

**Role of Media in Developing Political Perception: A  
Comparative Analysis of ARY and PTV (2008-16)**

**THESIS FOR M.PHIL DEGREEE IN POLITICAL SCIENCE**



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## **DECLARATION**

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**Signature of Deponent**

## **CERTIFICATE OF SUPERVISOR**

It is certified that the research work contained in this thesis titled **Role of Media in Developing Political Perceptions: A Comparative Analysis of ARY and PTV (2008-16)** has been carried out and completed by Qurat-ul-Ain Ilyas, student ID: 13001112012, under my supervision.

It is also certified that M.Phil thesis of Qurat-ul-Ain Ilyas, student ID: 13001112012, on the topic **Role of Media in Developing Political Perceptions: A Comparative Analysis of ARY and PTV (2008-16)** is his original research work and all the sources have been cited in accordance with the prescribed format. Its scope and significance warrant its acceptance to the Department of Political Science, UMT Lahore for the award of M.Phil Degree in Political Science.

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## **Abstract**

This research thesis analyzes the role of Pakistani electronic media in creating political awareness and developing political perceptions of people. With the advent of modern technology, the electronic media has provided more opportunities for the common man in connection with government's policies and obligations, state tasks, and human rights. All the above narrated developments have taken place due to electronic media. This thesis starts with a review of role of electronic media that attempts to explain that how electronic media can play its role in creating political awareness among people and educate people politically. This study is about the role of state owned news channel and private news channel in developing political perceptions of people.

Considering the present situation in Pakistan i.e. the high saturation levels of media usage and its reflection in the people attitudes as well as in political opinion suggests the implication of certain theory such as cultivation theory. This theory suggests that media, and in particular television channels, develop the ideas of the people. People who spend more time on television, it tends to be their main source of information. Therefore, the population of present study consisted of all the female and male who study in universities. The survey sample comprises a total of 120 respondents, 30 each taken from U.M.T (University of Management and Technology, Lahore), P.U (Punjab University, Lahore), G.C.U (Government College University, Lahore) and U.C.P (University of Central Punjab, Lahore) respectively. The findings of paper indicate that most people rely on electronic media for political news. It influences people's perceptions and they are becoming politically aware by electronic media especially by news channels.

# Chapter 1

- Introduction
- Objective of Study
  - Hypothesis
- Significance of study
  - Limitations
- Division of Chapters

# **Chapter 1**

## **Introduction**

### **1.1 Introduction of the Topic**

Print and electronic media plays a crucial role in modern society. Media is the fourth pillar of the state as it not only provides information but also educates, entertains and shapes the ideas & opinion of the people. The influence of media in our lives is immense, it is not only a source of entertainment but it also helps in forming our perceptions on major issues of social, political and economic importance. Electronic media help in creating awareness related to current affairs in an era of information. The effect of media in our lives cannot be ignored. Our opinions, thus, are not our own but what the media wants us to have. The highly sophisticated, commercialized media knows how to influence the human psyche. It plays an important part in revealing corruption and creating awareness against social evils and other sort of unhealthy practices in the society. It functions as a window to the outside world, and possesses the ability to shape people knowledge, attitudes, and voting behavior (Sadaf, 2011, p. 228).