

MEDIA AGENDA: ANALYSIS OF THE NEWS COVERAGE ON PAKISTAN TELEVISION

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ABSTRACT

The studies is carried out to explore the coverage of Pakistan Television (PTV) main news bulletin Khabarnama regarding different news categories. The studies is based on the measurement of frequency of five national and international news categories that comprises most of the PTV khabarnama i.e., social, political, violence/crime, sports and weather news .The studies also evaluates time duration devoted to the footage/film with these five news categories. The content analysis design is adopted as an instrument of analyses. The agenda-setting theory has provided a theoretical framework for this quantitative media research. Seven newscasts are studied of the Pakistan Television channel. Each newscast is recorded on the same time, over a one-week period. After the collection of data "t" test and Co-efficient of variation are applied to analyze the data. The hypothesis is proven statistically.

Keywords. *Pakistan Television Khabarnama, Media Agenda, Social, Political, Violence /Crime, Weather & Sports News*

INTRODUCTION

Media has penetrated in our lives like oxygen in our body because people use the media for obtaining all kinds of information. On one hand our media broadcast repeated information about the different national and international issues while on the other hand they also scrutinize the day's news. McCombs (2002) a noted that during framing the news stories for the media the journalists refine and reshape our pictures of the world. This process of scrutiny of news in media is called the agenda-setting function of media. Roger and Dearing (1988) founded that the media select or reject the issues and events and then ranked them according to their hierarchy of importance (p. 565). Page and Shapiro (1992) founded that television news coverage of major foreign issues over a 15-year period did much more than influence the salience of these issues. Iyengar, (1991) noted that the media's agenda can alter the choices of the people during the presidential election. Gatlin (1980) is of the view that media gives the coverage to the upper class and project their ideas.

Media organizations decide to present some news issue more than other which they think they are less important to the general public so they kill these information and bring other into the main stream. McCombs (2002) b noted that more than 75 percent news never transmitted to the audience (p.4). Media agenda have a systematic mechanism through which a news story go through and get a space in the print and time in the air. Walgrave and Aelst (2006) cited

Cobb and Elder (1971), p. 909 noted that the media has a very important role in elevating different issues to the systemic agenda and in this way increasing their chances of receiving consideration on institutional agendas. Werner et al (1997) noted that through agenda setting of mass media could have an effect on the public thinking, perception, opinion and ultimately on their behavior. Agenda setting theory explains that the news media determine the issues of the day and compel the public thinks and talks about it.

Pakistan is the 6th most populous country of the world with low literacy rate. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), as for as the literacy position of Pakistan is concerned it stands at 160th position in total countries of the world. In this situation electronic media i.e., radio, television act as an important and major media of communication. More and more people depend on electronic media for the information and entertainment .PEMRA Annual Report (2006-2009) mentioned that in Pakistan, television is the dominant communication medium on a national level and according to survey findings of four provinces Sindh, Punjab, KPK, and Baluchistan shows that television is more highly consumed medium than radio and newspaper. Sherry Ricciardi (2012) noted that the state-run Pakistan Television Corporation has an official monopoly of terrestrial free-to-air television stations, giving it a large share of the national TV audience, especially in rural areas without access to cable and satellite channels. Despite the influx of private TV stations, state television remains hugely influential. It operates from five main centers: Islamabad, Karachi, Lahore, Quetta, and Peshawar (p-11).

The government owned Pakistan television network, works on both terrestrial Network & satellite Network. PTV disseminate its informational, educational and entertainment programs via different categories of Channels Networks like. PTV Home – Entertainment Channel, PTV News–News Channel, PTV Global – Exclusive channel for overseas Pakistanis, PTV National –Regional Channel PTV Bolan–Balochi Language Channel, AJK TV–Muzaffarabad Virtual University Educational TV Network, etc. Since 2002 the privately run television channels quickly entered in to Pakistani media industry. Keeping in view the reality that PTV is a government owned channel and being a government owned channel how much time does Pakistan Television devote to the different news categories. PTV News is a 24-hour state news channel in Pakistan. It is the most important source of information to the viewers, since the inception of PTV news services. The national language bulletin Khabarnama, English News, Kashmiri News, and Arabic News are transmitted centrally by the National News Bureau, Islamabad which is functioning since 1978 on national network.

The National News Bureau is supported by four news centers at Lahore, Peshawar, Quetta and Karachi, which also produce bulletins in the regional languages. Regional bureaus at Multan, Faisalabad, Hyderabad, Sukkur, Muzaffarbad, and Abbotabad cover the far-flung areas of the

country. The National News Bureau can mobilize its teams to cover any national or international event at a very short notice. Pakistan Television Corporation Limited, (1990) reported PTV news is also served by international news agencies, and daily satellite feeds received from VISNEWS and Asia vision. Present research focuses on five categories of national and international news i.e., political, social, violence, sports and weather news being presented on Pakistan Television (PTV). The importance given to the different news categories on Pakistan Television News bulletin is analyzed. The number of different news stories that appears on PTV khabarnama and time duration for the footage and film are investigated.

Objectives of Study

The main objects of the studies are:

- To analyze the frequency of different national and international political, social, violence/conflict, sports and weather, news stories appear on a Pakistan television main News bulletin khabarnama.
- To analyze the time duration devoted to the different national and international news categories i.e., political, social, violence/conflict, sports and weather being presented on its main News bulletin khabarnama.
- To analyze the importance given to the different news categories national and international political, social, violence/conflict, sports and weather news telecasted on Pakistan Television main News bulletin khabarnama.
- To investigate number of news stories appearing on Pakistan Television News bulletin with footage and film.

THE LITERATURE REVIEW

The present research has its theoretical linkages to the following theory.

Agenda Setting Theory

Agenda-setting theory was introduced in 1972 by McCombs and Donald Shaw in 1968 presidential campaign in Chapel Hill, North Carolina. It deals with audience awareness and information. It has two basic assumptions: first one is media filter and reshape the social reality while other assumption deals with the public perception, media gives the importance to the few issues more than others and make the public to talk about it and think about it as an important issue. Through agenda setting mass media place emphasis to an issue or topic in this way that audiences learn about public issues and other matters through the media. Maxwell McCombs & Donald Shaw (1972) noted that media do not tell us *what* to think, but rather what to think *about*. Mass media have been proven effective in determining what audiences see an issue as newsworthy. While covering an issue media can legitimize a story or marginalize either the entire story or certain aspects of it. Media continually raising particular questions and issues, or simply by showing an interest in a particular political candidate or

issue, the media can lead the discussion toward or away from issues important to the candidate and even to the public .

Over the past 25 years agenda-setting perspective has provided us common ground in the field of communication research. This research has different phases of development in its initial phase agenda-setting research focused on the question “Who sets the public agenda-and under what conditions?”, while in the recent phase of development the previous trend has shifted its attention to the question “Who sets the media agenda?” This question has linked agenda-setting research to the different social science, communication, and journalism subfields of research. While collecting, editing and presenting information into news a reporter cannot maintain partiality and biasness. The media personals when they receives the information they refine it according to their own frame. The Journalist framing may change or alter the opinion of the people. McCombs, (2002) noted that the journalists shaped and refined our pictures of the world in their news stories. McCombs and Weaver, (1973); Weaver, (1977) noted that the more people have a need for orientation on an issue, the more they will rely on media and be affected by media coverage. McCombs (2004) Agenda Setting deals with a strong and widespread effect of specific media content in the field of communication studies .Media cover some issues and not others. Media provide a context for public discussion of an issue, setting the stage for audience understanding.

CONCEPTS AND PROCEDURE

Research Design

In present studies content analysis method is used, that is most popular and appropriate research design to analyze the “media agenda”. The population of the studies is Pakistan Television news bulletin which was telecasted in the year of 2015. With a simple random sampling technique considering one week Khabarnama starting from 15 to 21 September 2015. PTV Khabarnama is the main news bulletin of Pakistan TV channel which daily telecast news on different national and international issues but researcher has selected only political, social, violence/conflict, sports and weather news as a unite of analysis. Other than the above mentioned news included in the miscellaneous or others news for analysis. The different kinds of news is further divided into national and international news categories. For the present research studies unit is Pakistan Television and its khabarnama is syntactical unit is used as the sampling unit for this content analysis, different national and international news stories are the context unit of analysis, and the time devoted to the footage/film with news stories are considered as a Physical units of the studies .

Riffe, D. Lacy, S,F,G.(2005) noted that television newscasts can be evaluated by measuring the number of stories that fall into given topics or by the seconds of time given to the topic

categories. The average length of time given topics is assumed to relate to the depth of coverage. The more time a story consumes, the more information it contains. Initially researcher trained coders to familiarize them with the content being analyzed. To familiarize the coder means to increase their comfort level with the content of the interest, while on the second stage to help minimize coder differences, the researcher establish a procedure that coders follow in dealing with the content.

Hypotheses of Study

Following null versus alternative hypotheses were developed and tested.

H₀. There is no significant difference between the coverage of different (political, social, violence/conflict, sports, weather and other) national and international news stories on PTV.

H₁ There is a significant difference between the coverage of different (political, social, violence/conflict, sports, weather and other) national and international news stories on PTV.

DATA ANALYSIS

There are varieties of specific data analysis methods, but in present studies the researcher used univariate frequency distribution to give the details of all the variables of the studies and the data was also analyzed through descriptive statistical analysis to test the hypotheses of the present studies. The collected data were analyzed to make comparison between the two groups of news sample. The scores of all samples were calculated, summed and mean scores were calculated, "t" test was used as statistical technique to compare the significance of difference between the means for national and international news being presented on PTV khabarnama. To compare the two groups of news being presented on PTV Co-efficient of Variation was determined. Alam (2000) states that, "Consistency or stability is used as terms opposite to variation (or dispersion). A data is considered more stable if it has less variation and likewise it is less stable if variation is more" (p.151). The applied formulae of test were as under:

Sample variance as:

$$S_1^2 = \frac{\sum x_1^2}{n_1} - \left(\frac{\sum x_1}{n_1}\right)^2 \quad \& \quad S_2^2 = \frac{\sum x_2^2}{n_2} - \left(\frac{\sum x_2}{n_2}\right)^2$$

Pooled estimate can calculated as:

$$S_p = \frac{\sqrt{(n_1 - 1) s_1^2 + (n_2 - 1) s_2^2}}{n_2 + n_1 - 2} =$$

$$t = \frac{(\bar{x}_1 - \bar{x}_2) - (\mu_1 - \mu_2)}{S_p \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \quad \text{where as } (n_1 + n_2 - 2) \text{d.f}$$

$$\text{variance} = s^2 = \frac{\sum x^2}{n} - \left(\frac{\sum x}{n}\right)^2$$

$$\text{S.D} = S = \sqrt{\frac{\sum x^2}{n} - \left(\frac{\sum x}{n}\right)^2}$$

Coefficient of variation can be calculated as:

$$\text{Co-efficient of variation} = \text{C.V} = \frac{s}{\bar{x}} \times 100$$

Terms and Abbreviations of the study

Terms and Abbreviations used in the studies are as under:

a.	á.	Level of significance
b.	d.f	Degree of freedom
c.	c.v	Co-efficient of variation
d	N	Total number
e	SD	Standard deviation
f	PTV	Pakistan television

Table 1 Frequency and Duration of Footage/Film shown national and international news

SN	News Categories	No of News	%age	Duration								
				Footage		Film			Total			
				M	S	H	M	S	H	M	S	
1	National News	281	80.51	17	10	3	52	46	4	15	56	
2	International News	68	19.48	8	27	-	34	56	1	42	00	
	total	349										

The table 1 indicates the frequencies of total, national and international news telecast during a single week of September 15-21 by the Government owned TV channel Pakistan Television. It shows that PYV Khabarnama telecasted total 349 news in a week. 80.51% news are about different national news stories while during this week PTV telecasted only 19.48% international news stories.

The table-1 also shows duration of footage and film shown during the national and international news telecast. PTV devoted 4 hours, 15 minutes and 56 seconds to show footage and film during the national news telecast. While the time remain 43.21 mts for shown footage and film during the international news telecast.

Table-2 Frequency and Duration of Different National and International News Coverage

SN	News Categories	No of News	%age	Duration							
				Footage		Film			Total		
				M	S	H	M	S	H	M	S
Political	National	149	87.13	4	17	2	2	25	2	27	48
	International	22	12.86	2	39	-	13	3	-	18	37
	Total	171		6	56	2	15	28	2	46	25
Social	National	13	100	-	45	-	11	22	-	13	52
	Total	13		-	45	-	11	22	-	13	52
Violence / Conflict	National	60	78.9	1	16	-	11	28	-	14	43
	International	16	21.05	1	16	-	8	14	-	10	52
	Total	76		2	32	-	19	42	-	25	35
Sports	National	22	56.41	2	27	-	10	51	-	15	58
	International	17	43.58	-	54	-	10	5	-	12	58
	Total	39		3	21	-	20	56	-	28	56
Weather	National	11	100	-	58	-	12	6	-	15	47
	Total	11	100	-	58	-	12	6	-	15	47
Any Other	National	72	84.7	7	27	1	4	34	1	24	37
	International	13	15.2	3	38	-	3	34	-	8	42
	Total	85		11	5	1	8	8	1	33	19

Table-2 indicates that PTV Khabarnama telecasted different categories of national and international news. It shows that 171 political news was telecasted in a week 15-21 September 87.13% news belongs to the political national news while 12.86% telecasted political international news. Table-2 also shows duration of footage and film shown during the different national and international news telecast. PTV devoted 2 hours, 27 minutes and 42 seconds to show footage and film during the national political news telecast. While only 37 seconds and 18 minutes were devoted for footage and film during the international political news telecast. Table-2 indicates that during one week of September 2015 total 30 violence/conflict national and international news telecasted by PTV Khabarnama. PTV Khabarnama telecasted 78.9% of national violence/conflict news while PTV Khabarnama gives 21.05% coverage to the international violence/conflict news in a week. The time duration of national violence footage/

film remain 14 minutes and 43 seconds while time duration of violence/conflict international news remain 10 minutes and 52 seconds.

Table-2 also shows that during this week of September 2015 PTV Khabarnama telecasted only 13 numbers of national social news. No international social news reported in that week. Its total time duration remain 13 minutes and 52 seconds for the footage and film of national social news. Table-2 indicates that during this week of September 2015 PTV Khabarnama telecasted only 11 numbers of national weather forecast. No international weather forecast were seen. The total time duration remain 15 minutes and 47 seconds for the footage and film of national weather forecast. It also shown in the table -2 that during one week of September 2015 total of 39 sports national and international news event were telecasted. 56.41% of national news categories while 43.58% international sports category. The time duration of national sports events' footage/film remain 15 minutes and 58 seconds while time duration of international sports events remain 12 minutes and 58 seconds. Table-2 also shows that PTV Khabarnama telecasted 85 others miscellaneous national and international news. 84.7% of national other miscellaneous news reported while 15.2% international other miscellaneous news were reported during the week. The time duration of national other news event footage/film remain 1 hours 24 minutes and 37 seconds while time duration of international other events remain 8 minutes and 42 seconds.

Table-3-T-test to Compare Means Difference on National and International Political News

Group	N	Mean	SD	CV	d.f	α	t-tabulated	t- Calculated
Political national news	07	21.28	5.77	27.11	12	0.05	2.179	8.28
Political International news	07	3.14	1.55	49.3				

Table-3 indicates that the N, Mean, standard deviation, coefficient of variance, degree of freedom, alpha, t-tabulated and t-calculated of political national and international news, being telecasted on Pakistan Television during a week 15-21 of September 2015. The mean of political national news were 21.28 high then mean 3.142 of political international news. SD in the score of two group political national and international was 5.77 and 1.55 respectively. The obtained t-calculated value 8.28 is greater than the t- tabulated t- tabulated 2.179 so we reject H_0 and accepts H_1 . It is concluded that there is significant difference between the coverage of political national and political international news on PTV Khabarnama. The coefficient of variation (C.V) of political national is lower 27.11 then the C.V of political international 49.3. The less value of C.V shows the consistency in the telecast of political national news in the Khabarnama. They are significant at 0.05 levels.

Table-4- T-test to compare Means Difference on National and International Violence News

Group	N	Mean	SD	CV	d.f	α	t-tabulated	t- Calculated
violence /conflict national news	07	8.57	4.77	55.6	11	0.05	2.201	3.05
violence /conflict International news	07	2.28	1.17	51.31				

Table 4 indicates the N, Mean, standard deviation, coefficient of variance, degree of freedom, alpha, t-tabulated and t-calculated of national and international violence/conflict news, being telecasted on Pakistan Television during a week 15-21 of September 2015. There is a significant difference of mean scores to national and international violence /conflict news coverage. The mean for telecasting national violence /conflict news events is 8.57, which is higher than the mean score of 2.28 for telecasting international violence /conflict news. The difference in the means with standard deviations of national and international violence /conflict news telecasting is 4.77 and 1.16 respectively. The co-efficient of variation (C.V) of reporting violence/conflict national is slightly higher 55.6 then the C.V of international violence/conflict 51.31 news coverage. The less value of C.V shows that this week of September PTV consistently gives the coverage to the international news in its main news bulletin Khabarnama. The T-test compare frequencies of national and international violence /conflict news telecasting on PTV khabarnama. The obtained t-calculated value 3.05 is greater than the t- tabulated t- tabulated 2.201 so we reject H0 and accepts H1 Here df=11, they are significant at 0.05 levels.

Table-5-T-test to compare Means Difference on National and International Sports News

Group	N	Mean	SD	CV	d.f	α	t-tabulated	t- Calculated
Sports national news	07	3.14	1.35	42.99	10	0,05	2.228	-0.41
Sports International news	05	3.4	1.35	39.70				

Table 5 indicates the the N, Mean, standard deviation, coefficient of variance, degree of freedom, alpha, t-tabulated and t-calculated for both national and international sports news telecasted on PTV khabarnama. There is partially difference of mean scores to national and international sports news coverage. The mean for telecasting national sports news events is 3.14 which is partially lower than the mean score of 3.4 for telecasting international sports news events. The standard deviations of national and international sports news events are the same 1.35 for both national and international sports events. The co-efficient of variation (C.V) of reporting sports news national is slightly higher 42.99 then the C.V of international 39.70 sports news coverage. The less value of C.V shows that there is consistency in the coverage of

the international sports event. Here $df=10$, t value is- 0.41, t -tabulated 2.228 and it is significant at 0.05 levels .Hence, hypothesis H1 is partially accepted.

T-test to compare Means Difference on National and International Other News Coverage

Group	N	Mean	SD	CV	d.f	α	t-tabulated	t- Calculated
Other national news	07	10.28	3.63	3.35	10	0.05	2.228	2.71
Other International news	05	2.6	1.01	0.38				

The table indicates the N, Mean, standard deviation, coefficient of variance, degree of freedom, alpha, t -tabulated and t -calculated for both national and international other news telecasted on PTV khabarnama. There is a significant difference of mean scores to national and international other news coverage. The mean for telecasting national other miscellaneous news events is 10.28 which is significantly higher than the mean score of 2.6 for telecasting international other miscellaneous news events. The standard deviations of national and international other news events are different .The SD for other national news is 3.63 and for other international news events is .01. The co-efficient of variation (C.V) of reporting other miscellaneous news events national is higher 3.35 then the C.V of international 0.38 other miscellaneous news events coverage. The less value of C.V shows that there is consistency in the coverage of the others international event. The obtained t -calculated value 2.71 is greater than the t - tabulated 2.228 so we reject H_0 and accepts H_1 .They are significant at 0.05 levels.

FINDINGS OF STUDY

National and International News Telecasted on PTV Khabarnama

The findings of the studies reveal that PTV Khabarnama telecasted total 349 national and international news stories on different issues during one week 15-21 of September 2015.Findings show that PTV telecasted 80.51% different national news stories while it telecasted only 19.48% stories on different international issues. The results indicate that PTV Khabarnama telecasted different categories of news and the percentage of political news 48.9% remain high among all others news during a week 15-21 of September 2015.Results show that 171 political news was telecasted in a week, in which 87.13% news belongs to the political national issues while 12.86% telecasted political international issues. While total 76 violence/conflict national and international news telecasted by PTV Khabarnama during the week of September 2015. 78.9% of national violence/conflict news stories telecasted while 53.3% of international violence/conflict new telecasted. In the social and weather news categories only 13 numbers of national social and 11 numbers of national weather forecast included in the news no international social news and weather forecast reported that week. Findings reveal that during one week of September 2015 total 39 sports national and

international news event telecasted by PTV Khabarnama. 56.41% of national news category while 43.58% international sports category. The content analysis of week PTV Khabarnama shows that during 15-21 week of September 2015 PTV Khabarnama telecasted 85 others national and international miscellaneous news stories. 84.7% of national news reported while 15.2% international miscellaneous news reported during the week.

Time Duration Devoted to Footage and Film

As for as duration of footage and film, shown during the national and international news, is concerned PTV devoted 4 hours, 15 minutes and 56 seconds to show footage and film during the national news telecast. 43.21 minutes were devoted to the footage and film for the international news telecast. The findings show PTV Khabarnama devoted 2 hours, 27 minutes and 42 seconds to show footage and film during the national political news telecast. While only 37 seconds and 18 minutes were devoted for footage and film during the international political news telecast. While duration of national violence footage/film remain 14 minutes and 43 seconds and only 10 minutes 52 seconds were reserved for international violence/conflict news stories. PTV Khabarnama presented footage and film only with national social issues of 13 minutes and 52 seconds. The results reveal that during this week PTV Khabarnama telecasted only of national weather forecast, the total time duration remain 15 minutes and 47 seconds for the footage and film. PTV Khabarnama presented footage/film almost equal time duration, i.e., for national sports events' footage/film remain 15 minutes and 58 seconds and for international sports events 12 minutes and 58 seconds. PTV Khabarnama gives the coverage to the different other news from all over the world. The duration of footage/film with other national news event remain 1 hours 24 minutes and 37 seconds while time duration of footage/film with other international events remain 8 minutes and 42 seconds.

FINDINGS OF DESCRIPTIVE ANALYSIS

National and International Political News Events Telecasted by PTV

The Findings of descriptive analysis of political national and international news indicates that the mean of political national news were 21.28 high then mean 3.142 of political international news. SD in the score of two group political national and international was 5.77 and 1.55 respectively. The obtained t-calculated value 8.28 is greater than the t- tabulated t- tabulated 2.179 so we reject H₀ and accepts H₁. It is concluded that there is significant difference between the coverage of political national and political international news on PTV Khabarnama. The co-efficient of variation (C.V) of political national is lower 27.11 then the C.V of political international 49.3. The less value of C.V show the consistency in the telecast of political national news in the Khabarnama. They are significant at 0.05 levels.

National and International Violence /Conflict News Events Telecasted by PTV

The Findings of descriptive analysis of violence/conflict news indicates that there is a significant difference of mean scores to national and international violence /conflict news coverage. The mean for telecasting national violence /conflict news events is 2.33, which is partially higher than the mean score of 2.28 for telecasting international violence /conflict news. The difference in the means with standard deviations of national and international violence /conflict news telecasting is 0.74 and 1.16 respectively. Here $df=11$, t value is 0.16, t -tabulated 2.201 and They are significant at 0.05 levels .Hence, hypothesis is accepted.

National and International Sports News Events Telecasted by PTV

The Findings of descriptive analysis of sports national and international news indicates that there is a partial difference of mean scores to national and international sports news coverage. The mean for telecasting national sports news events is 3.14 which is partially lower than the mean score of 3.4 for telecasting international sports news events. The standard deviations of national and international sports news events are the same 1.35 for both national and international sports events. Here $df=10$, t value is- 0.41 which is lower to the t -tabulated 2.228 value and They are significant at 0.05 levels .Hence, hypothesis is partially accepted.

CONCLUSION

The studies is based on a quantitative content analysis. The present study was conducted on " Media Agenda:Analysis of news coverage on Pakistan television". It is concluded that PTV Khabarnama has given coverage to different issues with the different importance in its main news bulletin Khabarnama. The studies reveals that the majority of the coverage is given to National issue and less coverage is given to International issues in this week of September 2015.PTV khabarnama has given more coverage to political issues as compare to social, violence/conflict. Being a government owned channel, PTV News focuses on national political issues as compare to international issues in this week. Sports events and Weather forecast are also presented as a regular section but during this week no international social events presented by the PTV khabarnama and also no international weather forecast presented. Coverage to other (miscellaneous) issues were also given considerable amount of time was given. The total time devoted to the footages and films with national and international news remains five hours two minutes and 14 seconds during one week of telecast.

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