Effects of Private News Channels: Measuring Political Awareness

Asghar Ullah Khan, M. Phil Student, Department of Mass Communication, Gomal University, D.I.Khan (KPK), Pakistan
Dr. Mirza Jan, Assistant professor, Department of Mass Communication Gomal University, D. I. Khan, Pakistan.
Dr. Khalid Sultan, Assistant professor, Department of Communication Studies College of Applied Sciences, Nizwa, Ministry of Higher Education, Sultanate of Oman

ABSTRACT

This paper examines the general apprehension of private news channels and its effects. The study has focused on the political awareness and the role private news channels. The discussion of the paper was made on the correlation between the effect and the degree of exposure. Political awareness is used as a tool of political socialization and learning. The private news channels provide variety of political programs. This study explores the phenomena of light and heavy viewers.

Keywords: Private News Channels, Effects, Political Awareness, Light & Heavy Viewers

1. INTRODUCTION

Television is the dominant mass medium which plays a vital role in human society. Media technology is seen by some scholars as affecting how audiences conceptualize their political presence in the world. Pakistani media frequently present programs that can enhance the political awareness of the viewers but it is difficult to examine that how much vital is its role in the diversified nature of the media. George Gerbner's cultivation theory suggests that this role can best be understood to establish a correlation between effects and degree of exposure to the media. He and his colleagues made an attempt to chart the types of messages that are repeated in television, and measure their long-term cumulative effects in audiences. “The reality is that political awareness can be used as a tool developing a theory of political learning which can be applied to explain the emergence of political doings of a conceive concept’. This study explores that television focuses primarily on a political-centered world. Political awareness means television programs that emphasize political maturity regarding the current issues and the usage of programs such as ‘political news and views’, ‘political talk’, ‘comedy shows’ primarily to be informed. “Watching political programs could also foster political participation by building an imagined community among viewers and making politics more enjoyable with all of this in mind. The present study explores the relationship between the media watching and political awareness in framework of cultivation theory” i.e., Heavy and Light Viewers ship.

Mass media apprehend that could create the prospect for easy challenge of their political powers which are often draconic. ‘Nevertheless, these political leaders often use the mass media for their own benefit as they normally seek the mass media’s partnership in nation-building and development, as well as informing and educating the public on government policy and action’ (Hachten, 1993; Tudesq, 1995; cited in Nyamnjoh 2005: 42-3). Zubari (1992) attributed the significant position of television since its beginning in 1948 to the combination of audio and visual effects.

1.2 Background

The origin of TV broadcasting in Pakistan based on a small pilot TV Station established at Lahore from where transmission was first beamed in Black & White with effect from 26 November 1964. Television centers were established at Karachi, ‘Rawalpindi and Islamabad’ in 1967; and in ‘Peshawar
and Quetta’ in 1974. The broad perspective kept in mind was to inform and educate the people through wholesome entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world at large. PTV started its color transmission in 1976. PTV launched a full-scale satellite broadcasting service in 1991-92 whereas Digital TV satellite broadcasting was launched in 1999.

Today, PTV is split up into the original channel feed:
1. PTV Home: 24-hour entertainment channel, the transmission is telecast across Pakistan on terrestrial network and worldwide through satellite. It's Programming also include live telecast of Pakistan's cricket matches.
2. PTV News: 24-hour news channel which can be viewed in many parts of the globe.
3. PTV National: An emphasis on broadcasting programmes in different languages to represent the whole of Pakistan.
4. AJK TV: For the residents of Azad Kashmir.
5. PTV Bolan: Balochi language channel.
6. PTV Global: Offered exclusively for the United States on Dish Network, and recently launched in Europe.

1.3 Pakistani democracy

The role of the media in Pakistan is significant after 2002. “All successive governments in Pakistan have tried to cage the media, beginning with the Press and Publication Ordinance (PPO), promulgated in 1962 by General Ayub Khan. During the time of General Zia-ul-Haq, who issued the Revised Press and Publication Ordinance (RPPO) in 1980, the media and journalists met with the worst kind of treatment: torture, detention, public lashes and the closure of various media outlets. But the media, led by the newly established English daily from Islamabad, The Muslim, valiantly fought against the dictatorial policies of General Zia. Subsequently, during the Nawaz Sharif rule, a severe tug of war between the government and the Jang media group tested the limits of state vs. media authority, as each tried to undermine the other. Both would ultimately resolve the issue through a compromise (Nazir, 2011).

General Pervez Musharraf, ironically credited with the proliferation of media in the country. General Musharraf issued the Press Council of Pakistan Ordinance (PCPO). Again, in 2007, the media was suppressed and several private channels were taken off the air, while some anchors of current affair programs were barred from conducting their talk shows due to their criticism of the government's internal/external policies. But the media was exemplary; it not only fought against the military ruler, but compelled him to undo the existing black laws. The most significant and proactive example of the role of the media came when General Musharraf imposed a state of emergency in November 2007 and deposed the sitting Chief Justice of the Supreme Court of Pakistan, Iftikhar Muhammad Chaudhry. The media played a crucial role not only in speaking out against the emergency rule but also in ensuring the restoration of Justice Chaudhry (Ibid). The present government of Yousaf Raza Gillani would undo some of the previous black laws restricting/limiting the role of media in the country, such as repealing the PPO and PCPO, some officials and ministers have tried to keep a rein on the media.

Today these Pakistani Satellite channels are providing a wide variety of program in Urdu (national language) and English including news, entertainment and sports program. In talk shows and panel discussions the channels air program which portray candid opinion of all segments of society including criticism of the establishment. Following are some leading news channels include GEO TV, ARY TV, DAWN News, AAJ, Express, Waqt, and Channel-5. KTN, Indus, Khyber TV, Sindh TV, TV-1, APNA TV, SAMAA TV, Dunya News.
2. Statement of the Problem

The public in Pakistan is very conscious about the prevailing politics and also the ups & downs seen time to time with the proliferation through the lens of media. Musharaf gave maximum freedom to media. Nowadays, some issues of public concern are easily tested through public affairs through talk shows on private TV channels. The problem of the study in hand is to explore the "Effects of Private News Channels: Measuring Political Awareness.

3. Rationale of the Study

This study is aimed at finding out effects of Private News Channels on Pakistani viewers with emphasis on the people of Dera Ismail Khan. After the establishment of PEMRA in 2002, several television channels started their transmissions through satellites. Majority of these channels are owned and operated by private enterprises. A large number of these private channels are dedicated to news and current affairs programs, which opened new avenues for the viewers who want more access to fresh and reliable information about important events happening around them and abroad.

These channels in order to get attention of the people started competition with each other especially in providing exclusive and more reliable news. These channels have variety of influences on the viewer's capabilities of acquiring and processing information about important events, which in turn helps in shaping their opinion about these issues. Therefore the study of the effects of these channels on the political awareness of the viewers is of greater importance as it will provide an insight in the process of opinion formation and the decision making capabilities of the people of Pakistan.

4. Scope and limitation of the study

This empirical study is an analysis of private TV channels. The main talk shows were analyzed with the selection of opinion formation spending, frequency of watching, attention, credibility hidden agenda of the anchors, war against terror and creating political awareness. The study also assessed factors of light and heavy viewer's perspective. However, one of the limitations of this study is that it only used private talk shows. The other limitation is that the sample used from the talk shows is too small to be representative of the overall.

5. Objectives of the study

1. To examine the effects of private news channels on the political awareness of the viewers.
2. To determine the relationship between degree of exposure to private news channels and awareness among the voters.
3. To know the role of private news channels in creating awareness about the judicial issue.
4. To examine the role of the private news media in political behavior of the viewers.

6. REVIEW OF LITERATURE

This literature review aims to examine the current body of research surrounding the heavy and light viewers of private TV channel and its effects. Research material has been gathered primarily from peer reviewed journals and articles. However, due to the relatively recent development of this area of enquiry, local, national and international news articles, forums and website content are also analyzed and used where appropriate. Private TV channels regularly present national and international political information to their audience, the programs such as The News focus, election broadcasts, group discussions and features are part of the information service. But how much do our people, particularly the poor rural folks, receive the political broadcasts and telecasts?
Election and media both are inevitable to each other. Numerous studies in abroad have been conducted on the topic under consideration (Berelson et al.; 1954; Lazarsfeld et al, 1948; Blumler & McLeod, 1974; Gitlin, 1978; Neumann, 1984; and Iyenger & Simon, 2000). After the 970s, many researchers got interested in political communication and the number of studies mushroomed. Studies have begun to show connections between the various components of the communication process and effects on audiences (Bryant & Thompson, 2002). Studies have focused primarily on two type of media content related to political communication, political advertising and news stories (p.309). According to Waseem (2006) "Several scholars from Pakistan have taken up research on elections and electoral politics in Pakistan. The available academic research on elections is generally related to the performance of political parties and alliances, the nature of the campaign and other macro level electoral currents. Few systematic studies of voting trends at micro-level are available" Therefore, it is a need to briefly describe the role of media in our country in creating political awareness, formulating public opinion and shaping political; behavior of the voters of Pakistanis.

Gerbner and Gross (1976) claim that the television dramas shapes the world view of the heavy viewers in contrast with the light viewers of the television, because the heavy viewers think of the real world similar to the world presented in television dramas. Konijn et al. (2007) counted many studies support this theory. They argued that there is significant relationship between the television viewing patterns and the particular attitudes, perceptions and beliefs about the social world that were presented in television programs.

Norris (2004) commenting on the government manipulation of the media suggested that the danger of misuse of government power for campaigning purposes can be limited if laws and regulations are in place to regulate the role of the media in the elections campaign. Kiran & Uzma (2003) quoted article published in 2002 in which she stated that in Pakistan the public sector media especially the PTV has been used by all successive government to propagate their own agenda and completely ignored the views of opposition parties. Johnson, Braima, and Sothirajah (2000) explored the results of the proliferation of cable and satellite channels and of talk shows.

By this logic, the politically aware receive more elite messages and thus are more affected by them than by their day-to-day experiences. The less attentive have little to rely upon but the material of their own lives as they fashion their political beliefs (Conover, Feldman and Knight 1986; Mutz 1992; Weatherford 1983). Television encourages coverage that focuses on the personal celebrity of participants and on the sporting elements of political conflict (Postman, 1985). Over time, television coverage of politics tends to focus less on substantive policy issues than on the techniques of securing political advantage and political viability (Bennett, 1996).

7. THEORETICAL FRAMEWORK

The theoretical framework presented here guided and structured this study. It has also set theoretical foundation of the "Effects of Private News Channels: Measuring Political Awareness on heavy and light viewers in Pakistan". It also presents some of generally accepted theories of media effects which deal with the political awareness of the masses.

7.1 Cultivation Theory

The basic assumption of cultivation theory suggests that television shapes viewer's concepts about social reality. These cultivation effects of TV are mostly visible among the viewers who massively exposed to TV for longer period. Gerbner argues that mass media reinforces those attitudes and values which are already present in a culture. The media maintain and propagate these values amongst members of a culture, thus binding it together. He has argued that television tend to cultivate middle-of-the road political perspectives. There is also a distinction between two groups of television viewers.
The focus is on 'heavy viewers'. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than heavy viewers. 'Resonance' describes the intensified effect on the audience when what people see on television is what they have experience in life. This double dose of television message tends to amplify the cultivation effects.

The present study focuses on the effects of private news channels on the political awareness of the viewers. It aim at exploring whether there is any cultivation effect of private news channels regarding the political awareness of the people and to what extent these channels helps in shaping the world view of the viewers regarding elections in Pakistan.

Cultivation Theory
Conceptual Model

TV Viewing \(\xrightarrow{(Learning)}\) Incidental Information \(\xrightarrow{(Construction)}\) Social Reality

Researchers have also reported the results of their empirical test that the faster a person's able to make a response, the more accessible is the information retrieved. Consequently, when confronted with a social reality judgment, heavy TV viewers should be able to make judgments faster than light viewers and their judgments should also demonstrate cultivation.

7.2 Agenda Setting Theory

The term "agenda-setting" was first used in a study by Maxwell E. Mc Combs and Donald L. Shaw published in 1972. In the study, the researchers interviewed 100 undecided voters in Chapel Hill, North Carolina and asked them what issues they were most concerned about in the coming (1968) election. After determining the five issues the voters deemed most important, the researchers evaluated the media serving Chapel Hill (both print and broadcast) for the content of their" stories. McCombs and Shaw found an almost perfect con- elation between the types of stories that were covered most often and the voters' concern for the same issues.

Agenda-setting research continues to be a fascinating and enlightening field of communication study. The phenomenon is still studied often by researchers, and their findings have helped to shed light on the power (or lack thereof) of the media to focus the public's attention upon subjects of perceived importance. Thus, the theoretical framework is but a theory that serves as a basis for conducting research.
Malcolm McCombs and Donald Shaw's theory simply states that the issues given most attention by the media will be perceived as the most important. (McQuail and Windahl 1993)

### Key Concepts

1. Private News Channels
2. Political Awareness

It helps the researcher see clearly the variables of the study. It can provide us with a general framework for data analysis. It is essential in preparing a research road map using descriptive and experimental methods.

Exposure to private channels is treated as an independent variable. By exposure the researcher meant the watching of political talk shows on these channels. All the private channels have been considered as predictor variables. The political awareness and the effects on the viewers have been treated as dependent variable.

#### 7.3 Private TV channels

<table>
<thead>
<tr>
<th>Aaj</th>
<th>ARY</th>
<th>Dawn</th>
<th>Din</th>
<th>Dunya</th>
<th>Express</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geo</td>
<td>Indus</td>
<td>PTV</td>
<td>Royal</td>
<td>SAMAA</td>
<td>Waqt</td>
</tr>
<tr>
<td>Khyber</td>
<td>Aag</td>
<td>Awaz</td>
<td>CNBC</td>
<td>Hum</td>
<td>Prime TV</td>
</tr>
</tbody>
</table>

**AAJ News** was initially started on March 23, 2005 by the Business Recorder Group. The Business Recorder Group is one of the most prominent media conglomerates in Pakistan. As Aaj News is the only Television network to have an Earth Station, it provides flexibility and control in responding to local and international events. AAJ News caters to all tastes by providing four programming features in the form of News, Current Affairs, Entertainment and Infotainment.

**ARY News** is a Dubai-based Pakistani news channel launched in 26 September 2004. A bilingual news channel in English and Urdu, it is a part of the ARY Digital Network, which is a subsidiary of ARY Group. It has a large audience and one main competitor in Geo News. It was previously known as ARY One World until 2009 when it was re-branded as ARY News.

**Geo News** is a Karachi-based Pakistani news channel, fully owned and operated by Jang Group. The channel started its broadcasting in November 2005 and has millions of Urdu-language viewers around the world.

**Indus Media Group (IMG)** owns and operates INDUS TV NETWORK (PRIVATE) LIMITED and the INDUS brand of television channels in various global markets. IMG entered the Pakistani market in 2000 with the launch of its flagship channel INDUS VISION - the first independent satellite channel and a drama channel.
SAMAA TV, owned by Jang Broadcasting (Pvt) was launched in December, 2007.

Express News is an Urdu language Pakistani television news channel launched on January 1, 2008. It is owned and run by the country's third largest Urdu daily, Daily Express. The owners of the channel, Lakson Group, launched 'Express 24/7', a 24-hour Pakistani English news channel on February 5, 2009.

Waqt News is a Pakistani news channel owned by Nawa-i-Waqt media group founded by Hameed Nizami. It was launched in early 2008 in Pakistan. Nawa-i-Waqt is considered to be one of the most vocal media groups in Pakistan. This group has a long history for being critical of the Federal Government.

Dunya News is an Urdu language news and current affairs television channel from Pakistan. Dunya in English means "World". Since its launch in 2008, the channel has been giving strong competition to the other news channels in the country. Dunya News is now available throughout Pakistan on local cable operators. The headquarters of the channel are located at Abbot Road, Lahore.

Main Hypothesis
Exposure to private news channels enhances political awareness among the viewers.

Sub-Hypothesis-1
1-Exposure to private news channels increases awareness level about the attitude of the viewers.

Sub-Hypothesis-2
2-Exposure to private news channels creates awareness about casting youths.

Sub-Hypothesis-3
3-Exposure to private news channels more likely persuades the voters to cast their votes.

8. METHODS

Procedure

This research used a field study approach to data collection. The methodology used in this study is exploratory and explanatory in nature for evaluating private news channels on political awareness. Survey research is one of the most important areas of measurement in mass media research. This research used a survey method to collect fresh and up to date data. The data have gathered from the population through adequate survey tool. This study focused on documenting the views of the people regarding the effects that private news channels may have on their level of political maturity. This study is concerned about collecting data from the residents of Dera Ismail Khan City through a standardized questionnaire. Therefore, the people of Dera Ismail Khan City form the population or universe of this study. The data has collected from 250 respondents. It was taken from urban city of Dera Ismail Khan on convenient basis of non-probability. Male and female was the unit of analysis.

Data is collected by interviewing the respondents. Questionnaire is distributed to respondents using the purposive sampling technique in home and offices. The respondents were informed that the exercise is totally for academic purpose. The data is analyzed by using statistical tools, which have been enabling the researcher to test the hypotheses of the study.

9. DATA ANALYSIS

The code book will be developed and data will be entered into an SPSS/ MINI TAB file. This package is a comprehensive and flexible statistical analysis and data management software program that allow for simple creation of frequency tables. Descriptive & inferential statistics, exploratory statistics, regression, chi-square and cross-tabulation have been used to measure the acceptance and rejection of hypotheses.
Table 1.1: watching private news channels & watching political talk shows
H₀: There is significant difference between watching private news channels & watching political talk shows
H₁: There is no significant difference

Regression

<table>
<thead>
<tr>
<th>Predictor</th>
<th>Coef</th>
<th>StDev</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private news channels</td>
<td>-7.02</td>
<td>13.74</td>
<td>-0.51</td>
<td>0.636</td>
</tr>
<tr>
<td>Political talk shows</td>
<td>1.1684</td>
<td>0.2723</td>
<td>4.29</td>
<td>0.013</td>
</tr>
</tbody>
</table>

Table 4.1 reveals that r= -7.0 for Private news channels and 1.17 for Political talk shows where the Coef= -7.02 & 1.1684 and StDev= 13.74 & 0.2723 respectively. F-statistics -0.51 of Private news channels and 4.29 of Political talk shows. The P-value= 0.636 and 0.013 respectively. The level of significant is 5% while the calculated value of probability indicates that there is no significant difference between watching private news channels & watching political talk shows. Therefore, the null hypothesis is rejected.

Table 1.2: Satisfaction with the coverage
H₀: The data is highly significant
H₁: The data is not highly significant

Regression Analysis

<table>
<thead>
<tr>
<th>Predictor</th>
<th>Coef</th>
<th>StDev</th>
<th>T</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judiciary</td>
<td>148.158</td>
<td>0.000</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Constitutional issues</td>
<td>1.78491</td>
<td>0.00000</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Political issues</td>
<td>-1.30661</td>
<td>0.00000</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Others</td>
<td>-1.84882</td>
<td>0.00000</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Table 1.2 indicates that r=148+1.78, -1.31 and -1.85 for judiciary, constitutional issues and others respectively. Judiciary is coef=148.158 SD=0.000 T* and P-value*, constitutional issues are coef=1.78491 SD=0.00000, T* and P-value*. Political issues coef= -1.30661 SD= 0.00000 T* and P-value* while others coef= -1.84882 SD=0.00000 T* and P-value*. Results of regression analysis and ANOVA prescribes that F-distribution and P-value is significant. Media impartially giving coverage to all the mentioned categories and the data support the null hypothesis.

Table 1.3: sources of information contributing in shaping opinion
H₀: Sources of information significantly shaping opinion
H₁: Sources of information significantly shaping opinion

Correlations (Pearson)

<table>
<thead>
<tr>
<th>Source</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political gathering</td>
<td>-0.839</td>
</tr>
<tr>
<td>Interpersonal interact</td>
<td>-0.739</td>
</tr>
<tr>
<td>Other</td>
<td>-0.282</td>
</tr>
</tbody>
</table>

Correlation between political gathering, interpersonal contact and other sources of mass media in table 4.3 reveals that TV shows, Political gathering, Interpersonal interact and other mass
media (-0.839, -0.739, 0.958, -0.282, 0.741 & .721) are correlated. TV shows, Political gathering, interpersonal interact and other mass media contribute for political awareness and form the attitude of the voters. Over all strength of relationship among variable are strong. Result does not support null hypothesis.

Table 1.4: Creating political awareness & heavy light exposure

<table>
<thead>
<tr>
<th>Correlations</th>
<th>political awareness</th>
<th>heavy &amp;light exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Yes</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

Nonparametric correlation (table 1.4) shows that political awareness and heavy light viewers are significantly correlated. Spearman's rho correlation coefficient is 1.00 & 1.00(**) at “yes” “No” level with 2-tailed comparison. We conclude that correlation is significant at the 0.01 level (2-tailed). Therefore, the null hypothesis is accepted.

Table 1.5: Quoting of political talk shows

<table>
<thead>
<tr>
<th>Response Categories</th>
<th>Mean</th>
<th>StDev</th>
</tr>
</thead>
<tbody>
<tr>
<td>V frequently</td>
<td>58.000</td>
<td>*</td>
</tr>
<tr>
<td>Frequently</td>
<td>135.00</td>
<td>*</td>
</tr>
<tr>
<td>Rarely</td>
<td>38.000</td>
<td>*</td>
</tr>
<tr>
<td>Don’t know</td>
<td>19.000</td>
<td>*</td>
</tr>
</tbody>
</table>

Table 1.5 records the frequency of quoting opinions presented in political talk shows while you contact interpersonally. Those who quote very frequently having the M=58.000, frequently M=135.00 while rarely M= 38.000. The SD for all the three categories is significant. We can conclude that the quoting of talk shows opinion in interpersonal communication is very much deviated from each other. In this case the category of “don’t know” is treated as missing value.

Table 1.6: Frequency of watching political talk shows

H₀ The index of score is highly correlated
Hₐ the index of score is not highly correlated

Correlations (Pearson)

<table>
<thead>
<tr>
<th>1*</th>
<th>2*</th>
<th>3*</th>
<th>4*</th>
<th>5*</th>
<th>6*</th>
<th>7*</th>
<th>8*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2*</td>
<td>-0.305</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3*</td>
<td>-0.752</td>
<td>0.697</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4*</td>
<td>0.839</td>
<td>-0.466</td>
<td>-0.958</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5*</td>
<td>-0.539</td>
<td>0.660</td>
<td>0.370</td>
<td>-0.238</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6*</td>
<td>-0.308</td>
<td>0.945</td>
<td>0.526</td>
<td>-0.293</td>
<td>0.848</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7*</td>
<td>-0.010</td>
<td>0.923</td>
<td>0.596</td>
<td>-0.350</td>
<td>0.337</td>
<td>0.781</td>
<td></td>
</tr>
<tr>
<td>8*</td>
<td>-0.905</td>
<td>0.679</td>
<td>0.901</td>
<td>-0.867</td>
<td>0.691</td>
<td>0.648</td>
<td>0.425</td>
</tr>
<tr>
<td>9*</td>
<td>-0.607</td>
<td>0.930</td>
<td>0.903</td>
<td>-0.752</td>
<td>0.640</td>
<td>0.839</td>
<td>0.798</td>
</tr>
<tr>
<td>10*</td>
<td>-0.829</td>
<td>0.632</td>
<td>0.646</td>
<td>-0.588</td>
<td>0.914</td>
<td>0.739</td>
<td>0.291</td>
</tr>
<tr>
<td>11*</td>
<td>0.750</td>
<td>0.143</td>
<td>-0.137</td>
<td>0.277</td>
<td>-0.555</td>
<td>-0.058</td>
<td>0.507</td>
</tr>
<tr>
<td>12*</td>
<td>-0.225</td>
<td>-0.394</td>
<td>0.303</td>
<td>-0.502</td>
<td>-0.691</td>
<td>-0.641</td>
<td>-0.248</td>
</tr>
<tr>
<td>13*</td>
<td>0.202</td>
<td>0.822</td>
<td>0.442</td>
<td>-0.191</td>
<td>0.167</td>
<td>0.665</td>
<td>0.975</td>
</tr>
</tbody>
</table>
Table 1.6 explores the Correlations among the independent variables like Aaj Kamran khan ke sath, Awam ki Awaz, Azizi hasb-e-hal, capital Talk, choraha, Darling, Cross Fire, Frontline, Jirga, Kal TaK, Lakin Geo TV, Live With Talat, Meray Mutabiq, Off the Record, Tonight With Jasmeen, Point Blank and Other Talks Shows. Result indicates that all the independent variables are correlated. It is evident from the table that the frequency of watching talk shows is significant and strongly affects the political awareness of the people. The dependent variable is strongly support by the findings. The null hypothesis (the index of score is highly correlated) is true.

10. CONCLUSION

Politics on television was debated and often challenging previous scholarship. It also demonstrates the importance of examining how both TV and political awareness. In this case, my analysis suggests that priming predominated among the highly politically aware, while those low in political awareness experienced the cultivation and agenda setting hypothesis dynamically seen. This empirical study has found that “people who rely more on private TV channels were found more exposed to political talk shows. Distinct methods focused on affective gratifications obtained from watching TV talk shows. Several recent studies have considered the potential effects of exposure to television programs that focus on political awareness. Television's influence grew quickly by providing audiences with the chance to experience major political events live or with little delay”. The P-value=0.636 with level of significant of 5% calculated that there was no significant difference between watching private news channels & watching political talk shows. Therefore, the null hypothesis is accepted. This study revealed that the 1st objective “effects of private news channels on the political awareness of the viewers proved true”. Result supported the main hypothesis “Exposure to private news channels enhances political awareness among the viewers”.

Making a discussion on the “Effects of Private News Channels: Measuring Political Awareness” are as consequential as differences in values and interests.” Among those with high levels of political awareness, the change in their evaluations of political decision largely depended on their agenda of priority. Two basic qualities of the TV medium are central to the talk show. The ability of the mediums is to broadcast live and non-fictive pictures. It is this degree of unpredictability which might conceivably be one of the talk show’s strong points in relation to viewers.
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