

An Analytical Study On Talk Shows Of Pakistani Electronic Media And Its Impact On Middle Class Society Of Pakistan

Zubair Ahmed¹, Dr. Jahanzeb Khan², Dr.Muneera³, Dr.Mahreen Siddiqui⁴, Dr. Rukhshanda Zarar⁵

¹Department of Social Work, University of Karachi

²Assistant Professor, Area Study Center, University of Balochistan, Quetta.

³Assistant professor Department of social work, Federal Urdu university arts science and technology Karachi

⁴Lecturer department of Psychology University of Balochistan, Quetta

⁵Lecturer, social work department sardar Bahadur Khan women's university Quetta

ABSTRACT

The purpose of this research is to determine what the most prevalent topics and ideas are in the current affairs discussion programs broadcast on Pakistani television. Informative and opinionated talk programs on news networks give information and opinions on government policy and politics as well as socio-economic issues such as education, mental health, and development. In order to achieve our goals, we used qualitative research in conjunction with theme analysis to examine the contents of seven distinct current affairs discussion programs that were broadcast on a popular television news channel in Pakistan. The results of 100 talk programs were evaluated over the course of three months (October, November, and December 2020). In accordance with the purposive sampling method, Ajj Shahzeb Khanzada ke Sath (GEO NEWS), Kal Tak (EXPRESS NEWS), and On the Front (DUNYA NEWS) were chosen from among three talk shows. According to the findings of the research, the vast majority of the time (80 percent) was devoted to political concerns, with less than one percent of the time devoted to education, mental health, development, and the economy, among other things. According to the findings of this research, all Pakistani news networks have adopted a nearly identical pattern for their political discussion programs, in which they invite both government and opposition parties to debate current events and political concerns with the audience. The presenters add to the drama by decontextualizing political matters and, in some circumstances, have been shown to be politically biased themselves. Furthermore, on the talk shows, there is little debate about the solutions to the many political, social, and economic problems that the country is now facing.

Keywords: Political Communication; Talk Shows; Pakistani Youth; Policy Makers ,

Introduction:

The nature of political communication has evolved in recent years, and according to present research studies, the connotations of the term "Democracy" are changing. In today's world of international politics, the media plays an important role. The coverage of political concerns by the media, according to several social science and communication studies researchers, may lead to a gap in the conduct of political affairs. The media, especially television, is often seen as having sufficient importance in international

political affairs, according to several communication academics.

Before and during elections, the news media give a platform for political parties and their candidates to gain the confidence of prospective voters. However, there is no impending election or political programme that may inform people by presenting a variety of viewpoints on important political issues. The news media may serve as a watchdog, keeping an eye on public authorities and directing them so that they do not violate the people's confidence. When it comes to integrating their strategic responsibilities, electronic media

has emerged as the most effective optional supporting instrument for the various nations. The investigation looked at whether the use of media has an impact on both the development approach and structural capabilities, both of which help to enhance the country's presentation. (Farooq, Kinsa, Dr. Siraj Bashir, Huma zafar, Rukhsanda and Dr. Waseem, 2012)

The proper access to the 'Electronic Media' system contributes to the social and political efficiency of the nation. This research was carried out utilizing a deductive strategy and a questionnaire survey technique, as well as a quantitative and cross-sectional approach, in addition to other methods. It was decided that the replies obtained would be analyzed via the Statistical Package for Social Sciences or any other relevant programme in order to get meaningful findings. Conclusion: There is no question that the 'Electronic Media' has a good impact on the social-political growth of the nation, as shown by the findings of the study. All of the aspects of electronic media taken into consideration for the research showed a beneficial impact.

Many studies have demonstrated that the availability of satellite and cable television has increased substantially in recent years, as seen by the conclusions of many studies. A further point to mention is the fact that a single television set is being watched by a big number of people all at the same time (Jensen & Oster, 2019). Television systems are developed for transmission as part of the ideation and planning stages of the production process. A consequence of its extensive usage, television media has increased in popularity and has risen to become one of society's power centers as a result of its distribution system that is centered on the center and periphery. Another important quality of television is the sense of familiarity and close contact that it seems to be able to build between the viewer and the anchor, as well as between the actors and participants on screen during a show's broadcast. Despite the fact that television is generally considered to be a source of entertainment, no one can deny that it plays an important role in contemporary politics, and that it is widely regarded as the primary means of

communication between politicians and citizens, particularly during election seasons (McQuail, 2015).

Private media has a significant influence on Pakistani politics, and it has played an important role in forming public opinion in the nation as a result. In this process, the launch of specific discussion and chat programmes on large private news networks acts as a jumping off point for participants. (Bashir, Siraj et al, 2021) The anchors of these talk shows serve as a liaison between the general public and politicians, or between the ruling party and the opposition, and they provide a forum for all political parties involved to exchange and argue their points of view in front of the camera, allowing the general public to form their own opinions on policy issues. In response to the popularity of these shows, the anchor persons of the programmes started to see themselves as experts and began to voice their own ideas on policy issues, and as a consequence, they have transitioned from the position of mediator to that of active participant (Khan, 2009). Political debate shows, which are a cornerstone of Pakistani television programming, predominate on the country's broadcasting channels. Such discussion shows are responsible for a considerable amount of the news engagement of the majority of Pakistan's people, according to a recent survey. It is believed that news engagement encompasses more than simply casual news viewing and is mainly concerned with the cognitive and motivational components of information consumption (Livingstone & Markham, 2008). Although less common than civic engagement, news engagement is more frequent than civic engagement since the former focuses on news while the latter involves formal activity that may necessitate the establishment of an institution (such as voting) (Lu & Liquid, 2020). The word "political effectiveness" is strongly associated with the term "news engagement." Political efficacy may be broken down into two categories.

According to the reference, political efficacy is defined as the capacity to participate in passive political participation in the form of news engagement, which is required for a democratic

society (Semetko & Valkenburg, 1998). It is commonly recognized that when people are confident in their own ability to be well educated and understand politics, they are motivated to keep themselves up to date and to work to enlighten others as well (Tewksbury, Hals, & Bibart, 2008). Tewksbury, Hals, and Bibart (2008) developed a formalized formalized (Tewksbury, Hals, and Bibart, 2008). Existing research also suggests that people's trust in the media as a reliable source of political information has an impact on the outcome of news consumption (Tsfati & Cappella, 2003; 2005), because people prefer to pay attention to the sources, they believe to be credible (Tsfati & Cappella, 2003). (Gaziano, 1988; Kiouisis, 2001).

In recent years, due to the rapid growth of electronic media development, television has become one of the most widely accessible media platforms. This interactive and two-way communication is becoming more important as a result of the widespread usage of electronic devices, notably smartphones. According to a growing body of data, public health social marketing campaigns conducted via mainstream media have been found to have a direct and positive influence on behavior.(Bashir,Siraj et al, 2021)

A very complete and in-depth analysis is required in order to fully appreciate the process of creating awareness about mental health and physical difficulties in order to attain this aim. In assessing whether or whether there is a link between different modalities of communication, this study may show to be beneficial. It is the researcher's primary goal to understand how social media (www.youtube.com) campaigns and machine-assisted interpersonal group conversation may improve the communication skills of pupils. When combined with the Solomon four-group experimental paradigm, this practical research may be beneficial in identifying the degree to which children's behaviours have altered. When it comes to their health and well-being, young people are particularly vulnerable in the digital age, which presents both issues and opportunities for impacting their health and well-being. There

have been a number of experimental studies and campaigns conducted throughout the world, especially in regard to the use of social media to improve children's health. As a result, a number of procedures have been established to improve the health and physical fitness of preschoolers. To develop effective health campaigns in the future, especially for kids, it is critical that Pakistan conducts experimental research to determine the function of social media in order to understand how it works.(Farooq et al,2022)

Communication is a necessary component of daily life in almost every situation. Communication helps us to express ourselves in a clear and succinct way, which is essential in today's world. Because of communication, we are considered to be part of society. Communication techniques have become much more convenient in today's society as a result of the proliferation of digital media. The development of digital media has been nothing short of astonishing. Almost every nation on the planet has access to this resource. By making our lives more interesting and easier, digital media helps to enhance the overall quality of our lives.

Interacting with individuals in our near neighborhood is made possible by social networking sites like Facebook and Twitter. As a consequence of this advancement, we have the opportunity to get unique information. Providing us with some background knowledge on the world and what is going on across the world is quite useful. Through the use of social networking sites such as Facebook, we may remain in contact with our relatives and friends. Social networking sites enable us to communicate with our friends and family in a more intimate way than we could otherwise. Musical and video-based services, as well as sporting events and video-based games are all available on social media websites such as Facebook and Twitter. We have the ability to express ourselves and engage in the programme via the use of social media platforms. We may strengthen our capacity to speak with people by participating in social media stuff as well. The use of social media has had a tremendous influence on the way we live our lives. We currently utilize

social media platforms such as Facebook and WhatsApp to trade information, but in past years, we relied on MSN Messenger to communicate with one another. When it comes to having access to social networking websites at your fingertips, the creation of the mobile phone is one of the handiest options available. Education has benefited from the usage of social media, which has contributed in the expansion of the business. People and communities who are underserved by traditional media may now get the best information available via the usage of digital media.

In today's society, the role of the media is getting more significant with each passing day. In order for it to be a catalyst for revising the word as it advances through the phases, it must be able to do so quickly and efficiently. Media coverage is now aiding democracies and promoting the economic recovery process. In this day and age, the media serves an unexplained purpose as a point of departure in a certain area of endeavor. As a result, now that the government has established the media as an efficient medium for gathering and communicating public opinion, the media in Iraq is continually developing and altering popular religious beliefs as well as political approaches and opinions on inconsistency motion. Also influenced by it are political input, political traditions, and public need for political progress, as well as policy issues and issues of importance

Problem Statement

Electronic Media is designed to alter the way we think about government; thus, it may wish to begin by altering the way we think about data in order to do this. These tactics are not always appropriate in the data-driven world that is frequently focused on facts, but they do have their place. Without a question, industrialized nations have already reaped significant benefits from "Electronic Media" in terms of economic growth, but only a few steps have been made in the direction of social and political development. Because of this, the purpose of this study is to address the issue of the influence of 'Electronic Media' on the political, mental health and social

growth of Pakistan by addressing the question of what impact it has. The findings of this study will illustrate the patterns of effect that talk shows have on television viewers' behavior and how they might be avoided. It will never be possible to guarantee political stability in Iraq since the country is still in the developmental stage. However, with the development of new private news channels, information is now being sent to television viewers in real time, rather than delayed. It is possible that as a consequence of this element, the information's effect on the viewer's attitude is heightened. We would be able to have a better knowledge of the tactics and patterns of media in Pakistan from a prospective aspect if we examine the influence of talk shows in boosting political awareness among young people.

Research Questions

In order to achieve the objectives, the following research questions are formulated:

1. What 'Electronic Media' can do for social and political development?
2. What combination of education and hands-on experience must provide by 'Electronic Media'?
3. What are the impacts of 'Electronic Media' policies of the Pakistan in development of social-political and health process?

Objectives of Research

In order to know the answer of how researcher will carry this study it is better to probe into following objectives:

1. Work out a strategy which shows impact of 'Electronic Media' in social-political and mental health development.
2. An 'Electronic Media' access is a magical key that any country can use to assimilate its development purposes.
3. To analyze the influence of political talk shows in creating political awareness among the educated youth of Pakistan.

Literature Review:

To get information on general social media use, we also used a variety of data gathering approaches (on-site observations, interviews, and questionnaires) in addition to traditional survey methods. This paper was examined various social networking sites, various fields (such as business and commerce), various areas (such as education, health and medical education, and so on) in which social media is widely used these days, as well as its positive and negative aspects, and will provide recommendations for dealing with the negative effects of social media on society.

According to a number of studies, television is often recognized as the most powerful mass communication medium, and it has the capacity to have a significant influence on its audience. Many scientists feel that, when compared to other sources of information, it is the most persuasive and important source of information because of the visual appeal it has (Schoenbach & Lauf, 2012). According to a study conducted by the Pew Research Center (2000), nearly seventy percent of respondents rely on television for information, while thirty-one percent get their information from newspapers, twelve percent listen to the radio, six percent use the Internet, and the remaining three percent look for information in magazines. An investigation by the National Readership Studies Council (2006) discovered that over 112 million Indian homes had access to a television, with sixty-one of those households having cable or satellite access, according to a survey conducted by the organization.

A huge number of social scientists feel that the effects of television on human behaviour are the most important problem that the social science community is now confronted with. According to Zia (2003)'s argument, contemporary media occupies a key role in our society since it gives materials from which we may create our identities and meaning while also arranging society in the way that is essential for us. Media is now serving as the nervous system of modern society, which is a significant development. Television is the most significant innovation in the field of communication technology, and social scientists have found that, while instructors simply educate,

government administrators administer, and religious leaders preach, the media has a profound impact on the general public's quality of life. According to McQuail (2005), a well-known social scientist, the repercussions of political communication on politics are quite substantial. Consider how competing politicians and political parties make great use of the media during election campaigns, and how there is a steady flow of news that communicates crucial signals about political events, as is the situation in the United States.

For the most part, we can agree that politics is pointless right now unless it is accompanied by mass media coverage. The behaviour of media corporations themselves, according to Rajesh (2011), is critical for those researchers who seek to examine the political ramifications of mass media to do so as well as their own conduct. In reality, as the name indicates, a media institution serves largely as an intermediate and mediating organisation for information and ideas. It is also clear that the majority of our contacts with the government, political leaders, and people of other cultures are based on information obtained through the news media and other sources.

Because of his exposure to news talk programmes, the researcher has been interested in the effect and evolution of mass media on society and the general public. He is now doing study to learn more about this topic. In his examination, the researcher strives to stomp on these influences, which include civilization, economics, social difficulties, and the state, among other things. Thus, there is an abundance of material available on the subjects of media and political awareness. The relationship between media and political awareness, mass media and voting behaviour, the media's impact on political statistics, and other areas of interest to academics in scientific disciplines seem to be particularly fascinating to researchers. A number of consistent objectives are also included in this study, including an investigation into and assessment of the factors that lead to the modification and change in the course of political events. It goes without saying that the growth in the number of television system

viewers programmes in the recent past is a clear sign of cultural progress. In tandem with the expansion in television system viewing has come the rise of a new kind of audience, one that may be characterised by their way of life and their categorisation.

Due to this cultural influence, completely different levels of behaviour are established, as well as the establishment of entirely new socio-economic conditions. The impact of such initiatives on public behaviour has been the topic of several studies, but it has proven difficult to pinpoint their specific effects on individuals. As a result of differences in socio-economic environments from one country to the next, there is a wide range of approaches. For the first time in human history, electronic media is more well-known than any other kind of communication. According to a general rule, the media disseminate information on socio-political and mental health issues, including important topics such as fitness and culture as well as cleanliness. They also disseminate information on rising commodity prices as well as the general state of the country and its people, among other things. In contrast, the goal of this research is to focus on the political elements of electronic media, rather than the technical ones. With the job of steering the spacecraft's orbit has been entrusted to the media. Among other things, it serves as a tool of state policy and as an effective route for the aggregation and articulation of interests among Iraqi media professionals. Pakistani media outlets utilise it to shape and structure public views, viewpoints, and perceptions on a variety of topics such as policy, conflict resolution, cultural and political involvement policies, public inquiry policies, policy development, and policy issue on a continual basis.

According to a new survey conducted by Curtis, kids all over the globe have abandoned Facebook in favour of social media platforms such as SnapChat, Twitter, and Instagram, among others (Curtis, 2018). The "entertainment media" (which, according to Victoria Rideout, includes "more than double the overall amount of time spent in school each year among the younger generation,

as measured by the amount of time they spend on social media") is responsible for "more than double the average amount of time spent in school." According to the research of Robert E. Rideout, social impact (also known as "influence") is a significant influence on a person's ideas, beliefs, and attitudes, among other things (2018). According to her research, the typical American teenager spends around 7 1/2 hours per day solely playing on the internet, which does not include the time they spend multitasking at the same time. One alternative is to utilise a smartphone for a variety of functions such as entertainment, communication, and social networking, amongst other things. According to Rideout, the amount of time spent on the Internet has expanded significantly in recent years, distinguishing social networking from a fulltime job or a long-term educational endeavour (Rideout, 2018). Abelardo Pardo, who believes that digital technology will serve as a starting pad for new breakthroughs in the future, is inviting consumers to submit feedback on the goods and services he has to offer via this survey.

Just as electronic media has grown in popularity, so have all of the shows, which are now broadcast on television and shared on social media platforms. Facebook is the most popular social media network on the Internet, both in terms of the total number of members and in terms of the amount of brand awareness that the network generates for its users. Twitter is the second most popular social media network on the Internet, behind only YouTube in terms of overall popularity. With more than 1.59 billion monthly active users in the twelve years since its creation on February 4, 2004, Facebook has established itself as one of the most successful platforms for connecting people all over the world with your brand. Over 1 million small and medium-sized businesses are expected to use the platform to market their goods and services in the near future, according to projections.

According to recent studies, the media has a number of consequences on the growth of middle-class societies. In order to promote the whole development of children's physical, mental, and

social health, it is necessary to have a positive attitude toward the entire development of children. On the other hand, it displays a lack of concern for the health of children. The likelihood of being fat increases in children who are exposed to an excessive amount of advertising for unhealthy foods. The typical consumer now spends almost 12 hours per day interacting with digital media. A rise in online abuse and crime has resulted as a consequence of this development. Individuals are also engaged in the practice of social competence.

Social networking sites are also prompting us to become more conscious of the brands we associate with. In addition to attitudes toward branded apparel, beverages, perfumes, and shoes, there are other issues. Brands are all fighting for our attention and attempting to influence our decision-making processes. It is the dream of every person to be in possession of such lavish assets. Promotion of these items is also done via the use of films and television programmes. As we spoke about our out-of-date technologies, such as television and video cassette recorders (VCRs), we realized that this was the period of time during which our family's relationships were beginning to change as well. Likewise, the feeling of belonging within the family strengthens as a result of this process. We spent quality time with our family and enjoyed the company of one another. Digital media may not be a top focus in certain urban areas, despite the fact that they are becoming more important. Additionally, disaster occurs as a consequence of the geographical distance between them.

Data Analysis

	Overall	Male	Female
Dunya News			
Frequently	38.7	23.3	15.4

Methodology:

A convenience sampling strategy is being employed for the purpose of data collection, with 150 responses being selected from a total pool of 150 participants. In this study, respondents were divided into two groups based on their responses, which were as follows: (75 Males & 75 Females). In light of the specification of the respondents' demographic characteristics as well as the identification of their subgroups via stratified sampling, the convenience method of data collection was determined to be the most suitable technique of data collection for this study. All of the respondents were personally contacted as part of the face-to-face procedure that was utilised. A pre-test was delivered to a homogenous sample of participants throughout the month of February 2021. Following the conclusion of this procedure, three hundred respondents were polled via the distribution of questionnaires to determine their opinions.

Analysis:

Data is gathered from a sample of people, and the population is divided into categories based on gender and geography. Table summarizes the viewing patterns of private news and current affairs channels as reported by their viewers. According to empirical results about viewers' viewing preferences of chosen channels, the majority of viewers choose to watch GEO News more often (72.7 percent) than Express News (61.3 percent), with Dunya News coming in second place (38.7 percent).

Somewhat	50.7	22.7	28.0
Not at all	10.6	6.0	4.6
Express News			
Frequently	61.3	33.7	27.6
Somewhat	36.0	15.0	21.0
Not at all	2.7	1.4	1.3

Geo News	Geo News	Geo News	Geo News
Frequently	Frequently	Frequently	Frequently
Somewhat	Somewhat	Somewhat	Somewhat
Not at all	Not at all	Not at all	Not at all

Question: 01 Do You Watch News Show?

MALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE

Do You Watch News Show?

Yes	No	Don't Know
-----	----	------------

CENTRAL	79.17	Hub	16.67	WEST	54.17
KORANGI	75.00	KORANGI	12.50	Quetta	37.50
Hub	66.67	MALIR	8.33	MALIR	25.00
MALIR	58.33	Quetta	8.33	CENTRAL	20.83
Quetta	50.00	CENTRAL	0.00	Hub	16.67
WEST	41.67	WEST	0.00	KORANGI	12.50

FEMALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE

Do You Watch News Show?

Yes		No		Don't Know	
WEST	91.67	CENTRAL	8.33	CENTRAL	66.67
KORANGI	83.33	Hub	8.33	Hub	54.17
Quetta	66.67	Quetta	4.17	MALIR	37.50
MALIR	58.33	KORANGI	0.00	Quetta	20.83
Hub	37.50	MALIR	0.00	KORANGI	16.67
CENTRAL	25.00	WEST	0.00	WEST	8.33

Are you addicted to Talk Shows?

YES		NO		MAY BE		No Reply	
Hub	100.00	Quetta	12.50	KORANGI	68.75	MALIR	2.08
CENTRAL	77.08	CENTRAL	6.25	WEST	33.33	CENTRAL	0.00
MALIR	68.75	WEST	4.17	MALIR	27.08	Hub	0.00
Quetta	68.75	KORANGI	2.08	Quetta	18.75	KORANGI	0.00

WEST	62.50	MALIR	2.08	CENTRAL	16.67	WEST	0.00
KORANGI	29.17	Hub	0.00	Hub	0.00	Quetta	0.00

Question: 03 Are you able to respond quickly to a information shared in program?

MALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE
Are you able to respond quickly to a information shared in program?

Yes		No		Sometime	
MALIR	91.67	KORANGI	66.67	Hub	58.33
CENTRAL	75.00	WEST	16.67	Quetta	58.33
Hub	41.67	CENTRAL	12.50	WEST	41.67
WEST	41.67	Quetta	4.17	CENTRAL	12.50
Quetta	37.50	Hub	0.00	KORANGI	12.50
KORANGI	20.83	MALIR	0.00	MALIR	8.33

FEMALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE
Are you able to respond quickly to a information shared in program?

Yes		No		Sometime	
MALIR	62.50	KORANGI	62.50	Hub	75.00
Quetta	58.33	MALIR	8.33	WEST	75.00
CENTRAL	37.50	WEST	8.33	CENTRAL	62.50
KORANGI	37.50	Hub	4.17	Quetta	37.50
Hub	20.83	Quetta	4.17	MALIR	25.00

WEST	16.67	CENTRAL	0.00	KORANGI	0.00
------	-------	---------	------	---------	------

Are you able to respond quickly to an information shared in program?

Yes		No		Sometime	
MALIR	77.08	KORANGI	64.58	Hub	66.67
CENTRAL	56.25	WEST	12.50	WEST	58.33
Quetta	47.92	CENTRAL	6.25	Quetta	47.92
Hub	31.25	MALIR	4.17	CENTRAL	37.50
KORANGI	29.17	Quetta	4.17	MALIR	16.67
WEST	29.17	Hub	2.08	KORANGI	6.25

Question: 04 Do you feel desperate about going situation in country?

MALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE					
Do you feel desperate about going situation in country?					

Yes		No		May be	
Hub	29.17	CENTRAL	75.00	WEST	37.50
MALIR	16.67	KORANGI	75.00	MALIR	33.33
CENTRAL	12.50	Quetta	62.50	Quetta	33.33
KORANGI	12.50	WEST	54.17	Hub	20.83
WEST	8.33	Hub	50.00	CENTRAL	12.50
Quetta	4.17	MALIR	50.00	KORANGI	12.50

--	--	--	--	--	--

FEMALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE

Do you feel desperate about going situation in country?

Yes		No		May be	
MALIR	16.67	KORANGI	79.17	CENTRAL	58.33
Quetta	8.33	Hub	75.00	WEST	50.00
Hub	4.17	MALIR	70.83	Quetat	29.17
KORANGI	4.17	Quetta	62.50	Hub	20.83
CENTRAL	0.00	WEST	50.00	KORANGI	16.67
WEST	0.00	CENTRAL	41.67	MALIR	8.33

Do you feel desperate about going situation in country?

Yes		No		May be	
Hub	16.67	KORANGI	77.08	WEST	43.75
MALIR	16.67	Hub	62.50	CENTRAL	35.42
KORANGI	8.33	Quetta	62.50	Quetta	31.25
CENTRAL	6.25	MALIR	60.42	Hub	20.83
Quetta	6.25	CENTRAL	58.33	MALIR	20.83
WEST	4.17	WEST	52.08	KORANGI	14.58

Question: 05 Does your mood change after watching Talk shows?

MALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE					
Does your mood change after watching Talk shows?					

YES		NO		Don't know	
EAST	75.00	CENTRAL	45.83	MALIR	58.33
WEST	62.50	KORANGI	37.50	SOUTH	45.83
KORANGI	37.50	SOUTH	25.00	WEST	37.50
CENTRAL	33.33	EAST	8.33	CENTRAL	20.83
MALIR	33.33	MALIR	8.33	KORANGI	20.83
SOUTH	25.00	WEST	0.00	EAST	16.67

FEMALE GENDER WISE COMPARATIVE DATA IN PERCENTAGE					
Does your mood change after watching Talk shows?					

YES		NO		Don't know	
WEST	83.33	KORANGI	29.17	CENTRAL	33.33
MALIR	66.67	Quetta	20.83	Quetta	25.00
Hub	62.50	Hub	16.67	Hub	20.83
CENTRAL	58.33	MALIR	16.67	WEST	16.67
KORANGI	58.33	CENTRAL	8.33	KORANGI	12.50
Quetta	54.17	WEST	0.00	MALIR	8.33

--	--	--	--	--	--

DISTRICT WISE COMPARATIVE DATA IN PERCENTAGE

Does your mood change after watching Talk shows?

YES		NO		Don't know	
WEST	72.92	KORANGI	33.33	Quetta	35.42
Hub	68.75	CENTRAL	27.08	MALIR	33.33
MALIR	50.00	Quetta	22.92	CENTRAL	27.08
KORANGI	47.92	Hub	12.50	WEST	27.08
CENTRAL	45.83	MALIR	12.50	Hub	18.75
Quetta	39.58	WEST	0.00	KORANGI	16.67

Discussion:

Individual Impact

Using social media to share knowledge and foster social behaviors may be beneficial to everyone, especially middle-class persons. Public relations, patient education, and communication with students and colleagues are all possible uses for social media among health care professionals. It is possible that health care workers may utilize social media to improve patient outcomes, build a professional network, increase personal knowledge of news and advances, motivate patients, and disseminate health information to the public. Physicians are the most likely to participate in online forums, where they may read news headlines, listen to experts, research medical breakthroughs, discuss patient concerns with colleagues, and network with other physicians and medical students, among other things. As well as discussing and making

suggestions, they may also share their findings, promote their practices, and engage in health advocacy. They may also explore and share ideas with one another. In addition, a large number of physicians use social media to engage directly with patients in order to enhance clinical treatment outcomes and outcomes for patients. Indisputable evidence exists to suggest that social media is having a considerable effect on healthcare systems throughout the world, with implications for rich and developing nations alike in terms of access to care. Healthcare consultants contribute to the improvement of the overall quality of healthcare for a wider number of people, while their clients may use the knowledge, they get to empower themselves, their families, and their communities as well.

The three programs chosen for this study (Aaj Shahzeb Khanzada Ke Sath, On the Front, and Kal Tak) are all shown during prime time on a

national television network. Television media, dubbed the "new buzz industry" in marketing, includes businesses of all kinds, as well as organizations and brands that use it to disseminate information and influence partners, as well as to establish connections and form groups. A range of business applications rely on web-based social networking to enhance the execution of their organizations in a variety of ways, such as meeting corporate goals or expanding their yearly product offers. It has the advantage of operating as a correspondence stage that allows for two-way communication between an organization and its shareholders via the use of a web-based social networking platform. Different long-distance informal communication destinations may be beneficial in helping a firm reach its objectives. A large percentage of the company's revenue is generated via the promotion of its products and services on the internet, with the goal of attracting the greatest number of clients possible. Because of the widespread use of the internet, customers may interact with and engage with companies on a more personal level. The use of electronic media to promote a company's goods and services is something that many businesses consider when developing their marketing strategy.

Social Impact

As we all know, social media may have a tremendous effect on our society, and it can also be utilized to amplify the impact of social media. As a consequence of a number of electronic media places, the manner in which individuals communicate and engage on the internet has changed. Individuals may reconnect with their former friends, spouses, and mates via the usage of person-to-person communication destinations, which are growing more popular in recent years. Destinations for person-to-person interaction provide individuals the possibility to re-connect with former partners, loves, and mates via the medium of internet chat. Individuals are also

more likely to have an impact on new partners and to share things with them, such as images, sounds, and recordings. Furthermore, web-based social networking has an influence on the way individuals go about their daily lives and interact with others.

Effects of Electronic Media on Society in a Positive Way

Connectivity - The first and most important advantage of social media is the ability to communicate with others. People from all around the world may communicate with one another. It doesn't matter where you are or what religion you follow. The allure of social media is that it allows you to connect with anybody in order to learn and share your opinions.

Education - Students and instructors alike benefit from social networking sites in a variety of ways. Through social media, it is quite simple to learn from those who are experts and professionals in their fields. Anyone may be followed in order to learn from him or her and to increase one's expertise in any profession. We can educate ourselves without having to pay for it, no matter where we live or what our educational background is.

Information and up-to-date information – Electronic media have many advantages, the most important of which is that it allows you to keep up with the most current events taking place across the world. Television and print media, more often than not, are one-sided and do not convey the true meaning of the message. By doing some research with the support of web-based social networking, you may learn about the facts and reliable information available.

Society as a Whole: The Negative Impact of social media

Pew Center produced a poll that found that the great majority of middle-class individuals had progressed toward becoming victims of

cyberbullying throughout the course of their life. It has become fairly easy for anybody to terrify people on the Internet due to the fact that anyone can establish a phone record and do anything they want without being identified. In order to irritate and unnerve the general public, potentially dangerous communications, alarming messages, and bits of gossip may be sent to them via various means. If information and security are not adequately safeguarded on the Internet, hacked information and security may be distributed on the Internet. It has been reported that several Twitter and Facebook accounts have been hacked, and that the programmer responsible for the intrusion has made public statements that have had an influence on the individuals who were impacted. Addiction is a disease that affects the brain. The addictive nature of online networking is a dreadful thing that has the potential to exasperate both individuals' personal life and their interpersonal connections. A person's time may be wasted as a result, time that might have been spent on more productive work or pastimes.

By just producing a false story and publicizing it around the internet community, the media has the capacity to entirely wreck someone's reputation. It leads to the development of fixation. Spending numerous hours at social events may cause attention and mind to be diverted away from a certain goal or purpose that has to be completed. Their primary sources of information and instruction are technical advancements and the internet, as opposed to learning the practical knowledge and skills that are required for daily living in the actual world.

The fact that viewers prefer to give excessive quantities of information while watching television is another downside of the medium. This puts them at danger of identity theft. Indeed, even if you use social networking sites with the strictest security measures in place, your personal information may still be accessible to others. An easy job, such as downloading your recordings or

images, as well as recreating your present position, should be done in a handful of seconds.

Conclusion

The evidence offered above suggests that television has both useful and bad repercussions for our society, which we may conclude from the data. Unless all of its negative consequences are addressed, it will swiftly move to the top of the list of providers of entertainment and information in the world. An oversight board must be established in order to keep tabs on the channels that have an influence on our culture and moral norms, such as the media. All of these sorts of channels should be blocked under all circumstances.

Keep these words in the back of your mind at all times. "Technology....is, to put it bluntly, a strange thing to see. You are given amazing things by the universe, but it also stabs you right in the back with the other hand." Because of the advancement of technology, web-based social networking has become the standard for almost every individual, group, and organization. As a consequence, individuals and organizations are growing more dependent on this technology on a continuous basis. As a consequence of online networking, students' capacity to enhance the quality and speed of their coordinated effort has grown. The usage of internet networking may enhance an organization's performance in a variety of areas, such as meeting corporate goals or expanding the organization's yearly product and service offerings, among other things. Every day, it is seen that young people come in contact with a variety of media outlets. In spite of the fact that social media provides a number of positives, it also has certain disadvantages that may have a detrimental influence on people's well-being. A false piece of information might lead to dissatisfaction in the training framework, while an improper promotion can have a negative influence on the productivity of an organization. Online networking has the potential to manhandle

the general public by interfering with their personal security, while certain worthless sites may have an influence on adolescents, causing them to become obviously savage and engaging in a variety of bad actions. Finally, but certainly not least, all citizens are urged to take use of the positive aspects of social media while avoiding the negative effects.

We can say with confidence that the use of social web streaming sites has no negative impact on the academic performance of school students, and this is supported by the Chi-Square study, which discovered that there was no significant correlation or disparity between the amount of time spent studying on a daily basis and the grade average level of social media usage. Specifically, the purpose of this thesis was to investigate the multiple ways in which social networking influences the academic accomplishment of students, as well as the factors that contribute to this impact and the mechanisms by which it is done. The strategies that were employed to generate this result were also looked into further. As a result of their ability to study and maintain high academic standards while spending countless hours on the Internet, it is clear that social networking has no negative impact on their academic performance.

Because of the advancement of technology, web-based social networking has become the standard for almost every individual, group, and organization. As a consequence, individuals and organizations are growing more dependent on this technology on a continuous basis. As a consequence of online networking, students' capacity to enhance the quality and speed of their coordinated effort has grown. The usage of internet networking may enhance an organization's performance in a variety of areas, such as meeting corporate goals or expanding the organization's yearly product and service offerings, among other things. Every day, it is seen that young people come in contact with a

variety of media outlets. In spite of the fact that social media provides a number of positives, it also has certain disadvantages that may have a detrimental influence on people's well-being. A false piece of information might lead to dissatisfaction in the training framework, while an improper promotion can have a negative influence on the productivity of an organization. Online networking has the potential to manhandle the general public by interfering with their personal security, while certain worthless sites may have an influence on adolescents, causing them to become obviously savage and engaging in a variety of bad actions. Finally, but certainly not least, all citizens are urged to take use of the positive aspects of social media while avoiding the negative effects.

Future Directions

However, one disadvantage of the study was that no investigation was conducted into the academic accomplishment of the younger generation as a result of their involvement in social networking sites, which would have been advantageous. Because much of the research on the position of social networking has been conducted on college students' academic performance or the health issues that web series and television seasons cause, it was difficult to find a valid reference point, and because no such research has been done in Pakistan, finding a valid reference point was difficult. That we were only given a limited amount of time to do the research for our evaluation, which was the third difficulty we faced, was depressing. Accordingly, the conclusion has been reached that social internet streaming has a negative influence on the academic achievement of pupils. It is impossible to assess a student's academic performance in a completely accurate manner.

In the next section, we will discuss several solutions for coping with the impact of electronic media on the middle class:

Message discussions are one of the most successful techniques to help children navigate the impacts of the media and other sources on them. With regard to female friendships and career options, we may talk to the teenager about their self-esteem, sexuality, and sexual orientation, as well as about their sexual orientation. Although we monitor teenage media usage, this does not mean that we forbid them from participating in it. It is just teaching children about the hazards of negative influences. Providing our teenager with a list of questions to ponder may also assist him or her in better understanding media. Using a television commercial or a magazine article, ask the teenager questions such as: who is behind it, what is their motivation, how it makes them feel, what they need from it, and so on. You may also ask them questions about themselves. If it becomes essential, we may do the same thing with our teen's role model. Ask questions such as: why do they like that celebrity, do they follow him in real life, what values the celebrity represents are important to our kids, and so on and so forth.

References:

- Adam, A.S. (2005). Inequity in Social Exchange. In F. Aerkowitz (Ed.), *Advances in Experimental Social Politics* (Ed. 4), New York: Academy Press, 167-199.
- Ahn, J. (2010). The Influence Of Social Networking Sites on High School Students' Social and Academic
- Alkhafat, N., & Aldalameh, P., (2015). Electronic Media Effectiveness and Government Performance: The case of "Guardian News fund for human development", *Social and Economic Research*, 8(1), 248-261.
- Bashir, Siraj. (2021). LEARNING EXPERIENCES OF STUDENTS ABOUT ONLINE TEACHING AND LEARNING DURING COVID-19 PANDEMIC IN BALUCHISTAN. *palarch's journal of archaeology of egypt/ Egyptology. PJAEE*, 18(10) (2021)
- Bin Zhao et al., (2011) "Online Detection of Unusual Events in Multimedia via Dynamic Sparse Coding"
- Barbieri D., Zaccagni L., 2013, Strength Training for Children and Adolescents: Benefits and Risk, *Coll. Antropol.* 37 (2013) Suppl. 2: 219–225
- Bashir, Siraj et al. (2021). Social Media Improving The Quality Education: A Case Study Of University Of Balochistan, Quetta. *Elementary Education Online*, 2021; Vol 20 (Issue 2): pp. 1886-1905 [http://ilkogretim-online.org/doi:10.17051/ilkonline.2021.02.203](http://ilkogretim-online.org/doi/10.17051/ilkonline.2021.02.203)
- Farooq, Kinsa et al. 2022. Students Experiment of Online Classes during the Pandemic of COVID-19 and their Socio-economic affection toward Psychological impact on their Learning Behaviors' (With Special Reference to University of Karachi. *Journal of Contemporary Issues in Business and Government* Vol. 28, No. 2, 2022
- Kinza Farooq et al. The Study on the Role of social media in Social Change in Society. *International Journal of Innovation, Creativity and Change*. www.ijicc.net Volume 15, Issue 2, 2021
- Galdi S, Gawronski B, Arcuri L, Friese M (2012) Selective Exposure Is Decided And Undecided Individuals: Differential Relations To Automatic Associations And Conscious Beliefs. *Personality and Social Psychology Bulletin*, 38: 559-569.
- Livingstone, S., & Lunt, P. (1994). The mass media, democracy and the public sphere. In *Audience participation and public debate* (pp. 9-35). London: Routledge.

- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 176-187.
- Mass G.S.A., Cadinu M (2013) Objectifying Media: Their Effect on Gender Role Norms and Sexual Harassment of Women. *Psychology of Women Quarterly*, 20: 1-16.
- Rivera-Perez, L. (1996). Rethinking ideology: Polysemy, pleasure and hegemony in television culture. *Journal of Communication Inquiry*, 20(2), 37-56.
- S. Willium, "Network Security and Communication" (2012), *IEEE Transaction*, Vol.31, Issue.4, pp.123-141
- S.Shabnoor, S.Tajinder,(2016) Social Media its Impact with Positive and Negative Aspects *IJCATR*, Volume 5– Issue 2, 71 - 75
- Shabbir, T., Mohsin, & Auj E Kamal. (2020). Use Of 'Open Data' In Urdu Literature Research and Its Effectiveness. *Liberal Arts and Social Sciences International Journal (LASSIJ)*, 4(1), 219-230. Retrieved From <http://Journals.Pu.Edu.Pk/Journals/Index.Php/Jms/Article/Viewfile/3734/1824>
- Stephen, B., Andrew, M., & Bruce, R. (2007). The contribution of corporate social responsibility to organizational social commitment. *The International Journal of Political Science*, 18(10), 1701-19.
- Stewart, G. (2010). Organisational readiness for Electronic Media implementation. *AMCIS 2000 Proceedings*, 291.
- Tagliavini, M., Faverio, P., Ravarini, A., Pigni, F. & Buonanno, G. (2002). Exploring the use of ERP systems by SMEs. In Callaos, N. (Ed.), *SCI 2002: 6th World Multiconference on Systemics, Cybernetics and Informatics*, Orlando, FL.
- W.Tariq, M.Mehboob, M.A.Khan, F.Ullah (2012)"The Impact of social Media and Social Networking on education and Students of Pakistan" *international Journal of Computer sciences issues*, Vol:9,No:3