

ATTITUDE OF MILLENNIALS TOWARDS TELEVISION IN PAKISTAN

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Abstract

The present study attempts to highlight attitude of millennials towards television in Pakistan. Population for the study includes 200 students from the two public sector universities. 100 male and 100 female students took part in the survey employing the simple random sampling technique. Approaching the theories of magic bullet and Bandura's Theory of Social Learning, researcher fielded the questionnaire including the queries about the music, drama and news channels' content. Data is analyzed using chi-square test. The study reveals that the youth is highly inspired by the actors however they showed their disfavor for the news anchors and news programs terming the news channels as the weak provider of news. The research suggests the promotion of Pakistani cultural values in drama and music sector, moreover, the eradication of fake news and riddance from the Indian and western dominance is also suggested.

Keywords: Millennials, Youth, Gender, Magic Bullet theory, Hypodermic Needle Theory.

Introduction

Digital media as a social and entertainment enterprise has significantly contributed towards the education and learning amongst masses. The widespread of Television and radio amongst Pakistani masses speaks volumes about people's love for radio and television entertainment. The 21st century calls for the technology that is more influential than conventional learning techniques.

The millennial generation is the one bearing the birth dates ranging from 1981 to 1997. This is followed by a specific period of 'birth dearth' by generation X that ranges from 1965 to 1980. Millennial Generation Y is the demographic cohort following Generation X and preceding Generation Z. Researcher highlights that media typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years. Generation Z is sometimes referred to as "echo boomers" due to a major surge in birth rates in the 1980s and 1990s. (Frey, 2018)

The millennial generation has come to terms with the transition phase of conventional to modern technology. The millennial generation, also known as the generation Y, possesses a greater command on the gadgets of the 21st-century technology (computer, smartphones, social media, internet, tablets, video games, laptops apps, etc. due to their higher technological diet. (Pyöriä - 2017).

Background of Study

According to a knowledge claim, television screening in common houses was fueled by several concerns with the notion of children drifting away. The concerns soon washed away when the researchers came up with the ground realities about the dissemination of information that started taking place as a result of informative television programs.

Claude E. Shannon presented a model of television in 1948. The Shannon model for TV consists of three elements: production, distribution, and reception (the receiver). In Pakistan, the television first came in 1964 on which the whole country welcomed the state-owned channel PTV. The first visual aspect of Television was occurring as a result of an experiment in Studio C of Radio Pakistan. The official transmission of Pakistan Television Network aired from Karachi during November 1967. The phenomenon of a Television presented a completely novel proof of

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entertainment. Around the world, the Television became the apple of the world's eye during the years proceeding World War II. (Shaikh, 2007)

The then-president of Pakistan General Ayub Khan is lauded for his endeavors and personal interest to fetch the Television in Pakistan, but he is also blamed to be the trendsetter for successor governments by using Television as a medium for running political propaganda. The country-owned channel benefited the nation in one way of representing all the cultures of the country on the screen. The newscasters and actors on television with diverse dialects played as an ambassador to every culture of the nation in the entire world. (Sheikh, 2007)

As a matter of fact, in Pakistan the programs aired by the state-owned channel PTV were termed as after the launch of satellite television around the world, people in Pakistan shifted their interest to the foreign channel. To catch the satellite signals of foreign satellite channels, a special dish antenna was installed on the rooftop of a house, bearing the power to grab the channels' rays. This got the PTV programs ratings very down. (Shaikh, 2007)

The phenomena of foreign entertainment and news channels took manifolds and ultimately during the 1990s the cable television system was introduced in Pakistan. Pakistani viewers ushered into a new era after the combination of satellite communications and the cable television. Until it was the year 2000, the satellite channels in Pakistan and the cable television system ran independent and unrestricted. But the state of affairs could not bear more independence as in the electronic media. The then federal information minister Javed Jabbar commented, "Pakistan's communication frontiers are weak and vulnerable. They are breached with impunity" (ibid, p. 81).

Hence, to keep the affairs regulated Electronic Media Regulatory Authority was constituted by the President of Pakistan to run broadcasting under the horizon of a controlling authority headed by a Supreme Court's retired judge. But unfortunately due to the lack of wanted results by the regulatory authority and Pakistan Telecommunication Authority (PTA), as the area of work for PTA was too broad to focus Television channels closely, the then President of Pakistan General (r) Pervez Musharraf approved of a new committee Pakistan Media Regulatory Authority (PEMRA) whose sole purpose was to work as a watchdog for the private channels in Pakistan not allowing them to exceed the cultural and moral limits of television programs. Moreover, the PEMRA controlled the cable operators and licensing channels. (ibid).

Previous researches did not find the attitude of millennials towards the area of electronic media under the specified themes. Therefore, this study is significant to fill those gaps.

Objectives of the Study

- To explore how much extent Millennial's are influence by electronic media personnel
- To find the influence of gender on the choice of Millennials towards watching channels?
- To find whether dramas influence the personal choices and the opinion of a millennial

Literature Review

The present study confronts a review of the literature regarding the impact of Television on millennial and society. Shah and Khurshid 2017 argued that the television has appeared to be the informal yet the most effective source of learning. Television cannot be skipped when talking about the societal curriculum. The research study proves that the way Dramas, news, and other programs are aired on television; it has brought significant conflicts among the religious and societal grounds. The study concluded that the programs on Pakistani Television do not promote particular Pakistani cultural values, moral values and religious values, hence, creating conflicts in the concepts of individuals in a society (Shah & Khursheed, 2017).

Tiwari (2016) has shown the light on the impacts of reality shows among the masses in Meerut, India. The reality shows in India have grabbed a whole lot of people's attention and positive feedback led to flourishing the trend. The latest and popular reality shows are themed for singing, dancing, and acting. With the main objective of examining the impact of dance reality shows among the youth and gender influences the study concluded that a millennial is highly attracted to television programs and especially the reality shows. The young generation assumes the reality shows as a great platform for showcasing their talent and an easy way to earn money. The study proposed that to prevent the youth going off track, the reality shows should be conceptualized with the theme of science, information, and sports to help prevent the alteration in the younger generation's moral values (Tiwari, 2016).

Zia (2014) argued in her study about the effects of Pakistani Dramas on youth and came along with the results that the dramas telecasted on PTV are schooling exotic culture and tradition among the youth resulting in the change in moral and societal values among millennial (Zia, 2014).

The media play an unprecedented role in molding and formulating public opinion concerning several problems and perspectives. A comparative qualitative study on the impact of the News channels of Youth by Naz, Asif, and Zafar (2015) suggested that the people highly exposed to the news channels are influenced by them both positively and negatively, hence the news channels shape their opinion accordingly.

Another survey at the University of Sargodha was carried out to dig out the facts about the current affair's programs cast on the millennial. The study clearly suggested that the news programs and the talk shows are highly likely to change the opinion and perception of the general people (Umair, Amin & Rasheed, 2014).

Mostly the global issues are addressed by media on account of spreading information and awareness amongst the masses. The study on the impacts of the electronic media on the academic performance of female students led the results that the content they watch on media help them enhance their cognition about several things and matters of their lives. Moreover, the content projected on media helps most of the females to solve their academic matter and do better in their studies. On the other hand, the study also suggests that female students are highly diverted and get poor grades in their academics. The electronic media is highly likely making females show derelictions attitudes towards their daily life matters (Ullah, Ali, Nisar, Farid, Ali & Alam, 2014).

Rationale

The emerging Western and Indian trends in Pakistan's showbiz industry are alarming. They are alarming in the sense of tacit breeders of the cultural evasion. Karachi is known as the Hub of Pakistan and is the most populous city of the country accommodating people from different ethnicities and occupations. Knowing the importance of the city, the researcher found it necessary to probe through the masses of Karachi to dig out the inside opinions of the millennials towards the emerging foreign trends in the programs of Pakistani electronic media.

Theoretical Framework

The theory in a research study determines how the developments in the study are going to or likely to take place.

Magic Bullet Theory

The Magic Bullet Theory of mass communication has another name of Hypodermic Needle Theory. The scholars have deemed the theory with a belief that the Media works as a gun that fires the message as a bullet consequently it hits the masses immediately. The magic bullet theory is generally defined as, "magic bullet theory or hypodermic needle theory sees the mass media as having a direct, immediate and powerful effect on its audiences" (Nwabueze & Okonkwo, 2018). The message sent by television propagates the airways and reaches the masses as the first-hand knowledge with potential higher influence on their minds.

Cognitive Social Learning Theory

Another theory that is found relevant to gauge the attitude of Millennials towards television in Pakistan is Bandura's Theory of Social Learning that postulates about a capability of a television program to initiate the process of learning in the society. The television airs the programs that supply the latest information and trend which are later picked up by being practised in society. The theory literally states that "social cognitive theory defines learning as an internal mental process that may or may not be reflected in the immediate behavioral change (Bandura, 1986)."

Research Questions

RQ1: Does the content of news channels play any role in changing a Millennial's theory about politics?

RQ2: To how much extent the millennials get inspired by the news anchors, pop stars and drama artists?

RQ3: Does the gender of a millennial effect on his/her choice of watching channels?

RQ4: Do the Dramas influence the personal choices and the opinion of a millennial?

Hypotheses

1. The news channel's content has changed Millennials' theory about politics.
2. A huge number of Millennials are inspired by the news anchors, pop stars and drama artists.
3. The channel viewing choice depends on the gender of a Millennial.
4. Millennials get inspired by the Dramas and the dramas strongly influence their personal choices.

Research Methodology

The study examines the "Attitude of Millennials towards television in Pakistan" that how many Millennial (Generation Z) is watching television channels (news, music, and drama). The main goal of this study is to examine the effects of News items, Dramas and Music channels on millennial through survey method with the random approach by using questionnaire as a tool for data collection. Subjects in the population are sampled by a random process (Frerichs, 2008). A total of 200 students (100 males and 100 females) university students is the targeted population from two universities, namely the University of Karachi and Federal Urdu University, Karachi. A sample size of student (generation Z 1991-2001) millennials were randomly selected for the study. The questionnaire consisted of three categories of Tv channels (News, Drama, and Music). The Survey forms contain three sections, the First section part A has items regarding news channels, second section part B is about the Drama channels and third section C inquires about the Music channels. The Reliability of a variable often pertains to the harmonious uniformity of a measure. Three types of harmonious uniformities are put forth by the psychologists which are over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rater reliability). (Jhangiani & Chiang, 2015) Assuming the above explanation, as this study aims to examine the attitude of a millennial towards the different programs of electronic media, the reliability of the variable in this research possesses the inter-rater reliability consistency pertaining to across different researchers. The results of the research are generalized in the end, but they need criteria to justify the generalization, that criteria are called the validity of the variable. As mentioned above the study probes about the attitude of millennials towards the different programs of the Television, the results will be generalized in the context of Criterion validity. The criterion validity explains as the extent to which the different variables are correlated with other variables (Jhangiani & Chiang, 2015). The study has related different variables across different options with the help of a chi-square test to analyze the relation between two variables.

Findings

To study the Millennials’ attitude towards the television programs, the researcher has formulated four hypotheses which are tested by the statistical method of Chi-square technique.

Hypotheses testing

1. H_A: The news channel’s content has changed Millennials’ theory about politics and it influences the Millennials’ life and attitudes.
2. H₀: The news channel’s content hasn’t changed Millennials’ theory about politics and it influences the Millennials’ life and attitudes.

Table 1

Chi-Square Tests	
	Value
Pearson Chi-Square	.854 ^a
df	2
Asymptotic Significance (2-sided)	.653
N of Valid Cases	199

The figures in Table 1 illustrate that as per the rule, the p-value is 0.653 which is greater than 0.05, the figures show the insignificant relationship between the news channels’ content and the Millennials’ theory about the politics. Hence our alternative hypothesis is rejected. It proves that the content of news channels which includes talk shows, news items, and documentaries do not change the millennials' own theory about politics.

1. H_A: A Huge number of Millennials are inspired by the news anchors, pop/rock stars and the drama artists.
2. H₀: A Huge number of Millennials are not inspired by the news anchors, pop/rock stars and the drama artists.

Table 2. Inspired by Actors

Chi-Square Tests	
	Value
Pearson Chi-Square	8.801 ^a
df	2
Asymptotic Significance (2-sided)	.012
N of Valid Cases	197

The figures in table 2 indicate the significant relationship between television celebrities and the inspiration of a Millennial. The figures in the table indicate the p-value is greater than 0.05 suggesting the Millennials are highly inspired by the Actors. Consequently, the alternative hypotheses are retained.

Table 3. Inspired by news anchors

Chi-Square Tests	
	Value
Pearson Chi-Square	4.540 ^a
df	2
Asymptotic Significance (2-sided)	.103
N of Valid Cases	200

With the value of P greater than 0.05, the results in table 3 indicate there is no significant relationship between the inspiration of a Millennial and the news anchors. This makes it evident that the news anchors nowadays have failed to perform as a trailblazer for the youngsters. Thus, the alternative hypotheses rejected.

Table 4. Inspired by pop/rock stars

Chi-Square Tests	
	Value
Pearson Chi-Square	.744 ^a
df	2
Asymptotic Significance (2-sided)	.689
N of Valid Cases	192

The inspiration rate of the millennials by the pop/rock stars was computed with the same chi-square technique as the above two were done. The results came out as no significant relationship between both of them. This ensures that the youngsters are not inspired by pop stars, thus, our alternative hypothesis is rejected.

1. H_A: The channel viewing choice depends on the gender of a Millennial.
2. H₀: The channel viewing choice does not depend on the gender of a Millennial

Table 5

Chi-Square Tests	
	Value
Pearson Chi-Square	31.186 ^a
df	2
Asymptotic Significance (2-sided)	.000
N of Valid Cases	203

Table 5 suggests that as per the rule the alpha value (p) is less than 0.05, indicates the significant relationship between the gender of a Millennial and their choice of watching a channel. The rule suggests that the alternative hypothesis is accepted. Hence it proves that it would be wrong to assume only the girls prefer to watch drama channels, fashion

shows or the boys preferably go for the music or sports channels. The choice of watching channels is regardless of gender.

1. H_A : Millennials get inspired by the Dramas and the dramas strongly influence their personal choices.
2. H_0 : Millennials do not get inspired by the Dramas and the dramas strongly influence their personal choices.

Table 6

Chi-Square Tests	
	Value
Pearson Chi-Square	7.744 ^a
df	2
Asymptotic Significance (2-sided)	.021
N of Valid Cases	192

Another chi-square test was conducted to compute the significance of the relationship between the Pakistani televised Dramas and its influence on the millennials' personal choices of dressing, fashion and latest trend going on around. The alpha (p) value is 0.021, eventually, less than 0.05 suggests that the dramas highly influence the personal choices of millennials and their relationship is significant. Hence the alternative hypothesis is accepted.

Discussion

The main focus of the study is to examine the effects of electronic media on the behavior and attitude on the millennials. To conduct the study, the respondents were expected to fill up the questionnaire with the questions divided under three categories. The three categories were News channels, Drama channels, and Music channels. The students of the University of Karachi and the Federal Urdu University, Karachi, were the targeted population of the study. With a total of 200 respondents 100 male students and the 100 female students, 60% of respondents turned out to fall in the age group of 18 to 22 years old. Whereas, the respondents belonging to the age group of 23-35 and 26 – 28 were 28% and 10% respectively.

The survey revealed Millennials' love for the television dramas. The 81% of the participants are spending two to three hours in front of the television watching them, while the remaining 19% dedicate their four to five hours to the dramas. In comparison with the drama channels, the millennials' response reveals their fondness to a lesser extent for the music channels. The results of the survey unfold about 55% of millennials who like to spend two to three hours watching the music channels while the other 33% watch the music channels for one hour or less than one hour. The music and song lyrics are highly influential, the respondents said.

The respondents expressed that the music channels in Pakistan are propelling vulgarity in society. The Indian and western music are now dominating the Pakistani music industry. The content projected in Pakistani dramas, according to the 81% majority of the respondents, are highly influenced by the Indian and Turkish serials, consequently which fail to promote Pakistani culture and values, and then again promoting vulgarism consequently leading the youth astray. Although the 19% of the minority favored in the case by saying that not all but in most of the cases the cultural or social issues are being highlighted in Pakistani dramas, helps to highlight the tacit issues which are generally not talked about. Nayab Khan (2014) concluded in her study, *The Effects of Media (Television) on Mental Health*, that the television is the main source of chaos, vulgarism, and indecency in the society.

The research proves that the content of news channels which includes talk shows, news items, and documentaries do not change the millennials' own theory about politics. The results oppose the study by Khan et. Al (2017) that suggested that television programs in Pakistan highly influence and mold the views of Pakistanis. Another important point highlighted by the study is that the dramas cast a strong influence on the personal choices of millennials and their relationship is significant. Hence the alternative hypothesis is accepted. A research study in Nigeria the influential effects of the television programs on the youth's choice of dressing and accessories concludes that television programs are highly influential and immediately grabs the youth's attention. They make their choices and change behavior by copying trends that are shown on television (Apuke & Dogari, 2017).

Conclusion

This study was conducted to find the attitude of millennials towards drama, music and news channel. The Actors inspired the youth so much so that they would not hesitate to join showbiz for acting. The television dramas help Millennials pick up the latest trends of fashions and grooming. The music and lyrics of the songs touched the youth's soul to the deep. Unfortunately, the television programs in Pakistan are tainted by the western and Indian impurities, promoting morally and ethically unfavorable content. Consequently, impregnating the society with the western and Indian tradition. The drama and music channels failed to impress the Millennials because of the high Hollywood, Bollywood and Turkish influence. The Indian and western dominance over Pakistani music serves a threat to Pakistan's original talent. This shows that the youth in Pakistan wants to see more Pakistani and traditional content on Pakistani music and drama channels. Today the Millennials opined that the news channels spread fake news, elevating the Millennials' distrust on them.

Recommendations

- Media should pay the needed attention to promote Pakistani values, culture, and tradition in the television content instead of promoting western customs and tradition.
- The news media should dress their reins by stopping the dissemination of fake news and the controversial content. The fake news providers must be held accountable for doing so.
- Self-censorship is highly needed by all the private channels to keep them behind the traditional boundary.
- Television programs should get rid of the Indian and western dominance in their programs.

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