

Morning Shows and their Viewership: Watching Habits and Perception of Urban
Women



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Research compilation Certificate

This is certify and affirm that this thesis title “Morning Shows and their Viewership: Watching Habits and Perception of Urban Women” submitted by Shehla Hameed in partial fulfillment of the requirements for the award of the degree of M. Phil media and communication from University of Management and Technology, Lahore, Roll No. 13001167018 under my supervisor and guidance. This thesis material has been obtained from other sources have been duly acknowledgment and has not been presented in any other university.

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Thesis/Dissertation and Defense Approval

The undersigned certify that they have gone through the following thesis, examined the defense, are satisfied with the performance of the researcher, and recommend the thesis to the faculty of the Department of Social Sciences and Humanities.

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I, Shehla Hameed, hereby declare that this thesis entitled “Morning Shows and their Viewership: Watching Habits and Perception of Urban Women” is carried out by me for the degree of M. Phil. Media and Communication under the guidance and supervision of Dr. Farasat Rasool School of Social Sciences and Humanities, University of Management and Technology.

This thesis is presentation of my original research work and has not been published anywhere in any forms of books or articles. Any literature date or work done by other and cited within this thesis has given due acknowledgment and listed in references section.

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Dedication

I am thankful to ALLAH Almighty for giving me strength and opportunity to complete my thesis. There are number of people, without their support the compilation of this thesis was not possible and whom I am greatly indebted.

First and foremost, I would like to dedicate my thesis to my beloved mother Shehnaz Begam (RIP) who has been a source of encouragement and inspiration to me throughout my life. And my beloved daughter as well who compromised a lot during my research work. May God give her every success in life.

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Morning Shows and their Viewership: Measuring the Watching habits and perception of Urban women

Abstract

This study investigated the “Morning Shows and their Viewership: Measuring the Watching habits and perception of Urban women “Do they watch the Morning shows?” 87.5% of women said yes, they do watch Morning shows. Only 25% of ladies don’t like to watch Morning shows. They think it’s a waste of time. The results show that women like to watch Morning shows and participate in them as well. Women think that they can watch these programs with their families. The popular method of Survey Research was applied to conduct this study. The findings of this study is based on statistical analysis of 200 convincing returns of self-administered questionnaires. The results show that watching habits of Morning show is decreasing in the society. 32.5% respondent said that family made them decide to watch morning shows. Mostly, women like to watch morning shows on Saturdays and Sundays. The study found that women like the host of the show and the guests invited. Women usually watch shows in repeat telecast. They said this is the time when they are free. 54.5% women said that they watch morning shows for entertainment. Women like to attend Morning shows as audience and take part as guests. They like to participate in competition and they enjoy it a lot. They like music, beauty tips and food recipes that are shown in these shows. Sanam Jang is admired by most of the women.

Key Word: Morning Transmission, Habits, Household Ladies, Opinion

Introduction

First pilot Television Station of Pakistan was aired on 26th November, 1964, from Lahore. At that time, PTV and PTV-2 were the only channels Pakistan Television had. In 1958, it was Ayub's government's proposal to launch such useful technology in Pakistan. The commission's report on National Education set up was in favor of this too. It was concluded by the commission that for the economic, educational, and social up-bringing of the country, television was necessary. The main focus was on education and therefore, it became the sole reason for its introduction. Originally, the governments of UNESCO, Colombo and Japanese helped in the setting up of television. The Japanese report, submitted in 1962, urged that in order to provision the educational necessities of the masses, television should be originated as being the solution to almost every issue.

For a poor country like Pakistan, funding was a matter of real concern. Broadcasting commercial telecast was authorized to meet the growing cost of television and this became the beginning for self-standing. In 1962, it was decided by the cabinet that television, for educational purposes, be standardized in the country and it must be supervised by the government. Due to the agreement between Pakistan's government and that of Japan, two pilot stations at Lahore and Dacca were established by the Nippon Electric company in the years 1964 and 1965. At first, these stations operated every day for almost three hours. Afterwards, there was an emergence of more stations. Today, 5 PTV centers are operating successfully around the nation, specifically in Karachi, Lahore, Islamabad, Quetta and Peshawar.

To serve the requirements of the educational sector in the country, PTV-2 was set up in Islamabad in 1993. More educational centers are in the making to be running in other PTV centers to work extensively to cater basic needs. In the beginning of 1993, there were in total 16 re-broadcast boosters, as regards for the transmission of PTV-2. With the passage of time, the transmission network will continue to flourish. The Television Promoters Company is subordinated by chairman PTV. In order to supervise rules and regulations of the corporation, a Board of Directors has been assigned. (Stephens, Mitchell (February 6, 2015))