

# **Impact of TV Morning Shows on House Wives**

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**INTRODUCTION**



Pakistan Television (PTV) is the state controlled TV channel, which remained the only TV channel in Pakistan for a span of around 38 years since the launch of PTV in 1964 until 2002 when private TV channels started establishing in the country. In PTV the renowned writer and dramatist Mustanser Hussain Tarrar introduced for the first time the concept of the morning show in Pakistan. Qurat-ul-Ain was his female co-host of the program. The objective was to wake up people early in the morning, and get them relaxed through the contents of his morning show. Now different channels are following his concept and entertain the people with different ways.

Generally a morning talk show is a radio or television program where one or more hosts discuss current issues or other topics with guests. Many talk shows (especially those on radio) allow members of the public to join in, through telephone calls, letters, e-mail and Internet chat. Talk shows are often meant to entertain, and many feature comedy or entertainers performing. Many shows, though, do a public service, by informing the public and discussing issues openly. While some are locally based, and serve only one station's audience, others become syndicated and play on many stations, or are broadcast by a regional or national network.

The host of a morning talk show may already be a celebrity, or may become one as their show becomes popular. Some are professionals or experts in a field of knowledge, such as psychology or business. Others are well-known performers who can converse well with others. Guests on a talk show may also be experts in a field of knowledge or work, longtime professionals, or new and familiar celebrities, performers or athletes. Sometimes guests are members of the public who do something that interests others, such as inventors and authors, or someone who comes to public attention through a disaster or mishap.

Breakfast television or morning show is a type of news and entertainment television program, broadcast live in the morning (typically between 6:00 a.m. and 10:00 a.m.). Often hosted by a small team of male and female hosts, morning shows typically target the combined demographic of people getting ready for work and school, and stay-at-home adults and parents.

Here we talk about the Pakistani T.V morning shows. We took some famous morning shows which enhance our knowledge and information. These morning shows are also effecting on our



daily routine. Through these programs we know how to cook? How we can get ourselves active and smart? What is happening around us? And how can we change our behavior?

Morning shows are a regular feature of every television channel. The lineup of television programmes is incomplete without a morning show. There are as many morning shows as many channels there are. Usually from 9 Am till midday television screens are literally ablaze with morning shows. These are presented for female viewers but man folk can also enjoy these shows. These shows cater to the taste of females and generally appeal to their sensitivity.

These morning shows are packaged with all the ingredients of soap operas. There is drama, suspense and an aura of romance about these shows. These shows are a must see for females who are mostly alone in the house with husband gone to office and children to the school. During these hours she performs her household chores and also enjoys the entertaining and pleasure giving shows. These morning shows are like sedatives and one becomes addictive. Such is the pull of these shows. One can forget one's breakfast but not about an interview of a celebrity over one channel or the other. To many other things can wait for a while but to miss a morning show is an unforgivable blunder. All television channels compete with each other and are always mindful of their ratings.

Sponsors or the show masters keep on changing and adding something new in the format of the show. They always keep in mind the likes and dislikes of the viewers at large. Since women coming from different section of the society watch these shows. The sponsors try to make these shows more and more interesting for all and sundry.

Something for everyone is the motto of the people behind these shows. Mostly these morning shows are presented b female anchors but sometime a male anchor also joins to co-host the show. The personality and personal charm of the anchor counts a lot. Sometimes viewers don't name the channel but just mention the name of host like show of such and such anchor. At the start of the show an attractive anchor welcomes us to the show with a larger than life smile on her face.

These shows are informative, educative and entertaining. From current affairs to politics to entertainment to fashions to history and from medicines to psychology everything under the sky is discussed with experts from various fields of life. Many celebs are invited and interviewed to



keep viewers interest alive. A woman without going out of her house views and enjoys the whole world around her in her T.V lounge.

## **Project Theme**

With the changing trend in media Pakistan has experienced an increasing trend of talk shows in Pakistan. These programs, inexpensive to produce and widely imitated around the world, tend to elevate personal opinion and private experience over authoritative facts relevant to Pakistan's public life. Basically these talk shows can be divided into the following broad categories: tabloid shows, late night shows, daytime talk show (morning shows) and political talk shows.

These talk shows have opened up the media to more diverse views and voices, imparting a sense of democratic legitimacy and have overcame geography, creating virtual communities by connecting the like-minded. It has all started during the Musharaf regime, following the episodes like attack on Lal Masjid and the chief justice issue.

The political talk shows have provided new avenues for swaying public opinion and winning vote and have promoted opinion over detached observation. In the past the Pakistani citizens talking about national issues on the television was considered an impossible task. But now the general public can participate through live calls in the talk shows. This has provided the common man, a sense of importance and as well as freedom of speech. Journalists like Hamid Mir, Kashif Abbasi and Dr. Shahid Masood have become national heroes.

The morning talk shows are more popular in the females. These shows focus on a variety of segments from daily exercise to medical specialists, celebrity interviews to charity programs, movie reviews to discussion on social issues facing Pakistan. The morning shows have played a great role in molding the personality of Pakistani women and has broadened their thinking horizons. The most popular are Nadia khan morning show on Geo TV and Good morning Pakistan on ARY Digital hosted by Dr.Shaista.

The tabloid talk shows emphasize drama and entertainment over verified information. These are Oprah winfrey type of shows. The host invites a collection of guests to talk about an emotional



or provocative topic, such as divorce or extra marital affairs. One very popular show is “Machis” showed on Hum TV.

There is also an array of late night talk shows. Late night television talk shows often follow the same format which includes: a standup comedy segment, called the monologue, where the host makes jokes about current events, several skits or other comedy bits and then interviews of famous celebrities. One of the most famous late night shows is Begum Nawazish Ali talk show. Apart from that these days the “Sharif Show” hosted by Omer Sharif is also very popular.

## **Significance and Scope of the Study**

Study will be useful for the managers and policy makers of TV channels to set their programs formats in line with the demands and aspirations of the audience. The study will be also useful and resource full for media students, researchers as well as media organizations. The anchor persons and script writers of the morning shows and other related stuff improving viewership of their programs after taking directions from the feed back of large segments of the viewership i.e. house wives.

## **Objective of Study:**

Objective of the study is to measure existing trends and public opinion regarding famous T.V morning shows of Pakistan. The study aims to dig out the positive as well as the negative effects of T.V morning shows. The study will also show the current ranking of morning shows of the basis of viewership. The study will also reveals that which age group of house wives is most have virtual viewers of morning shows and what is the impact of covering important social issues of the society.



## **Chapter No. 2**

# **TV MORNING SHOWS OF PAKISTAN**

**ALL TV SHOWS OF PAKISTAN**



These are the all Pakistani TV morning shows:

### **1. Subh-a-Nau**

Subh-a-Nau is the morning show of PTV hosted by Nusrat. Its timing is 9:00 am to 10 am from Monday to Thursday.

### **2. Morning with Hum**

Morning with hum is the morning show of Hum channel hosted by Noor. Its timing is 9:00 am to 11:30 am from Monday to Friday.

### **3. Aaj subh with savera**

Aaj subh is the morning show of Aaj channel hosted by Sawera Nadeem. Its timing is 9:00 am to 10:00 am from Monday to Thursday.

### **4. Utho Jago Pakistan**

Utho Jago Pakistan is the program of Geo TV hosted by Shaista Wahidi. Its timing is 9:00 am to 11:30 am from Monday to Friday.

### **5. Yeh Subh Tumhari hai**

Yeh Subh Tumhari Hai is the show of Express TV hosted by Jugan Kazim. Its timing is 9:00 am to 11:00 am from Monday to Thursday

### **6. Morning Show with Farah**

Morning Show with Farah is the program of A TV channel. Its timing is 8:30 am to 9:30 am from Monday to Friday.

### **7. Subh Sawyeray With Maya**

