



Viewer's Perception about Code of Ethics and its Application in Political Talk Shows: A Survey Conducted at Sargodha City

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ABSTRACT

The present study is about Viewers Perceptions about Code of Ethics and its Applications in Political Talk Shows (A Survey Conducted at Sargodha City). Political talk shows Capital Talk (Geo News) *Kal Tak* (Express News) On the Front (Dunya News) *Sawal Yeh Hai* (ARY News) and News Beat (SAMAA TV) are selected for this study. Total two hundred respondents have been selected for data collection with the help of questionnaire from Sargodha city. Social responsibility theory (SRT) is use to check the application code of ethics of media in the society. The Social Responsibility Theory (SRT) claims that the media has a duty to public and this theoretical approach is a result of shifting media ethics. Present research is identified to find the impact of analysis and discussion by experts through politics talk shows and opportunity of media ethics. This is becoming a more and more essential issue in modern society. Do the anchorpersons of TV political talk shows have focus on social responsibility and respect for media ethics in order to satisfy the public? Empirical findings show that Geo News program Capital Talk is more frequently watched by viewers as compared to other political talk show. It is also finding that Geo News program Capital Talk provides more political awareness as compared to other political talk shows. Findings show that Javed Chudary in his political talk show (*Kal Tak*) followed code of ethics as compared to other anchorperson TV channels.

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Introduction

Television is not merely a technical innovation. It has changed people's lives, even down to arrangement of their homes (Folkerts & lacy, 2004). Television is the main source of electronic media. It is playing an influential role in creating awareness among societies and enlightens the social, economic and health issues of the country. Television in Pakistan is successfully playing three-dimensional role of educating, informing and entertaining the public. Except from government owned PTV there are other private channels operating in Pakistan. The reach along with viewer ship is increasing day by day (Wassan, 2010). The idea that the occurrence of television marks a change in the social order has become a part of the received insight of our time (Price, 1998).

It is considered that without television it is impossible to live because it is the main source of information and now media is becoming the backbone of every country. It is like malware of the age and also impacts all the media users. It allocates its results as the spore. Perhaps, it is generally noticed that TV has modified the recognized financial and public plans of the world. This statistical era has totally modified the community. TV designates opinions about religious beliefs, superstar, state policies, styles and all the public and standards (Spingel, 1992). Most styles of TV provide enjoyment either; they are dramas or songs, game reveals or test applications. In present situation, dramas are going to become more highly effective source of enjoyment for the whole populace. Tale informing had been aspect of many societies, and instructed individuals about principles with the help of number of experiments and experiences. But in our lifestyle an extremely large number of this story informing comes through TV and activities (Cited at: www.pgs.ca).

In private TV programs news reporting is targeted on political and social problems and targeted on conflicts; some media individuals claim in the protection of the media that political problems and the existing issues have been at extreme because of that all the journalists pay more attention and protect the political problems (Alam, 2007). If we look at the way our lifestyles have changed we have to consider that we have been influenced by TV at some stages. If we look at how we are raised we can see how often our lifestyles are inter-connected with TV. In the way we outfit, act and behave, from the individuals we hold around, and the way we take different aspects in our lifestyles. We have taken importance from TV, and introduced it into our public group by publishing what we see in advertisements, to put costume in different ways, to choose certain tasks, and even performing particular processes. We may not have causal proof of this but when we look at daily communications we can see it (Shahbaz, 2004). TV talk shows are one form of the developing media. Many media layouts are not interchangeable because they appeal to different viewers and contain different content. Due to the coverage of different types of topics the TV talk shows have increase their rating and the verity as well as focused on the politics (Timberg, 2002).

Significance of Study

Almost from decade the phenomena of private TV channels has got a lot of importance among the viewer's and participants. The programs are regularly providing protection to all types of cut problems of nationwide and worldwide essential (Malik & Bukhari, 2002). In media important factors are recognized as they play major role in establishing and firming liability and sustainability of the governments. Media plays a significant role in this process and the forum provided by them during the election days becomes an important platform to present political

ideologies by different political parties. Similarly, it provides an opportunity to the supporters to get political information and to analyze the programs and manifestoes presented and disseminated by different political parties and candidates during the election campaigns (Ward, 2004).

One form of developing media is television talk shows. Many media formats are not interchangeable because they appeal to different audience and contain different content. The variety and genres of talk shows have proliferated as their discussion cover a diverse range of topics, mostly on politics (Timberg, 2002). In Pakistan media and media professionals both are at early stages. But the development of technology especially electronic media development is an alarming situation for the Govt. In the third world most of the TV talk shows follow the agenda of the owners of the channels and the channels owners mostly paid by some other stake holders. We can say that media is not playing its role in an honest way. The accomplishment of these political talk shows entirely depends on the capability of anchors to ridicule their participants in the most bizarre manner. The more the mud thrown, the more popular the program gets (Zafar, 2011). Journalists' main goal is to ensure the right of citizens to truthful and important information, which allows them to form adequate impression about social processes, their essence and importance, about the situation in the modern world. The journalist bears responsibility before the society in general, before the law and before the professional association. The social responsibility of the journalist requires that he acts in accordance with his personal ethical standards. The ethics of the trade involve permanent responsibility of the journalist for everything he/she does in the framework of his/her professional obligations, rather than sticking to the rules which were established once and for all (Cited at: www.ethicnet.uta.fi/belarus/journalists_ethics_code).

Selected Private Channels

For this study following channels are selected Geo News Express News Dunya News ARY News SAMAA TV.

Selected Political Talk Show

For this study following talk shows have been selected Capital Talk Kal Tak on the Front Sawal Yeh Hai News Beat.

Code of Ethics

A code of ethics document may outline the mission and values of the business or organization, how professionals are supposed to approach problems, the ethical principles based on the organizations' core values and the standards to which the professional will be held. In Pakistan press ethics is exclusive as it demonstrates how Islam tends to improve the beliefs of community. The authoritarian program of Area Marshal Ayub Khan promulgated the limited Media and Book Regulation 1963. It was changed by a light regulating law, the Signing up of Media and Book Regulation of 1988 due to Government Shariat judge verdict on a case, which required evaluation of the already current ordinance of 1963. Article 19 of the constitution of Pakistan besides ensuring to people independence of the conversation and appearance, also assures independence of the press topic to affordable limitations enforced by law in the attention of wonder of Muslim region, of the reliability protection and defense of Pakistan or any part thereof, helpful interaction with international declares public mandate decorum or principles or in regards to disregard of judge attorney or encouragement of any crime (Cited at: www.investopedia.com). Ethics is a branch of philosophy and its purpose is to describe moral sentiment as well as to establish norms for good and fair behavior. Boundaries of ethics are drawn in different dimensions in different societies. In Pakistan, the ethical dimensions are

partly similar to those of other countries having different demographic, religious and social backgrounds. Media ethics kept the journalism and cultural industries with the responsibility to perform for the betterment of society. Until 2002, the only television channels that operated in Pakistan were the state-run PTV and a couple of its specialized news and entertainment subsidiaries. Media in Pakistan purposely followed the ethical lines to disseminate the credible information (Cited at: bluechipmag.com/media-ethics-and-regulations-in-Pakistan).

Media Ethics in Pakistan

In this time media owners and practitioners should focused on the detailed code of ethics. For society media play the role of watch dog and provide information about the national and international issues which are benefitted for the society. Citizen of any country cannot play effective role for their country if they have not up to date information about what is happening around them this is possible only through media. It is very difficult for democratic set up and good governance without informed citizens. It has found that last decade for media in Pakistan was very historically. If we watch toward the new trends at International level Govt has opened new technologies in the country for media and due to this media contents has broadcast rapidly in the country. With the passage of time it has become diverse and touching the topics which once were considered forbidden for public consumption. But in the same vein, media in Pakistan has become an industry in the real sense of the word and is following its own agenda. With the opening up of the media industry, the unrestrained news channels are involved in a mad race of breaking news syndrome in order to gain the audience and popularity instead of delivering correct information to viewers. Today, prominent news channels are broadcasting uncensored violence, crime stories, and live coverage of terrorist attacks while compromising media ethics. If we watch toward the role of anchorperson, channels owners and other media experts. They do not follow the code of ethics in their contents this is also big question on the media responsibility. So the conclusive sentence elaborate about the media ethic is signing towards the violation of moral standard and not fellow the code of ethics (Cited at: bluechipmag.com/media-ethics-and-regulations-in-Pakistan).

Statement of the Problem

What are the Viewer's perceptions about code of ethics and its applications in political talk shows?

Literature Review

Wimmer and Dominick (2007) say: "It not only allows learning from (and eventually adding to) previous research but also saves time, effort and money". (P. 24). In another study it was noticed that the T.V, can change the entire society through its programs (Bignell, 2012). In the electronic media on the viewer's TV has a long-term effect that is why it is most important medium for world (Joshi, 2002).

In another study Lee (1980) claims on his study which is conducted on the TV contents that TV contents can change the opinion and perception of the local society. Analysis of findings revealed that viewers significantly taking more interest in watching Geo News and Express News than the Samma News. Significant difference among the viewers' order of preference is being observe in view of the cut-throat completion among the private channels programs. The viewers are significantly very much satisfied with 'Capital Talk' 'Kal Tak' 'Aaj Kamran Ke Sath', and 'Front Line' as compared to other programs (Mahsud, 2013).

It has been found that categorically viewer's watched Geo News very frequently as compared to Express and other private

TV Channels. It has been found that the people who are above thirty watch Geo News as compare to up to thirty. In term of education the students of master class prefer to watch the Geo news as compare to graduate as well as males' respondent watched geo news content as compared to females (Qasair 2012). It was discovered from the findings of the study that the people have great reliance on the private channels information for variety of devotions. It was also explored that irresistible majority of the viewer's strongly confirmed that the private television channels were scattering mass consciousness about politics and politics related issues. Results of the study exposed that Geo News and Express News are watched more frequently than other channels (Hassan, 2009).

Viewers watch private TV channels as well as Geo news is most watched by the viewers as compared to other channels. The results indicate that almost all respondents who exposed to private television channels are those who significantly watch news and current affairs programs and that's why private channels' news, talk shows and live programs get high rating and gained much importance in the lives of viewers. Viewers with different demographics features of Sargodha city little more prefer to watch Geo News than Express News, but significant difference is observed in comparison of Geo News with other television channels except Express News. It is also found that viewers who are belonging to different category are satisfied with private TV channels coverage given by the corruption (Madni 2012).

Roper study find out that television has changed the way of getting information. More than half of the Americans use television for information rather than newspaper. In fact Americans trust 53% on news of the television than 23% on the newspapers news (Jamieson & Campbell, 2001). A research performed in Brazil in Globo T.V; channel; on the speech of news and Current affairs' program through this channel and its effect on the concept of different people. It was recognized that this T.V, channel in Brazil provided much attention to the individuals about serious issues like illegal involvement corruption, political issues, Govt; etc. and individuals got complete information through it (Porto, 2006).

Political talk shows have become quite well-known in Pakistan. They have given enhance to interest and although it has not assisted much in modifying the political situation of the country but it is early stage to assess its effect on political abode also. More over the contribution of the "talk shows" many important problems cannot be ignored. But these talk shows themselves are becoming "mafias" although it is a complicated term to use, but it is the truth. They have large effect in developing a disturbance on the dwelling about any problem or course-plotting the public's interest from any important problem. So it is very important to know the propensities of the political anchors so we do not agree with everything they say but implementation on our own excellent judgment and knowing to the problems and the extensive variety from which qualifications he is arriving (Cited at: www.caylu.wordpress.com).

Iyengar (1991) described the creating effects of TV information and talk shows on political problems that TV material is regularly shown in the form of specific activities and Iyengar calls this "episodic" information creating as unique from "thematic" coverage which places political problems and activities in some common perspective. According to him episodic creating means represents tangible activities that demonstrate problems, while thematic creating provides combined or common proof. In his book "News That Matters investigates how we think about politics, indicating that TV

decides what we believe to be important problems mostly by focusing on some problems and neglecting or spending little interest to others. He also described that when TV information concentrates on a problem, the public's main concerns are changed, and changed again as TV information goes on to something new.

According to Johnson and his associates (2000) TV talk shows are intertwined with public as they show common lifestyle and point out the disadvantages of American community. Many social scientists describe that viewing TV talk shows is a different experience from viewing transmitted information or information programs because of their sharing and entertaining nature. The experts considered talk shows as a chance for voters to address their concerns directly to candidate or a host, thereby increasing the chance for public participation. Mainly the talk shows focus on the issues and not the equine competition of selection like many traditional information sites tend to do. Though talk shows express political and strategic information, there is no strong proof that talk shows increase political attention or the chance to elect.

Chris (2010) argue that the way people act on television talk shows programs not only reflects but also influences on our society shouting and discussing over each other and performing like kids, this is how we start something ourselves. There were two men and a lady on the board and they screamed and screamed at one another as if they were on a road area which is all very well if you are on a road area but perhaps not the best way to comfort yourself at the front side of the viewing community. But then I believed a bit more greatly about what I was looking at which was street-corner state policies but moved to a TV studio room. He also determined that those viewing would have predicted the panelists something like this because that is how political persons behave; certainly at the grassroots and not rarely in the various parliamentary compartments.

Political talk shows on television are settled with guests experts and outdated military authorities who often are unbiased and are not being pushed about their personal plans. The Pakistani media's protection of foreign matters is restricted, trivial and sometime deceiving. Commercial passions, invisible political plans, and efforts to pressurize media are often the inspirations behind broadcasting one-sided information in talk shows. So, it is necessary for media companies to perform training programs and special programs for their journalists as well as main flow anchor persons (International Media Support, 2009).

Hussain, 2010 (Cited in dailytimes.com.pk) mentioned that most of the talk shows on Pakistan private TV channels are without analysis centered information. They are just duplicating the loudest and at times the most inflammation related designs of United states TV, Especially the design of Chris Mathews. He pressures the need to consist of analysis centered talk shows. He also popularizes that some of the hosts of talk shows come to their applications with significant analysis and believe in having gone into their concerns and findings. He also mentioned that every TV channel and all the hosts have the right to say whatever they wish as long as it is within approved social standards of respect. According to him it is necessary for host to perform programs on ecological, health, academic and other social problems. The media provides many essential features. It features as a watch dog that keeps govt. sincere, it shows the community about what is going on and it teaches audiences about problems.

In Pakistan an unpleasant problem with media is, facts particularly illustrations of where so-called professionals were

affected in their discussing by their personal affinities. He makes a more moderate offer, and one that would be an easy preparation: Simply have the TV talks show exposes the prejudice of the so known as professional before and after he talks. To present them as separate fairly neutral professionals would be unjust to the viewers. The Musharraf several years had experienced a mushrooming of private TV channel where amazingly, talk shows on Govt and defense-related problems became more popular than dramas and other enjoyment program. Talk Shows as a result spread and as the viewership increased, some of the more effective anchor bolts obtained superstar position. University teachers, outdated bureaucrats and army authorities presented as professionals in their particular areas (Hussain, 2010).

Cheema (2011) claims that the improvement of individual radio and TV stations in the last few years has finished control the condition TV transmitted. Now media have become pluralistic and many viewers in Pakistan also observe globally transmitted via a dish or wire. Indian entertainment applications are very well-known in Pakistan. The multiple-channel transmission has set a new pattern in the Pakistani group by providing the users more management over the interaction procedure. Now there is a move from the central transmitting to start competitively transmitted program, allowing the viewer's associates have fun with more energy of particular exposure. The individual applications have designed individuals more aware of their governmental and constitutional rights and designed them more advised about details and activities outside Pakistan. The motivated number of new TV channels were willing to expose and challenge the authoritarian actions of the Pakistani govt, especially after the governmental problems of 2007 during the Musharraf govt. Soon, these new sites had become essential conduits for governmental details. However, by 2009, the Pakistani media, especially the details applications were experiencing criticisms for their lack of reliable details and a tendency for sensationalizing. Besides details and reporting, many of these applications also known for their well-known discuss reveals that carry together a popular anchor with a board of retired army and intelligence personnel, political numbers, experts and activists weekly night.

Sareen (2010) a senior fellow in Vivekananda International Foundation (VIF) prefers the term anchor-crazy for TV anchorpersons. She believes that most of them are from rightwing having Islamic tendencies. They have taken upon themselves to set the national agenda and articulate and promulgate on everything without knowing much of anything. Experts believed that the term anchor-crazy have negative connotation due to the bureaucratic attitude of the anchorpersons belonging to different private news channels whose ultimate desire is to impose their opinion and thought on audience. They want to dictate the audience mind on sensitive issues with a firm belief that they are promoting national interest and audience should follow their lines.

Khan and Farish (2012) research mainly concentrates the hasty part of the anchor persons operating in different details and current affair channels as an emerging trend in digital media. The research was designed to investigate the opinions of viewer's associates regarding the part of anchor persons in different TV talk show. It is, hypothesized that the anchor persons are biased to certain governmental parties/groups and trying to encourage their own perspective on the board and finally on the viewers; and they are not following the primary principles of equity and objective strategy that is the fundamental duty of the information media. The participants

believe that the anchor persons often try to determine the viewers by magnifying their own perspective. They are not only providing the analysis but also determine the direction. They often used derogatory terms for the penal and ask individual question to prove them guilty. Overwhelming most of the participants believe that anchorpersons have become broker provokers.

Television political talk shows influence society in many ways. People are easily influenced to accept a belief that they may not normally have unless expressed on TV, since many people think that they hear on TV is true. The images presented filter into the heads of millions of viewers any in many cases become a part of that viewer's outlook on life whether consciously or unconsciously (Cited at: www.termpaperslab.com).

Youssef (2012) highlights the importance of private TV talk shows for educating people politically. In other words the common beliefs and views of critics-that political talk shows are merely entertainment programs and people watch these shows just for having fun where they analyze who won and who lost, where not supported by the imperial data. Data study presents evidence demonstrating that private TV talk shows are creating more political awareness than magazine and newspaper. Private TV talk shows are playing a significant role in bringing change and awareness in society.

Television talk shows have become a major arena for the discussion of lay public opinion on a range of issues, from individual, personal dilemmas and family relationships, to broader social problems and concerns. Whatever the topic, it has been claimed that the voice of lay participants in these shows is generally prioritized over the voice of experts and professionals (Livingstone & Lunt, 1994).

Rizvi (2010) states that mostly anchorpersons in their talk shows trying to create conflicts on the issues of public interest which they understand the way to get better position for their program. He indicates that information should be released only when it goes through highly effective professional content judgment and its public impact must be ensured.

Electronic media is one of the most important resources in identifying and developing up the views of individuals about certain political position. People are gaining information due to the vital role political talk show of private TV channels. Sometimes disputed is created by these political talk show between people and political persons but they play a productive part in re-shaping governmental opinion among the individuals. For popularity and rating sometime political talk show of electronic media creating political disturbance and the hostility for the people otherwise political talk show are the reliable source of media to inform the common people for the changing of political planes of political parties (Aleena, 2012).

Khalil (2012) looks into the public's eloquent about the importance of anchorpersons in electronic media. It is hypothesized that anchorpersons have become recognition for TV news channels and none of the TV channel could survive without them. Moreover, TV channels having well-known anchorpersons are more well-known in the viewers than other newbie. The curative indication of the analysis confirmed that anchorpersons have become a symbol of recognition for their particular TV news channels. They have become required for TV news channels. They liked those news channels more which have well-known anchorpersons than the other news channels.

Electronic Media in Pakistan has been more useful than ever before. Usually referring to, Media in country make authentic crew enlightenment about Socio-Political issues. Such types of

problems as health, education, cleanliness, lack of occupation, enhancing expenses of essential products. In modern-age media has predicted the role of the guideline for the political area. It is used as system of strategy by the government as well as effective direction of interest gathering and enunciation the media in Pakistan constantly types and reshapes actions and opinions about State recommendations, Political Involvement, Political Way of life, Public Requirements, Political Growth, and Strategy Matter. This research shows the importance of private TV talk shows for teaching individuals politically. In other conditions the common concepts and opinions of critics-that political talk shows are merely entertainments programs and individuals notice these shows just for having fun were they evaluate who won and who loosed, were not increased by the imperial details. The research provides proof showing those private TV talk shows are creating more political interest then magazine and newspapers (Youssef, 2012).

Press independence has never been reliable in Pakistan. Different regimes used lawful and constitutional means to control the press from community discussion and critique. Press in Pakistan usually encounters risks, assault, financial stress, etc. The country law on blasphemy has been used against reporters. Inadequate knowledge, urban orientation of the press, and the high price of magazines are damaging aspects for the developed media in Pakistan. Beside these barricades, one can now easily observe a move from the central broadcasting to start competitor's transmitted system in Pakistan, allowing the viewers have fun with more power of particular visibility. All govt. authorities such as the army say great about the press independence but often think the other way circular when the press criticizes the govt (Siraj 2008).

Green Press Report (2006) highlights that working in Pakistan for separate Journalists are challenging and risky. The deplorable press freedom situation can be observed from everything that Daniel pearl, Wall Street Media journalist was killed, power was used against reporters who were defeated and inurned in the communication for recovery of Judiciary, well-known private TV channels were prohibited during the emergency in Nov 2007 and PAMRA used every method for stop review against Govt recommendations on governmental problems and war against terrorism.

Methodology

Reinard (1994) writes, "Sampling involves selecting events from a population because researchers rely on a portion of all data conclusion." The sample is an approximation of the whole and not be viewed as a whole in itself. To meet the prerequisite of this study, convince method for specification of the demographic characteristics was accepted while convenience method was used for collection of data from the target population. Due to time restraint and financial limitations, it was not possible for the researcher to collect data from the huge population Therefore, total two hundred respondents' males belonging to Sargodha. Convince sampling procedure was adopted for classification—subgroups of demographic characteristics—of the respondents. "(Babbie 1992) These strata may be based on a single criterion, for example, education--Masters and Bachelors, or on a combination of two or more criteria like age, sex, income and locations. After specification of the demographic characteristics of the respondents and determination of their subgroups through stratified sampling, convenience method for data collection was preferred. All questions were standardized to develop uniformity in asking questions and recording responses.

Study Hypothesis

- It is more likely that viewers watch Geo news program Capital Talk than selected talk shows.
- It is more likely that Geo News Program Capital Talk provide more political awareness than other political program.
- It is more likely that Javed Chudery followed more code of ethics as compare to the others anchors persons.
- It is more likely that respondents participate in processions as compared to other political activities.
- It is more likely that guests should lodge a case if anchors humiliate the guests during the program.
- It is more likely that viewers are in favor of preparation of code of ethics for journalists

Findings

In Pakistan, the phenomena of private TV channels are gaining significant popularity among the audience members from almost one decade. The competition among the top rating private TV channels is increasing the rating, considering major paradigm shifts at the parts of viewers. Media contents choice mechanism has change the face and pace of the private TV channels apart from the advance technology use in electronic media.

The space and the time limitation became meaningless devoting sufficient time for the matter regarding war on terror and then political contents. Most of the viewer prefers to watch the political talk show obtaining the up-to-date political information around the clock and this has been proved the findings of study. Table 5.1 Overall empirical findings show that Geo News program Capital Talk is more frequently watch by viewers as compared to Kal Tak, On the Front, Sawal Yeh Hai and News Beat. Among the selected education groups less than BA watch selected political talk show more frequently than those who are more than BA, whereas, no significant difference has been observed among selected age group. Exclusive analysis of the findings show that Geo News program Capital Talk is being watched (56%) much more than somewhat (41%) and not at all (5%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (62%) who are more than 25 years as compared to (56%) who have less than 25 years of age. Similarly, in term selected education groups it has been found those viewers (59%) who have BA or less qualification watch the program more frequently than those (49%) who have qualification more than BA. Exclusive analysis of the findings show that Express News program *Kal Tak* is being watched (50%) somewhat which is more as compared to much (50%) and not at all (6%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (46%) who are less than 25 years as compared to (40%) who have more than 25 years of age. In term selected education groups no significant difference has been observed. Accordingly, exclusive analysis of the findings show that Dunya News program *On the Front* is being watched (54%) somewhat which is more as compared to much (25%) and not at all (21%). Across selected population groups and education groups no significant difference has been observed.

Findings reveal that ARY News program *Sawal Yeh Hai* is being watched (46%) somewhat which is more as compared to much (28%) and not at all (26%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (30%) who are less than 25 years as compared to (24%) who have more than 25 years of age.

Table 1. Frequency of Watching Political Talk Show

Category	Overall	Age		Education	
		Below 25	Above 25	Up to BA	Above than BA
Capital Talk Much	54	56	62	59	49
Somewhat	41	45	35	33	47
Not at all	5	9	3	8	4
KalTak Much	44	46	40	43	43
Somewhat	50	45	53	49	49
Not at all	6	9	7	8	8
On The Front Much	25	21	25	24	22
Somewhat	54	55	52	52	55
Not at all	21	24	23	24	23
Sawal Yeh Hai Much	28	30	24	38	16
Somewhat	46	44	48	37	55
Not at all	26	26	28	25	29
News Beat Much	19	20	18	21	17
Somewhat	37	29	43	37	35
Not at all	44	51	39	42	48

*Figures showing percentage

n=200

Table 2. Extent of Awareness by Private Channels Talk Show

Category	Overall	Age		Education	
		Below 25	Above 25	BA	Above than BA
Capital Talk Much	67	64	68	65	67
Somewhat	29	30	28	31	27
Not at all	4	6	4	4	6
KalTak Much	52	55	47	49	53
Somewhat	42	36	48	43	41
Not at all	6	9	5	8	06
On The Front Much	35	31	31	31	31
Somewhat	51	52	60	52	60
Not at all	13	17	9	17	9
SawalYa Ha Much	28	25	31	33	23
Somewhat	52	54	50	46	58
Not at all	20	21	19	21	19
News Beat Much	23	20	26	22	24
Somewhat	42	37	47	42	42
Not at all	35	43	27	36	34

*Figures showing percentage

n=200

Table 3. Extent of implementation on code of ethics by Anchors

Category	Overall	Age		Education	
		Below 25	Above 25	Up to BA	Above than BA
Hamid Mir Much	49	52	44	55	41
Somewhat	41	33	47	38	42
Not at all	12	15	9	7	17
Javed Chaudary Much	63	65	60	60	65
Somewhat	34	33	33	47	29
Not at all	5	2	7	3	6
Kamaran Shahid Much	44	38	50	42	46
Somewhat	50	55	45	51	49
Not at all	6	7	5	7	5
Dr Danish Much	29	21	36	28	29
Somewhat	56	68	44	60	52
Not at all	16	11	20	12	19
Paras Khursheed Much	21	18	24	26	16
Somewhat	53	57	48	47	58
Not at all	27	25	28	27	26

*Figures showing percentage

n=200

Table 4. Participation in Political Process

category	Overall	Age		Education	
		Below 25	Above 25	Up to BA	Above than BA
Processions Much	35	41	29	41	29
Somewhat	48	42	53	39	56
Not at all	18	17	18	20	15
Rallies Much	24	24	24	24	24
Somewhat	58	61	55	59	55
Not at all	19	17	21	17	21
Dharnay Much	19	29	28	31	26
Somewhat	53	54	51	52	53
Not at all	19	17	21	17	21
Public Meeting Much	33	31	33	30	34
Somewhat	52	49	53	58	44
Not at all	17	20	14	12	22
Political Strikes Much	18	18	16	16	20
Somewhat	46	47	46	47	44
Not at all	36	35	38	37	36

*Figures showing percentage

n=200

Similarly, in selected education groups it has been found those viewers (38%) who have BA or less qualification watch the program more frequently than those (16%) who have qualification more than BA. Accordingly, analysis of the findings show that SAMAATV program News Beat is being watched somewhat (37%) which more than not at all (44%) and somewhat (37%). Across selected population groups and education groups have no significant difference.

Overall empirical findings show that Geo news Capital Talk program provide more political awareness as compared to *Kal Tak*, *On the Front*, *Sawal Yeh Hai* and *News Beat*. Among the selected age group above 25 gets more political awareness as compared to less than 25, whereas, no significant difference has been observed among selected educated group. Exclusive analysis of the findings show that Geo News program Capital Talk is being watched (67%) much more than somewhat (29%) and not at all (4%). Across selected population groups and education groups no significant difference has been observed.

Exclusive analysis of the findings show that Express News program *Kal Tak* is being watched (52%) somewhat which is more as compared to much (42%) and not at all (6%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (55%) who are less than 25 years as compared to (47%) who have more than 25 years of age. In term selected education groups no significant difference has been observed. Accordingly, exclusive analysis of the findings show that Dunya News program *On the Front* is being watched (51%) somewhat which is more as compared to much (35%) and not at all (13%). Across selected population groups and education groups no significant difference has been observed. Exclusive analysis of the findings show that ARY News program *Sawal Yeh Hai* is being watched (52%) somewhat which is more as compared to much (28%) and not at all (20%). Across selected population groups and education groups, no significant difference has been observed. Accordingly, exclusive analysis of the findings shows that SAMAA TV program *News Beat* is being watched somewhat (42%) which more than not at all (35%) and much (23%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (26%) who have more than 25 years of age who are less than 25 years as compared to (20%).

Overall empirical findings show that Javed Chudary (*Kal Tak*) followed code of ethics as compared to Hamid Mir (*Capital Talk*), Kamran Shahid (*On the Front*), Dr Danish (*Sawal Yeh*

Hai) and Paris Khursheed (*News Beat*). Among the selected age group below 25 watch more Javed Chudary (*Kal Tak*) as compared to Hamid Mir (*Capital Talk*), Kamran Shahid (*On the Front*), Dr Danish (*Sawal Yeh Hai*) and Paras Khursheed (*News Beat*) as compared to above 25.

Exclusive analysis of the findings show that Geo News program *Capital Talk* anchor Hamid Mir followed code of ethics (49%) much more than somewhat (41%) and not at all (12%). Across selected population groups it has been observed that the Geo news program *Capital Talk* is more frequently watched by the viewers (52%) who are less than 25 years as compared to (44%) who are more than 25 years of age. Similarly, in term selected education groups it has been found those viewers (55%) who have BA or less qualification watch the program more frequently than those (44%) who have qualification more than BA. so the significant difference has been found among the education groups. Exclusive analysis of the findings show that Express News program *Kal Tak* anchor Javed Chudary followed code of ethics (63%) much more than somewhat (34%) and not at all (5%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (65%) who are less than 25 years as compared to (60%) who have more than 25 years of age. there is no significant difference has been found among the selected age groups. Similarly, in term selected education groups it has been found those viewers (60%) who have BA or less qualification watch the program more frequently than those (50%) who have qualification more than BA. no significant difference has been observed among the selected age and education groups.

Accordingly analysis of the result, findings show that Dunya News program *On the Front* anchor Kamran Shahid followed code of ethics (44%) much more than somewhat (50%) and not at all (6%). whereas, Across selected population groups it has been observed that the program is more frequently watched by the viewers (50%) who are more than 25 years as compared to (38%) who have less than 25 years of age. so the significant difference has been found. Similarly, in term selected education groups it has been found those viewers (42%) who have BA or less qualification watch the program more frequently than those (46%) who have qualification more than BA. there is no significant difference has been found among the selected education group.

Exclusive analysis of the findings show that ARY News program *Sawal Yeh Hai* anchor Dr Danish followed the code of ethics (56%) somewhat which is more as compared to much

(29%) and not at all (16%). Across selected population groups significant difference has been found it has been observed that the program is more frequently watched by the viewers (21%) who are less than 25 years as compared to (36%) who have more than 25 years of age. Similarly, in term selected education groups no significant difference has been found. Exclusive analysis of the findings show that SAMAATV program News Beat anchor followed code of ethics somewhat (53%) which more than not at all (23%) and much (21%). Across selected population groups slight difference has been found it has been observed that the program is more frequently watched by the viewers (18%) who are less than 25 years as compared to (24%) who have more than 25 years of age. Similarly, in term selected education groups significant difference has been found. Similarly, in term selected education groups it has been found those viewers (26%) who have BA or less qualification watch the program more frequently than those (16%) who have qualification more than BA. there is slight difference has been found among the selected education group.

Table 5.3 show overall empirical findings show that people participate in procession as compared to Rallies, Dharany, Public meeting and Political strikes. Among the selected age group below 25 participate in procession as compared to Rallies, Dharany, political meeting and Political strikes as compared to more than 25. Exclusive analysis of the findings shows that that respondent participates in the procession (35%) much more than somewhat (48%) and not at all (18%). Across selected population groups it has been observed that the respondents participate in processions (41%) who are more than 25 years as compared to (29%) who have less than 25 years of age. Similarly, in term selected education groups it has been found that the respondents participate in processions (41%) who have BA or less qualification as compared to (29%) who has qualification more than BA. slight difference has been found among the both age and education groups.

Exclusive analysis of the findings show that after watching the political talk show of private channels respondents participate in rallies (58%) somewhat which is more as compared to much (24%) and not at all (19%). In term selected education and age groups no significant difference has been observed. Accordingly, Exclusive analysis of the findings show respondents participate in Dharnay (53%) somewhat which is more as compared to much (19%) and not at all (19%). Across selected population groups and education groups no significant difference has been observed. Exclusive analysis of the findings show that respondents participate in political meeting (52%) somewhat which is more as compared to much (33%) and not at all (17%). Across selected population and education groups no significant difference has been observed. Accordingly, exclusive analysis of the findings show that after watching the political talk show of the private TV channels respondents participate in political strikes somewhat (46%) which more than not at all (36%) and much (18%). Across selected population groups and education groups no significant difference has been observed.

Figure 5.1 Show that majority of the respondent (82 %) are in favor of that if the anchors humiliate the guests, guest should lodge a legal suit against the anchors. While, respondents (18%) are not in favor of to lodge the case against the anchors if they humiliate the guest during the program. **Figure (5.2)** show that majority of the respondent (93%) are in favor that journalist should prepare their code of ethics. Whereas,, respondent (7%) are in not favor that journalist should prepare their code of ethics.

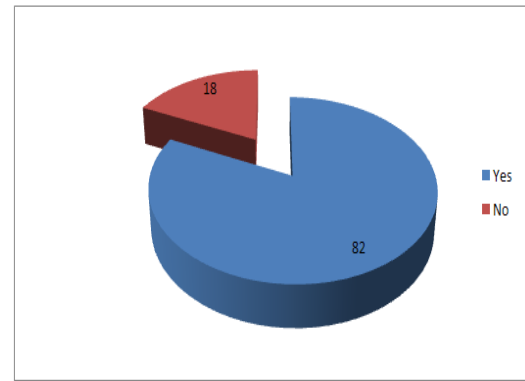


Figure 1. Weather guest should lodge a legal suit in case of humiliation by anchor

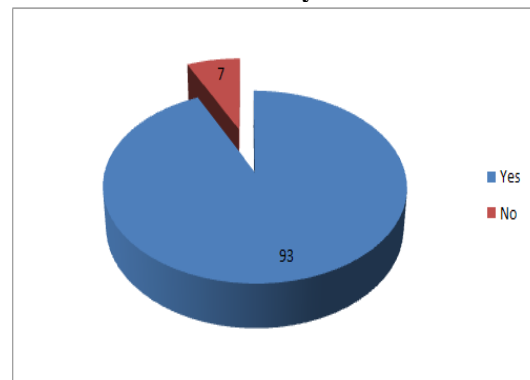


Figure 2. Weather Journalist Should Prepare Their Code of Ethics

Summary and Discussion

This study is designed to evaluate the Viewers’ Perception about Code of Ethics and Its Application in Political Talk Shows among the residents of Sargodha city. A detailed questionnaire was prepared to collect and document perceptions of the male viewers through sample of 200 respondents. In Early period the Media and the Viewers was the main contents of the communication research. The researcher want to see both the things that how to understand the media and its message (Kabir, 1965). The results of this study revealed that the respondents mostly watched the political talk shows. Overall empirical findings show that Geo News program Capital Talk is more frequently watch by viewers as compared to *Kal Tak*, On the Front, *Sawal Ya Hia* and News Beat. This situation is strongly supported the research hypothesis “It is more likely that viewers watch Geo news program Capital Talk than selected talk shows”. This is also in line with the research findings of Nawaz, 2013, Qaisar, 2012Shajee, 2010, Madni 2012 and. It is evident from the previous and present studies that Geo News is preferred in Pakistan among all private news channels. Overall empirical findings show that Geo News program Capital Talk is more frequently watch by viewers as compared to *Kal Tak*, On the Front, *Sawal Yeh Hai* and News Beat. Among the selected education groups less than BA watch selected political talk shows more frequently than those who are more than BA, Whereas no significant difference has been observed among selected age group. Exclusive analysis of the findings shows that Geo News program Capital Talk is being watched (56%) much more than somewhat (41%) and not at all (5%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (62%) who are more than 25 years as compared to (56%) who have less than 25 years of age. Similarly in term selected education groups it has been found those viewers (59%) who have BA or less qualification watch

the program more frequently than those (49%) who have qualification more than BA. Exclusive analysis of the findings show that Express News program *Kal Tak* is being watched (50%) somewhat which is more as compared to much (50%) and not at all (6%). Across selected population groups it has been observed that the program is more frequently watched by the viewers (46%) who are less than 25 years as compared to (40%) who have more than 25 years of age. In term selected education groups no significant difference has been observed. Accordingly exclusive analysis of the findings shows that Dunya News program On the Front is being watched (54%) somewhat which is more as compared to much (25%) and not at all (21%). Across selected population groups and education groups no significant difference has been observed (Table 1).

The analytical findings revealed that male Viewers of Sargodha city more preferred for watching Geo News than any other news channels. Findings supported the hypothesis that 'It is more likely that viewers watch Geo News more frequently than other selected channels'. This situation is also supported by Hassan (2009) stated that findings of the study exposed that viewers preferred to watch Geo News channel as compare to the others selected channels. The findings of the study show that male viewers spent more time for watching selected political talk shows (Table 1) and paying consideration to news and program of particular channels that specified the significance of the channels.

The viewer's score on the index of selected private television news channels programs showed that political talk show of Geo news have more preferred by the viewers than other selected private Television Talk Show. Thus the findings supported the hypothesis that 'It is more likely that viewers watch Geo news program Capital Talk than selected talk shows. Condition also strengthens by the results of Hassan (2009) that the results showed the bulk (45%) of the viewers was of the view that they took very much interest in watching Geo news program. The central perseverance of study is to dig out the perception of viewers about political awareness. The overall empirical findings show that Geo news Capital Talk program provide more political awareness as compared to *Kal Tak*, On the Front, *Sawal Yeh Hai* and News Beat (Table 2).

The finding of the study extended support to the hypothesis. "It is more likely that Geo News Program Capital Talk provide more political awareness than other political program. Among the selected age group above 25 gets more political awareness as compared to less than 25. The analytical of the findings revealed that male viewers having different demographic characteristics are more satisfied with the performance of anchor persons than other participants in political talk shows; findings also verified the hypothesis "It is more likely that Javed Chaudhary followed more code of ethics as compare to the others anchors persons". that overall empirical findings show that Javed Chaudhry (*Kal Tak*) followed code of ethics as compared to Hamid Mir (Capital Talk), Kamran Shahid (On the Front), Dr. Danish (*Sawal Yeh Hai*) and Paris Khursheed News Beat (Table 3). this research hypothesis is strongly supported by (Hassan, 2009) that "The findings showed that majority of (44.7%) of the viewers were of the view that they took very much interest in watching Javed Chaudhary of Express News as the most popular anchor-person" (Table 3).

Overall empirical findings show that people participate in procession as compared to Rallies, Dharany, Public meeting and Political strikes. Findings are aproved with the help of research hypothesis that "It is more likely that respondents participate in processions as compared to other political activities".Among the

selected age group below 25 participate in procession as compared to Rallies, Dharany, political meeting and Political strikes as compared to more than 25. Exclusive analysis of the findings shows that that respondent participates in the procession (35%) much more than somewhat (48%) and not at all (18%). Across selected population groups it has been observed that the respondents participate in processions (41%) who are more than 25 years as compared to (29%) who have less than 25 years of age. Similarly in term selected education groups it has been found that the respondents participate in processions (41%) who have BA or less qualification as compared to (29%) who has qualification more than BA. slight difference has been found among the both age and education groups(Table 5.4). After review of the empirical findings it was observed that majority of the respondent are in favor of that if the anchors humiliate the guests. Guests should lodge a case against the anchors. While respondents are not in favor of to lodge the case against the anchors if they humiliate the guest during the program. This situation strongly supported the research hypothesis "it is more likely that guests should lodge a case if anchors humiliate them (Figure 1).Majority of the respondent are in favor that journalist should prepare their code of ethics. This situation strongly supported the research hypothesis "it is more likely that viewers are in favor of preparation of code of ethics for journalists (Figure 2).

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