

Effect of Private Television Channels' Current Affairs Program on Students: A Case of University of Sargodha

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ABSTRACT

This study is about effects of Private viewers Effect of Television Private Channels' Current affairs program on Students: A Case of University of Sargodha. With the help of questionnaire data is collected from a education intuition, The reason to select the such education intuition because students have potential to seek out new thing and they can easily understand what they would perceive from the Pvt Channels and their programs. Three hundred and twenty respondents are equally selected on the basis of male and female and apply Purposive sampling technique. The result indicated that the viewers were thinks the currents affairs program have great effects to change their perception, the respondents significantly satisfied with information provided by the Current Affairs programs as compared to the supplementary programs.

Keywords: Private television channels, effects, surveillance

INTRODUCTION

In modern world the TV is now becoming essential part of our lives it effects our mind and also built a public opinion. Television is disseminating the information just like “fire in jungle”. Television occupied the baggiest area in our lives i.e. residence areas, workplaces, eating places as well (Spingel, 1992). “For securing the mandate of the people, television plays an important role to change their ideology. Television protects the democracy and develops the political awareness in the public. As the television is an audio and video tool of mass communication so, it performs this duty perfectly. Press is a behind in this regard. Press is a complex and complicated source due to the discourse of its line. As compared to the press and radio, television journalists have a broader canvas for portraying the picture” (Shamsi, 2006). Talk shows, news and political advertising gave prominence to the television as compared to the newspapers and radio. Respondents also discussed the political affairs with the communication and television, the affiliation of voters with the candidates also played an important role during the casting (Yaser, et al., 2011).

“The private television channels will help us to filter the changes which the private channels injected in the society; private channels have a free will to decide how they will use the media and how it will effect (Naseem, 2001). The general viewers get a remarkable awareness by the current affairs programs, political discussion and live coverage about different issues on the television. In the past the sources of information and coverage were limited so the people were unaware about their surroundings. Even the masses were unaware about the killings, violation of human rights and their exploitation by the ruling class. In the present age the media is facing situation by the dictators and government in the different parts of the world but still the media is working efficiently. It supports the general public by developing the public opinion against the dictatorship and violation of human rights. In the news and Current Affairs programs the media provides and efficient coverage about the issues which enable the media user to understand the issues and demand their rights from the

governments. The outcome of such effort can be judged in the general election” (www.eidr.wvu.edu, retrieval date: 25th August, 2011).

LITERATURE

Latifa and Kabir (2007) “The worst and the most wide spread fault in television journalism is the tendency to turn everything into entertainment” (p.26). “In 2004 Pakistan Electronic Media Regulatory Authority started a research about the favorite channels and the programs on-air by these channels. The research helped to measure the effect of cable television on the viewers. In this study the respondents belonged to six universities and it was based on survey. The findings of this study showed that there was 13.2% increase in cable television viewership as compared to the last three years. 34% viewers watched television for the current affairs’ programs, 52% viewers used television for entertainment programs. While 18.25% viewers had a view that television programs were source of immorality”.

In Lee (1980); Tolson (2007), studied the importance overseas program contents of television channels to affect the audiences societal values and also built a public opinion about political perception on politics and news. “Television plays an unquestionably significant role in the construction of this public sphere. In the 1990s it was dominant form of mass media in the United States. More Americans get their news and information from television than from any other medium” (Menon, 2006).

Many studies, (Peilin& Sylvia (1990);Keeter (1987);Koole (2002):Brants & Praag (2003) show the importance of television, viewers mostly prefer for gaining political information. “Keeter (1987) argued that for gaining the information about the political campaigns the media users prefer the television as compared to the print media. Koole (2002) argued that the television presents the political news like the horse race which relies on the personal drama and incidents. According to the Brants & Praag (2003), the information of politicians provided by the television may be judged as the information in the shallow way. Media brings the social and political changes as a powerful agent. And the media fourth pillar of any state is mass media. It is also a powerful tool for the development in the field of economics and education. For the benefits of citizens, the media has a vibrant role in the era of globalization” (Musfirah & Mobashar, 2007).

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Hetsroni and Tukachinsky (2006) said that many researchers are doubtful about the second order effect’s causes though these researchers study about the first order effects of viewing television or second order effects of viewers. The researchers find out that the study brings out the fact that the viewers, who used different television programs, suddenly learn some facts from the programs which there are watching for any purpose.

Television news are the product which came into being after the consecutive manufacturing and assembling of different messages which are socially accepted and such messages have the assumption which are cultural dominant in our society. Vocabulary, presentation, selection of news, language, camera angles, information and the possible questions must be according to the norms of culture and all these elements are pre-decided (Simon, 2003, P.10)

According to this research critics have concerns about the effects of critical political economy in the political process; they are also measuring the effects of television ad and political talk shows on the minds of US viewers. Some of the critics considered that the commercialization

of the media corrupted and industry used the TV transmission for archiving the benefits instead of presenting the real images and public issues (P.27).

According to (2004) Ryan, the vital role of media is framing the events relating to the terrorism which frame special character and shape to such events. Entman (2004) elaborated the framing as the selection prioritization and highlighting some dimension of the news stories as compared to the others framing also explains and interprets these dimensions. According to Gitlin (2003) the framing has a vital role for the interpretation of the events and making the minds or building the opinion of the viewers instead of actual events. According to the organizational demands of the media persons frame the events and the stories. According to Weimann & Winn (2004) said that the need of media information increased during the crisis and the viewers depend upon the information being provided by the media. The main reasons behind this dependency are that the media users can't observe the terrorist events as the eye witness.

In 2011 conducted a study on the general perception about current affairs' programs of Private channels. The respondents view both the channels for acquiring the information about the issues like war against terrorism, education, politics, militancy, economical condition and energy crises. The overall results showed that majority of the viewers use private television channels for an hour to watch CA and live programs. The study indicated the higher percentage of watching of Geo News than the Express News.

HYPOTHESES

- I. It is more likely that the viewers are much satisfied with the information of Geo News programs than the other selected channels' current affairs' programs.
- II. It is more likely that the viewers from social sciences are more satisfied with contents of the Current Affairs programs as compared with natural sciences students.

METHODOLOGY

“For the purpose to collect the data the researcher first planned methodology to collect the data from the university student, which was divided into main strata: natural & social sciences. The population divided into main strata (using stratified sampling method). Furthermore classification in respondent consist of 160 both Masters and Bachelors students, they consist of 40 male students and 40 female students from above mentioned education categories. The researcher used purposive sampling for the data collection from the respondents. For the purpose of data collect the researcher used instrument (questionnaire) that was closed end questionnaires. The observed the 320 respondents' data from the questionnaire which were filled by respondents”.

FINDING AND DISCUSSION

The probability level is expressed by a lowercase letter p (indicating probability) followed by “less than” or “less than or equal to” sign, and then a value. For example, $p < .05$ means that the null hypothesis is being tested at the .05 level of significance and that the results will be considered statistically significant if the probability is equal to or lower than this level. A .05 level of significance indicates that the researcher has a 5% chance of making a wrong decision about rejecting the null hypothesis (or accepting the research hypothesis). “It is common practice in mass media research studies to set the probability level at .01 or .05, which means that either one or five times out of 100, significant results of the study occur because of random error or chance” (Wimmer and Dominick, 2010).

The private TV channels have to keep a close eye on the issues of significant national importance. People have a tendency to get more and more information about such issues and also use this information for the purpose of opinion making. The private channels are providing information through its current affairs' programs covering the issues. The Anova showed the comparison between viewers and the private channels' programs about information of issues which were providing in their programs. The Anova value of (18.050) and significant value (.023) compared with the Express News (.430), as followed the Dunya News (.008) and the SAMAA TV(.004) and ARY News (.898) (table 1.7a to 1.7e), if the value of $p \leq .05$ the results are equal to f-test than results will be significant but if results are greater than the ($p \leq .05$) not significant. The hypothesis is supported that the result of Geo News programs is more significant as compared with the other private channels' programs about the providing information on such.

Anova Table 1.7a

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Information get from Geo news</i>	<i>Between Groups</i>	18.050	1	18.050	8.582	.023
	<i>Within Groups</i>	668.838	318	2.103		
	<i>Total</i>	686.888	319			

The result of this study show that the information get from geo news had very much significantly (.023) among in viewers. The ANOVA table indicates that the responses of the between groups is (18.050), follow the mean of square (18.050) with the frequency (8.582) in Table (1.7a)

Anova Table 1.7b

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Information get from Express News</i>	<i>Between Groups</i>	1.012	1	1.012	.625	.430
	<i>Within Groups</i>	514.788	318	1.619		
	<i>Total</i>	515.800	319			

The result of this study show that the information get from express news much significantly (.430) among in viewers. The ANOVA table indicates that the responses of the between groups is (1.012), follow the mean of square (1.012) with the frequency (0.625) in Table (1.7b)

Anova Table 1.7c

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Information get from Dunya News</i>	<i>Between Groups</i>	12.800	1	12.800	7.222	.008
	<i>Within Groups</i>	563.587	318	1.772		
	<i>Total</i>	576.387	319			

The result of this study show that the information gets from Dunya news less significantly (.008) among in viewers. The ANOVA table indicates that the responses of the between groups is (12.800), follow the mean of square (12.800) with the frequency (7.222) in Table (1.7c)

Anova Table 1.7d

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
	<i>Between Groups</i>	8.128	1	8.128	5.209	.004
<i>Information get from SAMAA TV</i>	<i>Within Groups</i>	496.219	318	1.560		
	<i>Total</i>	504.347	319			

The result of this study show that the information gets from SAMAA TV less significantly (.004) among in viewers. The ANOVA table indicates that the responses of the between groups is (8.128), follow the mean of square (8.128) with the frequency (5.209) in Table (1.7d)

Anova Table 1.7e

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
	<i>Between Groups</i>	.028	1	.028	.016	.898
<i>Information get from ARY News</i>	<i>Within Groups</i>	547.219	318	1.721		
	<i>Total</i>	547.247	319			

The result of this study show that the information gets from ARY news very much less significantly (.898) among in viewers. The ANOVA table indicates that the responses of the between groups is (.028), follow the mean of square (.028) with the frequency (.016) in Table (1.7e)

The empirical data in terms of the viewers' discipline-wise presentation showed significant difference between the students of natural and social sciences. The students of social science significantly very much satisfied with private channels discussion programs information as compared extent of satisfaction of natural sciences students (see cross tab 1.8a & chi-square tab 1.8b). The Crosstab and chi-square statistics revealed significant difference between the viewers' extent of satisfaction with the private channels discussion programs impartiality covering variety issues of national importance. To determine the Chi-Square value of 19.658, 7.727, 7.577, 4.180 and 14.211 with the degree of freedom of (*df*) and has recognized a probability level is $p \leq .05$ The chi-square p-value table shows a value of 3.84, (for a complete chi-square distribution table, see Appendix 1, Table 5) (Wimmer & Dominick, 2010) at this point when $df = 4$. Since the calculated value is greater than p-value (3.84). The Pearson chi-square value (table 1.8b to 2.3b), in this table the results shown that the viewers of social sciences are significantly satisfied with the programs of private television channels regarding, selection of issues than the information about the selected issues, impartiality, national Interest and conclusion.

Table 2. Chi-Square

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>	<i>Expected Count</i>
Pearson Chi-Square _a	19.658 ^a	4	.036	18.50
Pearson Chi-Square _b	7.727 ^a	4	.102	18.50
Pearson Chi-Square _c	7.577 ^a	4	.108	15.00
Pearson Chi-Square _d	4.180 ^a	4	.382	23.00
Pearson Chi-Square _e	14.211 ^a	4	.007	15.00

a. 0 cells (.0%) have expected count less than 5

CONCLUSION

The study was to check the effect of the Private TV channels' current affairs programs that they have to critical analyses on the hot burring issues of national importance. The results had been indicated that the viewers were thinks the currents affairs program have great effect to change their perception, the respondents significantly satisfied with information provided by the Geo News's Current Affairs programs as compared to the supplementary programs. This situation has been matched to the research hypothesis, "It is more likely that the viewers are much satisfied with the information of Geo News programs than the other selected channels' current affairs' programs." The respondents were significantly very much effected with information of Geo News programs as compared to other programs. The Geo News's programs provided detailed information on such issues which were discussed in other selected channels programs. It was also found in line with Saida (2008) which indicated that real issues of the public must be addressed in those talk shows priority wise according to the will of public not to will of ruling authorities. The further finding stated that the major distinction between the respondents in (graphic 5.4). The students of are appreciated very much pleased with programs' information (cross tab 1.8a & chi-square tab 1.8b). This situation has been matched to the research hypothesis, "It is more likely that the viewers from social sciences are more satisfied with contents of the Current Affairs programs as compared with natural sciences students". The Pearson chi-square value (chi-square table 1.8b to 2.4b) also indicated that the respondents were much satisfied with content of selected channels' Current Affairs programs regarding selection of issues as compared to the information about the selected issues, impartiality, national Interest and ending.

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