

T.V political talk shows of Pakistan and youth
perception

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"Quantifying Value Co-creation: Examining the Relationship between Realized Value Facets and Experience in a B2B Context"


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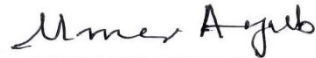
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ABSTRACT

The purpose of this study is to evaluate the TV political talk shows of Pakistan and perception of youth about these programs, what type of issues arising due to this type of broadcast. The research questions included the identification and analysis of viewpoint of the undergraduate/ graduate/ post graduate students of public and private universities of Lahore. For the present study, a five point Likert's scale questionnaire had been designed under three sections. A sample of 154 students taken from 24 universities.

The findings reveals that most of the respondents think that the political TV talk shows of Pakistan have not a success rate in providing solution to any issue, they don't discuss the real issues of the society. They believe that these shows have a negative effect on our values and culture, also this type of political broadcast is creating intolerance and violence among youth of the country. On the other hand respondents also believe that media can play a vital role in bringing of change in society and media enhanced the awareness of youth politically. The findings also reveal that the overall impact of political talk shows on youth is negative.

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CHAPTER # 1: INTRODUCTION

Media has become one of the most influential tool in this modern era to change the minds or bring the variation in any segment of society or society as whole. In our country (Pakistan) the emergence of media actually started up after the year of 2000. The political talk shows have become the main presentation of any news channels and they geared up the society towards collective issues. On the other hand these programs impact largely the collective fabric of the nation (Yusuf, Mit, 2008).