Journal of Journalism, Media Science & Creative Arts
ISSN (Print): 2959-099X ISSN (Online): 2959-1007
Volume 3, Issue 2, Page 17-31, December,31, 2023

Role of Electronic Media in Political Information: A Comparative Analysis of Geo News and Ary News

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Abstract:

Political information is the burning issue of the present time. People around the globe seek information about politics from different mediums. Among them Television is one of the most popular medium of information for politics. Television, through its news bulletin spread information to the masses for the purpose of political information. Present research study is based on content analysis technique to investigate and explore role of Pakistani big media groups in political information. This research study is based on content analysis to investigate the prime-time news bulletin headlines of two big media channels. The universe of the study was 1st July 2023 to 31st July 2023. The sample size was the 9 pm headlines of Geo News and ARY News. The empirical analysis of the data reveals that overall, Geo News broadcasted a greater number of stories related to PTI and spared most of the time to PTI as compared with other national parties. The exclusive analysis of the data also reveals that ARY News also supports PTI and broadcasted more stories. The empirical analysis of the data also reveals that all the other national political parties except PMLN were given very limited time to the stories related to them.

***Keywords**: Electronic Media, Politics, Information, Geo News, ARY News, Comparative Analysis*

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Introduction:

Scientists are constrained to define the term "political information" the concept of politics is particularly vague in literature. Even though there are definitional issues, politics addresses the issue of authority. An individual or organization is referred to as an authority if they can make choices. According to political scientists, social institutions including peer groups, families, and religious organizations help people form beliefs, attitudes, and values about the role of the government. What and how of political tenets beliefs or attitudes are answered by political information. A person's political behaviour affects his environment and his personality features. So far political information knowledge may conceptualize the process of information as it grasps oneself and one's environment (Froman, 1961).

Political information is an ongoing process by which a person develops views, attitudes, and behaviour about the political environment. The first wave of political information began to emerge in the middle of 1960. Political scientists Greenstein (1965), Torney (1967), and many others believed that political knowledge should be acquired before puberty and that learning is lifelong (Buckingham, 1997). As the concept of the person as an agency, the state, politics, and resistance to information were all left out of the fundamental idea, many scientists later contested it (Connell, 1987),

Four distinct approaches exist for political information: The assumption that pre-adult learning is permanently stored in memory is supported by the persistence model. According to the lifelong openness concept, political ideals and attitudes are always evolving.

ISSN (Print): 2959-099X ISSN (Online): 2959-1007
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Furthermore, according to the impressionable years model, political beliefs and behaviour that are susceptible to influence in late adulthood and early adolescence will then persist. Finally, it is asserted in the life-cycle concept that people are initially intrigued by apolitical ideas as adults before becoming politically oriented as they get older (Fillieule, 2022). Families, schools, and the media have always been three main forces in information (Connell, 1987).

The media serves as a window to the world's knowledge—verbal, nonverbal, intellectual, and numerical. Even in affluent nations, television is a valuable educational tool that is easily available to potential learners. Students can utilize television (broadcast and recorded) whenever and wherever they wish thanks to its extensive control features. Television's audio-visual features provide intrigue and set it apart from other media in addition to facilitating learning and providing learners with a wealth of vivid pictures. TV is a very rich medium that can convey meaning in many ways. (Bates, 1981).

As political information agents, families and schools were the focus of earlier studies, but more recent research has shown the importance of the media. Information regarding the president, vice president, and Supreme Court is delivered by the mass media, particularly TV. The most significant source of politically pertinent stimuli is television news. It invigorates the child to find news shows and discuss news events and stories with parents and peers. TV news exposure plays a role in fostering political interest, knowledge, and discussion. (Atkin & Gantz, 1978).

Objectives of the Study:

- To documents coverage given to political parties by Geo News and ARY News
- To investigate which media channels support which political party.

- To investigate time spared for broadcast of news related to different political parties.
- To explore which media channel provided most of the time to which party.

Hypothesis of the Study:

H1: It is more likely Geo News gives more coverage to PMLN as compared with PTI.

H2: It is more likely Geo News gives more time to PMLN as compared to PPP.

H3: It is more likely that ARY News will give more coverage to PTI as compared with PMLN.

H4. It is more likely that ARY News spared more time to PMLN as compared with PTI.

Significance/Rationale of Study:

The current study significantly adds to the body of knowledge on TV roles and political information because most studies in this area focus on the US and other Western nations. The purpose of this study is to add an understanding of the political information process in developing nations like Pakistan. When considerable work is done on US privately owned news media or on Western Europe with robust private TV existence, this study primarily concerns the TV role more dominantly the private channels of Pakistan i.e., ARY and Geo News in political information. This research is crucial because politically active people can create the political accountability necessary to combat current generational problems.

Review of Literature:

It has been determined through exploratory research how much political material is present in children's entertainment programs. Television is chosen as the investigational media because kids are more exposed to it. It is implied that children's television has minimal political content, however when kids watch commercials and other shows, there are various political situations that happen (Karin & David, 1981).

A study has attempted to investigate the function of the media as a information tool and how it affects adolescents' political character. The impact of network television news on political knowledge and opinion on political actors and nations is being researched. Ten-page questionnaires with two waves of distribution were given to

ISSN (Print): 2959-099X ISSN (Online): 2959-1007
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public school children in grades 7 and 10 in Lansing, Michigan (N=125), Kenosha, Wisconsin (N=155), and total 150 and 130 respectively. The questionnaire was designed to access the exposure to network television news, audience orientation, controlled variables, and politically relevant criterion variables. It has been determined that watching network television news has a significant impact on one's political knowledge and viewpoints on political individuals and nations. Additionally, it is implied that audience orientation is adversely correlated with involvement or satisfaction sought after from seeing and is strongly associated to motivation and satisfaction acquired from watching (Garramone, 1983).In the Urban Midwestern District's 18 public high schools, several surveys were distributed using paper and pencil. While data was gathered from students in two waves, one from social studies class and one by mail to their homes, there was roughly a 50% response rate from social studies teachers. 201 students responded to the poll. In study independent variable include TV accessed as dependent variable. According to research, watching late-night television and local television news is positively connected with civic engagement, with political efficacy serving as a mediating factor in this relationship (Lindsay & Tiffany, 2009). Research has been done to look into how the media influenced how US international students become politically aware during the 2008 presidential race. Investigating the non-voter's role in shaping American political dynamics is crucial. The study focuses on how newspapers, television, and online media affect foreigners who utilize those platforms as their primary source of political information, including their political interest, effectiveness, attitudes, and level of trust in political candidates. The conclusion is that newspapers and television are crucial for the political information of international students. When compared to light users who have no effect at all online, heavy users of television and newspaper have a strong influence (Kononova, Alhabash, & Cropp, 2011).

The media in Pakistan projects public's agendas after determining their preferences. Political talk shows raised people's awareness of politics. Media coverage of the various party manifestos during the 2007 election influenced public opinion. Voters were given information about political parties via the media. It seems that political programs serve as the public's primary source of political knowledge (Anwar & Jan, 2023).

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Television was created thanks to technological growth, which also had an impact on people's social lives. As far as entertainment options and accessibility, television has been developed globally. TV has been shown to be a constant in families. Therefore, a survey was used in the research to examine the impact of TV on Punjabi women. Study results showed that watching TV decreases friend interaction levels but has no effect on women's social or household activities. Additionally, exposure to TV exacerbates their process of political information (Adnan, Shabir, & Khan, 2016).

A study has been conducted to examine the effects of political information agents on young people's media consumption and political participation, such as family and peers' groups. A cross-sectional survey method was used with university students studying social sciences in Pakistan. Following completion, 228 surveys were examined using partial least squares structural equation modelling. Results showed that, compared to other information agents, peer norms had a larger influence on young people's media consumption and political activity. It is further revealed that traditional/online media, such as newspapers and television, encouraged young people to engage in politics and communicate their political opinions to others. Additionally, interpersonal communication has a significant impact on Pakistani youth's political participation (Memon, Ishak, & Hamid, 2018).

The goal of the study was to examine how Geo, Aaj, and Dunya TV's political satire programming affected political information, political awareness, voting behaviour, and the credibility of the networks. Data from 300 young people in Islamabad city was gathered through a survey. According to research results, political information and awareness are increased with increased viewing of political satire programs, but voting behaviour is unaffected. Additionally, these programs establish the credibility of channels, and Geo TV programs have greater influence than other channel's programs (Nazir & Bhatti, 2016).

Methodology:

Methodology is the process a researcher adopts to carry on different steps of research work. For this research study content analysis technique is used. Content analysis is the mode of observation. It is always indirect to physical existing material.

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Universe of the Study:

The universe of the present research study is two national TV Channels i.e., Geo News and ARY News from July 1st, 2023, to July 31st, 2023.

Unit of Analysis: The unit of analysis for this research study was news broadcasted by Geo News and ARY News on 9 pm prime time news bulletin.

Sample Size:

Sampe is the sub-set of population. Sample size for this research study was 31 days prime time news bulletin broadcasted by Geo News and ARY News.

Data Collection:

Data about the news stories related to different political parties of Pakistan was collected through coding sheet.

Data Analysis:

The collected data was analyzed by using SPSS statistical software to reach the conclusion.

Data Tabulation and Analysis:

On Airtime given to Pakistan Muslim League Nawaz PML (N) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 in Their 9 PM headlines.

Channel	Frequencies	Responses	%age	Cumulative Percentage
Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	1	3.22	3.22
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	21	67.74	70.96
	Missing Days	9	29.03	100
ARY News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	1	3.22	3.22
	More than 25 Seconds	16	51.61	54.83
	Missing Days	14	45.16	100

Table#1

Table one indicates the overall coverage given to political parties by the two different channels i.e., Geo News and ARY News in their 9 pm headlines during the month of July. Table one was related Pakistan Muslim League Nawaz (PMLN) reveals that Geo News provided more than 67% on airtime to (PMLN) more than 25 seconds while 29% were the days which was not provided any on airtime to the (PMLN) as for as ARY news space is concern the channel given more than 51% on airtime to(PMLN) in its 9pm headlines followed by more than 45% days were not provided to (PMLN) i.e. 14 days.

On Airtime given to Pakistan People Party (PPP) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 in Their 9 PM headlines.

Channel	Frequencies	Responses	%age	Cumulative Percentage
Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	2	6.45	6.45
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	20	64.51	70.96
	Missing Days	9	29.03	100
ARY News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	10	32.25	32.25
	Missing Days	21	67.74	100

Table#2

Table two indicates coverage and time given to Pakistan People Party (PPP) by the two national TV channels during the month of July 2023. Table two indicates that Geo News provided 6.45% on airtime16 to 20 seconds during the period of one month followed 64.51% more than 25 seconds news stories related to PPP and29.03% days were not allotted to PPP i.e., 9 days in a month

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while ARY News given 32.25% more than 25 seconds on airtime to PPP followed by ARY News did not provided any airtime 67.74% to PPP during the period of one month i.e., July 2023 than becomes 21 days.

On Airtime given to Pakistan Tehreek-e-Insaf (PTI) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 in Their 9 PM headlines.

Channel	Frequencies	Responses	%age	Cumulative Percentage
Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	1	3.22	3.22
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	24	77.41	80.63
	Missing Days	6	19.35	100
ARY News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	26	83.87	83.87
	Missing Days	5	16.12	100

Table#3

Table three indicates data related coverage given to Pakistan Tehreek-E-Insaf (PTI) by the two national TV Channels i.e., Geo News and ARY News during the month of July 2023. Table three reveals that Geo News provided 3.22% broadcast news 11 to 15 seconds in a month followed by 77.41% broadcasted news more than 25 seconds and 19.35% days are not broadcasted any news while ARY News broadcasted 83.87% news more than 25 seconds during the month of July 2023 and 16.12% days were not broadcasted any news it becomes 5 days in each month.

On Airtime given to Jamiat Ulama-E-Islam Fazal Ur Rehman (JUIF) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 in Their 9 PM Headlines

Channel	Frequencies	Responses	%age	Cumulative Percentage

Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	2	6.45	6.45
	Missing Days	29	93.54	100
ARY News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	8	25.8	25.8
	Missing Days	23	74.19	100

Table#4

Table four is related to the political party Jamait Ulama-E-Islam Fazal Ur Rehman (JUIF). Table four indicates that Geo News broadcasted 6.45% news stories during the month of July 2023 followed by 93.54% Geo News did not broadcast any news story related to (JUIF) that becomes 29 days in a month while ARY News broadcasted 25.80% news stories during the month of July 2023 more than 25 seconds and 74.19% days off for (JUIF) that becomes 23 days.

On Airtime given to Jamiat E-Islami (JI) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 in Their 9 PM headlines.

Channel	Frequencies	Responses	%age	Cumulative Percentage
Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	8	25.8	25.8
	Missing Days	24	77.41	100
ARY News				

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5-10 Seconds	Nil	Nil	Nil
11-15 Seconds	Nil	Nil	Nil
16-20 Seconds	Nil	Nil	Nil
21-25 Seconds	Nil	Nil	Nil
More than 25 Seconds	11	35.48	35.48
Missing Days	20	64.51	100

Table#5

Table five reveals the data related to Jamat-E-Islami (JI) during the month of July 2023 by two major TV Channels i.e., Geo News and ARY News. The table reveals that Geo News broadcasted 25.80% news stories more than 25 seconds in the whole month followed by 77.41% days were not broadcast any news story related to (JI) while ARY News broadcasted 35.48% news stories more than 25 seconds during the month and 64.51% days were not broadcasted any news stories that become 20 days in a month.

On Airtime given to Mutaehda Qomi Movement (MQM) By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 In Their 9 PM headlines

Channel	Frequencies	Responses	%age	Cumulative Percentage
Geo News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	8	25.8	25.8
	Missing Days	24	77.41	100
ARY News				
	5-10 Seconds	Nil	Nil	Nil
	11-15 Seconds	Nil	Nil	Nil
	16-20 Seconds	Nil	Nil	Nil
	21-25 Seconds	Nil	Nil	Nil
	More than 25 Seconds	10	32.25	32.25
	Missing Days	21	67.64	100

Table#6

Table six reveals the coverage related to the Mutaheda Quomi Movement (MQM) during the month of July 2023. The table shows that Geo News broadcasted 25.80%

news stories more than 25 seconds during the month of July 2023 followed by 77.41% days were not broadcasted any news stories related to (MQM) while ARY News broadcasted 32.25% news stories more than 25 seconds during the month and 67.64% were not broadcasted any news story related to (MQM)

Overall On Airtime given to All the Major Parties By the Two National Electronic Media Groups from July 1st, 2023, to 31st July 2023 In Their 9 PM headlines

Channel	Parties	No. of Stories	Total Duration
Geo News			
	PMLN	33	20 Mints 40 Seconds
	PPP	23	13 Mints 3 Seconds
	PTI	91	52 Mints 5 Seconds
	JUIF	3	1 Mint 3 Seconds
	JI	11	5 Mints 2 Seconds
	MQM	4	2 Mints 15 Seconds
ARY News			
	PMLN	25	17 Mints 20 Seconds
	PPP	11	5 Mints 31 Seconds
	PTI	66	38 Mints 30 Seconds
	JUIF	11	5 Mints 31 Seconds
	JI	10	5 Mints 21 Seconds
	MQM	8	4 Mints 20 Seconds

Table#7

Table seven reveal overall time provided to all the major political parties of Pakistan during the month of July 2023. The table reveals that Geo News broadcasted 20 mints and 40 seconds time and 33 stories related to (PMLN) followed by 13 mints and 3 seconds and broadcasted 23 news stories related to (PPP) while 52 mints and 5 seconds time were given to (PTI) and broadcasted 91 stories, and 1 mint and 3 seconds were given to (JUIF) and broadcasted only 3 stories, similarly 5 mints and 2 seconds space were provided to (JI) and broadcasted only 11 news stories and 2 mints and 15 seconds time was given to (MQM) and broadcasted only 4 news stories.

Summary and Conclusion:

Data tabulation and its exclusive analysis reveals that Geo News provided most of the time to PTI as compared with other parties and broadcasted 91 news stories during the month of July 2023. The analysis of the data does not support our first hypothesis i.e.,

ISSN (Print): 2959-099X ISSN (Online): 2959-1007
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"it is more likely Geo News give more coverage to PMLN as compared with PTI". The exclusive analysis of the data also reveals that Geo News spared more time i.e., 20 mints and 40 seconds to PMLN during the month of July 2023 as compared with PPP which has been given time 13 mints and 3 seconds. The empirical analysis of the data supports our second hypothesis, "it is more likely Geo News gives more time to PMLN as compared to PPP".

The data tabulation and its empirical analysis reveals that ARY News broadcast a greater number of stories about PTI i.e., 66 stories during the month of July 2023 as compared with PMLN which got 25 news stories during the month of July 2023. The exclusive analysis of the data supports our third hypothesis "it is more likely that ARY News give more coverage to PTI as compared with PMLN". As for the time provided for broadcast news about PTI and PMLN. The exclusive analysis of the data reveals that PTI has got more time by ARY News as compared with PMLN. The exclusive analysis of the data does not support our fourth hypothesis "it is more likely that ARY News spared more time to PMLN as compared with PTI".

Conclusion:

Data tabulation and its empirical analysis reveals that both the TV Channels i.e., Geo News and ARY News spared more time to PTI as compared with PMLN and other national parties. The data also reveals that Geo news provided more time and broadcast a greater number of stories about PTI as compared with other parties.

So, it is concluded that overall, both the TV channels focused on PTI while stories related to PMLN were relatively good. As far as the other big national parties are concerned Geo News and ARY News broadcasted very few stories and spared very few times during the month of July 2023. It is also concluded that overall PTI is the most famous party in big media groups as reflected in the analysis. Based on findings and interpretations it is also concluded that big media groups like Geo News and ARY News very little focus on the coverage of PPP, JUIF, JI, MQM and other parties.

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