbaz Sharif	Overactive; aggressive; Forceful hand gestures	Only oppose government		Dismissing officials; Prices of roti (flour crisis)
Ch. Shujat	Always wear Dark Sunglasses; Mumble while speaking	No political power		Rivalry with PML (N); Party sign cycle

Table 4.3 shows that President Zardari is stereotyped as someone who is corrupt and after foreign aid and to strengthen this image he was always shown with a cynical smile on his face. Corrupt image of president Zardari was already present in media frames which is picked by political comedy programs and then emerges as strong frame used to portray president Zardari. On other hand Yousaf Raza Gillani was stereotyped as puppet prime minister as he was selected by president Zardari and frames like dumb and incompetent were used by these



programs. His problem that he stutters while speaking and use of lot of pauses was also over exaggerated in comedy programs. Nawaz Sharif was stereotyped by his latest change of hair style and his hair transplant was referred again in comedy programs. Moreover his latest political policy and events like long march and Musharraf opposition were dominant frames in his portrayal and as a politician his policy of pretending to favor democracy was referred and he was stereotypes as hypocrite who is playing dual politics.

Already existing social stereotypes for religious persons or 'Maulvi' were dominantly used by comedy programs to stereotype Maulana Fazl-ur-Rehman and with that he was portrayed as hypocrite politician. To strengthen that image he was shown with cynical smile and his 'corruption scandal regarding diesel' was referred again and again. On other hand physical features of Musharraf like small height were emerged as dominant frames to stereotype him and he was stereotypes as overconfident as he still believes that he can come in politics and become head of state and therefore lives in his own political world. To further strengthen this image his new party was mocked again and again in comedy shows. His military background and his relationships (like interview with attiq odho) with media people especially with entertainment media were referred to further stereotype him as overconfident. Imran Khan is also portrayed that he lives in his dream political world where he just opposes government. Dominantly he was stereotyped as aggressive and anxious personality. On other hand Ch. Shujat was mostly targeted by using his personality characteristics and get up and he was stereotyped as politically powerless and dumb.

Both female political figures Hina Rabbani Khar and Dr. Firdous Aashiq Awan , were stereotyped as incompetent with no political power and vision. Hina Rabbani Khar was dominantly framed as model and style diva and Dr. Firdous Aashiq Awan was stereotyped as annoying and always in a fight. In case of female political figures social stereotypes that

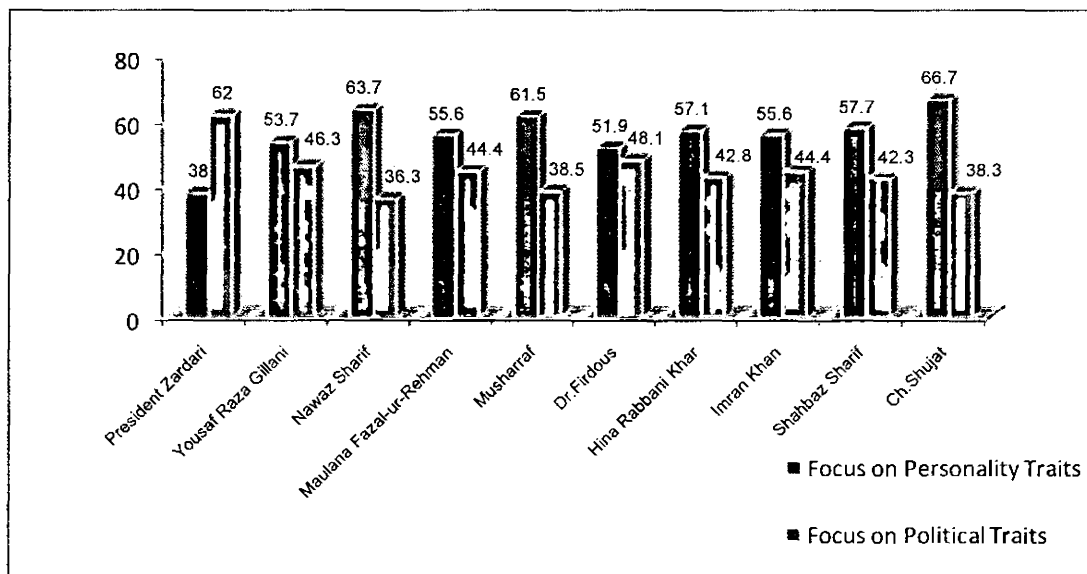
women are generally incompetent politicians with no power and they were just showpieces were used as dominant frames to stereotype female political figures

Overall political and personality traits emerged as strong frames to stereotype political figures. In some cases already existing image of political figure was used or over exaggerated in comedy shows. In some cases social stereotypes emerged as dominant frames of political comedy programs but in case of some political figures like Yousaf Raza Gillani , Shahbaz sharif a whole new image wasa created by over exaggerating characteristics of political figures.

**RQ1 a : Do political comedy shows focus more on personality traits of political figures as compared to their political stands & policies?**

To study that how much political comedy shows were stereotyping political figures different themes used were studied both in personality traits category and political traits category. To analyze that number of themes used for political traits and personality traits were analyzed and time given to each category was noted.

**Figure 2.1: Percentage of number of skits on personality and political traits of political figures.**



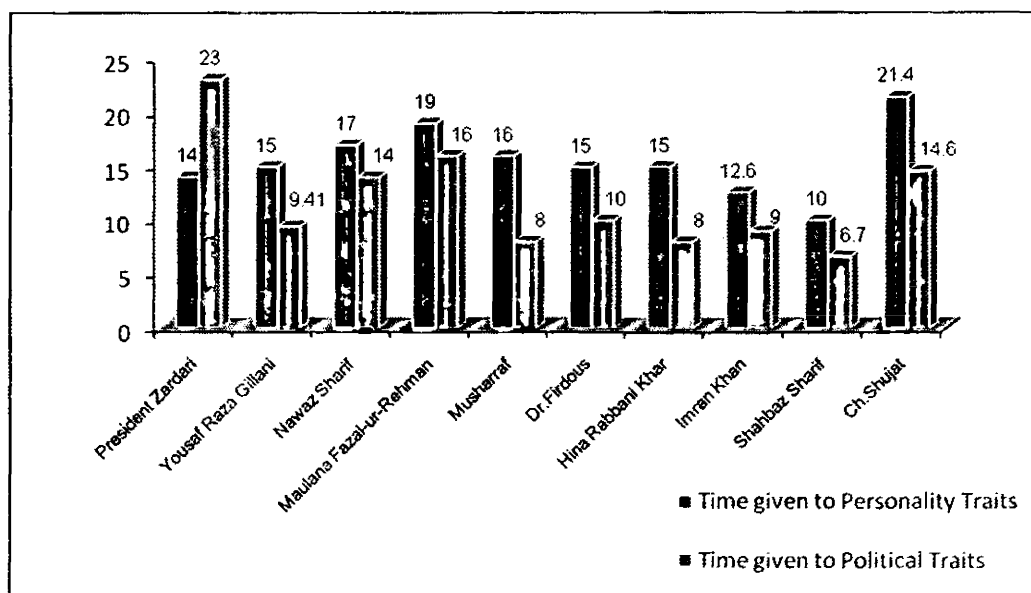
Overall numbers of skits or themes on personality traits are more used as tool of stereotyping as compared to skits focusing on political traits. According to figure 2.1 number of skits on personality traits of political figures is more than their political traits except for President Zardari. 62% skits focused on political traits of President Zardari (like corrupt, after foreign aid, unconcerned and dishonest) and 38% focused on his personality traits (cynical smile etc.). On other hand personality traits of Ch.Shujat are used more as compared to other political figures. 66.7% skits were focused on his personality traits. The focus on personality traits of Nawaz Sharif and Musharraf's was also at highest level with 63.7% and 61.5% respectively as compared to their political traits. More than 50% numbers of skits were focused on personality traits of all other political figures. The further difference in focus on personality and political traits was also measured through difference in time and measuring time for personality and political traits.

**Table 4.4: Percentage of time given to personality and political traits of political figures.**

Political figure	Percentage of time to focus on personality traits	Percentage of time to focus on political traits
President Zardari	37.9%	62.1%
Yousaf Raza Gillani	62.4%	37.6%
Nawaz Sharif	56.2%	43.8%
Maulana Fazal-ur-Rehman	55%	45%
Mushharaf	66.6%	33.3%
Dr. Firdous Aashiq Awan	60%	40%
Hina Rabbani Khar	65.2%	34.8%
Imran Khan	59%	41%
Shahbaz Sharif	58.8%	41.2%
Ch. Shujat Hussain	59%	41%

Here again it can be seen that more time was spent on focusing on political traits (62.1%) of Zardari as compared to his personality traits (37.9%). Except for president Zardari all other political figure were more focused with respect to time also on their personality traits as compared to their political traits. The time given to the personality traits of Musharraf (66.6%), Gillani (62.4%) and Hina Rabbani khar (65.2%) was more than other political figures. Though number of skits covering personality traits of Nawaz Sharif and ch. Shujat was more than other political figure but with respect to time they are focused less than other political figures. 56.2% time is focused on personality traits (like hair transplant, fondness of food) and 43.8% time was given to the political traits. Over this figure signifies that comedy programs focus more on personality traits as compared to political traits of political figures. The time given to personality trait of each political figure is also shown below.

Figure 2.2: Focus on personality and political traits in time (minutes)



Overall it was observed that personality traits were more commonly used by comedy programs as tool of stereotyping both with respect to frequency of skits and time spent on political figures. Personality characteristics emerged as strong frames and generally physical features like cynical smile for president Zardari, small height of Musharraf, hair transplant etc

were over exaggerated by comedy programs. Mostly personality traits were used to stereotype because mostly comedy content is full of parody as compared to monologue jokes; therefore personality traits emerged as main category. Political traits mostly based on political statements, current political events and policies also emerged as important category.

**RQ1b: To what extent political comedy shows are stereotyping using incidental characteristics of political figures.**

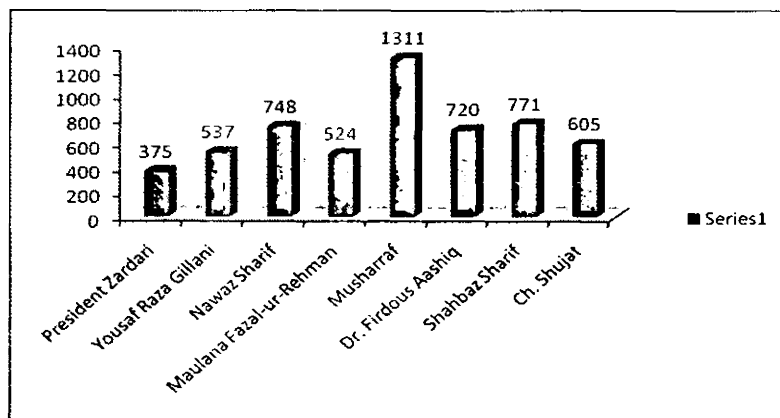
In incidental traits category those traits were studied which were related to any event or incident of political figure and then used by media to over generalize the event as the identity of their personality or use it as a tool to stereotype political figure. It was observed that incidental traits were not used by media frequently for every political figure. They were used depending upon the importance of event or incident or if they are related to political scenario or traits of political figure. Most of incidental traits were used in combination of political traits or to enhance the image or stereotype created by using personality or political traits of political figures. Focus on incidental traits was measured through frequency /number of skits and time of each skit for all of selected political figures.

**Table 4.5 Focus on incidental traits of political figures**

Political figure	Percentage of incidental traits	Percentage of Time given to Incidental traits
President Zardari	21.4%	6.5%
Yousaf Raza Gillani	4.2%	9.4%
Nawaz Sharif	21.7%	13.1%
Maulana Fazal-ur-Rehman	18%	9.1%
Mushharaf	28%	22.9%
Dr. Firdous Aashiq Awan	27%	12.6%
Hina Rabbani Khar	0%	0%
Imran Khan	0%	0%
Shahbaz Sharif	35%	13.5%
Ch. Shujat Hussain	33.3%	10.6%

According to table 4.5 the percentage of number of skits featuring incidental traits is not more than 35% and similarly time given to them is not more than 25%. Almost 35% of skits were related to incidental traits of Shahbaz Sharif featuring events like dismissing some officials and prices regarding 'roti' but the time given to those skits was not very much (only 13.5%). On other hand time focused on incidental traits of Musharraf is 22.9% though number of skits was only 28%. Similarly number of skits (21.4%) regarding incidental traits of President Zardari were all used to strengthen his corrupt image but time given to focus on those traits was only 6.5%. The percentage of number of skits related to incidental traits of Nawaz Sharif was 21.7%; almost all of them related to Long March during judiciary crisis and time of skits 13.1%. All the incidental traits of Ch. Shujat (33.3%) were related to his part sign cycle and rivalry with PML (N) and time given to focus these traits was 10.6%. Only Diesel Scandal of Maulana Fazl-ur-Rehman was focused in incidental traits (18%) and time given to feature that event is 9.1%. To strengthen the image of rude & annoying image of Dr. Firdous Aashiq Awan her fight with Kashmala Tariq was focused again & again as an incidental trait (27%) and time focused on that is 12.6%. The focus on incidental traits of Yousaf Raza Gillani is very less; only 4.2% and there were focus on incidental traits of Imran Khan and Hina Rabbani Khar in programs studied for analysis.

**Figure 3 Time given to Incidental traits in seconds**



According to figure 3 the time given to incidental traits of Musharraf (almost 1311 seconds) which are his lectures in American university and his relationship with media is more than other political figures. Then more than 700 seconds were given to focus incidental traits of Nawaz Sharif, Shahbaz Sharif and Dr. Firdous Aashiq Awan. Though incidental traits of president Zardari were mentioned but very less time was given to focus on these traits (375 seconds).

It was observed that though incidental traits were used as tool of stereotyping but they were mainly used to strengthen the image created by using political traits and personality traits of political figures. They were mostly used to over generalize the stereotype already generated by media like to strengthen corrupt image of Zardari his corruption scandals were mentioned, to generalize hypocrisy of Nawaz Sharif in politics incident of Long March was used, to support the uneducated and rude stereotype of Dr. Firdous her fight with Kashmala Tariq was mentioned again and again.

**RQ1c: To what extent social characteristics/background of political figures is focused in political comedy shows?**

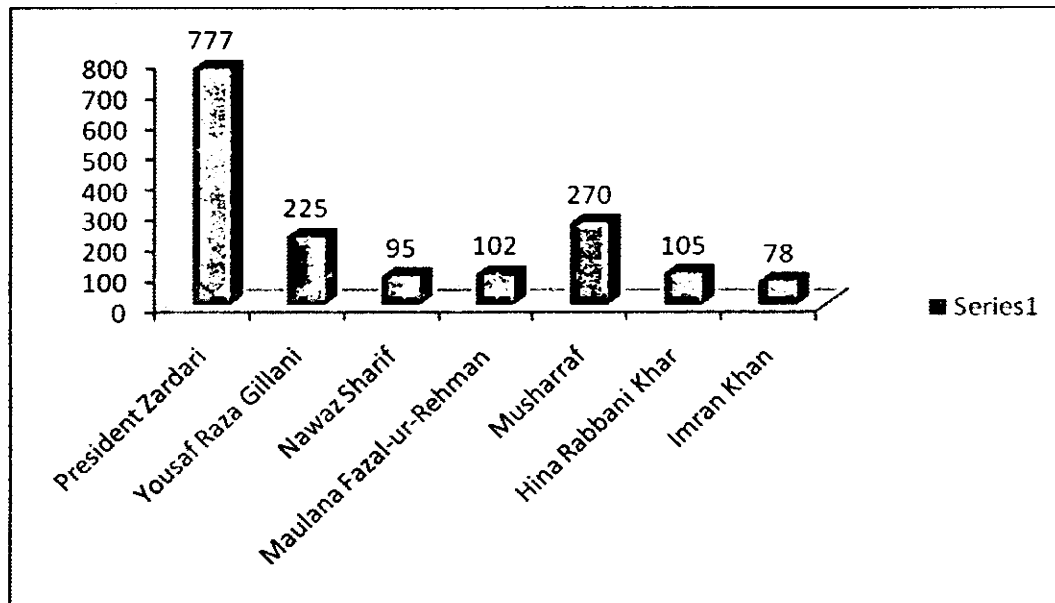
To study that how much social backgrounds were used to stereotype political figures themes used to refer to their social background was analyzed; number of skits focused on them and also time given to focus on social traits was also measured. It was generally observed that social backgrounds were just used as supporting element while creating certain image or stereotyping political figure. It was observed that social traits were not much used as only theme for stereotyping but they were helpful in creating personality image, environment of skit or strengthen the personality traits focused in comedy programs.

**Table 4.6 Focus on social traits of political figures**

Political figure	Percentage of social traits	Percentage of Time given to social traits
President Zardari	17.3%	45.1%
Yousaf Raza Gillani	10.4%	13.1%
Nawaz Sharif	6.4%	5.5%
Maulana Fazal-ur-Rehman	8%	6%
Mushharaf	17%	15.7%
Dr. Firdous Aashiq Awan	0%	0%
Hina Rabbani Khar	16%	5.5%
Imran Khan	15.6%	4.6%
Shahbaz Sharif	0%	0%
Ch. Shujat Hussain	0%	0%

According to Table 4.6 Social traits of President Zardari were very much focused as compared to other political figures. Themes like Sindhi accent, topi, ajrak and word 'Khapay Khapay' was used again & again to refer to social background of President Zardari. 17.3% skits focused on social traits of President Zardari and time given to focus on those traits was 45.1%. The time on social background of Musharraf is also near 17% but time given was only 15.7%. Generally his military background as his social trait was focused but for very small time just to support his authoritative and over confident image created in comedy programs. On Siraiki background of Yousaf Raza Gillani only 10% skits were focused and only 15.6% skits were focused on celebrity background of Imran Khan. 16% skits focused on political family background of Hina Rabbani Khar; referring her success and status in politics only because of her family background. There were no skits found which focus on social traits of Dr. Firdous Aashiq Awan, Shahbaz Sharif and ch. Shujat Hussain in selected comedy programs.



**Figure 4: Time given to social traits in seconds**

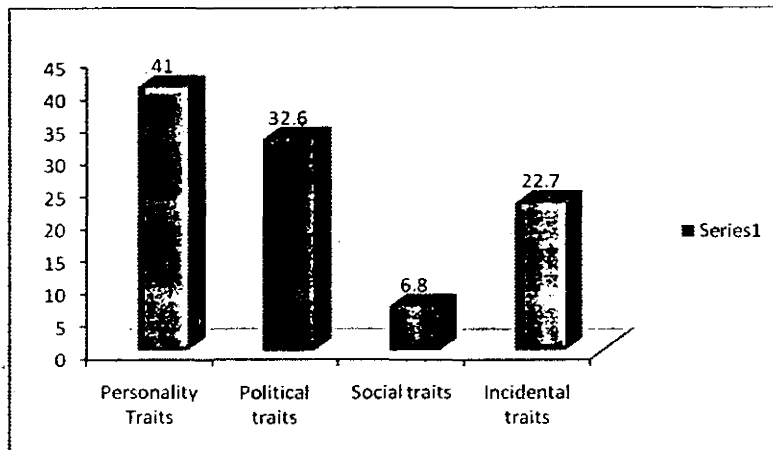
According to figure 4 the time given to social traits of President Zardari was more than 770 seconds and also the time spent on his social traits was more than time spent on social traits of any other political figure. After Zardari 270 seconds were focused on social traits of Musharraf and 225 seconds were focused on social traits of Yousaf Raza Gillani. More than 100 seconds were focused on social background of Hina Rabbani Khar and Maulana Fazal-ur-Rehman. Less than 100 seconds were focused on social traits of Nawaz Sharif and Imran Khan.

Overall as compared to other categories very less focus was found on social traits as a tool of stereotyping. The number of skits focused on social traits was not more than 18% and also the average time given to focus on social traits is not more than 150 seconds (almost 2 min & 30 seconds) except President Zardari on whose social traits 13 minutes were focused.

### Comparison of Focus on four categories.

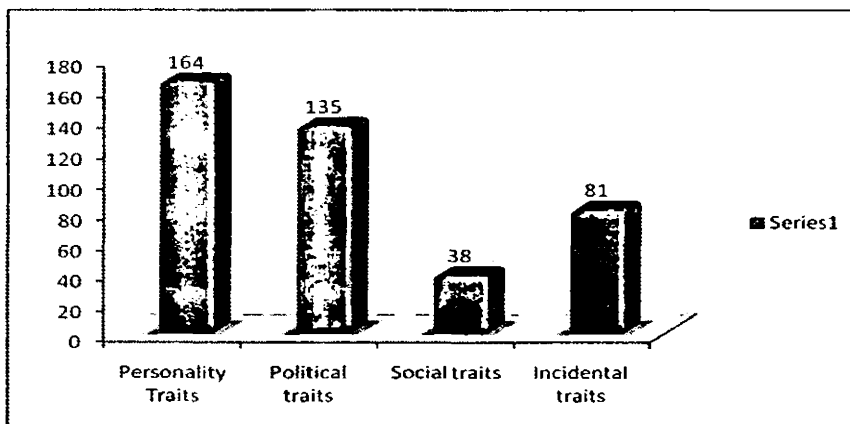
To measure that which category emerged as dominant one to stereotype political figures both number of skits in each category and time given to each category was also measured.

Figure 5.1: Percentage of time given to each category.



According to figure 5.1 time focused on personality traits of political figures for stereotyping them is more than other categories ; almost 41%. On other hand political traits though less focused but emerged as very strong category to focus or stereotype political figures. Time given to political traits is almost 32.6%. After personality & political traits category incidental traits emerged as strong category and time focused on this category is 22.7%. But time spent on social traits is very less ; almost 6.8% which is very less as compared to other categories.

Figure 5.2 : Comparison of number of skits in each category



According to figure 5.2 personality and political traits categories emerged as strong tool of stereotyping political figures; with 164 skits focusing personality traits and 135 skits focusing political traits. On other hand 81 skits were focused on incidental traits of political figures but in the social traits category very less focus was present(only38 skits). Overall personality traits category emerged as strong tool or much focused aspect while stereotypin political figures in comedy shows.

### **4.3: Results of Survey**

To study that how much public perception is congruent with media construction of political figures survey method was adopted.450 questionnaires were distributed using convenient sampling method; out of which 415 were returned to researcher which make the response rate as 92%. Out of these 405 fully completed questionnaires were selected.

Out of these 405 sample size; 59.6% were male respondents and 40.4% were female respondents. The respondents belong to age group above 18.Out of these 15.5% were from 18-25years of age, 33.4% belonged from 26-33 age group, 25.4% belonged from 34-41 age group and 25.7% were from above 42 age group.

With respect to education level mostly respondents belong to highly educated group. 4.5% belonged to primary level education, 5.7% belonged from matriculation group,14.2% from intermediate,42.9% were from graduation level and 32.7% respondents were highly educated group( above graduation).

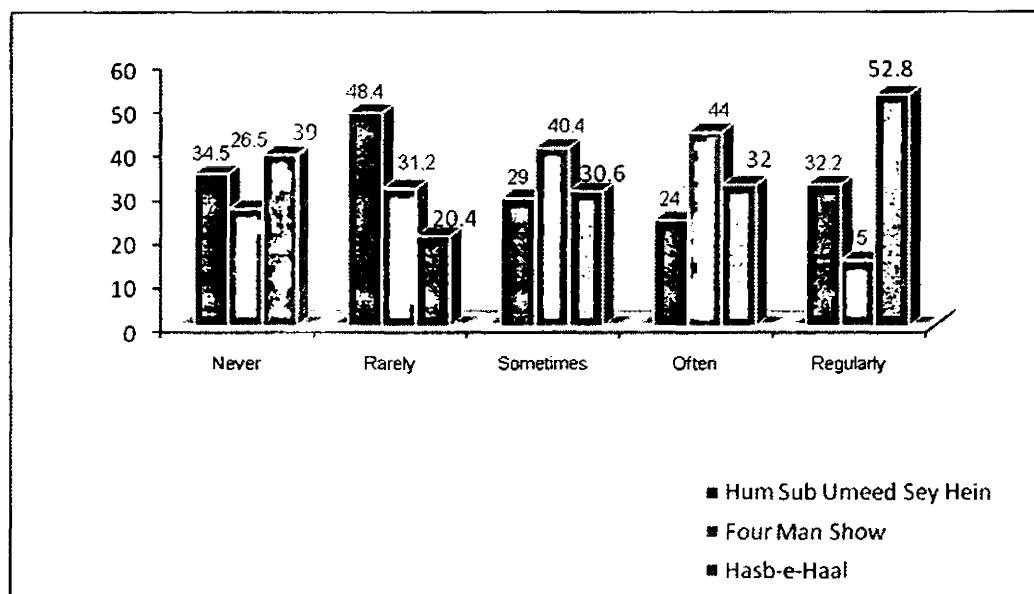
With respect to family monthly income 3.5% belonged from low income group of less than 10K, 9% belonged from 10K – 25K, 19.5% belonged from 26K- 41K, 29.7% belonged from 42K-57K and 38.4% belonged from high income group of above 58K & above. With respect to occupation 21.9% were government employees, 31.7% belonged from semi-government

group, 24.9% were from private sector and 12% were self employed. Also 2% respondents were not employed and 7.5% respondents were just housewives.

When asked from respondents about their daily exposure of television; 10.5% were light viewers and watch television for less than 2 hrs. Majority of respondents (56.6%) belonged from group who watch television for 2-4hrs. 27.4% watch television from 5 to 7 hrs and 5.5% watch television 8-10 hrs in a day.

To measure exposure to comedy programs 5 point scale was used. 8.7% respondents answered that they rarely watch comedy programs, 18% sometimes watch comedy programs, 28.2% were often exposed to comedy programs and 45.1% were regular viewer of comedy programs. Individual exposure to each program was also measured.

**Figure 6: Percentage of exposure to three selected comedy programs**



According to figure 6 mostly respondents sometime watch these television comedy programs; 29.4% for Hum Sub Umeed Sey Hein, 40.4% for Four Man Show and 32.7% for Hasb-e-Haal. There were no respondents who have not seen Hum Sub Umeed Sey Hein and more than 30% regularly watch Hum Sub Umeed Sey Hein.

With respect to purpose of watching comedy shows 51.2% watch them for entertainment, 1.2% for information and 47.6% responded that they watch comedy programs both for information & entertainment.

To judge political affiliation or Political party likeness it was asked from respondents that which part they think is better or working better. 15.5% responded that PPP is working better, 24.9% voted with PML (N), 4.5% with PML (Q), 1% with APML, 4.7% with MQM and 6% with Jamat-e-Islami. A large number of respondents; almost 36.2% voted with Tehrek-e-Insaaf.

### **Research Questions Regarding survey**

#### **RQ 2: Are Public Perceptions Congruent with Media Constructions?**

To study that how much public perception are congruent with media constructions questions regarding frames/ themes found during content analysis were asked. Then the percentages regarding every trait of each political figure in media was compared with public perception to see that how much public perception matched media construction.

**Table 4.7.1 Comparison of media construction and public perception of President Asif Ali Zardari**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	neutral	disagree
<b>Personality Traits</b>				
Cynical smile on face	37%	75.3%	7%	17.7%
<b>Social Traits</b>				
Sindhi	34%	84.5%	2.7%	12.7%
<b>Political Traits</b>				
After foreign aid	44.4%	74.3%	1.5%	14.2%
Unconcerned about Pakistani People	14.8%	82.6%	14.0%	3.5%
<b>Incidental Traits</b>				
Corruption scandals	18%	84.6%	5.2%	10.2%

*\*Table shows percentages of striking traits only.*

To study congruency of public perception about media stereotyping of Zardari or image construction by comedy programs different themes were analyzed in four categories and then

related questions were asked from respondents regarding dominant traits observed. The table 4.3a illustrates in personality traits category that 37% cynical smile trait was depicted in political comedy programs and when it was asked from respondents that distrustful smiler is important feature of President Zardari; almost 75.3% respondents were agreed, while 17.7% disagreed and 7% remain neutral. The 34% “Sindhi” social trait of Zardari depicted in comedy programs is also easily picked up by viewers and 84.5% agreed, whereas 12.7% and 2.7% were disagreed and neutral respectively.

The statistics also revealed that media has strongly constructed political traits of President Zardari like “after foreign aid” (44.4%) and “Unconcerned about Pakistani people” (14.8%) are also easily identifiable by public. When asked from respondents that only performance of President Zardari is to go on foreign visits for foreign aid 74.3% agreed while a small fraction either disagreed or remain neutral. Meager portrayal or reference to Corruption scandals of President Zardari (18%) is strongly supported by public by the ratio of 84.6%, whilst 5.2% remained neutral and 10.2% disagreed.

**Table 4.7.2 Comparison of Media Construction & Public Perception for Yousaf Raza Gillani**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Dumb	34.8%	67.4%	20.4%	12.2%
Stutter while speaking	17.4%	57.6%	25.9%	16.5%
Indecisive	39.1%	68.6%	14.5%	17%
<b>Political Traits</b>				
No political Power	22%	53.7%	22.7%	23.6
Incompetent Politician	21.7%	52.6%	18.5	28.9%

*\*Table shows percentages of striking traits only.*

To study congruency of public perception about media stereotyping of Yousaf Raza Gillani or image construction by comedy programs different themes were analyzed in four categories and then related questions were asked from respondents regarding dominant traits observed.

It can be observed from the table that Gillani is mostly featured in personality traits of political comedy programs, his portrayal of “Dumb” 34.8%, “ Stuttering while Speaking” 17.4%, “Expensive dressing” 4.3% and “indecisive” 39.1% is strongly reflected in public perception, whereas relatively only small percentages remain either neutral or disagreed. When asked from the respondents that indecisive is the main characteristics of PM Gillani’s personality 68.6% agreed with this and also 67.4% respondents agreed with that Pm Gillani is portrayed as unintelligent.

It is also indicated by the table that on the political traits category public perception is very much congruent with media portrayal of Gillani as “No political power” 22%, and “incompetent Politician” 21.7%. 53.7% respondents disagreed when asked from them that Gillani is powerful politician thus confirming media construction of his less political powers. Also when asked from respondents that only performance by Gillani is to issue notices then 52.6% agreed that with his media construction as incompetent politician.

**Table 4.7.3 Comparison of Media Construction & Public Perception for Nawaz Sharif**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Hair Transplant	50%	61.8%	30.2%	5%
Overeating/ fondness of food	27.3%	51.1%	21.4%	27.4%
<b>Political Traits</b>				
Playing dual politics	48%	63.5%	13.1%	22.4%
<b>Incidental Trait</b>				
Opposing Musharraf	13.6%	68.4%	7%	24.7%

*\*Table shows percentages of striking traits only.*

To study congruency of public perception about media stereotyping of Nawaz Sharif or image construction by comedy programs different themes were analyzed in four categories and then related questions were asked from respondents regarding dominant traits observed. The table statistics reveal that media construction of Nawaz Sharif is dominant in Personality

Traits, focused mostly on “Hair Transplant” (50%), while at the same time “overeating habits “ is given substantial time slots. From table 4.3c it can be observed that public perception remain highly supportive of these statistics. 61.8% respondents agreed when asked from them that hair trans plant is an important trait of Nawaz Sharif in media and also 51.1% agreed that eating is only devotion of Nawaz Sharif. On other hand the dominant political trait of Nawaz Sharif constructed in comedy programs that he is playing dual politics and when asked from respondents that his support for democracy is just a drama, then 63.5% agreed that he is playing dual politics and pretending to be supportive of democracy.

In incidental traits a high proportion of the audience 68.4% believes that “Opposing Musharraf “ is the major incidental trait portrayed in political comedy programs for Nawaz Sharif, while figures against neutral and disagreed remains low at 7 and 24.7 percentage.

**Table 4.7.4 Comparison of Media Construction & Public Perception for Maulana Fazl-ur-Rehman**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Cynical Smile	38.5%	82%	8%	10%
Overeating/fondness of food	7.5%	71.3%	25.4%	3.2%
Getup as Maulvi	13%	79.8%	16%	4.2%
<b>Political Traits</b>				
Playing dual politics	23.1%	51.4%	43.6%	5%
Hypocrisy	38.5%	84.2%	4.8%	11%
<b>Incidental Trait</b>				
Diesel Scandal	34.6%	73.8%	23.4%	2.7

*\*Table shows percentages of striking traits only.*

To study congruency of public perception about media stereotyping of Maulana Fazl-ur-Rehman or image construction by comedy programs different themes were analyzed in four categories and then related questions were asked from respondents regarding dominant traits observed.



The table shows that viewers' perception is quite high in the personality Traits for the depiction of Maulana Fazl-ur-Rehman. When asked from the respondents that his getup as Maulvi is his identity and practiced mocking smile is an important feature of his personality; 79.8% and 82% respondents agreed with these statements respectively. Though his get up and fondness of food was not very much dominant frame but there is still high level of agreement regarding this.

Public perception is also highly supportive of the media construction in Political Traits of "Playing dual politics" (23.1) and "Hypocrisy" (38.5%). When asked from respondents that hypocrisy is one of main political tactic by Fazl-ur-Rehman; 84.2% agreed with his media construction as a hypocrite leader. However the highest media construction is in incidental trait 34.6% for "Diesel Scandal" and it is also strongly perceived by the viewers 73.8%, whereas only 2.7% showed divergence.

**Table 4.7.5 Comparison of Media Construction & Public Perception for Hina Rabbani Khar**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Model	61.6%	89.1%	3.7%	7.2%
Masculine accent	8%	52.9%	17.4%	29.7%
<b>Political Traits</b>				
Incompetent/puppet	53.84%	67.1%	7.5%	25.4%

*\*Table shows percentages of striking traits only.*

To study congruency of public perception about media stereotyping of Hina Rabbani Khar or image construction by comedy programs different themes were analyzed in four categories and then related questions were asked from respondents regarding dominant traits observed. For Hina Rabbani as can see from the table the dominated personality traits is "model" (61.6) in the political comedy programs, the public perception is also highly supportive of this. 89.1% respondents from them that Hina Rabbani Khar is a style diva and they agreed that

she seems more like a model than a politician. As compared to this politically she was constructed or stereotyped as “Incompetent/puppet (53.84 %) and 67.1% public perception is congruent with this construction when asked from respondents that she is successful just because of her style and family background. Though her masculine accent is not much dominantly used frames but still there is high level of agreement regarding this quality in respondents.

**Table 4.7.6 Comparison of Media Construction & Public Perception for Dr. Firdous Aashiq Awan**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Makeup pastry	29.4%	83.5%	6.2%	10.3%
Annoying	30%	75.1%	11.2%	13.7%
<b>Political Traits</b>				
Incompetent	23.5%	74.5%	13%	12.5%
Ready to fight	52.9%	75.8%	12.2%	12%

*\*Table shows percentages of striking traits only.*

It is apparent from the table 4.7.6 that public perception (83.5%) is strongly congruent with portrayal of Firdous Aashiq Awan as a makeup pastry in personality traits. The dominant media construction of Firdous Aashiq Awan is an Annoying personality (30%) and when asked from respondents that Firdous Aashiq Awan is rude and annoying; 75.1% agreed with the statement and 10.3% disagreed with this view. Political Traits of “incompetent” and “Ready to fight” also shows high congruency between media construction and its public perception. 52.9% comedy programs stereotype her as someone who is always ready to fight with others and when asked from the respondents that she is mostly seen as using abusive language in a fight; 75.8% respondents agreed with this media construction.

**Table 4.7.7 Comparison of Media Construction & Public Perception for Imran Khan**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Overambitious	47%	57.6%	21.7%	20.7%
Anxious personality	29.4%	81.6%	2%	16.4%
<b>Political Traits</b>				
Only oppose government	52.9%	58.3%	17.5%	24.2%
<b>Incidental Trait</b>				
Celebrity (famous cricketer)	29.4%	76.8%	18.7%	4.5%

*\*Table shows percentages of striking traits only.*

It can be seen from the table 4.7g that media construction of Imran Khan Is mainly focused on “overambitious”(47%) and “Anxious personality” (29.4%);respondents also agreed when asked from them about overambitious and anxious personality stereotype of Imran Khan.81.6% agreed that Imran khan is portrayed as anxious personality and 57.6% respondents agree that Imran khan is overambitious. Political traits “Only oppose government” shows congruent results with 52.9% media construction and 58.8% in concurrence. Respondents agreed when asked from that mostly Imran khan is seen as sole political tactic is to oppose government.

**Table 4.7.8 Comparison of Media Construction & Public Perception for Shahbaz Sharif**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Overactive	33.3%	76.3%	4.5%	19.2%
Forceful hand gestures	38.9%	53.9%	24.2%	21.9%
<b>Political Traits</b>				
Only oppose government	52.9%	66.7%	27%	6.3%
<b>Incidental Trait</b>				
Prices of 'roti'	16.7%	57.1%	31%	11.9%

*\*Table shows percentages of striking traits only.*

Shahbaz sharif is stereotyped as overactive(33.3%) through comedy programs and when asked from respondents that he is overactive and fast personality; 76.3% agreed and 19.2% disagreed with the statement. According to the table it is apparent that highest media construction 52.9% of Shahbaz Sharif is regarding political traits “Only oppose government” with a reasonably high 66.7% public view in favor.

Incidental trait regarding “prices of roti” also hails high percentage of agreement 57.1% when asked from respondents that Shahbaz sharif is Khadam-e-ala because of roti incident, though only 16.7% skits used it as their theme to portray Shahbaz Sharif.

**Table 4.7.9 Comparison of Media Construction & Public Perception for Ch. Shujat**

Traits Covered in Programs	Media Construction	Public Perception		
		Agree	Neutral	disagree
<b>Personality Traits</b>				
Dark sunglasses	31.2%	76.3%	6.2%	17.5%
Mumble while speaking	43.8%	69.3%	16.2%	14.5%
Overeating/fondness of food	12.5%	52.9%	22.7%	24.4%
<b>Political Traits</b>				
No political power	37.5%	48.3%	26.7%	25%
<b>Incidental Trait</b>				
Party sign cycle	12.5%	70.6%	19.5%	10%

*\*Table shows percentages of striking traits only.*

As shown in the table Ch.Shujat is variedly portrayed in personality traits “Dark sunglasses”, mumble while speaking” and “overeating/fondness of food” with high public perception is congruent. When asked from respondents that dark glasses are part of his personality; 76.3% agreed to this and 69.3% agreed that his style of speaking is not understandable. Political trait “No political power” depicted in comedy programs also boosts audience opinion 48.3% in favor. Nevertheless public perception highly follows 70.6%, the incidental trait “Party sign cycle”, despite the fact it’s media construction is at lower side 12.5%.

Overall it was found that public perceptions are strongly congruent with media construct with varied levels but on the whole what media is stereotyping is also picked by audience and making their perception. It was also observed that in some cases though media construction is not strong enough regarding some characteristic but public perception is highly strong. For example get up of Maulana Fazl-ur-Rehman as Maulvi and his fondness of food were not very strong frames in comedy programs but public perception is very strong because these both frames are already existing stereotypes about anybody with religious background. Also public perception was highly strong and congruent when political figures were stereotyped as corrupt, dishonest and hypocrite; may be due to the reason that these are close to already existing sentiments of audience and their strong perception about political figures. But mostly it was found that public perception is congruent not only with already existing stereotypes used by media but also with new frames or stereotypes created by media. However to generalize this and study it in detail more data and detailed study is required.

**RQ 2 a: How do demographics (age, gender, education, income and occupation) affect congruency of Public perception and media stereotypes of political comedy shows?**

To study that how demographic variables are influencing congruency of public perception with construction; they were cross tabulated with cumulative perception of respondent with each political figure and then difference was observed.

**Table 4.8.1 Difference in Perception about Political figure in four age groups**

Political Figure	Age groups			
	18-25	26-33	34-41	42 & above
Zardari	26.7%	63.6%	31.8%	9.5%
Yousaf Raza Gillani	24.3%	49.7%	38.6%	16.5%
Nawaz Sharif	26.8%	36.5%	29.6%	17.1%
Maulana Fazal-ur-Rehman	12.3%	35.8%	28.2%	23.7%
Dr.Firdous Aashiq Awan	17.1%	34%	25.6%	23.3%
Hina Rabbani Khar	13.4%	33.4%	27.7%	25.5%
Musharraf	18.5%	35%	18.5%	28%
Imran Khan	13.4%	33.3%	27.3%	24%
Shahbaz Sharif	15.7%	30.1%	26.8%	27.4%
Ch.Shujat	14.6%	33.2%	25%	27.2%

It is observed in table 4.8.1 that high agreement in perception lies in age group of 26-33 and then in age group of 34-41. In age group of 42 & above and 18-25 level of agreement is less as compared to other two groups. 63.6% from age group of 26-33 agree with media construction of Zardari and 31.8% agree from age group of 34-41. 49.7% from age group of 26-33 agree with media construction of Gillani and 38.6% agree from age group of 34-41. 36.5% from age group of 26-33 agree with media construction of Nawaz Sharif and 28.2% agree from age group of 34-41. Regarding Dr. Firdous the highest percentage (34%) of public perception in congruent with media construction also lies in 26-33 age group. Almost 33%

agreeing with media construction of Hina Rabbani Khar & Imran Khan also in group of 26-33 and 27% lies in 34-41 age groups. More than 30% respondents having perception congruent with media construction lies in age group of 26-33 followed by 34-41 age group respondents. Overall these two groups are saturated with respondents agreeing with media constructions.

As most of the sample belongs to high education group and respondents from low education or uneducated group was very less so difference in them was not compared.

**Table 4.8.2 Difference in Perception about Political figure in occupational groups**

Political Figure	Age groups				
	government	Semi government	Private sector	Self employed	Not employed
Zardari	17.6%	35.2%	20.2%	16%	0%
Yousaf Raza Gillani	22.1%	28.7%	28	5.5%	14.7%
Nawaz Sharif	33.1%	36.3%	17%	5.6%	10%
Maulana Fazal-ur-Rehman	19%	38.4%	20.3%	11.3%	11%
Dr. Firdous Aashiq Awan	28%	48.1%	17.6%	8%	8.3%
Hina Rabbani Khar	34.1%	45.3%	17%	12.6%	10%
Musharraf	28.5%	28	22.1%	14.7%	5.7%
Imran Khan	30%	35.1%	17.6%	7%	8.3%
Shahbaz Sharif	19.6%	25.2%	20.2%	16%	8%
Ch. Shujat	12%	48.4%	20.3%	16.3%	12%

It is observed in table 4.8.2 that high agreement in perception lies in semi government employees and then in group of government employees and private sector employees. In self employed group and not employed; level of agreement is less as compared to other two groups. 35.2% from semi government employees agree with media construction of Zardari and 20.2% and 17.6% lies in private sector and government employee group. More than 30%

semi government employees agree with media construction of Nawaz Sharif, fazl-ur-rehman & Imran khan.

**RQ2b:** Do political party preference influence the public perceptions of the stereotypes created in political comedy shows?

To study political party affiliation respondents were asked that which political party they like or working better. The difference in perception was then measured that respondents liking different parties show how much difference in their agreement with media constructions of respective leaders of the political parties.

**Table 4.9 Difference in Perception about Political figure in affiliation of political party**

Political Figure	Political parties					
	PPP	PML(N)	PML(Q)	TEHREK-E-INSAF	JAMAT-E-ISLAMI	NONE
Zardari	7.9%	25.7%	11.5%	31.8%	12.4%	11.5%
Yousaf Raza Gillani	3.9%	26.1%	0%	50%	12.7%	7.3%
Nawaz Sharif	40.3%	10.4%	15.3%	16.1%	13%	4.3%
Maulana Fazal-ur-Rehman	26.7%	15.3%	8.1%	41.2%	4%	4.7%
Dr.Firdous Aashiq Awan	15.9%	28.5%	0%	38.2%	7.6%	9.6%
Hina Rabbani Khar	22.1%	26.1%	5.8%	23.4%	7.2%	15.3%
Musharraf	5%	19.3%	8.1%	31.2%	14.3%	21.8%
Imran Khan	25.4%	21.9%	5.7%	33.7%	0.87%	12.2%
Shahbaz Sharif	26.2%	19.7%	4.7%	36.4%	0.72%	12%
Ch.Shujat	23.8%	16.3%	4.2%	37%	7.8%	10.9%

It can be observed from the above table that there exists difference in perception of respondents about media constructions depending upon the political party they like. It was observed that those who like PPP better are not agreed with media constructions of president



Zardari and Yousaf raza Gillani. Only 7.9% respondents belonging from PPP agree with president zardari's media constructions and on other hand 31.8% and 25% respondents of tehrek-e-insaf and PML (N) respectively agree with media constructions of president Zardari. But on other hand 40.3% respondents from PPP agree with media constructions of Nawaz Sharif as compared to only 10.4% of respondents from PML (N) agreeing to his media constructions.

Only 4% respondents liking Jamat-e-Islami agreed with media constructions of Maulana Fazal-ur-Rehman as hypocrite, fat etc as compared to almost 41% respondents from tehrek-e-insaf, 26% respondents from PPP and 15.3% respondents from PML (N) agreeing with his media constructions. With media constructions regarding ex president Musharraf 31.2% respondents from tehrek-e-insaf and 19.3% respondents from PML (N) were very agreed with media construction of Musharraf as leaders of these parties are very much opposed to him.

However more respondents (33%) agreed with media construction of Imran Khan as compared to 21.9% from PML (N) and 25.4% from PPP agreed to his media constructions. As it was observed during content analysis that media image portrayed by comedy shows of Imran Khan is more positive as compared to other leaders; therefore it can be the reason the respondents liking his party agreed more to his media image.

Overall this variable emerged as significant one that political party affiliation or likeness can influence impact of media constructions on public perceptions.

## **CHAPTER 5**

### **DISCUSSION & CONCLUSION**

Globally the trend of "political infotainment" is blurring the line between traditional political news and entertainment. Political comedy programs are now including more and more news about politics; creating jokes about political events & figures and more and more political figures are now appearing on comedy shows. Overall this branch of entertainment is now emerging as a new avenue for political news or also getting importance in the field of political communication. Cao (2008) discussed that due to this emerging merger of news and entertainment; comedy shows can significantly influence public opinion. For Pakistan though comedy is not new but this phenomenon of comedy about politics is newly emerged trend from last five to six years. The aim of this study was to determine what kind of themes are emerging in political comedy field in Pakistan which are constructing image or in a way stereotyping political figures and as this kind of programming is becoming very popular; so to what extent it is effecting perception of audience.

The results of analysis of comedy programs indicated that these programs are creating very strong frames to stereotype political figure and passing judgments on political ills, system and figure in a very cynical manner. As Scheufele (1999) discussed while developing model for framing research that media frames in news formation are effected by organizational pressures, journalistic biases and other pressure; during analysis it is observed that with this factors political itself is providing content for media frames and effecting media frames of comedy in a very strong manner. Mostly themes or frames adopted by comedy programs to stereotype political figures are adopted from society or were already present in political system. It was observed that mostly elements or themes were borrowed from political system, political scenario of our society and then over generalized by media. Kreuz and Roberts

(1993) have also discussed this inherent quality of satire and comedy based on politics that it is not forever; it is always dependent on time, events, place and scenario of society mainly dependent on characteristics of personalities and situations.

While analyzing different frames or themes used by political comedy it was found that main focus of these programs was on personality traits of political figures. Mostly physical traits like small height of Musharraf, weight of Maulana Fazal-ur-rehman, Hair transplant of Nawaz Sharif, style of hina Rabbani khar etc were over exaggerated by these programs. The over exaggeration of physical traits and personality features involving attitudes and behaviors of political figures was featured or main focus of parodies done by comedians in these programs. Young (2004) also found in his study that apparently discussing political and social evils, content of comedy shows mainly focus on physical features and personality traits of political figures more as compared to real issues and problems. Further analyzing that how comedy programs are stereotyping or constructing frames of political figures of Pakistan, it was found that generally real events are depicted by these programs and in such an over simplified manner and rather than taking a broader view or multiple views; only a single track personality image was created for audience. It was also supported by Koestler that comedy is generally based on over accentuate of appearances and sometimes during the process of amplification of personality traits; it distort the whole scenario and personality on which it is based.

It was also observed while comparing that how much political stands and policies are focused as compared to personality traits; it was found that personality traits were most emphasized feature but political stands and political statements by political figures were also very regular theme or adopted feature of political comedy shows. It was found that popular comedy shows in Pakistan are creating a perfect amalgamate of personality traits and political statements of political figures to develop the whole picture. Both of these features were used in support of

each other and to create the whole image of a political figure. Mostly personality traits and political statements were used together especially in political parodies to complement each other. This trend was discussed by Duffy & Page (2009) and they commented on this trend of parody based comedy programming of combining political issues and personalities just make it cynical and as a result real issue or problem cannot get the importance.

Another two categories which were studied are social background of political figures referred by comedy programs and incidental traits based on events referred by comedy programs. It was found that social standing or traits were very less discussed by comedy programs or used as media frames in creating stereotype of political figure. Mostly frames based on social settings were used just to create initial background and to support or strengthen the image construction of political figure. It was mostly used to support personality traits of political figures. Kim & Vishak (2008) background of political figure and events are easy to remember and recalled by audience when they are feature by comedy programs. As compared to hard news background of political figure is much easier to embed in memory by incorporating it in political comedy. Incidental traits also emerged as important category while creating media frames to stereotype political figure. As discussed earlier that political comedy is based on time & place so incidental traits are very important in this regard as mostly political comedy shows in Pakistan are relating political stands of political figures with different political scenarios and events and use incidental traits to define or solidify political image of political figures.

In second step of present research it was analyzed through survey method that how much public perception is influenced by media frames or stereotypes created by political comedy shows of Pakistan. Through survey congruency between media constructions and public perception was determined. It was found that in Pakistan's scenario public perception is highly congruent with media constructions. Overall most of the audience was regular viewer

of these shows and the frames presented to them were comprehensible to them and they are very much interested and attentive to political comedy. The level of congruency though varies depending upon political figure and traits covered but on the whole public perception was highly congruent with media construction. The strong influence of these programs on public perception is explained by Thorson & Duffy (2007); that these shows fulfill different needs of audience at one time and as political comedy is simple and easy to understand so it catches much attention as compared to conventional medium and therefore easily mould perception in a certain manner.

This phenomenon can also be discussed or explained in relation to Pakistani society and the reason of this high level of congruency can also be related with current scenario in Pakistani politics. In today's scenario mostly political figures are considered corrupt and there are many problems and evil already existing in our political system that people have already strongly negative towards political figures and system. Therefore when comedy programs are also criticizing the system and political figures in a very harsh manner; public perception is easily influenced because it is strengthening their already existing opinions and attitudes. This is discussed by Jameison & Waldman(2002) that political comedy is focusing on obvious weakness of system and figures and presenting them not fit for politics and as a result creating cynical attitude towards system and figures. Young (2004) also discussed that themes present in political programs are focused mainly on incompetency of political figure and add to the already existing resentment in society which leads to easy influence on opinions and perception.

In conclusion we can say that political comedy shows in Pakistan are criticizing and mocking only the conceit, incompetence and faults of government officials and political figures, though humorously but they pass judgment on the tricks and conceits of institutions, political parties & figures in a very harsh manner. Most of the frames to stereotyping are

focused on already existing themes in society; mainly focusing on personality traits. Though political traits or policies was also found to be very strong theme but they discuss very surface level issues not the real problems. So with some proper training this area can be developed because political comedy in Pakistan is very strong and very creative but there is a need for positive direction.

Results showed that public perception is highly congruent with media construction and political comedy is found to increasing the already existing resentment towards politicians in society. So we can say it has potential to influence public opinion so if comedy can be given a positive direction it can influence perception and opinions in a very positive manner. There was an also present difference in perception depending upon demographics so there is a need for proper systematic research and data collection. As party affiliation was found a strong factor in determining public perception; so this area needs to be addressed in systematic manner and in detail.

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## APPENDIX 1

### Coding Sheet

Political Comedy Show: \_\_\_\_\_

Date & Time: \_\_\_\_\_

No	Political figure	Total time of Skit	Personality Trait	Time	Political Trait	Time	Social Trait	Time	Incidental Trait	Time

## APPENDIX 2

### International Islamic University

#### Center for Media & Communication Studies

#### Questionnaire on Public Perception about Media Stereotyping of Political Figures in Political Comedy Shows

- |                   |                   |                   |                  |                 |                    |             |
|-------------------|-------------------|-------------------|------------------|-----------------|--------------------|-------------|
| <b>Age:</b>       | • 18-25           | • 26-33           | • 34-41          | • 42 & above    |                    |             |
| <b>Gender:</b>    | • Male            | • Female          |                  |                 |                    |             |
| <b>Education:</b> | • Up to primary   | • Matriculation   | • Intermediate   | • Graduation    | • Above graduation |             |
| <b>Income</b>     | • Rs.10,000-25000 | • 26000-41000     | • 42000-57000    | • 58000 & above |                    |             |
| <b>Occupation</b> | • Government      | • Semi-Government | • Private sector | • Self Employed | • Not Employed     | • Housewife |

1. For how many hours you watch television in a day?

- |          |          |           |
|----------|----------|-----------|
| • 2-4hrs | • 5-7hrs | • 8-10hrs |
|----------|----------|-----------|

2. How often you watch political comedy programs?

- |         |          |             |         |             |
|---------|----------|-------------|---------|-------------|
| • Never | • Rarely | • Sometimes | • Often | • Regularly |
|---------|----------|-------------|---------|-------------|

**3. How often you watch following comedy programs you mostly watch?**

<b>Hum Sub Umeed Sey Hein:</b>	• Never	• Rarely	• Sometimes	• Often	• Regularly
<b>Hasb-e-Haal:</b>	• Never	• Rarely	• Sometimes	• Often	• Regularly
<b>Four Man Show:</b>	• Never	• Rarely	• Sometimes	• Often	• Regularly

**4. What is your biggest source of information about political figures?**

- News
- Current affair programs
- Comedy programs
- Others

**5. What is your main purpose of watching comedy programs?**

- Entertainment
- Information
- Both

**6. Which of the following political party you think is better?**

- PPP
- PML (N)
- PML(Q)
- Tehrek-e-Insaf
- APML
- MQM
- Jamat-e-Islami
- None

**7. Following statements are about portrayal of political figures in Comedy Programs. Tick the appropriate option.**

Sr. no	Statements	Strongly agree	agree	neutral	disagree	Strongly disagree
1.	Comedy programs associate Mr. 10% title with President Zardari.					
2.	The word 'Khappay Khappay' is associated with Zardari in comedy programs.					
3.	Comedy programs portray President of Pakistan as very concerned about problems in Pakistan.					
4.	A distrustful smile is taken as important characteristic of Zardari's personality in all comedy programs.					
5.	The only performance shown by Zardari is to go on foreign visits looking for foreign aid.					
6.	Being indecisive is the main characteristics of PM Gillani in comedy programs.					
7.	PM Gillani stutters while speaking.					
8.	PM Gillani is portrayed as powerful politician in comedy programs.					
9.	PM Gillani is portrayed as unintelligent in comedy programs					
10.	Comedy programs portray the only work of PM Gillani is to issue notices.					
11.	In 'Hum Sub Umeed sey hein' PM Gillani is always shown as dressed in expensive suits.					
12.	Maulana Fazul -ur - Rehman getup as Maulvi has become his identity.					
13.	Comedy programs are very much inclined to portray the overeating habit of Maulana Fazal-ur -Rehman.					
14.	Comedy Programs show that hypocrisy is one of the main characteristics of politics played by Maulana Fazal-ur -Rehman.					
15.	The word '73 Key Ayein Key Tunazur Mey' is associated with Maulana Fazal-ur-Rehman in comedy programs.					
16.	A practiced mocking smile is an important feature of Maulana Fazal-ur-Rehman's personality in "Hub Sub Umeed Sey Hein".					
17.	Comedy programs portray Maulana Fazal-ur-Rehman as being fair in					

	political matters.					
18.	'Four Man show' portray Maulana Fazal – ur – Rehman as being sensitive about Diesel issue.					
19.	Comedy Programs mostly portray that only devotion of Nazwaz Sharif is to eat.					
20.	Hair transplant has become an important trait of Nawaz Sharif's personality in comedy programs.					
21.	Comedy Programs portray that support of Nawaz Sharif's for democracy is just a show/drama.					
22.	Sole purpose of politics by Nawaz Sharif is to blame Mushharaf.					
23.	Dark Sunglasses are important feature of Ch.Shujat Hussain's personality					
24.	Speech of Ch. Shujat Hussain is not understandable.					
25.	Comedy programs show cycle as inseparable part of Ch. Shujat Hussain's personality.					
26.	Comedy programs often portray Ch. Shujat Hussain giving open invitation of food to everyone because of his likeness of food.					
27.	Ch. Shujat Hussain is portrayed in comedy programs as a visionary politician.					
28.	Attitude of Dr.Firdous Aashiq Awan is portrayed as annoying in comedy programs.					
29.	Hasb –e-Hal portray Firdous Aashiq Awan using abusing language often.					
30.	Dr Firdous Aashiq Awan is portrayed as being very educated in comedy programs					
31.	Comedy programs portray Firdous Aashiq Awan as very competent information minister					
32.	In comedy programs Dr. Firdous Aashiq Awan is portrayed as 'makeup Pastry'.					
33.	Shahbaz Sharif is portrayed by comedy programs as pretending to be overactive & fast personality.					
34.	Comedy programs associate 'Khadam – e- Ala' title with Shahbaz Sharif because of his decisions regarding prices of 'Roti'.					
35.	Shahbaz Sharif is portrayed as aggressive towards federal government					

	& governor Punjab in comedy programs					
36.	Four Man Show mostly represent Shahbaz Sharif as 'Lahore key Tarzan'.					
37.	Aggressive hand gestures are being taken as important part of Shahbaz Sharif's personality in comedy programs.					
38.	Hina Rabbani Khar is portrayed as model by comedy programs.					
39.	Comedy programs portray Hina Rabbani Khar as uneducated speaker.					
40.	Comedy programs show Hina Rabbani Khar as very feminine personality.					
41.	Masculine accent of Hina Rabbani as compared to her feminine features is highlighted by Four Man Show.					
42.	Hina Rabbani is portrayed as successful because of her beauty.					
43.	Mushharaf is portrayed as very authoritative personality in comedy programs.					
44.	Comedy programs name Musharraf's party as 'Pakistan Music League' because of his interactions with people from entertainment media.					
45.	Mushharaf is portrayed as corrupt and always after money especially 'dollars'					
46.	'Hum Sub Umeed sey hein' portray Mushharaf as over confident in thinking himself still the president of Pakistan					
47.	Mushharaf is portrayed as very sincere leader by comedy programs.					
48.	Imran Khan is shown as over ambitious in comedy programs.					
49.	Comedy programs portray him famous because of his celebrity background as cricketer.					
50.	Comedy programs portray Imran Khan in very much favor of government					
51.	Anxious & Stressful expressions are important features of Imran Khan's personality in Comedy Programs.					



### APPENDIX 3

Sr no	Political figure	Personality traits	Social traits	Political traits	Incidental traits
1.	President Zardari	Cynical smile on face. Always in high spirits.	Sindhi accent	Corrupt Dishonest hypocrite Always after money Distrustful, unconcerned	Corruption scandal during Benazir Bhutto's regime ( Mr. 10% title).
2.	Gillani	Dumb Stutter while speaking Expensive dressing unsure		Corrupt No political power (puppet) hypocrite. incompetent	Role played in restoration of chief justice ( issue of notifications)
3.	Nawaz Sharif	Overeating ( likeness of food) Hair transplant. Not a strong personality. uncertain	Mian sahib Business background	Hypocrite Playing dual politics Unsure about democracy Rivalry with Mushharaf	Long march.
4.	Mushharaf	Authoritative style of speaking Over clever Over confident Small heighted. Over exaggeration of his facial features(big nose)	Military bg	Corrupt Always after foreign money	Lecture in foreign university (USA). Making his own party Relationships with media industry
5.	Shahbaz Sharif	Over active & fast personality. Aggressive behavior.	Brother of Nawaz Sharif	Corrupt Only leader of Lahore. Only work is to oppose federal govt.	Dismiss some officials. Prices of Roti

6.	Dr. Firdous Aashiq awan	Over dressed Over made-up face (make up pastry) Annoying Rude Masculine qualities (title of maula jatt)	Uncultured & educated ( emphasis on word Dr. in a derogatory manner)	No political vision. Always ready to fight. Speaks only whatever president says. Incompetent information minister	Fight with Kashmala tariq.
	Shujat Hussain	Overeating Dark sunglasses Dumb Mumble while speaking (language is not understandable).	Ch background of family.	No political vision & power. Puppet party leader.( always take permission from pervaiz ellahi) incompetent	Party sign cycle. Leaving Nawaz Sharif's party to come in power and form PML (Q)
7.	Hina Rabbani Khar	Model, style diva Masculine accent with feminine features. Expensive dressing (designer accessories)	Educated, political family	Incompetent, successful only because of beauty. Showpiece foreign minister. hypocrisy	Visit to India is successful because of her beauty
8.	Imran Khan	Over ambitious Anxious personality Charming Always in a stress.( stressful body language)	Celebrity background (famous cricketer) Shaukat Khannam hospital	Always abusing government Lives in dream political world.	
9.	Maulana Fazal – ur - Rehman	Over eating Fat Getup as Maulvi Mutter while speaking. sarcastic smile	Religious background	Hypocrite corrupt Inclined towards power politics.	Diesel scandal