

ROLE OF MEDIA AND ITS IMPACT OF CONTENTS ON AUDIENCE: A COMPARATIVE STUDY OF MAINSTREAM PRIVATE CHANNELS

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ABSTRACT

This paper explores the role of media and its impact of content on viewers. The purpose of this research is that researchers must first understand how society affects individuals. Everyone learns social behaviour through observing others. Before TV, children learned socialization through family and peers. Cultivation theory studies TV's long-term impacts. The more time people spend 'living' in the TV world, the more likely they would believe it's a social reality. The survey method was considered to be an appropriate method for collecting information and data analysis. The population is the male and female viewers of the private news channels. A stratified sampling method for the specification of the demographic characteristics was adopted, and the population was divided based on age and gender; for data collection, the target of one hundred and sixty viewers were selected. This research revealed that the viewers/respondents' credibility assessments could be predicted by their unique media consumption patterns and media platform preferences. One of the most significant takeaways from this research was the importance of familiarity with a media outlet's format and content in shaping viewers' perceptions of that media outlet's credibility.

Keywords: Social Behaviour, Cultivation Theory, Television, Family, Media.

INTRODUCTION

Mechanical TVs came first. Mid-1800s TVs (Green, 2022). Images were filtered and projected. TVs are simpler. Mechanical TVs have pivoting plates with winding apertures (Davies & Buckberry, 1993). Baird and Jenkins made it for free. 1920s innovations. Boris Rosing and A.A. Campbell-Swinton invented TV in 1907. Eventually, their efforts led to the first electrical TV (Linn, 2003). Television is the most influential medium. Many use TV to reach their target audience because to its potency. It can attract and persuade people (Cacciatore et al., 2016). 19th- and 20th-century inventors produced TV. People and organisations raced to build a new device. Before TV, kids played outside, were more imaginative, and read more (Anderson et al., 2000). (2008). Guardians and children socialised, did errands, and ate suppers together. TV-addiction. TV's disguised action hinders imagination (Wagman-Geller, 2018). It can lead to kids saying "show me or engage me." NIMH, Rockville, Md. TV dulls kids' pain sensitivity. Growing Up on TV: A Report to Parents, NY: Times Books, 1980, pp. 91–92. Reality is more complicated than TV for some kids. Teachers and parents suffer when problems aren't solved in 30-60 minutes (Ben & Kate, 1979)

TV benefits: Update: Today TV archives content. It provides country, world, science, etc. info (Popkin, 2019). CN, Pogo, etc. captivate kids. Discovery, National Geographic, etc. are enlightening. These stations include topographical, historical, and plant/animal information (Ward et al., 2009). TVs show sensex and commercial data. Some stations broadcast movies and music. TV raises consciousness. Child marriage, reduced endowment, etc. TV teaches individuals criminal behaviours. TV promoted training. Today's parents know the value of education (Chevance et al., 2020)

TV reduces polio tolerance, TB knowledge, and population. TV shows illness causes. TV encourages yoga, too (Johnston & Taylor, 2008). Yoga can be practised at home and on TV. Some projects provide healthy diet information. TV promotes talent. People can demonstrate their talents on hundreds of reality TV shows. Teens can perform on singing and reality shows. TV democratised culture. So, others' lives are revealed. Punjab and the country love Bhangra. India does Yoga. It influenced India's westernisation. This boosts tourism and the economy (Bandura, 1971)

TV badly affects people. Effects: Kids are focused on TV. Long TV viewing affects their eyes and psyche. TV makes kids more assertive and often criminal. Today's youth are more Westernized. Growing design. Not their financial skills, but their favourite movie character. To meet criteria, they conduct improper workouts. This enhances misbehaviour. Television influenced eating patterns. They eat garbage. Teens want junk food and soda. Actors and actresses promote cold drinks and junk food on TV, therefore they don't mind. TV is immoral. Some channels air swearing. These projects damaged our reputation and lifestyle. TV reduces socialising. People would rather watch TV than socialise (Bybee & Robinson, 1982)

Two hours a day of well-chosen TV may change family connections. Families instil values. Families will gain self-confidence and rationality. Guardian-teen relationships will improve. Reduced homework time. Conversations grow individually. Returning creativity. Each relative will choose projects. Guardians are again pioneers. Reading replaces TV.

Statement of the Problem

There are many TV slots in our country, but they air more Western programmes than local ones, which promotes Western culture. The assessment focused on how TV influences auxiliary school students' culture mutilation. TV badly impacts secondary school students since most adolescents in our country think everything Western is excellent and neglect African values and cultures. Horde brain science helps the understudy embrace Western culture. They follow TV. Later, they impersonate what they see and hear. This makes our nation's way of life difficult to witness. (1999).

Justification

Everyone watches TV, even if you don't. This paper studies the effects of TV on the mass audience because of its vast viewership. People inadvertently absorb political, social, and economic themes from TV entertainment. Television may be used to teach and show people a world they may never see in real life. TV provides a distorted version of reality, which can harm people's perspective of the real world and influence how they think and behave. For this study, we must first understand how society affects individuals. Everyone learns social behaviour through observing others. Before TV, children learned socialisation through family and peers.

Objectives

1. To study the cognitive effects and habits due to exposure of individual
2. To determine the relation between watching TV and negatives behavioral effects

Research questions

1. What is the cause of psychological impact TV has on the society as a whole?

Hypothesis

1. It is more likely that TV programs/commercials change the behavior of respondent than the social media
2. It is more likely that TV affects the physical activities than the psychological

REVIEW OF LITERATURE

The 1970s growth of cable and satellite TV led to more channels and targeted programming. It permitted the growth of subscription TV networks like HBO, Showtime, and Sky in the U.S. (Gurses & Ozcan, 2015). There are 1.5 billion TVs worldwide and more viewers. Studies show people spend 3 hours a day watching TV (Lindsay et al., 2012). North Americans spend 4.5 hours a day in front of the TV and the Japanese 5, so by age 60, we've spent ten years in front of the TV (Rosebraugh, 2004). TV creates the compulsion, like drugs or smoking. The viewers want manifestations and ignore family and friends.

Too much TV also causes obesity (Stoneman, 2012). TV may be positive. It's a valuable tool for learning about countries or people we didn't know. We "go" from wildernesses to ice sheets, seafloors, iotas, and stars: better government, history, culture, and current events. Engages teaches or affects (Reyna, 2004). Link and satellite TV in the 1970s added stations and encouraged programmers to target specific audiences. It also boosted the membership of TV channels like HBO, Showtime, and Sky in the U.S. (tech productions, 2014).

TVs used vacuum tubes in the 1960s. This caused bulky, unreliable TVs. Vacuum tubes were unsuccessful for darkening TV since it required several boxes, causing reliability concerns. Early colour TVs had poor photo quality because vacuum tubes made NTSC/PAL separation easy (techproductions, 2014). Children watch more TV than ever. 2-5-year-olds spend 32 hours a week watching TV, DVDs, DVR, records, and video games. 6-11-year-olds watch TV 28 hours a week. This poll is mostly live TV (97%). 71% of 8-to-18-year-olds have a TV, 54% have a DVD/VCR, 37% have link/satellite TV, and 20% have premium stations (Liebert, Robert and Sprafkin, 1988). According to Krasno and Green (2005), research on crusade promoting has two motivations. The primary efforts are to measure the impact of political ads and how these impacts vary based on their substance, tone, or emotional aspects. The second clarifies how ads affect public opinion. The primary focus of this essay is the ephemeral impact commercials can have on viewers. The double strand warns that advertisements may never reach their intended audience, and those who do may be oblivious to their message.

THEORETICAL FRAMEWORK

This study will assess media content's influence on viewers' psychological and intellectual careers. This study aims to determine how watching private news channels affects society and the audience's ideas, attitudes, and perceptions. This study's framework is Cultivation Theory. This paper briefly discusses the theory. Theories describe, predict, and analyse concepts and phenomena and, in many cases, question and extend existing knowledge within crucial boundary assumptions. Cultivation theory studies TV's long-term impacts. The more time people spend 'living' in the TV world, the more likely they are to believe its social reality. TV visuals and ideologies strongly impact worldviews. (McT, 2017)

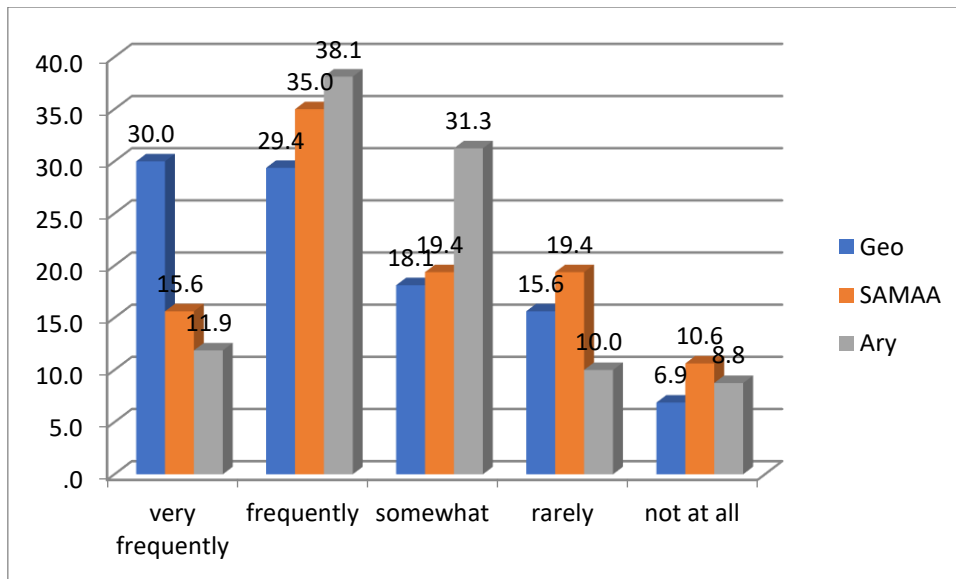
METHODOLOGY

“This study was planned to analyze the effects of private news channels on the viewers and their satisfaction level with the content provided. The methodology was the means and logical procedure for implementing a research plan or approach. The basic object of this study was to determine whether cultivation theory was appropriate. Considering the nature of the study, the survey method was considered appropriate for collecting information and data analysis. The population was the male and female viewers of the private news channels. It was further classified as university students of different universities in Lahore who watched these private channels. The unit of analysis in the present study is male and female Lahore university students. In this study, the procedure generated a population subgroup to meet the requirement of the study, the stratified method for the specification of the demographic characteristics was adopted, and the population was divided based on age and gender. For data collection, the target of one hundred and sixty (160) respondents were selected randomly.”

ANALYSES

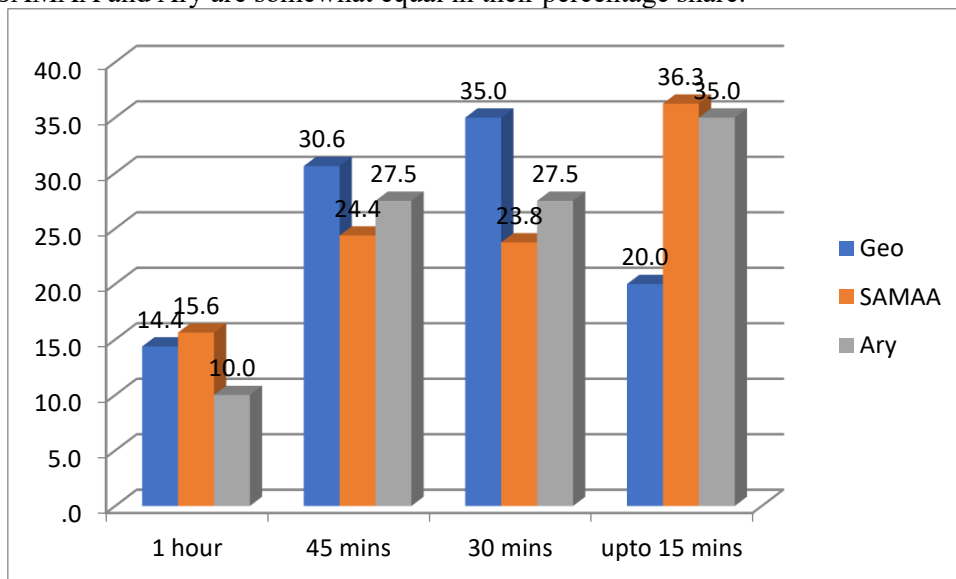
Graph 1

The sampled population prefers watching Geo over other private news television. The table above shows the result of the viewing routine of the selected people, which shows that compared to other channels, SAMMA and Ary, Geo has a fair impact. Geo has 30.0% frequent viewers, whereas SAMAA has 15.6% and Ary has 11.9%. Further, Geo has 29.4% regarding frequently watching its content, whereas SAMAA has 35.0% and Ary has 38.1%.

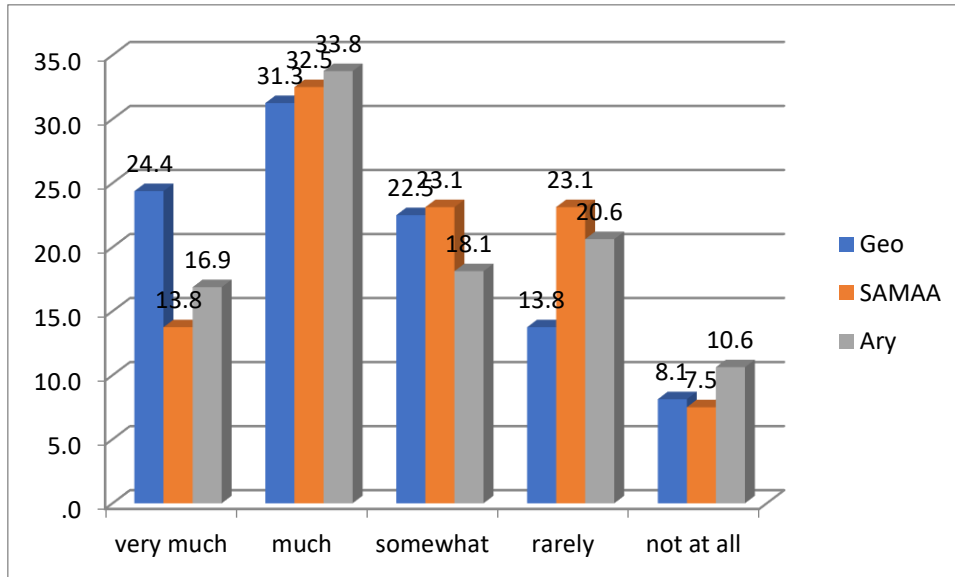


Graphic 2.

The table below shows the time spent watching the following private television channels (Geo, SAMAA, Ary). Geo has more time spent in the period from 45 mins to 30 mins. Whereas from up to 15 mins, SAMAA and Ary are somewhat equal in their percentage share.

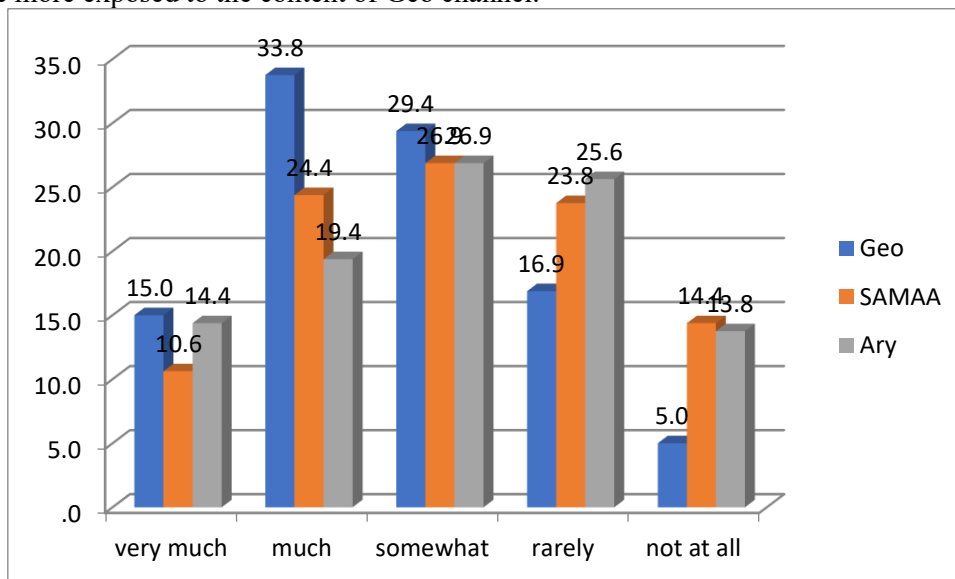


Graphic 3



Graphic 4

People are exposed to Geo more as the result shows that very much and much category it has more percentage than SAMAA and Ary. Geo has 15.0% and 33.8% in vey much and much cateory. So people are more exposed to the content of Geo channel.



DISCUSSION

This study focused on how individuals' media consumption habits and informational preferences affect their trust in traditional and newer forms of media. This study first analysed undergraduates' exposure to traditional and contemporary media. Although students regularly utilise digital and traditional media to get news and information, they favour digital sources. According to the focus groups, students prefer traditional news outlets like television and newspapers because they are more credible, professional, and established. Even with this supporting evidence for conventional media, most students still favour digital media. Participants in the FGD cited the platform's accessibility, affordability, pervasiveness, and the timeliness and currency of information on digital media as reasons for their selection. This study, consistent with the findings of Wilson et al. (2011) on traditional and online media consumption, demonstrates how audiences are shifting their focus away from traditional media outlets and onto online platforms for news and information.

In addition, this research showed that respondents rely on various forms of mainstream media and digital media for varying types of information. Students primarily utilise digital media for light

news and entertainment, while they turn to traditional media for more serious stories and to check facts they may have found online. This discovery helps to explain the trend toward greater use of digital media. Young college students in this study are more interested in celebrity news and pop culture than in serious political or social topics. Therefore they are more likely to turn to digital media than traditional outlets for their news and information needs. Furthermore, this finding lends credence to selective exposure theory, which postulates that individuals give more significant consideration to particular media messages and mediums in light of their pre-existing beliefs, interests, and preferences (Festinger, 1957). This result suggests that people are more likely to pay attention to digital media for amusement purposes but still use conventional media because they trust the information, they receive from these sources more.

The study also found that most participants have a favourable impression of mainstream media due to their long-held assumption that traditional news outlets are structured platforms where professional journalists give verifiable information whose sources are appropriately identified. Participants indicated unhappiness that mainstream media platforms often serve as mouthpieces of their owners, constraining journalistic freedom and casting doubt on the legitimacy of mainstream media. But the informality of news transmission and the anonymity of contributors in the digital media space are cited as reasons for participants' negative impressions of digital media. One of the criticisms about citizen journalism is that it often relies on information from anonymous sources. Critics of citizen journalism, according to Jurrat (2011), have noted that it is difficult to establish the veracity of such information because the authors of such posts cannot be held accountable for their publication.

CONCLUSION

This study makes a significant contribution to the research on the media's credibility by expanding the understanding that the frequency of audience exposure to media inadvertently increases audience awareness of the nature and characteristics of the media, which in turn affects the audience's evaluations of the media. Specifically, this study expands the understanding that audiences become more aware of the nature and characteristics of the media as the frequency of audience exposure to media increases. In particular, the findings of this study contribute to the expansion of the knowledge that audiences have a greater awareness of the nature and qualities of the media as the frequency with which audiences are exposed to the media rises. Specifically, the findings of this study contribute to the expansion of the knowledge that audiences have a greater awareness of the nature and qualities of the media as the frequency with which audiences are exposed to the media increases. This finding contributes to expanding the knowledge that audiences have a greater awareness of the nature and qualities of the media. This study provided evidence that audience perception of a medium is affected by their information preference on such medium, which is informed by their pre-existing beliefs and interests, demonstrating that media content affects trust in the media. This evidence was provided by the fact that the study successfully provided evidence that media content affects trust in the media. The fact that the study successfully produced proof that media content affects faith in the press was the source of this evidence offered by the survey. The evidence that the analysis presented came from the fact that it produced proof that the content of the media affected faith in the media. This research revealed that the viewers/respondents' credibility assessments could be predicted by their unique media consumption patterns and media platform preferences. One of the most significant takeaways from this research was the importance of familiarity with a media outlet's format and content in shaping viewers' perceptions of that outlet's credibility.

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