ELECTRONIC MEDIA, A TOOL FOR PUBLIC AWARENESS ON POLITICAL ISSUES

Naveed Ahmad[1*], Alamdar Hussain[2], Muhammad Sulaman Tariq[3]

[1]*P.hD Scholar (Management Sciences) Preston University, Islamabad Campus*
[2]*MS Scholar : National College of Business Administration and Economics D G Khan Campus*
[3]*Finance Manager, Research and Development Solutions, Islamabad*

ABSTRACT

Electronic media creating political awareness among people in city D.G Khan because in Dera Ghazi Khan City there is lack of re-creational places. The researcher finds out the awareness level of people and their political participation regarding politics and news channels/talk shows. News, Talk Shows/current affairs are helpful in changing the behavior of the people, political views, political scenario and political development. Usually most of the people were watching news and talk shows on cable TV. Most of the respondents said that news channels affect on society. In this research most of the respondents said that news channels help people to understand political issues and news channels are credible source of information. Electronic media should be used to create a positive political awareness among the people of the area by showing them such programs which are based on reality in society, through it social integration and the goal of national solidarity can be achieved. "The population of present study consisted of all the male and female have education above intermediate, aged 20-40 years and living in D.G.Khan city.
 Keywords: Electronic Media, Current Affairs, News Channels, Political Scenario, Opinion Making, Educational Gap.

Introduction

Today, News channel has achieved significant status in public. News channel gives power to people to speak openly against corrupt politicians. Now a day, electronic media has become the representative of general public. When the poor people are ignored just electronic media raises their voice. It provides information, education and entertainment to the people and provides fast and quick information regarding political issues and development in society. There are also merits and demerits of electronic media in society. If the media is Free it will provides flourishment of democracy in any society.

"Media influence people's behavior towards different political issues". The role of media is more important than the media of the other world and media in Pakistan is getting more powerful than ever. Currently electronic media is the only informative source which is reachable to everyone. I.e. Smart phones, Tablets.Ipod, laptops, LED, used by peoples to get political awareness. Electronic media changes the ways of thinking of the people's. Media personnel's analysis the current political scenario and shape the agenda for their programs reflecting the views of the public. (Combs, 2006).

Mostly people spend their evening time in watching talk shows, public debates on TV. Current affairs programs influence our decision making process about world politics. In this way we are well informed by the latest news and country's politics. In Pakistan mostly people are illiterate cannot even read newspaper so all the time they are watching television to keep aware themselves about county politics. Recently studies show that television is easily accessible to all the people and almost 50 million people are using television as a source of information. (Abercrombie, 1996).

Electronic media and political Awareness

Electronic media monitoring the performance of governments. As the role of electronic media provides us better understand the social and political issues. We can also talk about political institution, political efficacy. The Electronic media promoting political awareness among the public so that they can contribute their responsibility to the country's politics. (Madhavi, 2007).

Significance of the Study:

Electronic media creating political awareness among people in city DG Khan because in Dera Ghazi Khan City there is lack of entertainment places. Mostly people were usually watching news or talk shows on cable tv and their awareness were increasing on political issues. People said that news channels help people to understand political. Electronic media creating a positive political awareness among the people of Dera Ghazi Khan by showing them such programs which are based on reality through this they were better understand the politics and politicians. Today, Electronic media gives power to the people to speak openly against corrupt politicians. Now a day, electronic media has become the voice of public. When social problem of public are ignored just electronic media raises their voice. It provides information, education and entertainment to the people and provides fast and quick information regarding political issues and development in society.

Objectives of Study

Following are the objectives of the research:

- To study how the Electronic media is promoting people to participate in public debates.
- To investigate the role of news channels creating political awareness among people.
- To study how much changes Electronic media has been brought in the attitude of the people about the country's political conditions.
- To determine how social Electronic media affects on society.

Literature Review

The fast growth of viewers watching prime time talk shows on news channels in the last decade is also an example of the cultural change in our society, people change their mind to watch such programs i.e.: Public debates, Dharna, political movements, long march, civil disobedience campaign and also against the vip culture is all because of electronic media.

A research was done by Walker (1990) the positive or negative effects of news channels are influence of public awareness during election, the researcher found that all medium has positive and vital role in people lives and create also awareness among them.

The study was conducted by Grossman (1995) he viewed that the anchors are the representative of the public opinion. The cameraman and reporters will go on field the issues and events will be highlighted and may become the breaking news.

Zahra (1989) "effect of talk shows which are based on women also impact on women because through this they are know about their rights" some programs are based on reality which tells the women rights in society and how women become empowerment.

Beth (2007) News Channels gives us a lot of information and knowledge keep up to date about country politics as well as also helping us to purchase what kind of things (commodity) through advertisement. A lot of news channels i.e. Sama news, ARY news, Express news, Dunia, CNN and BBC through these channels people are also aware about the world politics and socio-economic changes occurring around the globe. These channels are not only the source of national news but also provide information around the other countries and their politics.

The Study conducted by Herbst (1995) in his research concluded that the best in all possible ways electronic media is to encourage people on political interest and ordinary citizen's play and effective role for themselves in the political institution. Steven and Stacey (1996) started that this article examined to extent to which major sources of political information effected citizen's learning. Recent empirical comparisons of other mediums news channels showed more information about county's politics.

Williams (1996) asserted that the American print media showed far more serious political reporting than their British counter parts. However, television coverage of politics was more serious in Britain in the U.S.US congressional coverage was highly skeptical due to the negative attitude of members of congress towards their institution and the decline in political communication. The media was more effective in encouraging political debate and increasing the voter's political awareness.

Thelen (1996) analyzed that electronic media has vast role in any political information and participation gap between Government and opposition. Media is bringing a new change in people and is creating awareness about the world's politics. Insua (2008) focus that internet is one of the agent of electronic media to spread the news among general public citizens not only aware about major issues but also want to share their ideas that can affect decision making there should be mechanisms in society to assure of democratic ideas and decision making. It is about citizens to participate the county's politics and generating ideas by reaching results

Bittle, Haller and Kadlec (2009) examined that the internet has proved to be the most revolutionary organizing and engaging tool in history since its availability to the common public in 1992. Because of the internet, political campaigning has taken on a new meaning and social networking utilities, blogs and discussion forums have enabled like-minded individuals more than ever before to connect with one other, engage and participate in every kind of political and non-political activity.

Results and Discussion

Table No. 1

Percentage distribution of respondents regarding electronic media affects political perception about country's political situation

Electronic media affects political perception country's political situation	Frequency	Percent
To great extent	48	48.0
To some extent	43	43.0
Not at all	9	9.0

Total	**100**	**100.0**

The table reveals that 48.0 percent respondents view that electronic media affects political perception about county's political situation to great extent and 43.0 percent respondent's view that electronic media affects political perception about county's political situation to some extent and 9.0 percent respondents said that electronic media do not affects political perception about county's political situation. So electronic media to great extent affects political perception country's political situation.

Table No. 02

Percentage distribution of respondents regarding that news channels are increasing political awareness

News channels increasing political awareness	Frequency	Percent
To great extent	55	55.0
To some extent	40	40.0
Not at all	5	5.0
Total	**100**	**100.0**

The table reveals that 55.0 percent respondents said news channels increasing political awareness to great extent, 40.0 percent respondents said news channels increasing political awareness to some extent and only 5.0 percent respondent said that news channels do not increasing political awareness. So news channels to great extent increasing political awareness.

Table No. 03

Percentage distribution of respondents regarding that electronic media changes public perception about political issues

Electronic media changes public perception about political issues	Frequency	Percent
To great extent	48	48.0
To some extent	35	35.0
Not at all	17	17.0
Total	**100**	**100.0**

The table reveals that 48.0 percent respondents said electronic media changes public perception about political issues to great extent, 35.0 percent respondents said electronic media changes public perception about political issues to some extent, and 17.0 percent respondents said that electronic media do not changes public perception about political issues. So electronic media to great extent changes public perception about political issues.

Table No. 04

Percentage distribution of respondents regarding that news channels are playing positive role in raising political awareness among people

News channels playing positive role in raising political awareness among people	Frequency	Percent
To great extent	52	52.0
To some extent	38	38.0
Not at all	10	10.0
Total	**100**	**100.0**

The table reveals that 52.0 percent respondents said news channels playing positive role in raising political awareness among people to great extent, 38.0 percent respondents said news channels playing positive role in raising political awareness among people to some extent and 10.0 percent respondents said that news channels do not playing positive role in raising political awareness among people. So to great extent news channels playing positive role in raising political awareness among people.

Table No. 05
Percentage distribution of respondents regarding people perception changed about the political structure of Pakistan

People perception changed about political structure of Pakistan	Frequency	Percent
Yes	67	67.0
No	33	33.0
Total	**100**	**100.0**

The table reveals that 67.0 respondents said yes that people perception changed about political structure of Pakistan and 33.0 respondents said that people perception does not change the political structure of Pakistan. So mostly people perception changed about the political structure of Pakistan.

Table No. 06
Percentage distribution of respondents regarding that news channels are credible sources of political information

News channels credible sources of political information	Frequency	Percent
To great extent	46	46.0
To some extent	47	47.0
Not at all	7	7.0
Total	**100**	**100.0**

The table reveals that 47.0 percent respondents said that news channels are credible sources of political information to some extent, 46.0 respondents said that news channels are credible sources of political information to great extent and 7.0 percent respondents said that news channels do not credible sources of political information. So a fewer said that news channels are credible source of political information.

Table No. 07
Percentage distribution of respondents regarding that news channels affect on society

News channels affect on society	Frequency	Percent
To great extent	56	56.0
To some extent	38	38.0
Not at all	6	6.0

Total	100	100.0

The table reveals that 56.0 percent respondents said that news channels affect on society. To great extent, 38.0 percent respondents said that news channel affect on society to some extent, and 6.0 percent respondents said that news channel do not affect on society. So most of the people said that news channels affect on society.
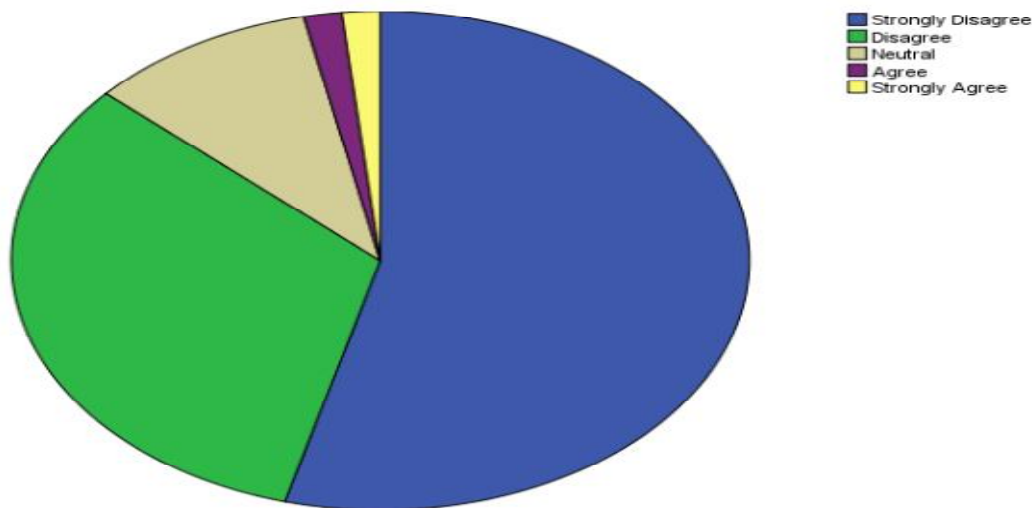

Figure 4: Respondents view on whether the present government is playing its role effectively

Conclusion

Electronic media put a great impact on our lives throughout the world. The world is changing due to this. Now we are used to of internet, mobile phone news apps and T.V channels. The launching of new application on daily basis is also changing the lives of the general public. Media technology influencing our daily lives. Software development playing a significant role for global inter action between individuals and communities as well as local, national and international government. Due to the emergence of electronic media we can watch political debates, political programs, live news, breaking news on different websites and smart phone application and share them with others across the world. This is all because of the revolution of new technology where almost all kinds of people can equally be a part of the global communication and network. The use of new media technologies has not only influenced the individuals and communities in the developed countries but also the people of developing countries and the countries in transition period have become part of the global community by using new media technologies, especially internet, tablets, iPods, and smart phones.

Recommendation

Following are the recommendations of the research:

1. The same research can be conducted in other cities anywhere in the countries.
2. The researcher can study on effects of electronic media on society
3. The researcher can study on the positive role of electronic media in our society
4. The researcher can study on role of electronic media creating awareness on people.

5. The researcher can study on electronic media change people perception on political issues.

References

Abercrombie, N. (1996). Television and Society. Cambridge: Polity Press.

Beth, L. (2007). *what is mass media? The changing role of mass communication and the media*

Bittle, S, Haller, and C; Kadlec, A. 2009. Promising Practices in Online Engagement, NewYork:PublicAgendaAvailableat:http://www.publicagenda.org/files/pdf/PA_CAPE_Paper3_Promising_Mech2.pdf

Comb (2006) *the electronic media and political participation* Washington dc and august 23-29.

Grossman, Larry K. (1995).*The Electronic Commonwealth* (New York, NY: Penguin Books).

Gumisai Mutume (1997). "Africa-Development: More than just Internet Connections Required", InterPress Service (June 24).

Herbst, Susan. (1995). "On Electronic Public Space: Talk Shows in Theoretical Perspective," http://www.mg.co.za /mg/news/97jan2/5feb-Internet.html.
http://www.oneworld.org/panos/panos_Internet_press.html
industries, web link: http://teaching_media_literacy.

Insua, D. R. (2008). Introduction to the special issue on e-democracy, Springer, *Group Decision And Negotiation,* Vol. 17, No. 3, PP. 175-177.

Madhavi and Nair (2007).*Mass media and political awareness.*weblink:http://jansamacher.net/display.php3?id=and num70 and Lang=English.

Steven, c. and Stacey f (1996). How Americans get political information. *Print versus broad cast news,* published by saqe publications, INC, in association with American Academy of political and social sciences.

Thelen, David. 1996. *Becoming Citizens in the Age of Television* (Chicago, IL: University of Chicago Press).

Walker j.r (1990). Developing a new political reality, political information and the 1998 southern regional, primary southern communication journal 55(4), 421_35.f.j412972.

Williams, s. (1996).Television and political speech, the medium exalts spectacle and slight word, king makers, king breakers, published by freedom forum media studies centre. U.SA.women about their rights. M.A, unpublished thesis, Institution of Social and Cultural Studies

Zahra. I. (1989). Impact of T.V Programmes related to women in creating awareness among