

**Critical study of morning programs agenda in popular
TV channel**

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DEDICATION

*I dedicated this humble the fruit of my thought and study,
To my beloved parents who are the precious gift of Allah
For me, I'm here just because of their blissful love always
Showered on me and their continuous encouragement at
Every step of my life.*

Certificate of Approval

This is to certify that the M.Phil Thesis of

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DECLARATION

Sidra Jahangir Roll No. 10 student of M.Phil at University of Management and Technology Lahore do hereby solemnly declare that the thesis entitled “**Critical Study of Morning Programs Agenda in Popular TV Channel**” submitted by me in partial fulfillment of M.Phil degree in Mass Communication is my original work, except where acknowledged in text and has not been submitted or published earlier and shall not in future be submitted by me for obtaining my degree from this or any other university or institution.

Signature

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ABSTRACT

This study investigates the "Morning programs agenda in popular TV channels" through content analysis as a tool of data collection. Agenda of morning programs is the focus point. Agenda refers to theme and message of morning program. Purpose of observing agenda of morning show is to evaluate what message is being delivered by these shows to the people at large. Channels selected for this research are GEO TV, HUM TV, ARY Digital and PTV. One month period was being selected for monitoring i.e. April 2015. Monitoring of selected TV channels clarify the agenda of that channel. For the purpose of observing morning programs agenda in popular TV channels, agenda setting theory was being applied. Through message and theme of the program we came to know about the agenda of that channel.

As the purpose of the study is to evaluate morning programs agenda of popular TV channels, methodology of the research is quantitative analysis. Monitoring of morning transmission helped in data collection, leading to content analysis to measure the quality of programs. Parameters are developed in shape of table to collect data. This table helped in figuring out that what kind of approach TV channels are adopting.

General findings of research revealed that mostly morning shows are highlighting themes related to women interest. Knowing the fact that house hold women are heavily engaged in morning shows, producers design shows according to women interest such as makeup tips, latest dress designs, new hairstyles, health tips, self-grooming, wedding shopping etc. These topics increase their interest in morning transmission and mostly women are watching 2-3 morning shows at a time to get more and more information.

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CHAPTER 1

INTRODUCTION

It is general observation that different segments of society mostly attract towards TV programs of their own interest. Professional competition among all leading TV channels is enough obvious. Morning program is one of the top popular transmissions of TV programming with reference to its long duration that engages very important segment of society – house hold ladies and senior citizens. Research shows that women are the second largest (49.2% in Pakistan) segment of society and they are heavily engaged in morning shows of TV channels. Senior citizen is another important segment of TV watchers carrying their long experience of life and maturity to require in effective public opinion. House hold ladies and senior citizen stays home at morning time that's why most of them have morning show watching habit.