

EXPOSURE TO CURRENT AFFAIRS PROGRAMS AND VIEWERS' PERCEPTION REGARDING ROLE OF PROGRAMS & ANCHORS' PRESENTATIONAL STYLE: A CASE STUDY OF SARGODHA CITY

Abstract

Pakistani media is very lively. Current Affair Program is most important format of private television channels. There are multi-dimensional role of Current Affair Programs in Pakistani society: to inform, to educate and to formulate public opinion. Current Affair Programs have great impact on politics, social values, life styles of people, relationship of masses and foreign policy. In this study, survey research method was used to explore viewers' perception. First by using stratified sampling, Sargodha city was divided into two major categories: A (Blocks) & B (Colonies). Stratified sampling procedure has also been used through which specification of the respondents demographic characteristics included: Gender (Male, Female), Age (Upto 30 years & More than 30 years), and Marital Status (Married, Unmarried). Five Blocks out of 36 are selected through using Systematic sampling; similarly five colonies out of 28 are selected by using Systematic sampling. The comparative analysis of the selected Current Affair Programs' anchors showed that overall respondents more satisfied with presentational style of Hamid Mir and they are more satisfied with the role of 'Selection of Topic'. In light of the observed empirical evidence it be summarized that private television channels' Current Affair Programs affect viewers' perception.

Introduction

Media coverage is life blood of politics because it shapes the perception that forms the reality on which political action is based. Media depict the political environment (www.web.world.unesco.org, retrieval date: February 12, 2012). Current Affair Programs is a T.V or radio program where one individual (or individuals) converses

* Teaching Assistant, Department of Communication studies, University of Sargodha, Pakistan

** Assistant Professor, Department of Media Studies, The Islamia University of Bahawalpur

*** MPhil Scholar, Department of Communication, University of Sargodha, Pakistan

different current affair issues and program conducted by single host or sometimes more than one host. Participants of Current Affair Programs or panel of guests who are educated, intellectuals or who have great information, experience about issue whatever is being discussed on the show. Sometimes, a single guest discusses their work, expertise, ideology and experience with a host or hosts. A call-in show takes live phone calls from callers listening at home, in their cars, etc.

Guests are already informed about the topic before the starting of program and at the start of program host introduce program and topic which is being discussed. Sometime T.V Current Affair Programs call any celebrity as a guest who talks about his/her personal life, at that time Current Affair Programs program become an interview. Politics are hardly the only subject of Current Affair Programs (Steler, 2010).

Current Affair Programs have been regular features of Pakistani private T.V, ever-since its inception. Current Affair Programs including regional languages, produced by each of the T.V channel. The themes of regional language programs mainly resolve around local and provincial matters of political and social current affairs. Current Affair Programs are main source of television. It is playing a main role in creating awareness in the society and enlightens the political, economic, social, and health issues of the country (Nawaz, 2009).

Current Affair Programs is such a format of radio and T.V in which any issue, event or incident is presented with detail and full critical evaluation & interpretations and discussion to give an insight to the audience. Current Affair Programs is different from news in which news is just informed at the time at which it occurred to audience but in Current Affair Programs the issue is presented to the audience with maximum analysis. The office of Communication in the United Kingdom views it as: "it is the interpretation analysis of such events and issues which are of public interest and which have the potential to affect masses on large scale. It covers all most all possible angles of an event or issues".

This format of television has gained enormous popularity is that these programs are now considered one of the most effective sources of forming public opinion.

The television channels are now utilizing such programs for maximization of profits. A common trend can be easily observed that people tend to remember the channels by relating them with the anchor persons of such programs (Hassan, 2009).

Media has become more powerful and its importance is growing in modern societies. Media is a source of information; they have power to influence truth, especially Current Affair Programs have great power to formulate, shape or reshape public opinion. Anchors of current affairs programs gather and reshape information and then presents them as reality.

Dominantly, it is also driven by specific interest individuals or groups that follow their agendas by controlling and spreading facts. In private TV channels' Current Affair Programs is mostly focused on political and social issues and also focused on conflicts; some media persons argue in the defense of the Current Affair Programs that political issues and the prevailing conflict have been intense because of that all the journalists pay more attention and cover the political and conflict issues (Alam, 2007).

Pakistan is at cross roads in its history. Pakistan has become centre of attention in that world because of war against terrorism. Pakistan is facing foreign and internal conflict most significantly after election held in February 2008. After nine years of army rule, Pakistan finds itself in the fourth year of a challenging transition to democracy. Pakistan is a fragile state, facing different challenges (Kerry, John and Hagel, 2009).

Today, every one of us is spending more of our leisure time watching TV, listening to the radio or reading newspapers and magazines. The shows on the TV and the articles in the newspapers influence our decision process, shaping our perceptions for the world. The role of television in Pakistan is extremely important as illiteracy is a major obstacle to information and awareness. Recent studies show that TV is watch by almost 50 million people. An increasing number of women,

urban and rural, now have access to television. Due to the limited scope of the print media to the audio-visual media becomes the most influential agent in the country (UNDP: 1996).

Mass Media is the source of influencing people to participate in politics and this is the only source of creating awareness in citizens that how to improve and run our political system. People are mainly affected by the news and news Current Affair Programs that are on air on different news channel of Pakistan around the clock. Every news Current Affair Programs, may it be Capital talk or Kal Tak or any other, it starts with a topic and ends with a conclusion which is normally drawn by the anchor himself. People may or may not agree with the conclusion drawn by the anchor. Opinionated news has always been a hard pill to swallow in any society.

People who do not agree with the opinion will call that anchor to be biased. Then comes the policy of channels, which is originally never exposed, on the face of it every channel claims to have the policy of nondiscriminatory, unbiased anti racialism and non-prejudice but widely held believe remains that different channel support different political parties and social groups.

The literature Review is the springboard for any research study. A literature review is systematic search and analysis of published information that accredited scholars and researchers have written on a topic. It is organized according to the research objective, thesis or the problem/issue that a researcher wishes to address. Agestino (1980) states about literature review: "The purpose of literature review is to know what type of research has been done in the area and what has been found in previous studies" (Ilyas, 2002).

The study conducted by Kabir (1965) of journalism Department, Punjab University, Lahore, on the opinion of social science students of the Punjab University about T.V programs in Pakistan. The purpose of this study was to discover the opinion of the social science students of the university about the T.V programs, including the impact of these programs on the people's standard of living and their attitude and behavior towards this media. The researcher after a careful study

of all data and its interpretation conducted that systematic T.V brings a change in traditional values and social norms and in introducing and reinforcing certain new trends in the lives of the lives of the social science students.

Aleena, Mahurhk and Rana (2006) conducted the research "Level of interest in T.V programs channels and its impact on personal aspiration of youth". For the conducted research, the greater the level of interest in TV programs, the greater will be the impact on personal aspiration of the students. Further, to find out the relationship, if any, between the level of interest in TV programs and its impact on personal aspiration. Nizamani (2010) is of the view that media has shaped a new power sharing segment into impose their opinion and thoughts but also indirectly indoctrinate the public with the ideology premeditated by the anchorocracy. Sareen (2010) a senior fellow in Vivekananda International Foundation (VIF) refers to the term anchorocracy for TV anchorpersons. She believes that most of them are from rightwing having Islamic tendencies.

They have taken upon themselves to set the national agenda and articulate and promulgate on everything without knowing much of anything. Rizvi asserts that mostly anchorpersons in their Current Affair Programs trying to create controversies on the issues of public interest which they perceive the way to get better rating for his/her program. He suggests that information should be disseminated only when it passes through strong professional editorial judgment and its societal impact must be ensured.

The study was conducted by Fazeen, Mugees and Sana (2007) to explore the level of political efficacy based on the level of awareness regarding politics and level of political participation. The researchers have taken total hundred respondents were selected from different Colleges and Universities by using simple random sampling technique and questionnaire as a tool was used for data collection. They concluded that there was a strong influence of the family's political background and parent's education on the individuals for the level of political efficacy (Ahmed, 2010).

Today, television talk show hosts like Oprah Winfrey, Tyra Banks, Monique Imes and Wendy Williams are holding some of the top spots

in talk show viewer ratings. Although many advocate that talk shows correlate to "trash TV" (tabloid talk shows that primarily focus on discussions that are emotional or provocative), these hosts believe they are proudly serving as African American female exemplars for the positive cognitive development of youth and women.

Their mission statements range from transforming the lives of the viewers at home to making women, primarily black women, more respectable. But where do their cultural values that they project align? To this end, *Africana Womanism* will be used to provide a framework to analyze the representation and projection of cultural values. This paper will explore key "descriptors" of *Africana womanism* which are, but not limited to, self-definer, family centered, genuine in sisterhood and spirituality (Brown, 2012).

From a CA (Conversation Analysis) perspective, this paper focuses on politicians' appearances in celebrity talk show interviews and how the "ordinariness" of politicians' persona is realized by the participants' actions in such interviews: How is the talk organized so as to reproduce the politicians' aura of ordinariness? The data consists of interviews with leading Swedish politicians (members of the Government or party leaders) on two Swedish talk shows, *Sen kväll med Luuk* (Late Night with Luuk) and *Robins* (Robin's). The analysis focuses on talk show interviews as a turn-by-turn interplay between host, politician and studio audience, and three themes of how ordinariness is talked into being is discussed: (1) the everyday-character of the politicians' behind-the-scenes-stories, (2) the turn-taking system and the orientation towards "chat" and (3) the collaborative work on jokes and laughter (Eriksson, 2011).

This paper will examine the historical importance of late-night talk show genre in the development of American television culture and why people watch for what purposes. Our main argument is that the popularity of the genre originates in broadcasting strategy and audiences' imagination. Based on para-social interaction theory and uses and gratification theory, we identified four major reasons for the popularity of late-night talk show: entertainment, education, habitual media use and emotional attachment (Kim & Kocsis, 2010).

This study's purpose is to explain viewers' enjoyment and feeling of being informed when watching political talk shows on German TV, dependent on their viewing motivations. A survey (N = 189) aimed to identify these motivations. Results show that some people have a strong interest in gaining information by following such shows; others simply watch them for entertainment.

Drawing on affective disposition theory, research about narrative effects and the elaboration likelihood model, six hypotheses were tested in a 2 x 2 experiment with 63 subjects. Results suggest that people watching political talk shows with a focus on entertaining features enjoy them more and feel better informed than people watching with a focus on information; whether a talk show contains a narrative clip or not does not make a difference. The fact that a focus on entertaining features can induce a feeling of being informed reveals an interesting phenomenon, which is consistent with current developments in entertainment theory (Mattheiss et al., 2012).

This paper builds on previous research regarding identity, framing, performance, talk shows, reality television, and political television to address the claim that the structure of a television show segment has an impact on the host's identity performance.

Four segments from one standard episode of the weeknight cable news show 'The Situation with Tucker Carlson' are transcribed and analyzed using theoretical elements from action-implicative discourse analysis, argumentation theory, and narrative positioning.

The host has to balance competing demands from the guest, structure of the segment in which the guest appears, and the audience. These demands overlap in a way that the impact of the segment structure cannot be clearly identified. Avenues for further research are identified and discussed (Greenfeld, 2011).

Much research has looked at individual Fox News programs to ascertain how the network operates in a variety of contexts, but nearly no attention has been paid to the role of individual hosts. The host plays an important role in branding news programs and thus directly affects a network's credibility. This study examines how the three Fox News prime-time hosts employed differing approaches to furthering

the network's themes opposing health care reform in August 2009 (Bard, 2009).

Methodology

In this study males and females viewers of Sargodha city are taken as unit of analysis. Purpose was to explore their consumption patterns of television channels current affairs programs and to document their perceptions about important political issues. By using stratified sampling, Sargodha city was divided into two major categories: A (Blocks) & B (Colonies). Stratified sampling procedure has also been used through which specification of the respondents demographic characteristics included: Gender (Male, Female), Age (Upto 30 years & More than 30 years), and Marital Status (Married, Unmarried). Five Blocks out of 36 are selected through using Systematic sampling, similarly five colonies out of 28 are selected by using Systematic sampling see table.

Total Sample Size 320

5 Blocks out of 36 & 5 Colonies out of 28 are selected, Household = $16 \times 2^{\wedge} = 32$

A				B			
Selected Block	Male	Female	Total	Selected Colony	Male	Female	Total
Block 1	16	16	32	Eid Gah Colony	16	16	32
Block 9	16	16	32	Islam Pura	16	16	32
Block 17	16	16	32	Nawab Colony	16	16	32
Block 24	16	16	32	Old Civil Line	16	16	32
Block 32	16	16	32	Satellite Town D	16	16	32
Total	80	80	160	Total	80	80	160

$\wedge = 2$ persons consist of male & female

Total 32 respondents consist of 16 males & 16 females from each block/colony are finally selected by using quota sampling for data collection. Keeping in view the requirement of the study and for drawing meaningful inferences, personal interviews with 320 respondents (160 males and 160 female) from Sargodha city were conducted. Major assumptions of the study were as: How often they prefer to expose to the selected channels' news and views programs

daily? To extent the viewers feel satisfaction with the presentational style of anchors? How much they feel satisfaction with the role of selected television channels? How much viewers are satisfied with the role of participants?

After specification of the demographic characteristics of the respondents and determination of their subgroups respondents were contacted personally. Before collecting data five male and female research assistants were selected and briefed by researcher about how to fill questionnaire. Those research assistant were well qualified and had experience for data collection.

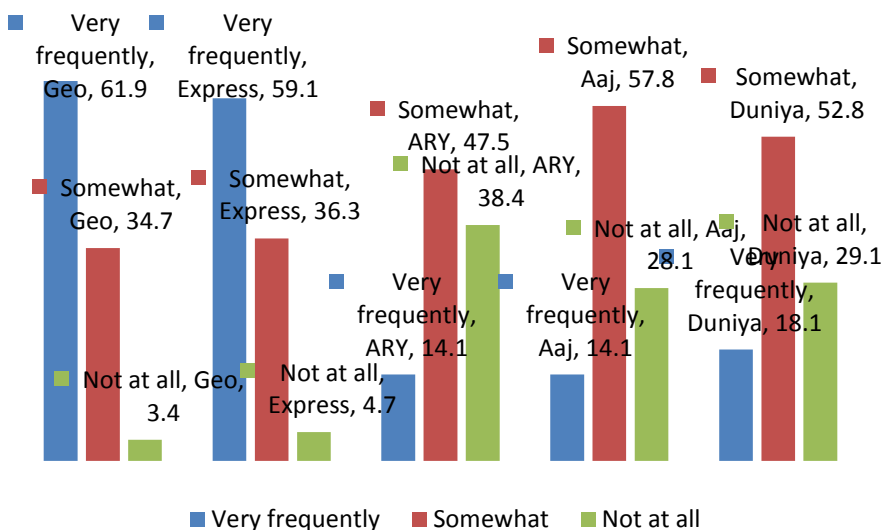
After pretesting 320 respondents were contacted and filled questionnaire. It took three months from (August 01, 2011 to October 31, 2011) to complete data collection. Some respondents refused to fill the questionnaire because of shortage of time, bad mood and hot weather. After collecting whole data researchers Assigned numbers to the response categories helps to store the data into computer and later to apply statistical tools for analyzing and interpreting the data to test hypotheses and drawing meaningful inferences. Later Statistical Package for Social Sciences (SPSS) software was used for the treatment of the data.

Findings and Discussion

For the last almost one decade, the phenomena of private channels in Pakistan society not only gained immense popularity among the masses but also playing a significant role in creating political awareness among different segments of the society. Television possessing audio visual characteristics has brought about drastic changes in many areas-- politics, socio-economic and particularly cultural transformation--of our society. The private television channels play important role in formulating public opinion and polish their attitude regarding vital political issues around the clock. Their prime focus has been on the social and political development at national, regional and international levels. This has been proved from the findings of the study. The results of the study illustrate significant difference among the viewers watching habits of the private television channels. The overall scenario of the findings reveal viewers prefer to watch Geo News (61.9%) very frequently followed by Express News

(59.1%) as compared to their watching habits of ARY News (14.1%), Aaj News (14.1%) and Duniya News (18.1%). The somewhat categories results demonstrate that viewers of Sargodha city prefer to watch Aaj News (57.8%) followed by Duniya News (52.8%) and ARY News (47.5%) (Graph 1.1).

Graph 1.1 Viewers' Watching Habits



Viewers belong to diverse demographics background significantly exposed to private television channels for a variety of purposes, with main objective of getting latest information about political issues of national and international importance. Findings of the study illustrate that somewhat difference is observed among the viewers' demographic responses on the index of their exposure to Geo News. Male viewers (62.5%), those having age more than 30 years (67.5%) and married viewers (68.1%) very frequently watched Geo News for acquiring information about vital political issues in comparison with female viewers (61.3%), those having age upto 30 years (56.3%) and unmarried viewers (55.6%) (Table 1.1).

Table 1.1 Viewers' Watching Habits

	Gender		Age		Marital Status	
	*A	B	C	D	E	F
Geo News						
Very frequently**	^62.5	61.3	56.3	67.5	68.1	55.6
Somewhat	33.1	36.3	39.4	30.0	28.1	41.3
Not at all	4.4	2.5	4.4	2.5	3.8	3.1
Express News						
Very frequently	65.0	53.1	56.9	61.3	60.6	57.5
Somewhat	31.3	41.3	39.4	33.1	35.0	37.5
Not at all	3.8	5.6	3.8	5.6	4.4	5.0
ARY News						
Very frequently	15.0	13.1	13.1	15.0	14.4	13.8
Somewhat	48.1	46.9	49.4	45.6	47.5	47.5
Not at all	36.9	40.0	37.5	39.4	38.1	38.8
Aaj News						
Very frequently	15.6	12.5	16.3	11.9	15.0	13.1
Somewhat	62.5	53.1	57.5	58.1	58.8	56.9
Not at all	21.9	34.4	26.3	30.0	26.3	30.0
Duniya News						
Very frequently	20.6	15.6	15.6	20.6	20.6	15.6
Somewhat	61.3	44.4	53.1	52.5	53.8	51.9
Not at all	18.1	40.0	31.3	26.9	25.6	32.5
N=	160	160	160	160	160	160

*: A- Male, B- Female, C- Upto 30 years, D- More than 30 years, E- Married, F- Unmarried

**.: Very frequently means very frequently and frequently, somewhat means somewhat and rarely

^: Figures showing percentage

The results further explore difference among the viewers' extent of watching Express News for gaining political information, male viewers (65.0%), those whose age more than 30 years (61.3%) and married viewers (60.6%) in comparison of female viewers (53.1%), those having age upto 30 years (56.9%) and unmarried viewers (57.5%) prefer to watch Express News very frequently. The male viewers (62.5%), female viewers (53.1%), viewers having age upto 30 years (57.5%), those whose age more than 30 years (58.1%), married viewers (58.8%) and unmarried viewers (56.9%) prefer to watch Aaj News than other selected private news channels (Table 1.1).

The viewers' were further asked a question 'to what extent they are satisfied with the overall presentation of anchors' style of different private news channels. The findings in this regard indicate that viewers are more satisfied with the presentational style of Hamid Mir (68.4%), Kamran Khan (65.0%), Javed Choudhry (63.1%), and Kamran Shahid (58.1%) than any other anchors' presentational style. Study's major assumption was to check the viewers' extent of satisfaction with the presentational style of anchors of private news channels' programs. The results in this regards revealed somewhat difference. male viewers (69.4%), those having age below 30 years (72.5%), respondents having education more than intermediate (68.8%) and married viewers (71.9%) are very much satisfied with the presentational style of Hamid Mir in comparison of female viewers (67.5%), those having age 30 years or more than 30 years (64.4%), respondents having education upto intermediate (68.1%) and unmarried viewers (65.0%). Study also shows the satisfaction level of viewers with presentational style of Kamran Khan, male viewers (65.0%), those having age below 30 years (68.8%), those having qualification upto intermediate (65.6%) and married viewers (67.5%) in contrast with female viewers (65.0%), those having age 30 years or more than 30 years (61.3%), those having qualification more than intermediate (64.4%) and unmarried viewers (62.5%). Further findings illustrate viewers' satisfaction level about presentational style of Javaid Choudhary male viewers (68.1%), those having age below 30 years (65.6%), viewers having education more than intermediate (67.5%) and married viewers (65.0%) in comparison of female viewers (58.1%), those having age 30 years or more than 30 years (60.6%), viewers having education upto intermediate (58.8%) and unmarried viewers (61.3%). Satisfaction level is also explored in study about presentational style of Kamran Shahid male viewers (60.0%), those having age below 30 years (63.8%), those having education upto intermediate (60.6%) and married viewers (62.5%) in contrast with female viewers (56.3%), those having age 30 years or more than 30 years (52.5%), those having education more than intermediate (55.6%) and unmarried viewers (53.8%) (Table 1.2).

Table 1.2 Viewers' Satisfaction with TV Anchors' Presentation Style

	Over all	Gender		Age		Education		Marital Status	
		*A	B	C	D	E	F	G	H
Hamid Mir									
Very much**	68.4	69.4	67.5	72.5	64.4	68.1	68.8	71.9	65.0
Somewhat	22.8	26.3	19.4	20.6	25.0	24.4	21.3	21.3	24.4
Not at all	8.8	4.4	13.1	6.9	10.6	7.5	10.0	6.9	10.6
Kamran Khan									
Very much	65.0	65.0	65.0	68.8	61.3	65.6	64.4	67.5	62.5
Somewhat	27.8	28.8	26.9	23.8	31.9	28.1	27.5	28.1	27.5
Not at all	7.2	6.3	8.1	7.5	6.9	6.3	8.1	4.4	10.0
Najem Sethi									
Very much	36.3	39.4	33.1	35.0	37.5	31.9	40.6	40.6	31.9
Somewhat	38.8	40.6	36.9	40.6	36.9	42.5	35.0	39.4	38.1
Not at all	23.8	19.4	28.1	22.5	25.0	23.8	23.8	18.8	28.8
Javed Choudhry									
Very much	63.1	68.1	58.1	65.6	60.6	58.8	67.5	65.0	61.3
Somewhat	25.9	25.6	26.3	25.6	26.3	30.6	21.3	26.3	25.6
Not at all	10.9	6.3	15.6	8.8	13.1	10.6	11.3	8.8	13.1
Kamran Shahid									
Very much	58.1	60.0	56.3	63.8	52.5	60.6	55.6	62.5	53.8
Somewhat	29.1	31.3	26.9	25.6	32.5	26.3	31.9	28.8	29.4
Not at all	12.5	8.1	16.9	10.6	14.4	13.1	11.9	8.8	16.3
Kashif Abbasi									
Very much	35.6	33.8	37.5	40.0	31.3	31.9	39.4	35.6	35.6
Somewhat	35.0	35.0	35.0	33.1	36.9	35.6	34.4	36.9	33.1
Not at all	29.4	31.3	27.5	26.9	31.9	32.5	26.3	27.5	31.3
Dr. Danish									
Very much	25.9	25.6	26.3	31.9	20.0	26.3	25.6	24.4	27.5
Somewhat	35.0	31.3	38.8	28.8	41.3	32.5	37.5	40.0	30.0
Not at all	39.1	43.1	35.0	39.4	38.8	41.3	36.9	35.6	42.5
Rizwan Jaffer									
Very much	18.4	16.9	20.0	22.5	14.4	16.3	20.6	17.5	19.4
Somewhat	36.3	35.0	37.5	34.4	38.1	33.1	39.4	40.0	32.5
Not at all	45.0	48.1	41.9	43.1	46.9	50.0	40.0	42.5	47.5
Nusrat Javed & Mushtaq Minhas									
Very much	31.9	30.6	33.1	31.3	32.5	33.8	30.0	34.4	29.4

EXPOSURE TO CURRENT AFFAIRS PROGRAMS AND VIEWERS' PERCEPTION REGARDING ROLE OF PROGRAMS & ANCHORS' PRESENTATIONAL STYLE (A CASE STUDY OF SARGODHA CITY)

Somewhat	32.5	30.0	35.0	33.8	31.3	27.5	37.5	34.4	30.6
Not at all	35.0	38.8	31.3	34.4	35.6	38.1	31.9	30.6	39.4
Meher Bukhari									
Very much	33.1	35.0	31.3	36.3	30.0	28.1	38.1	35.0	31.3
Somewhat	30.0	33.1	26.9	25.0	35.0	33.1	26.9	30.0	30.0
Not at all	36.3	31.9	40.6	38.1	34.4	38.1	34.4	34.4	38.1
Mubashir Luqman									
Very much	49.7	51.9	47.5	50.6	48.8	46.3	53.1	53.8	45.6
Somewhat	26.9	26.9	26.9	23.1	30.6	30.6	23.1	28.1	25.6
Not at all	22.5	21.3	23.8	25.6	19.4	22.5	22.5	16.9	28.1

N = 319 160 159 159 159 159 159 159 159

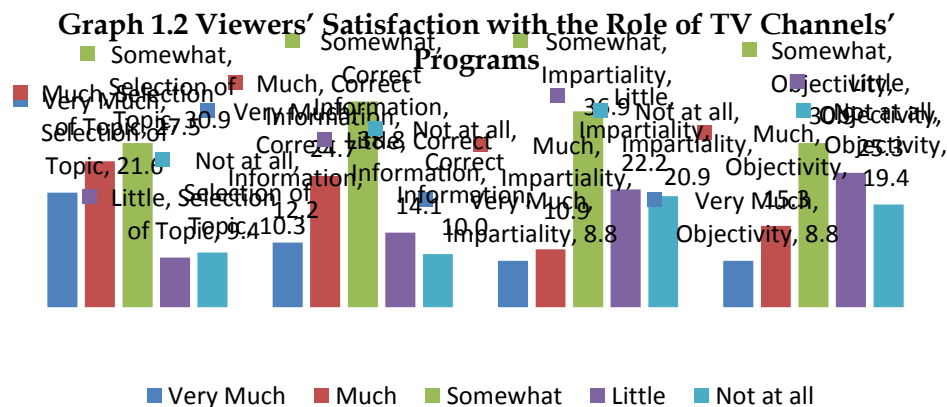
^: Figures showing percentage

*: A- Male, B- Female, C- Less than 30 years, D- 30 years and above,

E- Upto Intermediate, F- More than Intermediate, G- Married, H- Unmarried

**: Very much means very much and much, somewhat means somewhat and rarely

The findings of the study further revealed significant difference among viewers about satisfaction level with the role of private television news channels. It is observed that are very much of the view that the viewers of private television news channels are more satisfied with the role of selection of topic (21.6%) followed by Correct Information (12.2%); Impartiality (8.8%) and Objectivity (8.8%). In somewhat category viewers are more satisfied with correct information (38.8%) than other role of private television news channels (Graph 1.2).



Slightly difference is indicated by the viewers' response on the index of their satisfaction level regarding role of private television news channels. male viewers (22.5%), those having age below 30 years (27.5%), viewers who are educated upto intermediate (23.8%) and married viewers (23.1%) are more satisfied with the private television channels' role of selection of topic as compare to female viewers (20.6%), those having age 30 years or more than 30 years (15.6%), viewers who are educated more than intermediate (19.4%) and unmarried viewers (20.0%).

The findings further revealed satisfaction level of viewers regarding role of correct information presented by private television news channels, male viewers (13.1%), those having age below 30 years (16.9%), viewers who are educated upto intermediate (14.4%) and married viewers (13.1%) in contrast of female viewers (11.3%), those having age 30 years or more than 30 years (7.5%), viewers who are educated more than intermediate (10.0%) and unmarried viewers (11.3%).

Result further revealed about Impartiality in private television channels and viewers' response on the index of their satisfaction level, male viewers (8.8%), those having age below 30 years (10.0%), viewers having qualification more than intermediate (9.4%) and married viewers (9.4%) in comparison of female viewers (6.9%), those having age 30 years or more than 30 years (7.5%), viewers having qualification upto intermediate (8.1%) and unmarried viewers (8.1%).

Results further revealed satisfaction level of viewers regarding role of Objectivity presented by private television news channels, male viewers (10.6%), those having age 30 years or more than 30 years (9.4%), viewers having qualification upto intermediate (9.4%) and married viewers (13.1%) in contrast of female viewers (6.9%), those having age below 30 years (8.1%), viewers having qualification more than intermediate (8.1%) and unmarried viewers (4.4%) (Table 1.3).

Table 1.3 Viewers' Satisfaction with the role of TV Channels' Programs

	Gender		Age		Education		Marital Status	
	*A	B	C	D	E	F	G	H
Selection of Issues								
Very Much	22.5	20.6	27.5	15.6	23.8	19.4	23.1	20.0
Much	25.6	29.4	23.1	31.9	33.1	21.9	31.3	23.8
Somewhat	35.6	26.3	33.8	28.1	26.9	35.0	31.9	30.0
Rarely	7.5	11.3	6.9	11.9	12.5	6.3	6.3	12.5
Not at all	8.8	11.9	8.1	12.5	3.8	16.9	6.9	13.8
Correct Information								
Very Much	13.1	11.3	16.9	7.5	14.4	10.0	13.1	11.3
Much	28.1	21.3	27.5	21.9	22.5	26.9	26.9	22.5
Somewhat	41.3	36.3	36.9	40.6	39.4	38.1	37.5	40.0
Rarely	8.8	19.4	10.6	17.5	18.1	10.0	13.8	14.4
Not at all	8.8	11.3	7.5	12.5	5.6	14.4	8.1	11.9
Impartiality								
Very Much	6.9	10.6	10.0	7.5	8.1	9.4	9.4	8.1
Much	13.1	8.8	13.1	8.8	10.0	11.9	11.3	10.6
Somewhat	36.9	36.9	36.9	36.9	36.3	37.5	39.4	34.4
Rarely	20.6	23.8	25.0	19.4	26.9	17.5	20.0	24.4
Not at all	22.5	19.4	14.4	27.5	18.8	23.1	19.4	22.5
Objectivity								
Very Much	10.6	6.9	8.1	9.4	9.4	8.1	13.1	4.4
Much	13.8	16.9	19.4	11.3	15.0	15.6	19.4	11.3
Somewhat	33.1	28.8	31.9	30.0	31.9	30.0	30.6	31.3
Rarely	24.4	26.3	25.6	25.0	30.6	20.0	21.9	28.8
Not at all	18.1	20.6	14.4	24.4	13.1	25.6	14.4	24.4
N=	160	159	159	160	160	159	159	160

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 30 years, D- 30 years and above,

E- Upto Intermediate, F- More than Intermediate, G- Married, H- Unmarried

One major assumption of the study was to estimate the viewers' extent of satisfaction with the performance of participants in current affairs programs. The results in this regards indicated significant difference.

The viewers are very much satisfied with the television anchors (42.5%) followed by the Religious Scholars (35.9%), Academician (31.6%), Economist (21.9%), Foreign Affairs Experts (18.1%), Politicians (17.8%), N.G.Os (17.8%) and Government Representative (13.8%).

In somewhat category viewers are more satisfied with the performance of Economist (56.3%), Foreign Affair Experts (55.0%) and Academicians (54.4%). Significant difference is signified by the viewers' response on the index of their satisfaction level with the performance of participants in private television news channels male viewers (44.4%), those having age below 30 years (49.4%) and married viewers (44.4%) are more satisfied with the performance of anchors in private television channels than female viewers (42.5%), those having age 30 years or more than 30 years (40.6%) and unmarried viewers (40.6%) (Table 1.4).

The findings further disclosed satisfaction level of viewers regarding performance of religious scholars in private television channels, female viewers (40.6%), those having age below 30 years (41.3%) and married viewers (37.5%) are more satisfied with the performance of religious scholars as compare to male viewers (31.3%), those having age 30 years or more than 30 years (30.6%) and unmarried (34.4%).

Result further revealed about performance of Academicians in private television news channels and viewers' response on the index of their satisfaction level, male viewers (32.5%), those having age below 30 years (38.8%) and married viewers (35.0%) in comparison of female viewers (30.6%), those having age 30 years or more than 30 years (24.4%) and unmarried viewers (28.1%) (Table 1.4).

**EXPOSURE TO CURRENT AFFAIRS PROGRAMS AND VIEWERS'
PERCEPTION REGARDING ROLE OF PROGRAMS & ANCHORS'
PRESENTATIONAL STYLE (A CASE STUDY OF SARGODHA CITY)**

Table 1.4 Viewers' Satisfaction with the Performance of Participants

	Gender		Age		Marital Status	
	*A	B	C	D	E	F
Politicians						
Very Much**	20.6	15.0	21.9	13.8	16.3	19.4
Somewhat	54.4	44.4	45.0	53.8	54.4	44.4
Not at all	25.0	39.4	31.9	32.5	28.1	36.3
Anchors						
Very Much	44.4	40.6	49.4	35.6	44.4	40.6
Somewhat	45.6	45.0	38.1	52.5	43.1	47.5
Not at all	10.0	14.4	12.5	11.9	12.5	11.9
Govt Representative						
Very Much	13.8	13.8	18.1	9.4	16.3	11.3
Somewhat	51.3	38.8	43.1	46.9	41.3	48.8
Not at all	35.0	47.5	38.8	43.8	42.5	40.0
Academicians						
Very Much	32.5	30.6	38.8	24.4	35.0	28.1
Somewhat	55.6	53.1	49.4	59.4	53.1	55.6
Not at all	11.9	16.3	11.9	16.3	11.9	16.3
Economists						
Very Much	22.5	21.3	23.1	20.6	21.3	22.5
Somewhat	58.1	54.4	53.8	58.8	57.5	55.0
Not at all	19.4	23.8	22.5	20.6	20.6	22.5
Foreign Affairs Experts						
Very Much	19.4	16.9	20.0	16.3	12.5	23.8
Somewhat	58.8	51.3	51.3	58.8	61.3	48.8
Not at all	21.9	31.9	28.8	25.0	26.3	27.5
Religious Scholars						
Very Much	31.3	40.6	41.3	30.6	37.5	34.4
Somewhat	53.1	43.1	41.9	54.4	46.3	50.0
Not at all	15.6	15.6	16.9	14.4	15.6	15.6
NGO's						
Very Much	17.5	18.1	21.9	13.8	18.8	16.9
Somewhat	43.8	51.3	42.5	52.5	47.5	47.5
Not at all	38.8	30.0	35.6	33.1	33.1	35.6
N=	160	159	160	160	159	160

*: A- Male, B- Female, C- Upto 30 years, D- More than 30 years, E- Married, F- Unmarried

** : Very much means very much and much, somewhat means somewhat and little

^: Figures showing percentage

Summary and Discussion

‘Media’ and the ‘Viewers’ were the two topics of discussions in communication research in the past. Understanding the manner of the Media and how the world understands the message of the Media, both are main things that should be seen by researchers (Kabir, 1965). According to Schiller (1986) news systems get a central role as the major source of the information that Citizens need to reach at rational political judgments and choices.” The comparative analysis of the selected news channels, however, showed that overall respondents preferred Geo News relatively more for acquiring political and social information followed by Express News, Duniya News, Aaj News and ARY News (Graph 1.1).

The respondents had far less dependency on the ARY News and Duniya News for gaining political and social information through news and current affairs programs. The analytical of the findings revealed that male and female viewers of Sargodha city more preferred for watching Geo News than any other news channels. Findings supported the hypothesis that ‘It is more likely that viewers prefer to watch more Geo News than the other selected private channels’. This situation is also supported by Hassan (2009) stated that findings of the study revealed that viewers preferred to watch Geo News than Express News, ARY NEWS, Aaj News and Waqt News.

As it was found that the current affairs programs’ anchors has gained significant position in affecting our social, psychological and physical life. The findings of this study also illustrated that male and female viewers of Sargodha city are more satisfied with presentational style of Hamid Mir than any other anchor person in the private television news channels’ programs.

This situation rejected the hypothesis ‘It is more likely that the male and female viewers are more satisfied with the presentational style of Javed Choudhry than other anchor person’ (Table 1.2). The similar situation also describe by Hassan (2009), he mentioned that results depict that anchor persons of Geo News are more popular than the anchor persons of the other private television channels.

Researcher also asked three open ended question, first question was 'In your opinion which are the three major political issues of Pakistan?' 19.79 % respondents answered that they do not know, 10.73% respondents replied Corruption is a major political issue, 6.15% respondents responded that Terrorism is a major political issue of Pakistan and 63.33 % respondents consider other different political issues like Lack of Leadership, Political Instability, Foreign Intervention etc, as major political issues.

Second question was asked that 'In your opinion which are the three major Social issues of Pakistan?' 21.04% respondents responded that they don't know about major social issue of Pakistan. 15.63% respondents stated Unemployment is a biggest social issues, 13.13% respondents considered Education is a major issue and 10.10% respondents declared Poverty as a major social issue of Pakistan. Remaining 40.10% respondents considered other social issues (Loadshedding, Lack of Health facilities, Inflation etc.) as major issues of the country.

Researcher also asked third open ended question 'What suggestions would you like to suggest improving the quality of private TV channels regarding social and political issues?' findings revealed that 21.65% respondents suggest that private television news channels and Current Affair Programs should be impartial, 7.29% respondents said private television news channels should present complete truth, 6.04% respondents suggested private television news channels and Current Affair Programs should also present solutions of raised problems. 65.02% respondents also suggested other different suggestions like private television news channels should present Correct Information, Objectivity etc.

Reference

Aleena, M. R. (2006). *Level of interest in T.V Programmes channels and its impact on personal aspiration of youth. B.A (Hons), unpublished thesis, Institution of Social and Cultural Studies: University of the Punjab.*

- Babbie Earl. (1992). *"The Practice of Social Research"*, Pub. Wadsworth/Thompson Learning. p. 306
- Bailey, K.D. (1982). *"Methods of Social Research"*, The Free Press: Macmillan Publishers Inc. New York.
- Bard, Mitchell (2009). "The Role of Differing Host Styles in Fox News' Prime-Time Coverage of Health Care Reform in August 2009" *Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Renaissance Hotel, Washington DC,*
http://citation.allacademic.com/meta/p669633_index.html
- Brown, Brittany (2012). "What are we Projecting? Examining Television Talk Show Hosts in the Context of Africana Womanism"
http://citation.allacademic.com/meta/p493057_index.html
- Eriksson, Goran (2011). "Politicians' Performances of 'Ordinariness' in Talk Show Interviews" *Paper presented at the annual meeting of the International Communication Association, TBA, Boston,*
http://citation.allacademic.com/meta/p489792_index.html
- Greenfeld, Miriam (2011). "The Situation': How Structure Influences a Television Host's Identity Performance" *Paper presented at the annual meeting of the International Communication Association, Dresden International Congress Centre, Dresden, Germany*
http://citation.allacademic.com/meta/p92417_index.html
- Hassan (2009). *"Coverage to NRO by private TV Channels and Viewers' Perception"*, 'Unpublished Thesis' University of Sargodha.
- Kabir., (1965). *The opinion of social science students of the Punjab University about T.V programmes in Pakistan*, M.Phil, unpublised thesis, Institution of the Communication Studies University of the Punjab.
- Kerry, John and Hagel, Chuck (2009). *"Pakistan Report: Comprehensive U.S. Policy Needed"*, Atlantic Council.
- Kim, Jin. and Kocsis, Julie (2010). "24. Late-Night Talk Shows: Why People Watch and What They Seek to Gain" *Paper presented at the*

annual meeting of the NCA 96th Annual Convention, Hilton San Francisco, San Francisco, CA
http://citation.allacademic.com/meta/p423270_index.html

Mattheiss, Tamara., Weinmann, Carina., Loeb, Charlotte., Rauhe, Katharina., Bartsch, Katharina., Roth, Franziska., Spenkuch, Sabine. and Vorderer, Peter (2012). "What Do People Do With Political Talk Shows on German TV?" *Paper presented at the annual meeting of the International Communication Association, Sheraton Phoenix Downtown, Phoenix, AZ*,
http://citation.allacademic.com/meta/p552058_index.html

Nawaz, Tariq (2009). *'Exposure to Geo and Express T.V News and Current Affairs*

Programs and Viewers' Perception', 'Unpublished Thesis' University of Sargodha.

Nizamani N (2010) VIEW: Heading towards revolt or disaster, Baloch Society of North America (BSO-NA).

Sareen S (2010) *Floods: Pakistan Bracing for the Fallout*, Vivekananda International Foundation.
http://webworld.unesco.org/download/fed/iraq/english/media_elections_en.pdf, retrieval date: Feb 12, 2011.