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Anchorperson presentational style of private TV channels and students perception university of Sargodha

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ABSTRACT

This study shows the 'Anchorperson Presentational style of private TV channels and students perception university of Sargodha'. In Pakistan electronic media is considered more powerful media for all types of communications. Especially private electronic media is playing very important role in both positive and negative aspects. The contents of private media are considered as perception and opinion making tools. Talk shows and their anchorpersons are considered influenced in opinion and perception making of respondents. For this study 50 respondents have been selected from BS and 50 respondents from Master Class. In this study survey research technique was been used to exposure the role of anchorpersons and their presentational style in talk shows. The empirical research shows the anchorpersons has political affiliation as well as exaggerates the issues. Findings show that Geo news anchorperson Hamid Mir exaggerate the issues (59%) as compare to JavedChaudry (55%) and Kamran Shahid (42%). It is also find that that Hamid Mir is considered most political affiliated anchorpersons which is supported by findings taht Hamid Mir anchorperson of private TV new channels has political affiliation frequently (71%) which is much more JavedChadury (55%) and Kamran Shahid (50%).It is also find that viewers are more satisfied with anchorpersons of Express News as compare to other news channels. Over all findings show that respondents are satisfied (59%) from anchor persons of Express News which is much more Geo News (51%) and Duyna (40%).

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Introduction

Nowadays TV is playing a very important role in our daily lives. The role is so entrenched in our lives that it is really hard to imagine a life without TVs, since for most of us it is the primary source of fun and entertainment. There are many people who can be said to be TV addicts and they spend most of their time in front of TVs. In today's world, TV is the fastest and most efficient way of getting latest news and information, besides there are many entertainment shows on TV. In the news, there are both positive and negative elements, but it is sure that we get a lot of information from TV. It is also the medium upon which the movie industry depends. The publicity of movies, their trailers and songs, details and reviews and other relevant information is found on TV. Movie stars are also invited in TV programmes where the come and discuss their interests so their fans come to know more about their favourite movie stars.

A wide variety of channels is available on TV and we can enjoy numerous programs like sports, cartoon, fashion shows, educational information, animal stories, historical documentaries, religious information, music, scientific developments and a lot more by watching various channels. In current society, TV has surely becomes a window which lets us know about the outside world and gives us information about world events; it also makes us forget our worries and tensions and helps us to get relaxed and refreshed by entertaining items available on it.

TV, in itself, is not something bad. It is, rather, a good thing if we use it to watch educational and informative programs, otherwise it can become merely a waste of time. Especially the youngsters need to realize the value of time and avoid watching

unwanted programs on TV. The must realize that TV is one of the potential things that can make one addicted and can cause a great deal of wastage of precious time. TV shows everything, without knowing what is good and what is bad for a particular audience; that is why it was called 'Idiot Box'. With this idiot box, more time should not be spent, time should be organized and used in a good manner to avoid diversion (Cited at: www.lifepath360.com). Television is rightly considered to be the most effective and rapid means of communication. Many people spend many hours of their time in watching TV. Commercial ads shown on TV are causing a change in our society. Billions of dollars are being used by various companies for the advertisement of their products and services on daily basis. Despite being expensive, it is the most effective way of approaching the potential customers and buyers. When compared to other mediums of advertisement, TV is known to be the most effective option to convince people to purchase advertised goods and services.

Movies can also be watched on TV. It is necessary to get relaxed in today's worrisome and hectic life. Comedy shows give us opportunity to laugh. TV is also known to be the best medium for music industry in its development and marketing. No doubt that radio can let us hear the singer's voice but it makes a lot of difference when one sees the artist and his performance. We can also get benefit from watching political debates, financial news, weather forecast and other informative stuff. It also brings us closer to some other cultures of the world and thus leads to a better and harmonious world. It gives us unending entertainment and important information about life. It remains to be a great medium of information that affects the

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people's lives in every aspect (Cited at: www.pakistantoday.com.pk).

Literature Review

TV Talk shows on political, social, religious and financial issues are considered to be one of the major sources of information after news regarding current circumstances of any country, region, or world. In Pakistani scenario, political talk shows are much popular due to particular political conditions of the country. For this, several different news channels have multiple talk shows containing discussions and dialogs on various different issues (Cited at: www.urduwire.com). A survey was conducted in 2007, the result was surprising, as it was showed that the talk-shows were being watched with more interest than dramas or any other entertainment programs. The rapid and continuing increase in talk shows' viewership indicates towards a trend in the Pakistani society. The trend indicates that a change in Pakistani people's minds has taken place. Now they are more concerned about their country and the prevailing political situation. They listen to the politician very carefully and try to analyse their arguments. They decide there upon and eventually show their strength whenever it is required (Cited at: www.ordpress.com).

Political talk shows have become quite popular in Pakistan in recent years. They have given rise to awareness and critical thinking; although, as yet, it has not helped much in changing the political scenario of the country but it is too early to judge its impact on political scene. Moreover the contribution of the talk shows on many pressing issues cannot be ignored. But the problem is these talk shows themselves are becoming "mafias" although it is a hard word to use, but it is a fact.

They have huge impact in creating much hue and cry on the scene about whatever issue they want to be highlighted or diverting the public's attention from any real issue. So it is very necessary to know the biases and prejudices of the political anchor so we do not accept everything they say or as they say, but apply our own common sense and evaluate the issues and the host from which background he/she is coming. Every person has some affiliation and bias-ness in him/her. But the best person is the one who keep his bias-ness out of argument or tries to keep it at minimum and discusses and talks on merit with logic and substantiates his/her arguments with facts and figures and listen without pre-judging and pre-labeling anyone and any argument. It can be hoped and wished that our opinion makers are more impartial and objective; and they start introducing acceptability in discussions and this is the only way to move forward and progress (Cited at: www.caylu.wordpress.com).

Pakistani media is experiencing a new trend in the form of an increase in the number and popularity of talk shows. Such talk shows are relatively inexpensive to produce and widely imitated around the world, tend to elevate personal and subjective opinion and private experience over authoritative and objective facts relevant to Pakistan's public life. Basically these talk shows can be categorized into the following broad categories:

- Tabloid shows,
- Late night shows,
- Daytime talk show (morning shows) and
- Political talk shows.

These talk shows have helped in opening up the media to more diverse and conflicting views and voices, imparting a sense of democratic legitimacy and have overcome geographical barriers, creating virtual communities by connecting the like-minded people and people with same interests. It all started during Musharaf era, following the episodes like attack on Lal

Masjid and the issue of Chief Justice of Pakistan (CJP). These talk shows have provided new avenues for swaying public opinion in any direction and winning vote and have promoted well-thought-of opinion over detached observation; and it is a good sign. In the past the Pakistani citizens talking about national issues on the television was considered an impossible task (Cited at: pkpolitics.com).

KashifAbbasi, an anchor from ARY One World was invited to an interview with ABN Chicago to discuss the role of Political Talk shows in creating Political Awareness in the Pakistani society. It is definitely worth listening at least to the first hour of the show (Citedat: www.archive.org) In recent years Pakistani media scene has created a new concept of Political Talks hows which are now being followed with something like religious fervor by the common masses. Also due to the accessibility of channels in village Autaaqs, Baithaks and Deras, it is creating a silent revolution in Pakistan. Some also opine that it is encouraging and a healthy sign to have dialogue between various political entities which will eventually lead to a consensus on major issues faced by the society and country.

There is another group according to which these political talk shows have done no or little contribution in creating awareness. They argue that more than five years have passed since these shows started and we still see the same politicians get elected and the same overall political structure without any discernable change. All such shows have become a forum for fist fight and personal score settling. There are also people who see these shows as mere Anchor Tamasha just for having fun where they analyze who won and who lost and who lied on TV and who did not lie (Cited at: www.scribd.com).

In Pakistan, Electronic Media has been more informative than ever before. Broadly speaking, Media in country creates genuine public enlightenment about socio-political issues; issues that matter such as health, education, sanitation, unemployment, increasing prices of essential commodities, law and order, justice and the state of the country and the nation. The importance of private TV talk shows for educating people politically is appreciable. In other words the common beliefs and views of critics that political talk shows are merely entertainments programs and people watch these shows just for having fun were they analyze who won and who lost, were not supported by the empirical data and the facts on ground. Evidence demonstrates 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 (Zahid 2012).A research has indicated the imprudent role of the anchorpersons working in different news and current affair channels as an emerging phenomenon in electronic media. The study is designed to investigate the perceptions of audience members regarding the role of anchorpersons in different TV talk shows. The empirical indicators of the study confirmed that anchorpersons lacked professional experience and violated media ethics in carrying out their professional activities. The respondents believe that the anchorpersons often try to dictate the audience by imposing their own point of view in an assertive way. They are not only giving the analysis but also determine the direction of the conversation. They violate professional ethics by slanting the facts and by presenting biased analysis. They often used derogatory language for the panel and ask personal question to prove them guilty. An overwhelming majority of the respondents believe that anchorpersons have become agent provocateurs (Khalil & Farish, 2012).

NajamSethi (2010), a senior journalist believes that job of an anchorperson is to take the opinion rather to give opinion to people but in our case, anchorpersons have become opinion-givers. But today what they are doing, the anchorpersons are trying to put words in the mouth of leading personalities and trying to impose their own perspective rather than taking their point of view. Another issue is that some of the anchorpersons have political affiliations or sympathies for a particular political party or political leader or they have a disliking for a particular party or leader. On the basis of this association, they support or oppose that particular political party or leader in a persistent way and often in blatant manner which is against the norms of professional ethics. Even some time, anchorpersons directly accuse the participant without having any concrete evidence against him/her e.g. a well-known TV anchorperson during his political talk show “Point Blank” on news channel on Dec. 26, 2010 directly accused SafdarAbbasi, a PPP dissident senator for the BanazirButto’s assassination without any concrete evidence. Professor Dr. FarishUllahYousafzai, Director, Faculty of Social Sciences, University of Gujarat, Pakistan (Personal communication, Jun 16, 2011) argues that the term anchorocracy has negative connotation due to the bureaucratic attitude of the anchorpersons belonging to different private news channels whose ultimate desire is to impose their own, though biased and subjective, opinion and thought on audience with a sense of self-righteousness. Anchorpersons want and try to dictate the audience mind on sensitive and critical issues with a firm belief that they are promoting national interest and audience should follow their lines.

Cheema (2011) has noted that the awareness level about the socio-political scenario has increased enormously in Pakistani society due to political talk shows. The bombardment of information by the news channels and phenomenon of breaking news has enabled the audience to retrieve the desired information within no time and it has helped in creating a more politically educated society. Today, the audience is better informed and has interactive participation in the socio-political affairs of the country. But this all would not have been possible without the effective role of anchorpersons hosting different talk shows on the different TV channels. These talk shows have created socio-political awareness in the society and today society is in a better position to evaluate and judge the critical role of government and opposition in the country. However, the negative aspect of this liberalization also invokes the hunger for power and personal projection in the media.

Rizvi asserts that mostly anchorpersons in their talk shows are trying to create controversies on the issues of public interest which they perceive the way to get better rating for his/her program in a competitive and rating-oriented media market. He suggests that information should be disseminated only when it passes through strong professional editorial judgment and its societal impact must be ensured. Gillani quotes Dr. Mehdi Hasan, Chairman, Human Rights Commission of Pakistan, by saying “Anchorpersons have every right to criticize the government, but many time they do it without proper research or in the absence of solid evidence and without realizing how their ‘declarations’ will be received by the general public and what impact they can have.

Hypothesis:

- It is more likely that viewers are more satisfied with anchorpersons of Express News as compare to the other channels.
- It is more likely that Hamid Mir exaggerate the issue as compare to the other anchorperson.

- It is more likely that Hamid Mir has more political affiliation as compared to the other anchorpersons.

Findings and Discussion

Table 1.3 Satisfaction from Anchorpersons of Private TV Channels

Category	Overall	Age		Education	
		Up to 22 Years	More than 22 Years	BS	Master
Geo News					
Frequently	51	58	40	44	58
Somewhat	21	18	26	24	18
Rarely	28	24	34	32	24
Express News					
Frequently	59	51	71	68	50
Somewhat	18	23	11	12	24
Rarely	23	26	19	20	26
Dunya News					
Frequently	40	28	60	52	28
Somewhat	25	29	18	24	26
Rarely	35	44	22	24	46

Figures showing percentage

Table 1.3 shows viewers’ satisfaction from the anchorpersons of private TV channels. Over all findings show that respondents are satisfied (59%) from anchor persons of Express News which is much more Geo News (51%) and Dunya (40%). In term of selected age group more than to 22 years are (71%) satisfied which is much more (51 %) of up to 22 years. Among the selected education group the respondents who are belong to the BS are (68%) satisfied which is much more (50%) of Master respondents. Exclusive findings show that Geo news is being watched by viewer’s (51%) which is much more rarely (28%) and somewhat (21%). In term of selected age group the respondents of up to 22 are satisfied (58%) from the anchorperson which is much more (40%) the respondent of more than 22. Exclusive analysis of the findings show that respondents are frequently (40%) satisfied which is much more rarely (35%) and somewhat (25%) from the anchorpersons of Dunya News. Among the selected age group the respondents of more than 22 are satisfied (60%) which is much more (28%) of up to 22 years. In term of the education group the respondents of BS are satisfied (52%) which is much more of Master (28%).

Table 1.4 Exaggeration by Anchorpersons of Private TV Channels

Category	Overall	Age		Education	
		Up to 22 Years	More than 22 Years	BS	Master
Hamid Mir					
Frequently	59	60	58	64	54
Somewhat	7	5	11	6	8
Rarely	20	21	19	20	20
JavedChaudry					
Frequently	55	50	63	64	46
Somewhat	27	31	21	24	30
Rarely	18	20	16	12	24
Kamran Shahid					
Frequently	42	39	48	48	36
Somewhat	20	18	24	20	20
Rarely	38	43	29	32	44

* Figures showing percentage

Over all findings show that Geo news anchorperson Hamid Mir exaggerate the issues as compare to and Kamran Shahid. Exclusive analysis show Geo news anchorperson Hamid Mir

exaggerated the issue frequently (59%) which is much rarely (20%) and somewhat (7%). In term of selected educated group the respondents of BS education group think that Hamid Mir exaggerated the issues (64%) which are much more Masers group (54%). In term of age group there is no significant difference has been observed. According to exclusive analysis Javedchaudry exaggerated the issues frequently (55%) which is much more somewhat (27%) and rarely (18%). In term of selected age group the respondents of more than 22 think that javedChaudry exaggerated the issues (63%) which is much more (50%) of respondents of up to 22. Among the selected education group respondents of BS think thatjavedChaudry exaggerated the issues (64%) which is much more (46%) of respondents of Masters.Findings show that Kamran shahid exaggerated the issues frequently (42%) which is much more rarely (38%) and somewhat (20%). In term of selected age group the respondents of more than 22 think that kamaranshahid exaggerated the issues (48%) which are much more (39%) Of up to 22. Whereas among the selected education group the respondents of the BS thinks that that KamaranShahid exaggerated the issues (48%) which are much more (36%) of Masters.

Table 1.5 Political Affiliations of Anchorpersons of TV Channels

Category	Overall	Age		Education	
		Up to 22 Years	More than 22 Years	BS	Master
Hamid Mir Frequently	71	71	71	76	66
Somewhat	16	16	16	12	20
Rarely	13	13	13	12	14
JavedChaudry Frequently	55	52	58	60	50
Somewhat	26	29	21	22	30
Rarely	19	17	21	18	20
Kamran Shahid Frequently	50	52	48	64	36
Somewhat	28	27	27	26	36
Rarely	22	21	35	10	28

*Figures showing percentage

Table 1.5 shows that Hamid Mir anchorperson of private TV new channels has political affiliation frequently (71%) which is much more JavedChadury (55%) and Kamran Shahid (50%). Exclusive analysis of the findings show that Hamid Mir has political affiliation frequently (71%) which is much more somewhat (16%) and rarely (13%). In term of selected education group BS respondent think that Hamid Mir has (76%) political affiliation with political parties which is much (66%) of Masters respondents. In term of selected age group there is no significant has been observed. Findings show that JavedChaudry has political affiliation frequently (55%) which is much more somewhat (26%) and rarely (19%). In term of selected education group BS respondents think that Javedchaudry has (60%) political affiliation with political parties which is much (50%) of Masters respondents . In term of selected age group respondents of more than 22 years thinks that JavedChaudry has (58%) which is much more (52%) of the respondents of up to the 22 years. Finding show that Kamran Shahid has frequently (50%) political affiliation which is much more to the somewhat (28%) and rarely (22%). Exclusive findings show that among the selected education group the respondents of BS think that Kamran shahid has (64%) which is

much more (36%) of Masters respondents. In term of selected age group there is no significant differences has been observed.

Summary and Discussion

Over all findings shows that Geo News is more frequently watched as compared (58%) Express News (46%) and followed by Dunya News (22%). Findings show that Geo news is being watch(58%) much more than somewhat (24%) and rarely (18%). Exclusive analysis show that Express News is being watched (46%) Somewhat (36%) and rarely (18%). Findings show Dunya News is being watched rarely (42%) which is much more somewhat (36%) and frequently (22%). In term of education group BS student watched (28%) Dunya News which is much more Masters Over all empirical findings show that Geo News talk shows is being watched more as compare to Express News and Duyna News among the selected age and education groups. Exclusive analysis show that viewers take interest Geo news political talk shows frequently (54%) which is much more rarely (29%) and somewhat (17%). Analysis show that viewer’s take interest in Express News talk shows frequently (46%) which is much more somewhat (28%) and rarely (26%). Findings show that viewer’s take interest in Dunya News talk shows rarely (42%) which is much more frequently (36%) and somewhat (22%). In term of selected education group the respondent of BS take interest (46%) which is much more (26%) of Master respondents. Among the selected age group respondent of more than 22 years take interest (48%) which is much more (29%) respondent of the up to 22 years.

Over all findings show that respondents are satisfied (59%) from Express News which is much more Geo News (51%) and Duyna (40%). In term of selected age group more than to 22 years are (71%) satisfied which is much more (51 %) of up to 22 years. Among the selected education group the respondents who are belong to the BS are (68%) satisfied which is much more (50%) of Master respondents. It is more likely that viewers are more satisfied with Express as compare to the other channels. Exclusive findings show that Geo news is being watched by viewer’s (51%) which is much more rarely (28%) and somewhat (21%). In term of selected age group the respondents of up to 22 are satisfied (58%) from the anchorperson which is much more (40%) the respondent of more than 22. Exclusive analysis of the findings show that respondents are frequently (40%) satisfied which is much more rarely (35%) and somewhat (25%) from the anchorpersons of Dunya News. Among the selected age group the respondents of more than 22 are satisfied (60%) which is much more (28%) of up to 22 years. In term of the education group the respondents of BS are satisfied (52%) which is much more of Master (28%). Over all findings show that Geo news anchorperson Hamid Mir exaggerate the issues as compare to JavedChaudhry and Kamran Shahid. Exclusive analysis show Geo news anchorperson Hamid Mir exaggerated the issue frequently (59%) which is much rarely (20%) and somewhat (7%). In term of selected educated group the respondents of BS education group think that Hamid Mir exaggerated the issues (64%) which are much more Masers group (54%). It is more likely that Hamid Mir exaggerate the issue as compare to the other anchorperson. According to exclusive analysis Javedchaudry exaggerated the issues frequently (55%) which is much more somewhat (27%) and rarely (18%). In term of selected age group the respondents of more than 22 think that JavedChaudry exaggerated the issues (63%) which is much more (50%) of respondents of up to 22. Among the selected education group respondents of BS think that JavedChaudry exaggerated the issues (64%) which is much more (46%) of respondents of Masters. Findings show that Kamran Shahid

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Hamid Mir anchorperson of private TV new channels has political affiliation frequently (71%) which is much more JavedChadury (55%) and Kamran Shahid (50%). Exclusive analysis of the findings show that Hamid Mir has political affiliation frequently (71%) which is much more somewhat (16%) and rarely (13%). It is more likely that Hamid Mir has more political affiliation as compared to the other anchorpersons. In term of selected age group there is no significant has been observed. Findings show that JavedChaudry has political affiliation frequently (55%) which is much more somewhat (26%) and rarely (19%). In term of selected education group BS respondents think that JavedChaudry has (60%) political affiliation with political parties which is much (50%) of Masters respondents. In term of selected age group respondents of more than 22 years thinks that JavedChaudry has (58%) which is much more (52%) of the respondents of up to the 22 years. Finding show that Kamran Shahid has frequently (50%) political affiliation which is much more to the somewhat (28%) and rarely (22%). Exclusive findings show that among the selected education group the respondents of BS think that Kamran shahid has (64%) which is much more (36%) of Masters respondents.

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