



**RESEARCH PAPER**

**Media Exposure and Thinking Formation of Public Sector University Students about Democracy: A Survey of Lahore City**

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PAPER INFO	ABSTRACT
<p><b>Received:</b> February 07, 2022</p> <p><b>Accepted:</b> May 11, 2022</p> <p><b>Online:</b> May 13, 2022</p> <p><b>Keywords:</b> Awareness, Constitution, Democratic, Exposure, Federal, Media, Public Sector Universities Questionnaire, Students, Survey</p> <p><b>*Corresponding Author</b> sapna104@hotmail.com</p>	<p>Pakistan is a federal democratic state where the freedom of media is ensured under article 19 of the 1973 constitution of Pakistan. On the one way, democracy provides environment to media to work freely. On the other hand, media give political awareness to masses and enough courage to them that they participate in political processes. Due to huge amount of impact of Pakistani media on educated youth and its importance for a democratic state, the present study was indented to evaluate the relationship between media exposure and thinking formation of students regarding democracy. Survey method was selected as a desire to collect the data under quantitative approach. The city of Lahore was the universe of the study. However, the researcher selected a sample of 160 students of two famous public sector universities of Lahore as Lahore College for Women University and University of the Punjab. As an instrument for data collection, a well-structured questionnaire was used. Two hypothesis of the present research were accepted through statistical test that is chi-square by using SPSS statistical package for sciences. The results of this study show that Pakistani media has both positive and negative traits. However, it offer a pathway to democracy.</p>

**Introduction**

In this contemporary world, mass media is considered as an important source of information among general masses especially in states where democracy has been adopted as a political system. Freedom of practice of basic fundamental rights, role of law and freedom of media are important characteristics of this system. However, with the three pillars of a state as judiciary, executive, and legislature, the media is supposed to be a fourth pillar. In this digitalized world the association between media and democracy cannot be undermine. It is a two way process. Democracy provides way to media to work independently while in return, media works to influence people by giving them political awareness and encourage them to participate in political processes (Madni, Shehzad & Abdullah, 2012).

Unlike the condition in Pakistan where the democratic governments have only one time completed its tenure due to irregular relations between civil and military governments. In Pakistan, the means of communications especially TV, radio, newspaper and Internet are working to promote democracy. Media works freely in the country as it propagates its freedom from article 19 of 1973 constitution of Pakistan. Especially in case of Pakistan where the increase level of illiteracy exists, the role of electronic media becomes very

significant because it has the power to inform the literate and illiterate people on the same time about political matters (Ahmed, 2014).

### **Literature Review**

Previous studies have explored that media creates a connection between government and public. On the one hand, It keeps check on government functioning. While on the other hand, it articulate the demands of general public in front of government by reporting all significant political, social, economic and cultural issues and events (Coronel, 2001).

Among all media sources, TV is the most effective medium in a democratic state as it built or can change public opinion. It uses both audio and visual information to create a positive or negative impact by filtering a piece of Information. Moreover, people often get influenced by the opinion of TV analysts and make their opinions as it is presented to them (Voyez, 2003).

With the modern political and communication shift throughout the world and in Pakistan, youth is getting more involved in political matters. As compared to the past, they are now taking more part in political processes such as voting, protests and other demonstrations even they can bring a change by participating in rallies, sit-ins and other political events. It is an important step towards a strong democratic step up (Malik, 2010).

Internet is the largest and fastest means of information around the globe. It is supported as a tool to protect democracy. With the help of an internet connection, people can directly take part in communication and disseminate their views about political views, events and process without any discrimination of gender, cast, religion, capital and territory. It ensures public participation and freedom of speech. With these positive aspects, it can contribute to restoration of democracy (Borge, Sofia Cardinal & Malpica, 2012; Gainous, Wagner and Gray, 2016).

Most importantly the educated youth is an important asset for Pakistan because they can alter the political setup of any country. Almost half of Pakistani population is young and media is shaping their views by adopting useful techniques (Miller 1992). Therefore, the chief aim of this study is to explore the influence of Pakistani media on the thinking of students regarding democracy.

### **Hypotheses**

Ho1: Media do not promote positive public opinion about politics among masses.

H1: Media promote positive public opinion about politics among masses.

Ho2: Media do not provide way to democracy.

H2: Media provide way to democracy.

### **Material and Methods**

Research methodology is a systematic and organized way of designing the whole process of research study. It ensures that how the data is to be collected with certain conditions that produces reliable results in social sciences while addressing research aims and objectives. A perfect study design is needed to obtain the reliable results. As the nature of the topic indicates, quantitative research method was an appropriate method because it focuses on measuring and testing of hypotheses. It is mostly used to examine the relationship between two variables (Media exposure and strength of democracy).

## **Survey Method**

Survey research refers to the collection of data from a sample (a representative of whole population from a target population) of individuals by giving answers to questions. As this is the primary mode of research, the survey was the suitable method because the particular aim of this study was to check the association between the exposure of media in Lahore, Pakistan, and its impact on student's opinion about democracy.

Under quantitative analysis, the data was obtained from those selected students who view TV, Newspaper, Radio and Internet regularly or irregularly. However, for survey, questionnaire tool was used.

## **Population**

The whole students of two well-known public sector universities of Lahore as Lahore College for Women University, Lahore and University of the Punjab, Lahore were made a part of the population of proposed study.

## **Sampling**

A form non-probability sampling, purposive sampling, was chosen to fill the questionnaires from only those students of selected universities who view Newspaper, TV, Radio and Internet regularly or at times. The reason behind these selection of only media viewers is that they can effectively present effects of Pakistani media on their views about democracy.

The students of age (18 to 26) and from BS and MS programs of Mass communication and political sciences/International relations programs were taken as a part of this research.

There are two reasons for this selection of age group 18 to 26:

- (a) Firstly majority of the students registered under BS and MS programs very between age 18 and 26
- (b) Secondly, in this age of adulthood, the people are likely to inspire from any specific personality, behaviors and actions.

Practically, the students of major disciplines, political science/IR and Mass communication, are familiar with the current political events and issues at national and international level as they study them as a part of their syllabus.

## **Sample Size**

The sample size of the study was comprised of 160 participants (students), selected from two public sectors universities of Lahore. Both male and female were made a part of this sample by providing them equal participation by the researcher. 80 students were chosen from each selected university as follows:

- LCWU= 80 respondents (only 80 females as it is a Women university)
- UOP= 80 respondents (40 males and 40 females).

## **Instrument**

Under the survey method, the instrument of questionnaire was used to collect first-hand information and to test hypothesis. The questionnaires were comprised of fifty nine questions and three sections as follows.

- Sec I: Represents demographic information
- Sec II: Comprised on the effects of Pakistani media on political opinion of students
- Sec III: Includes the role of media in deepening democracy in Pakistan

Section I was consist of close ended questions while section II and III had statements with Likert scale. Consequently, the questionnaire was designed while keeping in view the research objectives.

### **Operationalization of Key Words**

The operationalization of key word was done by the researcher herself by using her own perspective. It defines the keywords used in the current study. The main terms of this study are described as below.

### **Media Exposure**

This is the combination of two terms. One is media and second one is its explorer. Media is a plural word. It involves different types of communication channels of sending information to general public such as News, Radio, films, music, Internet, TV, radio, print media particularly newspapers and many more. However, in content of this research, the researcher has used only four mediums as TV, radio, newspaper, and Internet

On the other side, media exposure means that the questionnaires were filled by only those participants who expose or watch these four selected media sources regularly or at times.

### **Thinking of Students**

In this study, the researcher wanted to evaluate the change in the thinking formation of students after watching choose media resources about democracy. Though both male and female students of two renowned public sector universities were made a part of this research. Most importantly, the students of age 18 to 26 from BS and MS programs were chosen as this is the period of life when an adult get more inspired and influenced from the personalities and events, and encourage enough to express their opinions.

### **Democracy**

In this contemporary world, democracy is considered as the best political system of government in which the people representatives rule for the well-being of the general masses. In this study, the researcher wanted to evaluate the relationship between media exposure and democracy in Pakistan while taking opinions from students in context of their thinking formation.

### **Public sector universities**

Two public sector universities of Lahore were chosen for the study due to following main reasons:

- These Universities ensure diversity of demography. Every year, the students from different backgrounds and from diversified regions of state, even from the remote areas, took admissions here.
- Youngster’s opinion can easily be taken from these places.
- The students of these universities are politically more active than other universities. They participate in different political activities. Therefore, the researcher obtained data for the proposed study from these university site of Lahore.

**Lahore.** The researcher selected the city of Lahore for study for the following causes:

- The researcher is a resident of this city.
- It is the provincial capital of Punjab.
- It is the highly developed city of Pakistan.
- The youth belong to this city are more literate and politically aware than other cities of Pakistan.
- The students from different regions of Pakistan move here for study.

#### **Procedure of Data Collection**

For this research, survey method was applied to collect the data. The whole procedure of data collection was done in two way.

- Firstly, the questionnaires were distributed among 80 female students of BS and MS disciplines of Political science/IR and communication studies of LCWU, Lahore.
- Secondly, the young male and female students of both disciplines of mass communication and Political science/IR were given the questionnaires to complete the responses of 80 students.

Being a female, the researcher found some little difficulties during data collection. However, all process went in a perfect way.

#### **Results and Discussion**

This section highlights the main graphical representations of the current study.

**Table 1  
Represents Gender**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Male	46	28.7	28.7	28.7
	Female	114	71.3	71.3	100.0
	Total	160	100.0	100.0	

**Table 2  
Displays Age of respondents**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	18-20	44	27.5	27.5	27.5
	21-23	85	53.1	53.1	80.6

24-26	31	19.4	19.4	100.0
Total	160	100.0	100.0	

**Table 3**  
**Indicates Institution wise division of participants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LCWU	81	50.6	50.6	50.6
	PU	79	49.4	49.4	100.0
	Total	160	100.0	100.0	

**Table 4**  
**Explains Qualification of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BS	84	52.5	52.5	52.5
	MS/MPhil.	76	47.5	47.5	100.0
	Total	160	100.0	100.0	

**Table 5**  
**Shows Department wise division of Participants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IR	85	53.1	53.1	53.1
	Mass Com	75	46.9	46.9	100.0
	Total	160	100.0	100.0	

**Table 6**  
**Evaluates Viewership of Pakistani media among selected students**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	100.0	100.0	100.0

**Table 7**  
**Explains the most viewing Media Sources among Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	10	6.3	6.3	6.3
	Radio	1	.6	.6	6.9
	TV	27	16.9	16.9	23.8
	Internet	122	76.3	76.3	100.0
	Total	160	100.0	100.0	

**Table 8**  
**Demonstrates the regularity of watching chosen media channels**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	129	80.6	80.6	80.6
	Once a Week	8	5.0	5.0	85.6
	Twice a Week	14	8.8	8.8	94.4
	Weekly	9	5.6	5.6	100.0
	Total	160	100.0	100.0	

**Table 9**  
**Illustrates the causes of viewing that media source**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To spare time	45	28.1	28.1
	Interest	42	26.3	54.4
	To seek solution to problems	24	15.0	69.4
	To be politically updated	49	30.6	100.0
	Total	160	100.0	100.0

**Table 10**  
**Clarifies the most favorite political party among chosen students of study**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PTI	99	61.9	61.9
	PMLN	35	21.9	83.8
	PPP	9	5.6	89.4
	JI	6	3.8	93.1
	MQM	1	.6	93.8
	BAP	4	2.5	96.3
	BNP	4	2.5	98.8
	TLP	2	1.3	100.0
	Total	160	100.0	100.0

**Table 11**  
**Confirmed that media channels are a source of anarchy and dissatisfaction among students about politics**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	7.5	7.5
	Disagree	21	13.1	20.6
	Neutral	36	22.5	43.1
	Agree	64	40.0	83.1
	Strongly Agree	27	16.9	100.0
	Total	160	100.0	100.0

**Table 12**  
**Proved the media channels as a medium of political awareness**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	4.4	4.4
	Disagree	9	5.6	10.0
	Neutral	18	11.3	21.3
	Agree	92	57.5	78.8
	Strongly Agree	34	21.3	100.0
	Total	160	100.0	100.0

**Table 13**  
**Clarifies that media work as to reform the democratic arrangements all over the country**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3
	Disagree	12	7.5	8.8
	Neutral	34	21.3	30.0
	Agree	99	61.9	91.9
	Strongly Agree	13	8.1	100.0
	Total	160	100.0	100.0

**Table 14**  
**Examines that means of communication in Pakistan provide the way to reduce the communication gap between government and public by presenting discussions**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	9.4	9.4
	Disagree	21	13.1	22.5
	Neutral	62	38.8	61.3
	Agree	46	28.7	90.0
	Strongly Agree	16	10.0	100.0
	Total	160	100.0	100.0

**Table 15**  
**Suggests that more exposure of electronic media create more positive opinions about the functioning of democratic institutions**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	10.6	10.6
	Disagree	29	18.1	28.7
	Neutral	46	28.7	57.5
	Agree	50	31.3	88.8
	Strongly Agree	18	11.3	100.0
	Total	160	100.0	100.0

**Table 16**  
**Signifies that it appeals good to have democracy in a state with free media for comprehensible interests of general masses**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	6.3	6.3
	Disagree	9	5.6	11.9
	Neutral	24	15.0	26.9
	Agree	87	54.4	81.3
	Strongly Agree	30	18.8	100.0
	Total	160	100.0	100.0



**Table 17**  
**Denotes that media sources investigates the government performance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	7.5	7.5	7.5
	Disagree	17	10.6	10.6	18.1
	Neutral	22	13.8	13.8	31.9
	Agree	62	38.8	38.8	70.6
	Strongly Agree	47	29.4	29.4	100.0
	Total	160	100.0	100.0	

**Table 18**  
**Reveals that media explores the systematic functioning of parliament**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	5.6	5.6	5.6
	Disagree	8	5.0	5.0	10.6
	Neutral	57	35.6	35.6	46.3
	Agree	67	41.9	41.9	88.1
	Strongly Agree	19	11.9	11.9	100.0
	Total	160	100.0	100.0	

**Table 19**  
**Reflects that presents judicial reforms to encourage judiciary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.8	3.8	3.8
	Disagree	24	15.0	15.0	18.8
	Neutral	54	33.8	33.8	52.5
	Agree	73	45.6	45.6	98.1
	Strongly Agree	3	1.9	1.9	100.0
	Total	160	100.0	100.0	

**Table 20**  
States that although media take advertisements from government but it comments on it for its bad governance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	10.0	10.0	10.0
	Disagree	23	14.4	14.4	24.4
	Neutral	36	22.5	22.5	46.9
	Agree	71	44.4	44.4	91.3
	Strongly Agree	14	8.8	8.8	100.0
	Total	160	100.0	100.0	

**Table 21**  
**Discloses that media reports about the activities of politicians in their sphere of influences**

		Frequency	Percent	Valid Percent	Cumulative Percent
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	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	14	8.8	8.8	10.0
Valid	Neutral	39	24.4	24.4	34.4
	Agree	92	57.5	57.5	91.9
	Strongly Agree	13	8.1	8.1	100.0
	Total	160	100.0	100.0	

**Table 22**  
**Admits that media give coverage to the matters of establishment**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	16	10.0	10.0	10.0
	Disagree	10	6.3	6.3	16.3
Valid	Neutral	22	13.8	13.8	30.0
	Agree	86	53.8	53.8	83.8
	Strongly Agree	26	16.3	16.3	100.0
	Total	160	100.0	100.0	

**Table 23**  
**Mentions that mass media supports the agendas of establishment**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	11	6.9	6.9	6.9
	Disagree	23	14.4	14.4	21.3
Valid	Neutral	51	31.9	31.9	53.1
	Agree	61	38.1	38.1	91.3
	Strongly Agree	14	8.8	8.8	100.0
	Total	160	100.0	100.0	

**Table 24**  
**Points out that media play to work as a examiner of rigging in electoral times**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	6	3.8	3.8	3.8
	Disagree	15	9.4	9.4	13.1
Valid	Neutral	36	22.5	22.5	35.6
	Agree	73	45.6	45.6	81.3
	Strongly Agree	30	18.8	18.8	100.0
	Total	160	100.0	100.0	

**Hypotheses testing**

SPSS, statistical software was used by the researcher to test hypotheses of the proposed study. Further, to evaluate the relationship between two variables, media exposure and thinking formation of students about democracy, chi-square test was employed as the appropriate test.

**Testing of H1**

Ho1: Media do not promote positive public opinion about politics among masses.

H1: Media promote positive public opinion about politics among masses.

**Table 25  
Chi-square**

	Media channels create anarchy and dissatisfaction among people regarding politics.	Media channels are creating political awareness among students.	Media play an imperative role to reform the democratic structure through discussions throughout the state.	Mass media has made a loyal platform between government and public for communication by offering discussions.	Users who spend more time on electronic media have more positive opinions about the working of democratic institutions.
Chi-Square	49.563 <sup>a</sup>	154.813 <sup>a</sup>	192.313 <sup>a</sup>	55.063 <sup>a</sup>	29.688 <sup>a</sup>
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.0.

P value is= 0.000 which is less as compare to the value alpha  $\alpha=0.05$  as it has shown in table 25. Therefore, it asserts that the alternative hypothesis is accepted and null hypothesis is rejected. This statistical examination discovers that media promote positive public opinion among masses about politics.

### Testing of H2

Ho2: Media do not provide way to democracy.

H2: Media provide way to democracy.

**Table 26 (A)  
Chi-square**

	Democracy with the freedom of media is a good way to articulate the interests of general public.	Media play an imperative role to reform the democratic structure through discussions throughout the state.	Mass media has made a loyal platform between government and public for communication by offering discussions.	Media work as a watchdog as it investigates and keep check on the government activities.	Media highlights the efficient working of parliament.	Media supports judiciary in highlighting judicial reforms.
Chi-Square	128.313 <sup>a</sup>	192.313 <sup>a</sup>	55.063 <sup>a</sup>	57.813 <sup>a</sup>	97.625 <sup>a</sup>	117.063 <sup>a</sup>
Df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.0.

**Table 26 (B)**  
**Chi-square**

	Media criticizes government for its bad governance in spite of getting advertisements.	It shows the working of politicians in their respective field.	Media aware the public about the activities of establishment.	Media supports the agenda made by the establishment.	Media keep check and balance on rigging during elections.	Users who spend more time on electronic media have more positive opinions about the working of democratic institutions
Chi-Square	68.688 <sup>a</sup>	163.563 <sup>a</sup>	118.500 <sup>a</sup>	64.000 <sup>a</sup>	83.313 <sup>a</sup>	29.688 <sup>a</sup>
Df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.0.

P value is= 0.000 which is less in contrast to the value alpha  $\alpha=0.05$  as it has exposed in table 26 A and B. Consequently, it affirms that the alternative hypothesis is accepted and null hypothesis is rejected. This numerical scrutiny discovers that media provide a way to democracy.

**Discussion**

The current study is envisioned to explore the media exposure and thinking formation of Pakistani students about democracy.

To clearly examine the results, the discussion have been categorized into two sections.

- (a) A comprehensive discussion on final results
- (b) Inclusive discussion on hypothesis testing

**A comprehensive discussion on final results:** Table 1 clearly explores that majority of the participants, 71% almost, belong to the category of female respondents while 28% of participants belong to the category of male respondents. It means that more than half of students were females this is because the questionnaires were filled by selecting two public sector universities as Lahore College for Women University and university of the Punjab. One of those two universities, one, Lahore College for Women University is a women university. Otherwise, equal participation was given to both of genders.

Table 2 shows that most of the students who filled the questionnaires, nearly 53%, were belong to age group 21 to 23. This is because mostly students of BS and MS program are of age between 21 and 23.

Table 3 discovers that equal representation was provided to both of selected two famous public sector universities of Lahore. Similar to Table 3, table 4 illustrates the same involvement of percentages of students connected to BS and MS Programs.

However, Table 5 demonstrates a difference of contribution of two chosen departments as political science/IR and mass communication. It evidently explores that more than half of respondents were from political science/IR department.

Table 6 displays that the questionnaires were completed by only those young students who view mass media daily or at times.

There are many modes of communication such as TV, radio, newspapers, magazines, mobile phones, and Internet. Among all these sources of information, Internet is the latest and fastest means of information. People like to view this source as it has no boundary limits. Likewise, the table 7 evaluates that around 76% of students like to view internet to obtain information while very less number as 16%, 6.3%, 0.6 respondents like to view TV, Newspapers and radio to be updated.

As association with the previous table 7, the table 8 undoubtedly examines that the chosen participants view their chosen media sources on daily basis as it is approved by 80% response rate. However, very few respondents watch those sources one and twice in a week or weekly.

The results in table 9 undeniably confirms that the chosen media sources are mostly viewed by the students for the sake to be politically aware of the situation in Pakistan.

To be associated with any political party is the right of every citizen of Pakistan. In connection to this right, table 10 absolutely informs that a clear majority of respondents consider PTI as their ideal party with 61% of responses in favor, while second majority as only 21% considered PMLN as their favorite one.

In order to check the negative effects of media, when respondents were asked about the role of media as a creator of disorder and resentment, they agreed that media channels create anarchy and dissatisfaction among people about politics with 40% responses with agreement.

The media is known to be a backbone of democracy. It aware the public about many social, political, economic, culture and crime related issues all over the world. Correspondingly, table 12 clarifies that, 57% and 21% of respondents are agree and strongly agree from the view that media channels are a medium of political awareness for masses.

In a democratic state, government alone cannot take the initiative to bring the deficiencies of the public institutions into light and approve its level of efficiency. Together with governments, media play a prominent role to reform those institutions. Likewise, table 13 suggests that 61% of participants are of the view that media work to reform the democratic institutions in the country.

As an important means of communication, media acts to reduce the communication gap between government and the people in country. Same statement was supported by the majority respondents as table 14 is indicating.

As media brings the cases of corruption in front of people, while covering those issues in impartial manner and by keeping peace and maintenance of law all over the state,

table 15 plainly states that 1/3 of respondents viewed that more media exposure tends to create more positive opinions among people about functioning of democratic offices.

Due to modernization, media has converted into an inevitable feature of human activity. Even the government uses media to create a platform between government and people as the results in table 14 has shown. Democracy cannot work without the availability of active and neutral media.

In line with this, table 16 denotes that a significant majority with 54% indicate that it sounds good to have a democracy with free and active media for the consideration of interests of whole masses of the state.

Media discovers the drawbacks in the democratic system while keeping check on government functioning. Table 17 reveals the statement has been approved by majority respondents that media sources investigates the government performance.

Equally, table 18 signifies that media as an informer clearly explores the systematic and smooth functioning of parliament with 52% majority (41% agree and 11% strongly agree).

As an informer to general public, it is the responsibility of media to comment on the functioning of justice such as the cases for trial, before and after. It reports the proceedings of cases. On the other hand, it informs the judicial institutions about the people judgment about the particular cases. In parallel to this, table 19 discloses that media present judicial reforms to encourage judiciary as this statement was supported by 45% of respondents.

On the one hand, government uses media to advertise and to announce its awareness programs, projects, or about something special having public interest. The advertisements given by the government to media cannot undermine the efficient working of media although advertisements make a significant source of revenue for media. Media aware the public about the government for this poor performance. It sometimes, show the harsh realities about the functioning of government. Upon asking this statement from respondents, 41% agree that although media take advertisements from government but it comments on its bad governance it occurred as table 20 has declared.

Media, a significant and integral part of a democratic society, reports about the activities of politicians in their fields of working. This phenomenon has clearly proven by major portion of respondents, shown in table 21 (with 50 1% agree and 8% strongly agree).

Pakistan armed forces, the Pakistani intelligence community along with other pro military government officials and civilians collectively make a part of establishment in Pakistan. Military dominated establishment is responsible for military coups in Pakistan since its independence of 1947. Table 22 mentions that half of selected participants are of the view that media give courage to the matters of establishment.

As the history of Pakistan indicates that media has always under the control of establishment. Similarly, table 23 points out that media supports the agenda of establishment.

By working as a watchdog, by educating voters, by reporting election campaign, by providing platform for political parties and candidates to communicate to electorate, by reporting results, and monitoring vote counting, and by scrutinizing electoral process, media make an integral part of a democratic set up. Likewise, table 24 admits that media play to work as an examiner of rigging in electoral times as this statement was approved by half of the respondents. (45% agree 18% strongly agree collectively make 63% agreement).

### **Inclusive Discussion on Hypothesis Testing**

H1: Media promote positive public opinion about politics among masses.

Table 11, table 12, table 13, table 14, and table 15 has undoubtedly certified the first hypothesis of the current research that media promote positive opinion among masses about politics.

Table 11 indicates that 40% of respondent view that media channels are a source of resentment and disorder among masses about politics. Table 12 evaluate that 57% of participants agreed that media channels are an important medium of political awareness. Table 13 examines that 61% of students consider that media work as to reform the democratic setup of the state. Likewise, table 14 illustrates that the second majority, 28%, after 38% of neutral responses, believe that media sources in Pakistan work to decrease the communication gap between government and public by presenting discussions. In the same way, table 15 states that 42% agree and strongly agree with the statement that the larger exposure of electronic media tends to suggest more positive opinions about the working of democratic system.

Consequently, it is proven that most of respondents are of the view that media promote positive public opinion about politics among masses.

H2: Media provide way to democracy.

Table 16, table 17, table 14, table 13, table 19, table 20, table 21, table 22, table 23, table 24, and table 15 has unquestionably verified the second important hypothesis of the proposed research that media provide way to democracy.

Table 13 notably examines that 1/2 of participants think that media work to improve the democratic system of a country. Parallel to this, table 14 considerably evaluates that 1/3 of respondents believe that channels of communication work to increase the communication link between people and government to make the democratic system more strong. Importantly, table 15 discovers that larger view ships of electronic media create more positive impacts on the opinions regarding the performance of democratic institutions. Materially, table 16 denotes that the best way to accommodate the interest of general masses, democracy with neutral media is a good political appeal. Particularly, table 17 reveals that media expose the government performance in front of public. Meaningfully, table 18 signifies that 1/2 of the students agree that media cover the systemic and smooth working of Parliament. Obviously, table 19 states that media reports the judicial reforms to encourage judiciary. Exceptionally, table 20 reveals that half participants view that although media take advertisements from the government but this do not undermines the working structure of media. It comment on government if it tends to bad governance. Especially, table 21 examines that media make reports about the activities of politicians in their special field of working. Similarly, table 22 with clear majority, more than half of respondents, explores that media report on the functioning of establishment as a part of a democratic state. However, table 23 exposes a significant information that media support the agendas made by establishment. Lastly, table 24 clearly admits that media monitor for rigging during electoral process.

Accordingly, it is evidenced that most of students are of the view that media provide a way to democracy.

## **Conclusion**

Print media such as pamphlets, magazines, journals and electronic media like TV, Radio, mobile phones, and internet are different medium of information. However, the findings of the study has discovered that the students of public sector universities of Lahore consider internet as the most viewing medium. The internet help the individuals to share their views directly without considering any gender, economic, social, religious, ethnic, and geographical boundaries. This ensures public participation which led to the protection of democracy. Particularly, the students view this source on daily basis to gain political information which clearly illustrates that they are interested in politics of the state. Moreover, they support PTI as their most favorite political party among the other chosen political parties as PMLN, PPP, JI, MQM, BAP, BNP, and TLP. In this age of digital democracy, the media aware the people about social, cultural, economic and political issues and happenings. The students believe that media is working with the government to reform the democratic institutions. These sources are able to make a communication link between government and general masses. Further, students think that without free and active media, government alone cannot work efficiently in a democratic county. It keep check on the government activities. It gives courage to the proceedings and functioning of Parliament. Particularly, it make reports on the case proceedings of judicial matters and the matters of judicial reforms. In addition, in spite of getting advertisements from government sources, it criticize for its bad performance. As an integral part of a democratic state, it highlights the performance of all politicians to their particular assigned fields. Besides, media reports about the activities of military dominated establishments. On the one way, during election times, it provide people with information regarding politics. On the other way, it act as a monitor of rigging during electoral times. This demonstrates that media provide way to democracy.

Although, media work as a promoter of democratic values but this has both positive and negative aspects. However, according to results, positive aspects are rare than the negative ones. The students are of the view that more exposure of electronic media create more positive opinions about politics. Media work to support the government and other democratic institutions. Moreover, it publicize the general interests. In the other way, media is responsible for lawlessness and disorder in society to some extent. Also, it has been used many times by the military led establishment as a tool to work against the democratic led civilian government.

## **Recommendations**

There are certain number of significant recommendations of this study as given below:

1. Electronic media particularly TV anchor persons should present a clear and impartial content regarding political personalities and about the working of democratic institutions.
2. Mass media should criticize the government for its bad functioning but should not demoralize it.
3. Media channels should work collectively to promote social cohesion, solidarity and integration of the state elements by highlighting the problems of the state and by presenting their solutions in realistic manners.
4. Government should work to ensure free and fair elections and media must keep check on it by providing full coverage to whole election campaign and process.
5. Students should not get involved in politics until and useless, they have not completed their education.



6. For the promotion of a strong democratic set up in Pakistan, there is a need of a strong bonding among the working of mass media, people particularly youth and governmental institutions.

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