

ELECTRONIC MEDIA COVERAGE AND ITS IMPACT ON PAKISTANI PUBLIC'S PERCEPTION

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ABSTRACT

The study aimed at analyzing electronic media coverage and its impact on Pakistani public perception from year 2014 to 2018. The electronic media landscape had a significant paradigm shift in these years, as different forms of media keep on evolving and users were increasing. However users were shifting their sources of information from electronic media to social media. The news and views of Pakistani television channels are extensively shared on digital media for information or analysis where the general public discusses overt and covert agendas by mentioning their factual and presentational style. Public Perception is basically a term used or processed when people think about certain events, issues, situation or any particular belief or ideas in the form of knowledge, patterns of culture or any other activity which they have performed or experienced. Media has very constructive role to play while highlighting the public socio-economic issues to raise the awareness among common people on issues and also influence the policy makers to address these issues. This research was based on a survey (questionnaire) with 110 respondents. The findings of this research exposed the negative perception of Pakistani electronic media among the participants due to what they perceived as biased, inaccurate, and unethical reporting. Social media was found to be superior in terms of engagement due to its interactive qualities such as, a feedback flow for the users, ability to express one's ideas easily and dynamic interaction with other social media users.

Keywords: Electronic Media, Public Perception, Journalism, News Channels, Pakistani Media.

IMPACT OF POLITICAL SONGS IN SHAPING POLITICAL NARRATIVES IN PAKISTAN

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ABSTRACT

Pakistan has a history of troubled democratic systems, and the political landscape is prone to chaos. Technological advancements urged political parties to adopt modern rhetorical tools and tactics to engage the youth, who form a sizeable chunk of Pakistan's population. Drawing from historical events, for instance, Noor Jehan's patriotic songs during the 1965 war and contemporary political approaches, the research delves into the political narratives embedded in political songs. This study evaluates the influence of political songs on shaping political narratives, particularly in the context of audience behavioral patterns and gender dynamics. The research laid its foundation in framing theory and the KAB Model. Considering the nature of the study, a heterogeneous methodology encompassing multi-stage sampling, including stratified and convenient sampling techniques, is adopted. The study conducted online and manual surveys among 330 respondents, along with pilot testing, aged 18-65, based in Islamabad and Rawalpindi. The results highlighted that PTI's song gauged females' attention more than others and influenced the behavioral patterns of listeners. The revolutionary-themed song stands out for major political parties. This research contributes to a deeper understanding of mechanisms through which political narratives are shaped and disseminated. It also sheds light on the interconnectedness between art, politics, and society in the political landscape of Pakistan.

Keywords: Political Songs, Political Narratives, Framing Theory, KAB Model.