



RESEARCH PAPER

Breaking News Valence on Youth: Cultivation of Sensationalism and Negativism through Cable TV Channels in Pakistan

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PAPER INFO	ABSTRACT
<p>Received: February 14, 2022</p> <p>Accepted: April 10, 2022</p> <p>Online: April 15, 2022</p> <p>Keywords: Breaking News, Cable TV, Negativism, Pakistan Sensationalism, Valence</p> <p>*Corresponding Author:</p> <p>mudassar.hussain@uos.edu.pk</p>	<p>Breaking news is the phenomenon that emerged to capture the significant ratings in the news market of cable TV channels in Pakistan. However, the core idea behind breaking news is 'If it will bleed, it will lead' that essentially cultivates sensationalism and negativism in society particular youth is significantly influenced from the Cable TV channels' breaking news. This study is exploring breaking news valence on youth and sees how it cultivates sensationalism and negativism through cable TV networks in Pakistan. A descriptive study is designed to see the breaking news influence on the youth (male and female) considering two variables i.e. sensationalism and negativism with convenience random sample of 320 students of Faculty of Arts and Humanities, Sargodha University, Pakistan. The findings of study revealed that respondents reflect their significant interest in the breaking news as Dunia news, ARY news, Express TV and Geo TV while politics and crimes are significant reported breaking news categories. However, male respondents view news whereas female respondents assess crimes content sensational. Moreover, significant female feel themselves insecure and take negative effects after watching breaking news as compare to male respondents. Further, negative stories and negative effect are expected to create cultivation of sensationalism and negativism among youth of Pakistan. Standard code of ethics by an independent agency is recommended on news for cable networks in Pakistan.</p>

Introduction

The Private TV channels history in Pakistani begins in the 1990s, and in the year 2000, a revolution came from the permit of licenses allotted by the government, and broadcasting started of more than sixty-six private channels. After the attack of 9/11, television news has got major importance in all over the world, and Pakistan turns into the front line state on the war in terrorism. After 9/11, Pakistan had lost 70,000 or more citizens, 5000 armed force persons until 2018 and economic loss more than 100billion \$ (Raza et al., 2019). Television has gained the significance as compared to the other media on the issues

prime importance. Everyone wants to be informed about what is happening around the world and put their trust in news channels, and the masses uncritically accept all the information. Mostly the news broadcast based upon negative reports. Frequently, negativity is more attractive to the audience than the positive content shown upon news channels (Rojkova et al., 2015). Breaking news as an alarm that remained a necessary piece of information got by the private news channels. A few global news network start proficient functions with the help of their neighborhood partners. It gives well-equipped technical, proficient logistical assistance to the country's private media business. Presently, the Pakistani satellite TVis showings all features and aspects of life, and it is quickly making progress. However, there are many new trends introduced recently in the news industry, even when Pakistan is known as a very perilous place on the planet for the practice of journalism (UNESCO, 2013).

Taking into consideration of breaking news, it is known as a trend on satellite television channels. Often news channels put aside core values of news in the competition and struggle of being more predominant. A few investigations show that private news media is more concerned about breaking news, and the media of Pakistan show less international news. They present superficial content for commercial benefits (Ali et al., 2013). The present news coverage is littered with sensationalism. Realities are expanded to appear seriously, thrilling and sensational. Stories are meant to acquire higher appraisals and more cash in a certain medium. All media will over-report the news to ensure they get a lot of sensational visuals. Competition between rivalry channels became fiercer and the media turned out to be more fixated on taking advantage of violence and terrorism, looking for higher ratings. Broadcast news now focuses on more sensationalistic news than informative pieces to grab more attention from the audience. Sensationalism in the news act as an emotion arousing practice within the news industry, so the news is designed in such a way to make a kind of fear among the people or make more thrill for something shown on media. This implies that any story that is outlined with a component of sensationalism could instigate dread or mania among the general society (Frye, 2005).

This present study is intended to investigate the patterns of breaking news among private news channels and perceptions of viewers regarding breaking news focusing on sensationalism and negativism to comprehend the valance impacts on the male and female studying at the University of Sargodha. Various private channels are dedicated to present news and current issues programs which opened new ways for the viewers to get information about what is occurring in the country and all around the world.

In the breaking news, each television channels sensationalize every single issue and show bogus and negative news as a piece of breaking news. The idea of breaking news has become vogue among different private television news channels in Pakistan. This trend is majorly affecting the perception of masses and their ability to analyze issues they watched. However, the authors conducted this study to investigate the phenomena of breaking news shown on popular private TV channels. The significant individuals watch news channels to remain informed about recent happenings, but the way they are portrayed may lead them towards sadness or frightening sensations.

Development of Breaking News trends in Television

Breaking news is arising as an emerging news trend in mass media, specifically in the television news channels. It is seen that news channels, specifically private news, are altering ironically and setting up new practices. It is noteworthy that breaking news is having a remarkable impact on the viewers (Jurkovich et al., 2000). Immediacy has been known as producing new ways and live in the 24 hours news, and breaking news is considered as its apotheosis (Lewis & Cushion, 2009). As indicated by Mill operator (2004) "Breaking news is a story that is sudden and unexpected occasion named breaking and unscheduled. "Breaking news is a modern transmission news coverage technique and procedure that makes the viewers aware of surprising, spontaneous, and unfolded occasions (Tuchman, 1978).

Breaking news has also been called an extraordinary report or news bulletin. Simply breaking news is considered as news about the most recent issues occurring in the county or society that the news channels interrupt the planned programs to report the newly arrived news details. The recent story came through reporters, or something streaming live on the news channel is given much importance (Seib, 2002).

These days, the TV news channels intend to show live streaming and breaking news for the purpose of getting viewership. People working in the media think that this kind of presentation style may be getting more noticed by the viewers (Tuggle et al., 2002). Twenty-four hours of news on the cable are shown, and the advancement in technological and advanced equipment makes it more demanding to show the issues in a way that is highly appraisable. Taking into consideration all these things, this kind of breaking news format is quite ideal (Eastman & Ferguson, 1997).

Private Television Industry in Pakistan

In Pakistan the start of private TV channels is traced to the era of 2000. The government of Pakistan lifts the restrictions on private television channels in the month of October in 2002 and carried out the Pakistani electronic media ordinance (Khan et al, 2020). This ordinance paves the way for many news and media channels to work in Pakistan. Right now, there are many native and worldwide television news outlets that are working in Pakistan. The foremost content made in the television channels is news. The idea of 24/7 in the private channels took a big revolution in the Pakistani industry. However, it essentially influences the news values. There were numerous new ideas that arise in the news, specifically in the breaking news. The issue of war against terrorism raises fuel in the media industry. It raises the situation of chaos and disturbance and breakdown peace in the country. It creates much impact on news valence (Ricchiardi, 2012). Sensationalism and race of being first in the breaking news between news industry channels break the setup and standards of the transmission as well as journalism.

Breaking news as source of information and creates valence effect

TV has altered the way of taking information. Various investigations uncover that TV has turned into a significant piece of our lives, so it has altered every single thing in the world (Spingel, 1992; Biocca, 1988; Johnson and Davey, 1997; Tuggle and Huffman, 2001). Over (53%) Americans use TV and have confidence and trust in TV (Jamieson and Campbell,

2001). One more examination's finding of survey proposed that many individuals see news channels to find and know new breaking news (Associated Press, 2008). The news showed on television channels is generally negative and tries to raise the emotions of the viewers. Results of an investigation reveal that the three most mainstream U.S. Television stations (ABC, NBC, and CBS) show noticeably more dreadful news except the positive news. A larger part of the news (47%) that was covered by these channels can be said as bad news (Stone and Crusin, 1984). A finding of the study conducted by Johnson (1996) asserted that all news channels present more news about brutality, conflict, and grief. National news transmission gives extra time to show war, violence, and disagreements while locally working TV channels show more misfortune and corruption. Results of the study by Schster et al. (2001) revealed that news alerts affect the audience negatively. Tuggle et al. (2002) consider "TV breaking news as dark holes." As directed by him, breaking news patterns are impulsive, and they show unplanned coverage of live shows of any occasion. One other examination done by Klevin (2003) demonstrates that people feel anxious after viewing news.

Sensationalism in the news

Various definitions explained sensationalism in different ways. These include extending current realities, shocking stories for taking advantage in different ways in media or gossips, and so on. Mass media sensationalism is present in the news since last decade in Pakistan. The present news coverage is littered with sensationalism. Realities are expanded to appear seriously thrilling and sensational. Stories are meant to acquire higher appraisals and more cash in a certain medium. News like terrorism and attack violence, and crime are presented as breaking news (Altheide, 2002). The feature of sensationalism in the news has been present since the 1500s, and it is criticized with yellow journalism. Moreover, it never vanished totally from reports and stories patterns from television channels rather increased with the passage of time (Kleemans et al., 2017).

All media will over-report the news to ensure they get a lot of sensational visuals. Competition between rivalry channels became fiercer; the media turned out to be more fixated on taking advantage of violence and terrorism, looking for higher ratings. Broadcast news now focuses on more sensationalistic news than informative pieces to grab more attention from the audience. Sensationalism in the news acts as an emotion arousing practice within the news industry, so the news is designed in such a way to make a kind of fear among the people or make more thrill for something shown on media. This implies that any story that is outlined with a component of sensationalism could instigate dread or mania among the general society (Vettehen, & Kleemans, 2017). One of the more predominant meanings of sensationalism in history is that it enhances extraordinary feelings in the audience from the elements of enthusiasm, shock, and dread, etc. Sensationalism is used today to gain readership, ratings, and to make money. Sensationalism has been utilized to sell the news by making stories that will grab the audience's attention, their highest appraisals, and profit for the channel (Grabe et al., 2001; Kilgo & Sinta, 2016).

Negativity in breaking news

The content presented in the news is usually negative. There is a phrase well known that "if it bleeds, it will lead," and it is generally said that news presented in media are generally negative either the viewers see any channel (MacRae, 2016). And if we look at the news regarding politics, there is no exception in it. Many investigations have suggested that

negativity can be spread through news easily, and this negativity plays an important role in the voting behavior of individuals. The advertisements presented on Television can also lead towards negativity. Most people have more tendency to react more to the negative news (Soroka & McAdams, 2015). News content that is centered on negativity may be more attractive and appealing to have more impact on that particular news (Soroka & McAdams, 2015). Gitlin (2003) argues that the content of the breaking news is specifically composed of those words that make people surprised by the specific news and make them curious to know the whole story. Specifically, trilling news that is mostly related to crime and violation is highlighted more explicitly, and the way they are shown on Television can had adverse effects on the audience. They may feel anxiety and sadness after watching this news.

Cultivation of news sensationalism and negativity

Breaking news significantly influence the temporal behavior of viewership on event, ideas and country. This can viewed from the perspectives of heavy and light views. Heavy audiences who look at TV news alerts feel more frightened (Wilson et al., 2005). Results of a study showed that watching news had a significant association with the feeling of anxiety of the masses (Ahernet al, 2004; Watson, 2005).

Miller & Glenn (2007) asserted that a story becomes more appealing when it is regarded as "Breaking". Findings of a study disclose that women feel more fear and despair as compared to males (Ben-Zur & Zeidner, 2012). Dhamrah (2012) notices that news sources are unsuccessful in conveying valuable information to the viewers with decent content and taking into consideration of societal values. It is due to the competition between TV channels to become the first to deliver a piece of news. However, from the psycho-physio sociological analysis of the news content reveal that masses pay significant attentions on negative news as compare of the positive (Soroka & McAdams, 2015). TV channels cultivate sensational and negative content on their breaking news content categories that significantly influence temporal behavior of viewership.

Material and Methods

In the present research, a descriptive survey method is used, and data is collected using the primary data collection technique. The questionnaire is designed on self-structured and based upon both close and open-ended questions. The questions are asked about people's perceptions regarding breaking news trends on private television channels through convenient random sampling technique. The perception of the respondents is measured by using three points Likert scale for all the items ranging from '1= very frequently' to '3 = never'. The universe of the present study is all males and females who are studying or working at the University of Sargodha. The total sample is comprised of n = 320. Reliability of the instrument is 0.830 Cronbach's Alpha.

Results and Discussion

Figure 1 shows the interest of both males and females regarding breaking news given on private television channels i.e. Geo News, Express-News, ARY News, and Dunia News.

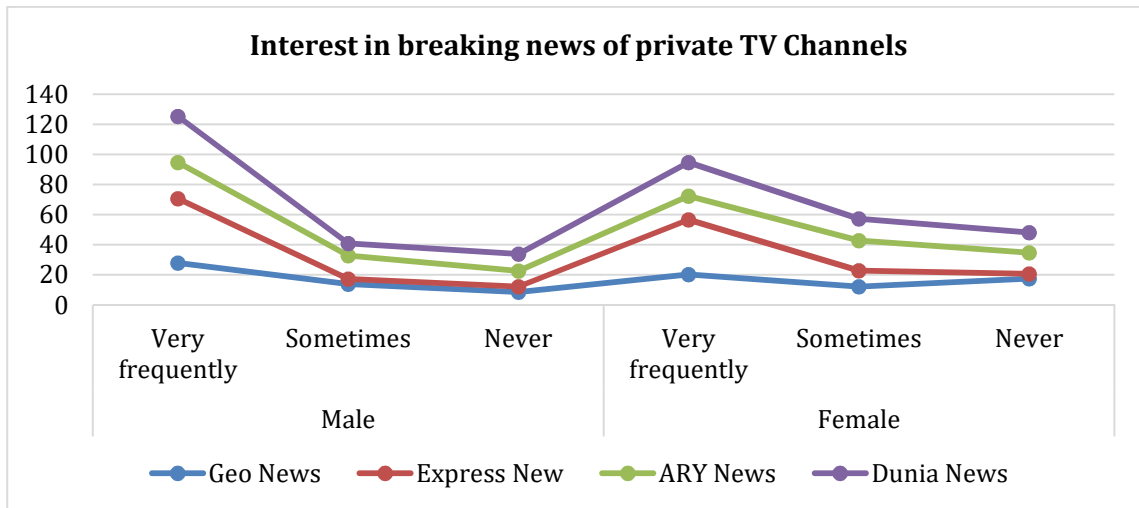


Fig. 1. Gender reflection in Interest of breaking news of private TV Channels

It reflects that significant male respondents have more interest in viewing Express channel breaking news more often than female respondents, whose frequency is (36.25%). Additionally, the frequency of males has subsequently laid from (30.62%) Dunia news, (24.06%) ARY news, (42.81%) Express news and (27.81%) Geo news. In comparison with this, significant female frequency (22.18%) Dunia news, (15.99%) ARY news, (36.25%) Express news and (20.31%) reflect interest in breaking news of private channels.

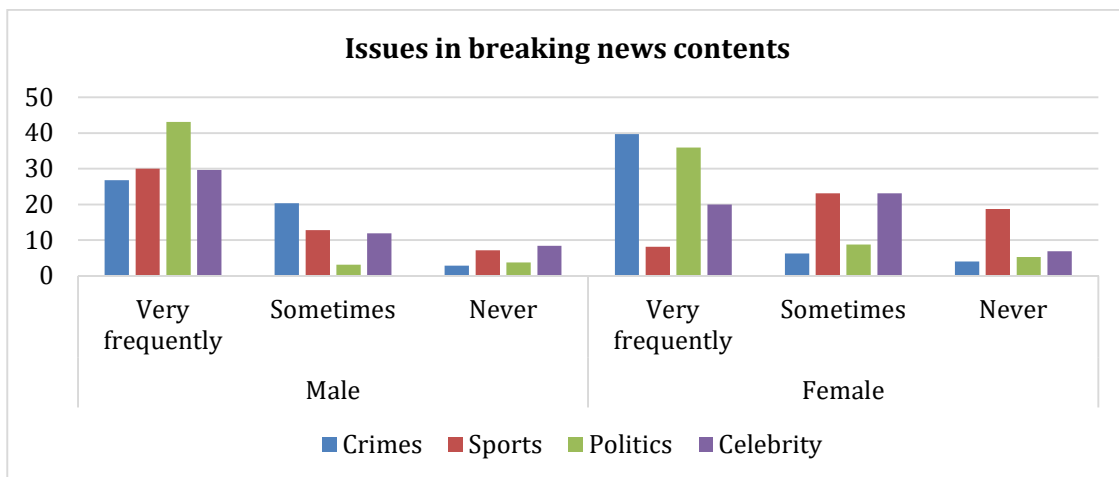


Fig. 2. Gender wise Interest in issues presented in breaking news content

The figure 2 reveals that significant male viewers (43.12%) thought that more political content is being presented in the breaking news in comparison to this (35.95%) of females responded. Nevertheless, significant female’s viewers (39.70%) as compare to male (26.81%) consider that breaking news about crimes is more frequently shown on these TV channels. However, this varied on male (30%) on sports while it reflects (8.12%) in females and celebrity in contents among male (29.68%) and (20%) among female respondents. Lavie & Lehman-Wilzig (2003) assert that otherness factor considered in the editorial policy,

particularly creating the headlines. They point out in the media organizations, significant content produce on the news value basis and marketable news worth content.

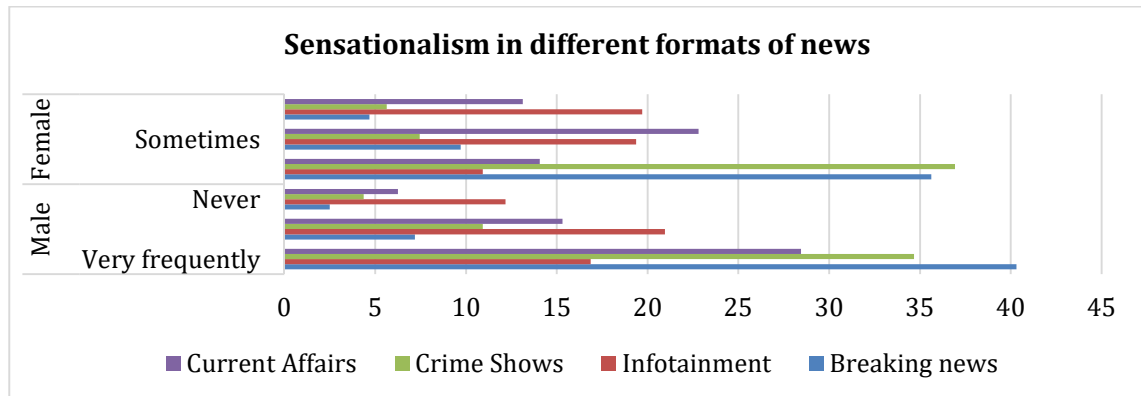


Fig.3. Sensationalism in different formats of news

The figure 3 clearly shows the percentage of the respondents, both males, and females, regarding sensationalism in various formats. Significant male (42.32%) respondents have a view that that the element of breaking news spreads more sensationalism in the news presentations while (36.93%) female viewers reveal that news related to crimes tend to spread more sensationalism in the news as compared to the other formats of sensationalism mentioned in the figure breaking news, and current affairs, etc. Nevertheless, all the results conclusively disclose that breaking news shows more sensationalism as compared to other particular elements stated in the figure. Nacos (2003) argues that political violence like terrorism get the consideration of global mass media is breaking news segment. It quickly catch the attention of government, policy makers and masses and he refers the incident of 9/11 where all significant TV network give coverage of the incident that not only create a panic in the United States but it also create fear of terrorism in the global audience.

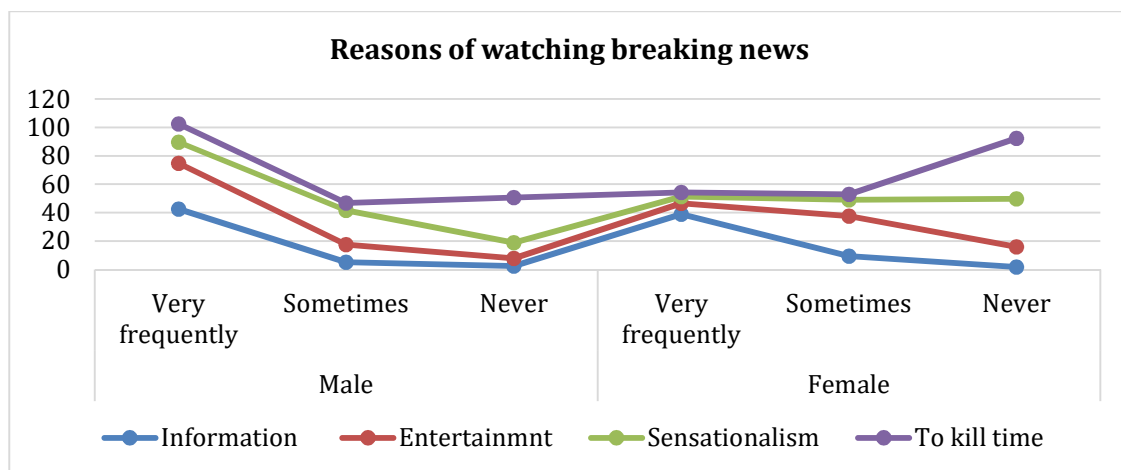


Fig. 4. Reasons of watching breaking news

In the above figure 4, results shows that a larger number of male (42.4%) and females (38.8%) respondents see breaking news for the purpose of having information about what is happening around the world. Additionally, (32.2%) male watch breaking news to have entertain themselves, whereas females (28.1%) watch the news for the same purpose.

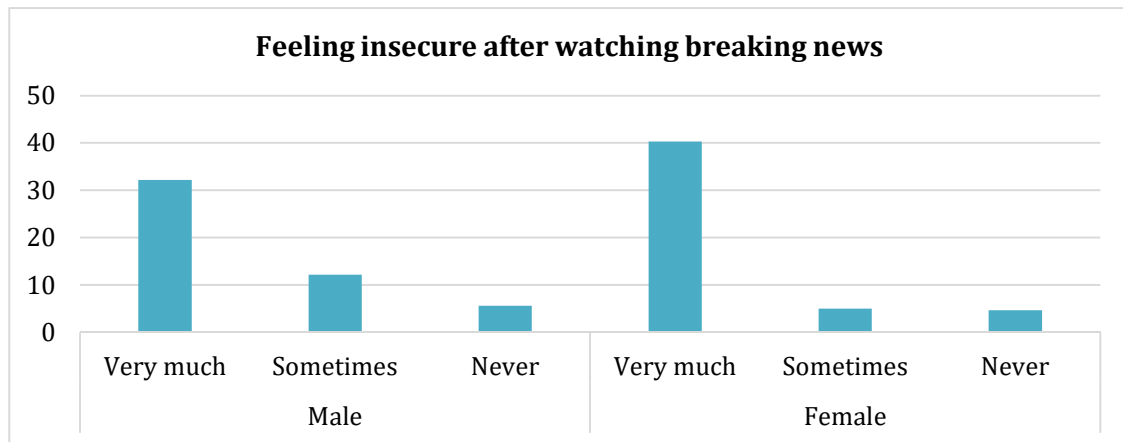


Fig. 5 Frighten after watching breaking news

Figure 5 reveals that distributed gender wise feeling insecure after watching breaking news, It showed that (40.3%) females felt more insure while watching the news than male respondents (32.2%). However, this tendency appeared among male (12.2) and female (5%) hen breaking news create frighten their viewers. Çınarlı, & Nguyen (2020) argue that breaking news of local satellite channels are causing fear among the audience of Turkey which carries serious question of ethics in the practice of journalism. Moreover, Weitzer & Kubrin (2004) assert that cable TV is significant contributor in real life crime conditions to elevate mediated conditions that create fear in society. However, demographic factors are significant among other variables to bring frightening effect.

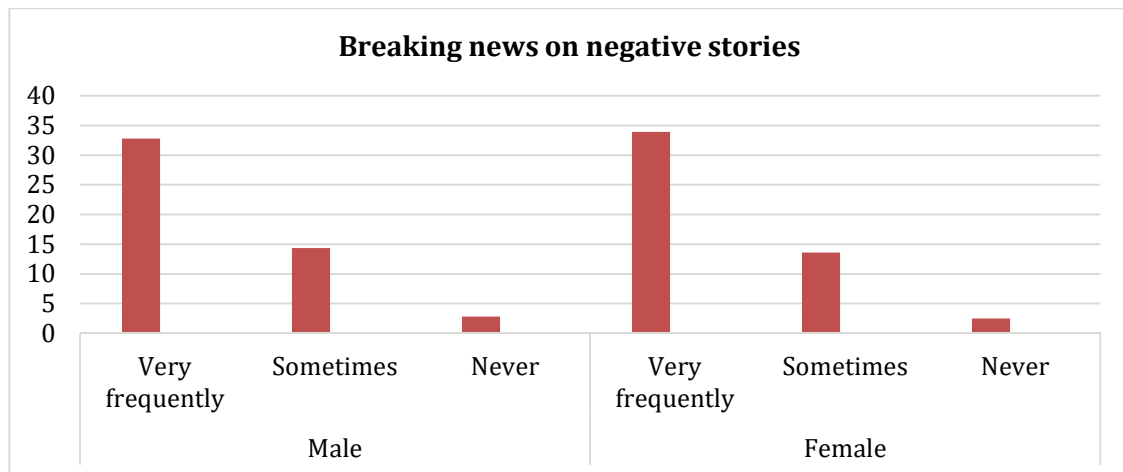


Fig.6. Gender wise frequency of breaking news on negative stories

Usually, it is known that there are various news channels that are showing negative news stories as breaking news. Both the genders in the above figure have the same opinion (32.81%) males and (33.91%) females responded that they see more negativity in the news. Significant results of the respondents reveal that breaking news is based upon negative content. However, this appeared certain extent among male (14.37) and (13.6%) among female. Patil (2018) asserts that there is difference in the reflection of female among the countries of first and third world. She took the context of India where female have not significant proportion in media, there they can editorially decide the nature of broadcast content for TV channels. However, negativity can mitigate if female editorially decide the content of TV broadcast.

Table 1
Chi-square statistics on negative stories

	Negative stories
Chi-Square	253.250 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0.

The Chi-Square results of the Table 1 reveal that $X^2=253.250$, $df=4$, $p=.000$, there are expected that negative news stories will appear more frequency in the breaking news on the private satellite TV channels.

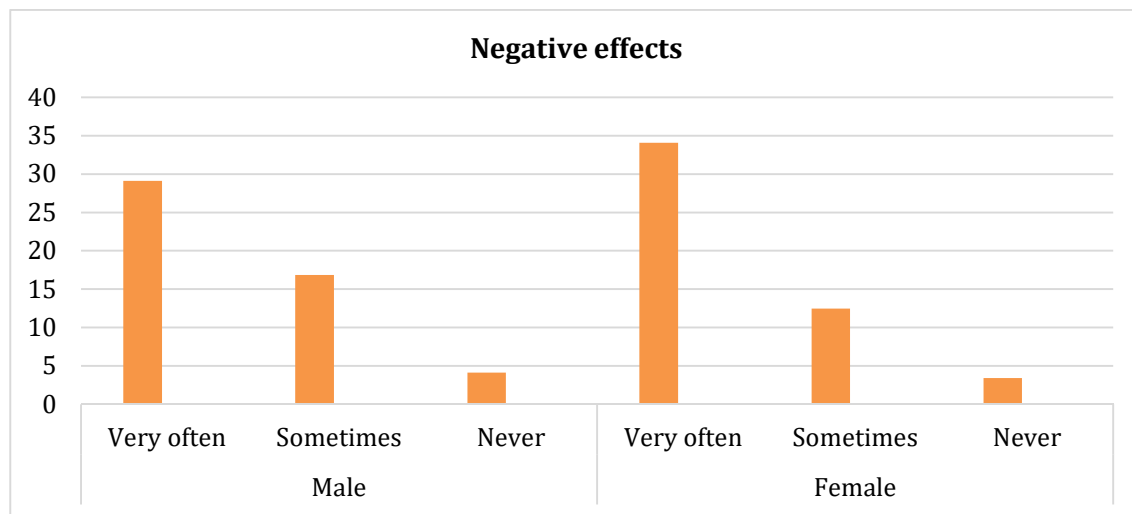


Fig. 7. Negative news effects of breaking news on youth

The breaking news had a negative impact on the viewers (see fig. 7). If we take a look at the bars of males and females respondents then results shows that significant females (34.1%) and (29.1%) of males are significantly influence by the negative effects of breaking news. However, (16.85%) male sometimes get effects of negative news and (12.45%) female (12.45%) female. Moreover, there is meager percentage of male (4.1%) and female (3.4%) that reveal they do not take negative effects of breaking news. However, chi-square statistics

of negative news effects reveal that there is significantly expected that negative effects on youth will continuous (see Table 2).

Table 2
Chi-square statistics on negative effects

	Negative effects
Chi-Square	172.500 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0.

In the breaking news trends in Pakistani private news channels, findings revealed that male respondents (42.81%) took more interest in viewing breaking news from the Express channel more often than females (36.25%). This investigation uncovers that a greater part of the male respondents (43.12%) see the political based content is oftentimes presented as breaking news, while among the female respondents larger part (39.70%) considered crimes are usually more shown as breaking news as compared to the other content displayed in the news. Results display the percentage of the respondents, both males, and females, regarding sensationalism in various formats. A large number of male's (42.32%) respondents have a view that has viewed that the element of breaking news spreads more sensationalism in the news presentations while (36.93%) female viewers reveal that news related to crimes tend to spread more sensationalism in the news as compared to the other formats of sensationalism mentioned above in results. Generally, results reveal that viewers watch breaking news to get new information than they see for any other specific reason. Daredia et al. (2013) research results likewise supported that (68.3%) respondents use television news as a way to watch valuable information. Most of the respondents, both male, and female, think much of the time breaking is based on hostile and negative news.

Findings also show that breaking news had a negative impact on the viewers. If we take a look at the row of males and females respondents, then analysis shows that a large number of females (34.1%) and (29.1%) of males choose the option of very often they found that news had a negative effect on the audience. Harrell (2000) stated in his research that people who view negative news on television channels feel much nervous. The responses of gender-wise distributed data revealed that (40.3%) females felt more insure while watching the news than male respondents (32.2%). Klevin (2003) research was followed by the same findings, which displays that viewers feel frightened and insecure after viewing news. The results infer that a larger part of male respondents (40%) and (38.1%) thought that Geo News and Dunia News often present breaking news on small issues when contrasted with female viewers' responses (36.6%) and (28.4%). These facts are in line with Ekström (2021); he noted that claims on facts in breaking news, the claim of source and their justification of facts are in questions. However, breaking news significantly missed stated facts. Vasterman (2005) argues that the desire to be rapid and represent new news as breaking news sometimes violates the media guidelines. Saltzis (2012) finds that breaking news in comparison to conventional news on TV is having inadequate information and insufficient independent reporting. Hence, it is argued that extensive breaking news bring

no value to the quality of TV journalism. Hence, breaking news is cultivating sensationalism and negativity in Pakistan.

Conclusion

It is noticeable that an effective accountability system should be introduced into the TV media editorial system, which can stop the desire for supremacy over other channels in the media. News channels may guarantee that they are providing accurate news on the basis of facts, source credibility and value. News channels cease presenting unauthentic news, and they have to make sure accuracy of the news they are showing as breaking news. Media especially related to news may reflect responsible and have to ensure valuable content that cause the dissemination of positivity and halesome information. Cultivation of sensationalism and negativity-spread panic in society and have long term effects with demographic particularly on females. Development of code of ethics on categories of news channels specially on breaking news are strongly recommended. However, academic forums, civil society and Interest groups may research outcomes with the private TV channels so that their recommendations may be consider by the editors of the news.

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