

Media Talk Shows in Pakistan and its Impact on Audience Behavior

Yasmeen Sultana Farooqui¹ and Ahsan Ahmad Khan²

Abstract:

What is the effect of violence in media talk shows on the audience, whether they are interested in these talk shows or not? People in Pakistan have electronic media access, but after digital media, the situation has changed. The violence in talk shows has an impact that makes audiences prefer digital media to talk shows or analysis. This study aims to investigate the impact of talk shows on the Pakistani audience. They took political leaders as unserious. This study focuses on the violent impact that Pakistani talk shows have on their audience. In Pakistani society, political talk shows are considered entertainment shows. This study is based on quantitative research, with 10 questions. The demography of this study is based on the participants of Karachi, including students, youth, and social media users with the age limits of 15 to 20, 21 to 30, and 31 to 50. The participants have said they have been impacted by abusive content; they blamed the anchor and guest both for abusive language. Participants also said that the anchor consciously asked such questions that create a violent environment, and TRP, political leaders getting attention, and violent behavior are normal in media. Participants also have the same impact on the audience.

Keywords: Pakistan; media; talk shows; violence; news anchors; controversy; debate.

Introduction:

Violence is a moderately normal sort of human behavior that happens all through the world. Individuals of all ages might be savage, albeit more established teenagers and youthful grown-ups are destined to take part in violent conduct.

¹ Professor, Department of Media Sciences, Ilma University, dr.yasmeensultana@gmail.com

² PhD Scholar, Federal Urdu University of Science & Technology, Karachi, ahsankhan258@hotmail.com

Violence has various adverse consequences on the individuals who witness or experience it, and youngsters are particularly vulnerable to its damage. Luckily, different projects have been fruitful at forestalling and diminishing savagery. Violence is simply a term used to indicate the situation in which society could be harmed. While media is a term used to represent a platform where communication is taking place. Where the mass audience is gathered. Media plays a very important role to establish a healthy society. Media is considered as the fourth pillar of the state where media act as a watchdog. When we talk about media and violence it means we are talking about the impact of media on the audience, because the audience perceives what media portrays. In this scenario, the media has a very important responsibility for what they are showing. We will discuss media including electronic media, print media, and digital media. Government policy towards the media is suspenseful with doubt. Where the only policy of the state was to make their target achieve. But the situation has changed as the democratic system was reestablished in the country, where many media houses had allotted the license. The political parties have also affected the policies of the media. Violent talk shows and violent headlines have a long-lasting impact on the audience. A recent issue of Firdous Ashiq Awan and Qadir Mandokhail was the best example of how media show violence.

Background:

The background of the portrayal of media in Pakistan is deeply affected. Although violence in Pakistani media is not as much as in Indian media. But it has an impact on the Pakistani audience. Print media has been considered one of the oldest mediums in Pakistan. Violence and print media is not that interdependent or print media don't portray violence as much. Because at that time print media is struggling for its freedom. The political scenario was not so strong that print media could do propaganda. While in Musharraf's era, electronic media has given license but, in that era, tv channels are struggling for democratic rights. We can say that tv channels broadcast programs from the street to strengthen the struggle but in all of these situation's media somehow portray violence. From 2010 to 2015, media has limits to portray anything as censorship was initiated. When a blasphemy occurs, the violence that occurs in the country was so devastating that violent acts in the country erupted. The 11th of May incident was an example that how the media has portrayed the event and how much violence erupted. In recent year, political affiances and TRP has made media more violent. Media in the race of TRP didn't even broadcast that content that should be offered but sometimes abusive languages and abusive clips were also broadcast. Recently media has shown the

rape cases of many victims where instead of neglecting their photos they took their interviews. The showing of victims' footage and just for TRP and then forgets the news. They didn't follow up on the issue. And then the issue was forgotten.

Then a new issue erupts. In Pakistani media, there was a time when reenactment programs were the main programs of many tv channels. Many of the violent acts erupted after the programs were aired. Even in Pakistani dramas, where a negative role is portrayed as the most important person like in geo tv's drama Khani, where a political person's son killed a person and then how he has survived by even breaking the laws. It has been motivation for many individuals. Firdous Ashiq Awan's slap is a motivation for social media users, Amir Liaquat's cheap flirting is also a motivation for harassment, recent act by Firdous ashq Awan is an upper level violent which can be controlled by the channel. 8 march special transmission of women's day was also one of the main factors of violence. Khalil Ur Rehman Qamar and Marvi Sarmad fight or Hafiz Hamidullah and Marvi Sarmad's fight, these clips have instigated the audience of social media to take it as a motivation. In recent times, the media has been targeting social media users, as all the media anchors have also made their YouTube channels. One of the recent examples of showing violence by making fake programs is the express news's *who kya hai*. The recent episode of this program has shown that a witch is attacking the host, and the host is even not frightened by which. This is the motivation of showing anything with full fake visuals.

Social media has a tool that has motivated individuals to show their violence either on Ticktock, PubG game, Facebook, and other social media platforms. Like on Tiktok the violent act is being uploaded by individuals to gain attention, due to his violent trend many individuals have lost their lives. Recently a YouTuber was arrested due to a prank of asking women to wear a mask, many women were harassed in this prank. People may get motivation from this video as more than 9 lakhs of people have watched that video. Violent speeches by journalists also get hype and motivation to gain interest. Pubg game maybe just a game it is a much more violent game. Even a small child, a 7-year child knows which gun has a more powerful impact and what are the parts of any gun. Attention seeking, propaganda, targeted speeches, fake speeches, agenda-setting ideas are always violent and media either social media or electronic media, is a part of them.

Recent act of violence in Barhria town have got fame and support from social media. Although electronic media didn't give coverage, social media users were motivated by it. Even at the time Khadim Hussain Rizvi's sit in and Saad Hussain Rizvi's sit in, social media was a platform for all the violent acts. So, this is a short

background of my study media and violence, which shows that both electronic or digital media have violent impact of users. Just for agenda setting, many anchors had an aggressive behavior to persuade audience on their agenda, like Amir Liaquat Hussain had been violent in persuading audience to be angry and boycott geo tv. There are many examples when media anchors were violent and abusive to achieve their goals. TV preacher Amir Liaquat Hussain straightforwardly calls for savagery against Pakistan's minorities. In a show recorded in 2008, the Karachi-based strict researcher, who held the post of the priest of state for strict issues in the Musharraf system, said it was an occupant on all evident adherents to kill Ahmadis. One of the prominent media personalities Mr. Zaka says that "The hazardous thing ... is that the center and privileged are [falling] with barely a second thought for these paranoid fears. The periphery contention has become the standard, "It's anything but an exaggeration to say that a considerable number of the TV programs pointed toward censuring or pointing out genuine policy-centered issues are installed in a sarcastic language and blended with humor to keep watchers inspired by a blend of diversion and winning issues' answer. Such TV shows are getting more innate in Pakistan's media; comparative attributes could be found in a significant part of the exceptionally viable western media too. TV talk shows such as Aapas ki Baat, Pakistan Tonight, Hot Line, Khabar Yeh Hain, News Night with Talat, Aaj Kamran Khan Ke Saath, Capital Talk, Front Line, etc are talks shows with clear wry, impolite, and offending tongue. Pakistan's media has a considerably more broadened list of such TV syndicated programs. The visitor on these shows needs to give their view focuses/articulations in regard to the issue and it's normal seen that such syndicated programs radiate dubious discourses, which lead to analysis from numerous fronts.

Syndicated programs of the TV gave the stages to individuals and to the assessment chiefs from the distinctive method of life. As Pakistani syndicated programs assume a crucial part in politicizing the public discussions and giving the ability to speak freely at an immense level while examining the policy-driven issues. Syndicated programs of the distinctive news channels furnish diverse news and assessment with various plans; the political and monetary tendency of media houses additionally shape the strategy of the channel or news programs. Throughout the previous multi-week, the media and anchors are not after the information, yet on the opposite, they, at the end of the day, have become part of the news. The media which has the credit of breaking and making the promotion of a high-profile instance of assault and murder of young lady Zainab is presently going up against the inquiry giving purportedly counterfeit data. Subsequently,

notwithstanding the first story of Zainab, the agents are currently examining the exposures of the anchor Dr. Shahid Masood, for this situation and till now incapable to discover any of the 36 ledgers of charged Imran nor about the government priest and his companion's connection with this racket.

The larger part of the time we are searching for discussions that will end directs us in better monetary positions. Getting monetarily feasible and solid for any media channel is right whatsoever, yet with that, there ought to be basically some feeling of obligation to follow the fundamentals of reporting. **Objectives:**

1. To find out the impact of new media on the general public, student, and social media users.
2. To find out whether the media violence on social media users, the general public is limited or unlimited.
3. Did the media portray violence directly or indirectly or consciously or unconsciously?
4. To find out the consequences of violence instigated by media.
5. To find out media portray violence in setting the agenda or not.

Research methodology:

This study is a quantitative research method based on a questionnaire. As the study is quantitative the target audience or the participants of this study are students, social media users, and the general public, and the Age limit is from 15 to 60. This study is focused on the perception of participants that talk shows are one of the main reasons for violence, abuse in Pakistan. The major purpose of the study is to examine the perception of the talk shows audience. Both male and female gender is taken as participants, with the questionnaire of 12 questions.

Hypothesis:

1. Attention-seeking tactics are used by politicians to gain attention.
2. News anchors consciously did abusive content.
3. TRP is the main issue of abusive and violent content.
4. Media violence has a long-lasting effect.

Literature Review:

There is exploration, done by the Department of Psychiatry at the Pakistan Institute of Medical Sciences, in a joint effort with the South Hampton University which determines that 20% members included a family overview directed in Islamabad between January-April 2009 accounted "encountering real-life injury during the most recent a year and 34.8% during their lifetimes. Almost half (45.3%) of the individuals who experienced genuine injury and sat in front of the TV scored

positive for post-traumatic stress disorder (PTSD), contrasted and one-fifth (20.8%) of the individuals who just watched horrible occasions on TV. The study was done to explore the impacts of seeing perverted news on the watchers. By and large, 33% (29.4%) subjects scored positive for PTSD, while 47.6% scored high for melancholy on Pakistan Anxiety and Depression Questionnaire".

In this manner, a few explorations contemplate are directed on the issue, resolving appropriate social issues as often as possible covered by the news media, their impact on general assessment, and public strategy. Carl (2003), for instance, inspected the news depiction of ladies as casualties also as culprits of viciousness. She inferred that the generalization of female pictures in news media unfavorably influences popular assessment. She stressed target news inclusion as the need for time to bring positive social change.

In Pakistan, a significant report was directed to examine the impacts of information on the mental strength of the grown-up populace of Karachi. The cross-sectional investigation included 400 members, found that 68.3% of individuals are depending on TV for news refreshes and 43.3% of them grumbled pressure following media openness. "Of the test, 72% of people had moderate pressure score, 19.8% showed low and 8.3% displayed high- pressure score on the Psychological Stress Scale (PSS). Hence the investigation demonstrated the antagonistic effect of information on the emotional wellness of the TV watchers" (Daredia, 2013).

Writer Andrew Boyd, in his book, *Broadcasting Journalism*, addresses this inquiry in these words. "An uncomfortable collusion exists between the drive for the benefit and the mission for news. At the point when benefit thought processes supplant the news esteems, there is a strain to the most reduced public preference for dread that crowd and sponsors the same will abandon the station conveys just the merchandise that the mass market will purchase. That pressing factor pours out over the newsroom.'

Theoretical Framework:

Theories of media effects are influenced by several factors including state policies, socio-political movements, leading ideologies, technological development, historical incidents, and ongoing research to name a few. There is a general observation that the media, especially news media, play an influential role at times of crisis such as during wars, civil unrest, economic depression, and natural calamity.

Instigation and Cue theory:

According to Leonard Berkowitz (1962) "any factor that motivates you or restrain

you or change your behavior, sentiments. These are the important part of instigation and cue theory. Observing frequent, justified, and even rewarded media violence is more likely to cue aggressive modeling in the viewers. "The study heavenly lies on this theory as the audience has an impact or change their behavior due to violent content.

Magic Bullet Theory:

Magic bullet theory also applies to this study as the audience perceives the aggressive violent content. They take violent action and abusive content as normal. As this theory says that media's content is a bullet that is taken by the audience.

Limited effect theory:

Limited effect theory says that media has limited effect. Electronic media have a limited effect on the audience be that is the reason social media audience is increasing.

Gratification theory:

To specify how and why individuals seek specific media to fulfill their needs. Here the situation is also similar. Viewership is switching to social media for desired needs.

Analysis:

Recent issues in talk shows create a great impact on the audience either to take politicians as nonserious, anchors as abusive, and TRP attractors. But the audience in all of these scenarios becomes somehow violent, aggressive as the content of talk shows are violent. This online survey is also based on this violent talk shows the impact of the audience. The online survey form was distributed to social media users, youth, general people. A total of 122 quantities of individuals have participated in the survey form. 67 % male and 32 % female have participated in the survey research. male and female participants have provided their perception of the violent and abusive content of talk shows.

To find out the impact of abusive and violent content of talk shows, the researcher has figured out a hypothesis with the questionnaire as an online survey from general people.

Rationale:

This study is focused on the link between media's portrayal of events and how the audience Perceives them. The investigation of the direct or indirect effect of violence in media. The increase in violent programs creates more TRP, which

means more competition. The audience is now becoming used too of this situation and now taking the violent act as entertainment.

In this research, a total of 122 participants participated. Out of 122 participants in this survey research, 67.2% are male and 32.8% are female. Out of 122 participants in this survey research, 24.4% are of the age of 15 to 20, 48.4% are from 21 to 30 and 25.4% are in the 30 to 50 age group.

In this research survey, the first question we asked was what type of violence is present in relevant news channels and talk shows? Out of 122 participants, the majority of participants, i.e. 69.7, havee said that both abuse each other and physical attack on each other options.

The second question we asked was whether talk shows represent abuse behavior of politicians or News anchors.? Out of 122 participants majority of 70.5% have said that Both and 23% have said that politician.

The third question we asked is: what do you think that news anchors consciously the question to promote violence? Out of 122 responses, the majority of 91.8% said yes only 9% said No.

The fourth question we had asked was that talk show creates interview into abuse battle because of rating? Out of 122 responses a majority of 86.1% Yes only 15.6% said No.

The fifth question we had asked was that politicians do inappropriate & unethical behavior and use abusive language because of getting in the news? Out of 122 responses the majority of 89.3% said yes and only 10.7% said No.

In the Sixth Question we had asked that is talk shows content bringing new ideas of becoming violent to the audience? Out of 122 responses, the majority of 87.7% said Yes and only 12.3% said No.

The seventh question we had asked that did you ever get violent though watching talk shows or any electronic media program?Out of 122 responses, the majority of 68.9% said Yes and Only 31.1% said No.

In the eighth Question in the research paper, we had asked that in the present scenario, what do you think that the Pakistani news channel content is motivating violence? Out of 122 responses, the majority of 80.3% said Yes and only 20.5% said No.

In the ninth Question, We had asked that are electronic media audiences have violent or perceive violence as normal behavior? Out of 122 responses, the majority of 83.6% said yes and only 16.4 % said No.

In the tenth Question, we had asked what do you think that which people are more involved in getting violence on a talk show.? Out of 122 responses majority

of 77% said both politician and anchorperson and only 19.7% said politician and only 3.3% said only anchors are involved.

Findings:

In this study, the talk shows and their violence was accomplished by discovering the impact of the Pakistani audience over the violent and abusive content of Pakistan talk shows. This study also focused on the mental and psychological impact of violence on the audience. The audience has asked some questions which were familiar to them. These questions were as common as everyone had an idea. The questions were answered according to the study hypothesis.

H1 the first hypothesis of the study is that Attention seeking tactics are used by politicians to gain attention. This hypothesis is proved by the audience as 89% of participants had agreed with the question. This means that politicians had used and are using tactics to gain attention. To achieve their goals, they used abusive language. Sometimes portraying their point of view, they become aggressive to overcome their opposition members.

H2: the second hypothesis of the study focused on did news anchors consciously ask questions to provoke violence, 98% of participants had agreed and said yes that new anchors provoke a guest to get violent. Like in many programs, the anchor can censor the content but for TRP and fame, they aired such content.

H3: the third hypothesis is that TRP is making the talk shows abusive. 86% of participants said yes, as the TRP is making channels to introduce some new trends. These trends are focusing on cheap content to gain an audience.

Conclusion:

This study shows that the talk shows are portraying violence and are running to gain TRP. As the study focuses on the impact of violence on the audience, participants had responded to the questionnaire. 122 participants had responded that media talk shows have portrayed violence, anchors are abusive, politicians sometimes fight and abuse to win the debate and the anchor takes advantage of this situation.

The study concluded that the audience has now changed their perception about talk shows and take it as violent and non-serious behavior of the channel, anchor, and guest. There is one essential answer for the issue for example facilitating the pressing factor of evaluations from the news and programming office and shifting it back to showcasing side as bringing ads or searching for a commercial isn't the occupation of a writer or anchor. Their work is an assortment

of information dependent on realities and the anchor's responsibility is to do a show dependent on the solid substance. They are neither entertainers nor promoting individuals to accomplish something they are not prepared for.

Pakistani media needs great expert writers, editors, and news and program chiefs, and not media quacks. On the off chance that we can't address the rating factor; there is each likelihood that the way of life of twisting the news and contorting the story would proceed. We need an examination and great conversations on TV. We see government officials battling ordinary, which will just wind up giving no sense to the watchers. We need to change the proportion of examiners and government officials sitting on TV screens. We need more experts who can be reasoning in their methodology while examining a specific issue. It ought to be 80% experts and 20% legislators or representatives of ideological groups, which is the standard followed by all around rumored news channels like BBC and CNN. The possibility of electronic news coverage isn't to befuddle individuals yet to give some sort of clearness with reasoning conversations.

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