

The Study of the Language of Pakistani News Channels and Its Impact on Viewers: A Perceptive Study

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ABSTRACT: *This research aims at studying the language of Pakistani news channels and its impact on viewers. The research question included the identification and analysis of the subsequent impact of language on the psychology, culture, language, trade, religion, politics, geography, national and foreign affairs of masses. For the present study, a questionnaire was designed. There were a number of open ended questions also asked to collect the opinion of the respondents rather than constraining the research to close ended questions to analyze the perceptions of the respondents. A sample of 65 students and 85 professionals participated in the present study. The sample for this research was selected conveniently from Kinnaird College for Women, University of the Punjab and Lahore University of Management Sciences. The above-mentioned sample comprises varied categories of socio-economic and educational backgrounds, age and income groups and the nature of nationality. Findings of the questionnaire survey reveal that biased language has often been used by news channels and the ideological opinions held by these institutions are very often implied, hidden, denied or taken for granted. Most of the respondents believe that the channels are sensitizing the issues frequently regarding politics, terrorism, crime and celebrities etc. Negative influences of Pakistani news channels on viewers highlighted by respondents, are greater than positive ones. Most of the respondents believe that the language of news channels promotes violence and frustration among viewers. While few say coverage of murders, bloodshed and bomb blasts on news channels cause anxiety in young minds, moreover news channels' language promotes prejudice and aggressive attitude. Findings reveal that impact of the language of news channels on viewers is quite negative as they are becoming less tolerant and impatient.*

Keywords: Language of Pakistani News Channels, News Channels, Pakistan News

Pakistani News Channels have become more than a source of disseminating information; it has become a business to earn more revenue to seek more audience. Moreover, the exaggerated and sensational language of Pakistani news channels causes chaos, restlessness and impatient approach in the society which ultimately can take masses to irrational and unsympathetic attitude. This research attempts to describe the language of Pakistani news channels; furthermore identify and analyze the impact of language on viewers, culture, trade, Psychology, religion, politics, national and foreign affairs.

Since Pakistan has a vivacious news channels landscape, despite political pressure and direct state bans to curb or control the media policy, the mass media has freedom of thought and expression to large extent. Such freedom of expression is exercised through language that causes deep impact on viewers. Since Pakistani media got liberalized in 2002, the television sector underwent a thriving boom. In a severe competitive environment coupled with commercial interests, quality journalism in terms of language and content put at stake for the sake of sensationalism. McQuail (2000) of the view that, "sensationalism is the use of exciting and even shocking stories, graphics or

language at the expense of accuracy to generate heightened interest and excitement. Patterson (2000) characterizes that "soft news as having sensationalist elements regarding famous personalities, being of a utilitarian nature."

The News channel landscape in Pakistan mirrors a multi-linguistic, multi-ethnic and class-divided society. The focus of this research is to find out; to what extent Pakistani news channels produce impact on viewers through their language, and how they use different linguistic styles to appeal to their respective viewers. What Fairclough (1991) terms as 'niche audiences'. Language is tailored with a particular audience in mind, as Bell (1991) pointed out that the audience is usually the most important factor in choice of language style.

Bilingualism marks the demarcation between Urdu and English media. Urdu electronic and print media, are widely read/viewed by the masses mostly in rural areas. On the other hand the English media is metropolitan and elite-centric, thus more liberal and professional compared to the Urdu media. Although smaller in number and have limited audiences but English print, television and radio channels have greater influence among opinion makers, politicians, the business community, and the upper strata of society.

Pakistani news channels are caught up in a war of words, ideologies, sensationalism and propaganda. The coverage of the regional conflicts within Pakistan and how these relate to the conflict at state and international level is reflected by the language of Pakistani news channels.

METHODOLOGY

The present study is a descriptive research in which questionnaire has been used to analyze the impact of language of news channels on the viewers. Some open ended questions have also been asked to include the opinion of the viewers and to gain insight into the phenomenon. Data was collected from a sample of 150 i.e. 65 students and 85 professionals. The sample for this research was the students and professionals of Kinnaird College for Women, University of the Punjab and Lahore University of Management Sciences. The above-mentioned sample comprises varied categories of socio-economic and educational backgrounds, age and income groups and the nature of nationality.

FINDINGS

This section presents the results of the survey that was conducted through questionnaire. The researcher has classified most of the questions into four different categories of ‘to great extent’, ‘to some extent’, ‘undecided’ and ‘not at all’.

Demographic Statistics: Age wise Distribution of Sample

The following section provides an overview of the demographic profile of the sample.

Table 1: Age wise Distribution of Sample

Age Group	Frequency	Percentage
20-25 yrs.	73	48.66%
25-30 yrs.	39	26.00%
30-35 yrs.	12	8.00%
35-40 yrs.	7	5.00%
40-45 yrs.	19	13.00%
Total	150	100

Table 1 shows that out of 150 respondents, 73 i.e. 48.66% belongs to the age group of (20-25) while 26.00% ranges from (25-30) years. On the other hand 8.00% belongs to the age group (30-35) years, while (35-40) age slot comprises the 5% of the entire pie, and the remaining 13% belongs to the age group (40-45) years. Majority of the respondents are from the age group between 20-25 years old.

Table 2: Gender distribution of sample

Gender	Frequency	Percentage
Male	76	50.66%
Female	74	49.33%
Total	150	100

Table 2 illustrates that 74 out of 150 respondents are female i.e. 49.33%, while male respondents dominate with 50.66%.

Here is item wise analysis of the questionnaire given here.

Language of Pakistani news channels is biased

- a) To great extent b) To Some extent
- c) Undecided d) Not at all

Table 3: Language of Pakistani news channels is biased

Responses	Frequency	Percentage
a)To great extent	47	31%
b) To Some extent	81	54%
c) Undecided	19	13%
d) Not at all	3	2%
Total	150	100

Table 3 reveals, that majority of respondents 54% respondents say that language of Pakistani news channels is biased to some extent, while 31% say that it is biased to great extent, On the other hand 13% mark this question undecided, 2% choose the option ‘not at all’. Total respondents are 150, out of which majority 81 respondents say that language of Pakistani news channels is biased to some extent.

Language of Pakistani news channels has affected our values.

- a) To great extent b) To Some extent
- c) Undecided d) Not at all

Table 4: Pakistani News Channels’ Language Impact on Values

Responses	Frequency	Percentage
a)To great extent	46	31%
b) To Some extent	78	52%
c) Undecided	9	6%
d) Not at all	17	11%
Total	150	100

Table 4 reflects that 31% respondents say that language of Pakistani news channels has impact on our values to great extent, while 52% say that it exerts negative impact to some extent on our values. On the other hand 6% mark this question undecided, 11% choose the option ‘not at all’. Total respondents are 150, out of which majority 78 respondents i.e. 52% say, to some extent language of Pakistani news channels causes negative impact on our values.

Language of Pakistani news channels is credible.

- a) To great extent b) To Some extent
- c) Undecided d) Not at all

Table 5: Language of Pakistani news channels is credible

Responses	Frequency	Percentage
a)To great extent	21	14%
b) To Some extent	85	57%
c) Undecided	33	22%
d) Not at all	11	7%
Total	150	100

Table 5 shows that 14% respondents believe that language of Pakistani news channels is credible to great extent, while 57% say that it is credible to some extent, On the other hand 22% mark this question undecided, 7% hold the opinion that language is not at all credible on Pakistani news channels. Total respondents are 150, out of which majority 85 respondents means 57% say that language of Pakistani news channels is credible to some extent.

Questions are planted in political talk shows.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 6: Questions are planted in political talk shows

Responses	Frequency	Percentage
a)To great extent	68	45%
b) To Some extent	64	43%
c) Undecided	12	8%
d) Not at all	6	4%
Total	150	100

Table 6 presents that 45% respondents say, to great extent questions are planted in political talk shows on Pakistani news channels, while 43% hold the opinion that only to some extent, questions are planted. On the other hand 8% mark this question undecided, 4% select the option ‘not at all’. Total respondents are 150, out of which majority 68 respondents i.e. 45% say that questions are planted to great extent in political talk shows.

The impact of language of Pakistani news channels on Psychology of viewers is negative.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 7: Negative impact on viewers’ Psychology

Responses	Frequency	Percentage
a)To great extent	51	34%
b) To Some extent	75	50%
c) Undecided	12	8%
d) Not at all	12	8%
Total	150	100

Table 7 indicates that 34% respondents say that language of Pakistani news channels affects negatively the Psychology of viewers to great extent, while 50% say, to some extent language does so. On the other hand 8% respondents remain undecided regarding this question; moreover 8% pick the option ‘not at all’. Total respondents are 150, out of which majority 75 respondents i.e. 50% say; to some extent language of Pakistani news channels has exerted negative impact on Psychology of viewers.

Language of Pakistani news channels has been used as a tool by political parties.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 8: Language of Pakistani news channels has been used as a tool by political parties

Responses	Frequency	Percentage
a)To great extent	48	32%
b) To Some extent	75	50%
c) Undecided	16	11%
d) Not at all	11	7%
Total	150	100

Table 8 shows that 32% respondents say, to great extent language of Pakistani news channels has been used as a tool by political parties, while 50% say, to some extent language does so. On the other hand 11% respondents remain undecided regarding this question; moreover 7% pick the option ‘not at all’. Total respondents are 150, out of which majority 75 respondents i.e. 50% say; to some extent language of Pakistani news channels has been used as a tool by political parties.

Language of Pakistani news channels is propagating insecurity among viewers.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 9: Language of Pakistani news channels is propagating insecurity among viewers

Responses	Frequency	Percentage
a)To great extent	51	34%
b) To Some extent	69	46%
c) Undecided	15	10%
d) Not at all	10	7%
Missing system	5	3%
Total	150	100

Table 9 presents that 34% respondents say, to great extent language of Pakistani news channels is propagating insecurity among viewers. While according to 46%, to some extent language does so. On the other hand 10% respondents remain undecided regarding this question; moreover 7% select the option ‘not at all’. Moreover the researcher has found 3% missing system i.e.5 respondents did not answer this question. Total respondents are 150, out of which majority 69 respondents i.e. 46% say; to some extent language of Pakistani news channels is propagating insecurity among masses.

Language of Pakistani news channels can bring social change on larger scale.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 10: Language of Pakistani news channels can bring social change on larger scale

Responses	Frequency	Percentage
a)To great extent	53	35%
b) To Some extent	61	41%
c) Undecided	18	12%
d) Not at all	18	12%
Total	150	100

Table 10 shows that 35% respondents say, to great extent language of Pakistani news channels can bring social change on larger scale. While 41% hold the opinion that only to some extent, language can do so. On the other hand 12% mark this question undecided, 12% select the option 'not at all'. Total respondents are 150, out of which majority 41% i.e. 61 respondents say that to some extent language of Pakistani news channels can bring social change on larger scale.

Language of Pakistani news channels is creating bad impact on culture of Pakistan?

- a) To great extent b) To Some extent
c) Undecided d) Not at all

Table 11: Language of Pakistani news channels is creating bad impact on culture of Pakistan

Responses	Frequency	Percentage
a) To great extent	49	33%
b) To Some extent	69	46%
c) Undecided	15	10%
d) Not at all	17	11%
Total	150	100

Table 11 indicate that there are 150 respondents, out of which majority 69 respondents i.e. 46% believe to some extent language of Pakistani news channels is creating bad impact on culture of Pakistan. While the frequency table clearly shows 33% believe, to great extent language does so. On the other hand 10% respondents cannot decide any option; small number of respondents 11% selects the option 'not at all'.

Language of Pakistani news channels is promoting violence among viewers.

- a) To great extent b) To Some extent
c) Undecided d) Not at all

Table 12: Language of Pakistani news channels is promoting violence among viewers

Responses	Frequency	Percentage
a) To great extent	60	40%
b) To Some extent	67	45%
c) Undecided	17	11%
d) Not at all	6	4%
Total	150	100

Table 12 present that there are 150 respondents, out of which majority 67 respondents i.e. 45% believe to some extent, language of Pakistani news channels is promoting violence, among viewers. While the frequency table clearly shows 40% believe, to great extent language does so. On the other hand 11% respondents mark this question undecided; small number of respondents 4% selects the option 'not at all'.

The impact of language of Pakistani news channels on trade is positive.

- a) To great extent b) To Some extent c) Undecided
d) Not at all

Table 13: The impact of language of Pakistani news channels on trade is positive

Responses	Frequency	Percentage
a) To great extent	18	12%
b) To Some extent	60	40%
c) Undecided	31	21%
d) Not at all	41	27%
Total	150	100

Table 13 indicate that 40% respondents say, to some extent language of Pakistani news channels has positive impact on trade, while only 12% say, to great extent language does so. On the other hand 21% respondents remain undecided regarding this question; moreover 27% pick the option 'not at all'. Total respondents are 150, out of which majority 60 respondents i.e. 40% say; to some extent language of Pakistani news channels has positive impact on trade and economy.

Reporting on Pakistani news channels must be impartial.

- a) To great extent b) To Some extent c) Undecided
d) Not at all

Table 14: Reporting on Pakistani news channels must be impartial

Responses	Frequency	Percentage
a) To great extent	54	36%
b) To Some extent	63	42%
c) Undecided	24	16%
d) Not at all	9	6%
Total	150	100

Table 14 presents that there are 150 respondents, out of which majority 63 respondents i.e. 42% believe to some extent, reporting on Pakistani news channels must be impartial. While the frequency table clearly shows 36% believe, to great extent reporting on Pakistani news channels must be impartial. On the other hand 16% respondents mark this question undecided; small number of respondents 6% selects the option 'not at all'.

International lobbies manipulate the language of Pakistani news channels.

- a) To great extent b) To Some extent c) Undecided
d) Not at all

Table 15: International lobbies manipulate the language of Pakistani news channels

Responses	Frequency	Percentage
a) To great extent	50	33%
b) To Some extent	64	43%
c) Undecided	24	16%
d) Not at all	12	8%
Total	150	100

Table 15 indicates that 43% respondents say, to some extent international lobbies manipulate the language of Pakistani news channels, while 33% hold the opinion that it happens to great extent. On the other hand 16% mark this question undecided, and remaining 8% select the option 'not at all'. Total respondents are 150, out of which majority 64 respondents i.e. 43% say to some extent international lobbies manipulate the language of Pakistani news channels.

Language of Pakistani news channels has entertainment element.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 16: Language of Pakistani news channels has entertainment element

Responses	Frequency	Percentage
a)To great extent	59	39%
b) To Some extent	69	46%
c) Undecided	10	7%
d) Not at all	12	8%
Total	150	100

Table 16 presents that there are 150 respondents, out of which majority 69 respondents i.e. 46% believe to some extent, language of Pakistani news channels has entertainment element. While the frequency table clearly shows 39% endorse, to great extent language of Pakistani news channels has entertainment element.. On the other hand 7% respondents mark this question undecided, and remaining 8% select the option 'not at all'.

Language of Pakistani news channels must be improved.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 17: Language of Pakistani news channels must be improved

Responses	Frequency	Percentage
a)To great extent	96	64%
b) To Some extent	38	25%
c) Undecided	9	6%
d) Not at all	7	5%
Total	150	100

Table 17 reveals that 64% respondents endorse, to great extent, language of Pakistani news channels must be improved. There is dire need to take immediate initiatives in this regard. While 25% believe to some extent language should be improved. A very small number of respondents i.e. 6% mark this question undecided, and remaining 5% select the option 'not at all'. Total respondents are 150, out of which majority 96 respondents i.e. 64% say to great extent language of Pakistani news channels must be improved.

To what extent Pakistani news channels are reporting viewers' issues?

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 18: To what extent Pakistani news channels are reporting viewers' issues?

Responses	Frequency	Percentage
a)To great extent	14	9%
b) To Some extent	78	52%
c) Undecided	31	21%
d) Not at all	27	18%
Total	150	100

Table 18 presents that there are 150 respondents, out of which majority 78 respondents i.e. 52% believe to some extent, Pakistani news channels are reporting viewers' issues. While the frequency table clearly shows only 9% endorse, to great extent Pakistani news channels are reporting issues of viewers. On the other hand 21% respondents mark this question undecided, and remaining 18% select the option 'not at all'.

Viewers today are more interested in news and political talk shows than viewers of 10 years ago.

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 19: Viewers today are more interested in news and political talk shows than viewers of 10 years ago

Responses	Frequency	Percentage
a)To great extent	72	48%
b) To Some extent	54	36%
c) Undecided	16	11%
d) Not at all	8	5%
Total	150	100

Table 19 reveals that 48% respondents advocate, to great extent, viewers are interested in news and political talk shows than viewers of decade ago. This very trend has inculcated sense of politics, current affairs and analytical skills among them. While 36% endorse this phenomenon to some extent. 11% respondents remain undecided in this regard, and remaining 5% select the option 'not at all'. Total respondents are 150, out of which majority 72 respondents i.e. 48% say to great extent viewers are interested in news and political talk shows than the viewers of decade ago.

Which type of news, mostly you like to watch?

- a) Political b) Entertainment c) Sports d) Trade

Table 20: Which type of news, mostly you like to watch?

Responses	Frequency	Percentage
a) Political	45	30%
b) Entertainment	75	50%
c) Sports	22	15%
d) Trade	8	5%
Total	150	100

Table 20 reflects that there are 150 respondents, out of which majority 75 respondents i.e. 50% are interested in entertainment news. While the frequency table clearly shows that 30% have tendency to watch political news. On the other hand 15% respondents like to watch news regarding sports and only 5% are interested in news about trade.

To what extent viewers find a career in news channels attractive?

- a) To great extent b) To Some extent c) Undecided d) Not at all

Table 21: To what extent viewers find a career in news channels attractive?

Responses	Frequency	Percentage
a) To great extent	36	24%
b) To Some extent	80	53%
c) Undecided	18	12%
d) Not at all	16	11%
Total	150	100

Table 21 indicates that there are 150 respondents, out of which majority 80 respondents i.e. 53% believe to some extent, viewers particularly young people find a career in news channels/anchoring attractive. While the frequency table clearly shows 24% endorse, to great extent that anchoring and reporting seem lucrative to viewers. On the other hand 12% respondents mark this question undecided, and remaining 11% select the option 'not at all'.

What types of information are you generally interested in news?

According to the responses of students and professionals, the researcher has divided and categorized information into following categories.

Table 22: What types of information are you generally interested in news?

Variables	Frequency	Percentage
Politics	35	23.33%
National/International Current Affairs	23	15.33%
Entertainment	30	20%
Trade/Business	16	10.66%
Job Opportunities/ Career development	07	4.66%
Academic information	04	2.66%
Economy	05	3.33%
Social Development	07	4.66%
Sports	17	11.33%
Crime/State security	06	4%
Total	150	100

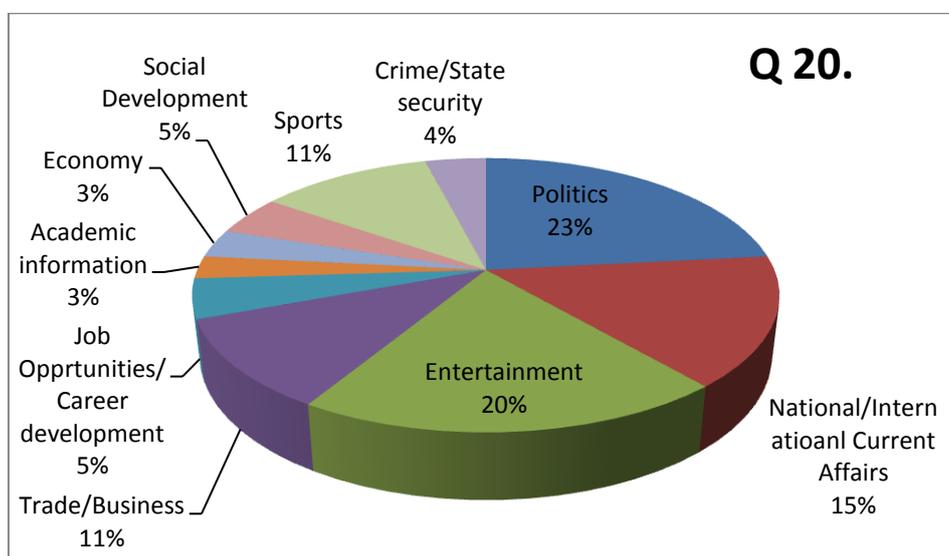


Fig. 1. What types of information are you generally interested in news?

Table 22 and figure 1 reveal that there are 150 respondents, out of which majority 35 respondents i.e. 23.33% are interested in political news. While 20% have tendency to watch entertainment. On the other hand 15.33% respondents like to watch current affairs only 11% are interested in news about trade and business. 5% are, interested in news regarding employment and 3% want academic information. Again 3% want to update themselves regarding economy and 5% like to know about social development. 11% respondents are inclined towards sports and a very small number of respondents i.e. 4% like to watch crime news and information about state security.

What do you see as the positive influences of Pakistani news channels on viewers?

Table 23: Positive influences of Pakistani news channels on viewers

Variables	Frequency	Percentage
Awareness	51	34%
Literacy/ knowing the truth	20	13.33%
Broader vision	16	10.66%
News updates	21	14%
Impact on ideology, thought and opinion	13	9%
Platform for youth to resolve issues	18	12%
Analytical skills/sense of politics	11	7%
Total	150	100

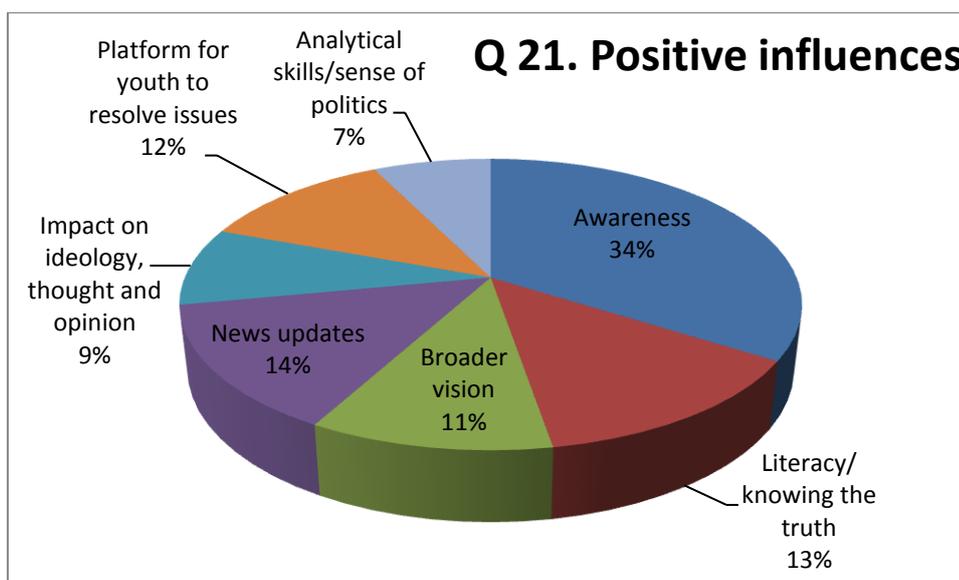


Fig. 2. Positive influences of Pakistani news channels on viewers

Table 23 and figure 2 indicate positive influences of Pakistani news channels on viewers highlighted by respondents. 34% advocate that awareness is the major positive influence, while 13% explore literacy and knowing the truth. On the other hand 11% unfold broader vision being positive outcome of news channels. While the frequency table clearly shows that 14% believe news updates as major positive influence, 9% consider positive impact of news channels on thought, ideology and opinion of viewers. 12% respondents believe that news channels provide a platform to resolve issues of viewers and 7% depict analytical skills and sense of politics develop among viewers because of watching news channels.

What do you see as the negative influences of Pakistani news channels on viewers?

Table 24: Negative influences of Pakistani news channels on viewers

Variables	Frequency	Percentage
Language Promotes violence and frustration	38	25%
Coverage of murders, bloodshed and bomb blasts	15	10%
News channels' language promotes prejudice and aggressive attitude	6	4%
Highlight dark social issues	6	4%
Sensational language leaves bad impact	9	6%
Wastage of time/ distraction	13	9%
Negative impact on Psychology	22	15%
Negative criticism/propaganda creates disappointment	15	10%

Language promotes uncertainty/insecurity	9	6%
Language manipulates minds of youth	8	5%
Lack of vision and policy making	6	4%
Politicians and Politics get priority	3	2%
Total	150	100

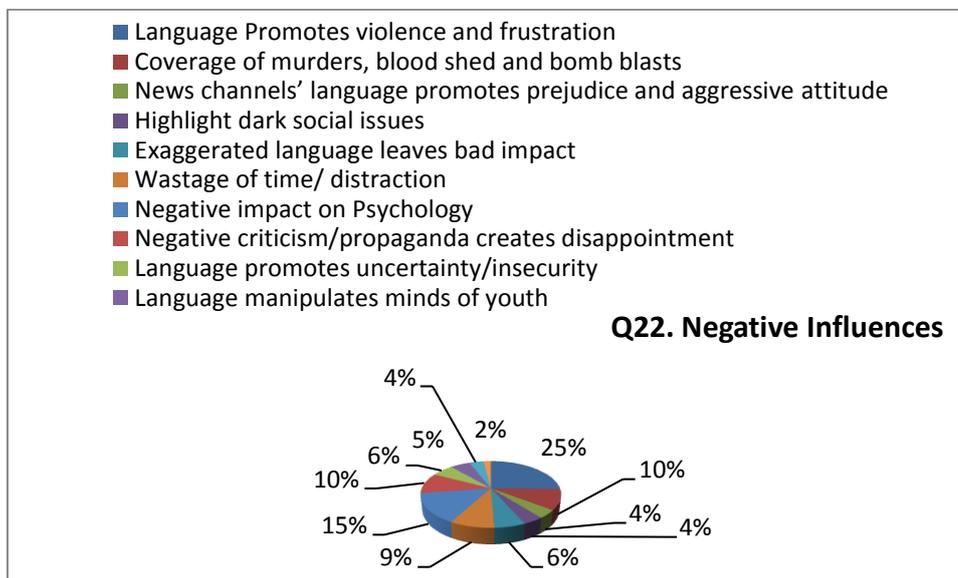


Fig. 3 Negative influences of Pakistani news channels on viewers

Table 24 and figure 3 show negative influences of Pakistani news channels on viewers highlighted by respondents, which are greater than positive ones. According to above mentioned data 25% respondents believe language of news channels promotes violence and frustration among viewers. While 10% say coverage of murders, bloodshed and bomb blasts on news channels cause anxiety and apprehensions in young minds, moreover 4% consider news channels' language promotes prejudice and aggressive attitude, 4% think news channels highlight too much social dark issues such as suicides, rapes and elopements. On the other hand 6% explore sensational language leaves bad impact, 9% say to watch news channels is total waste of time. According to 15% language creates negative impact on Psychology, 10% say negative criticism/propaganda creates disappointment among viewers. 5% think language manipulates minds of viewers, 4% assert there is lack of vision and policy making on Pakistani news channels and remaining 2% believe politics and politicians always get priority in headlines thus other important issues get side lined.

Which one is your favourite Pakistani news channel and why?

Table 25: Which one is your favourite Pakistani news channel and why?

Variables	Frequency	Percentage
None	16	10.66%
Geo News	42	28%
Dunya News	16	10.66%
Samaa TV	12	8%
Dawn News	11	7.33%
ARY News	10	6.66%
City 42	14	9.33%
Express News	17	11.33%
PTV News	08	5.33%
News ONE	04	2.66%
Total	150	100

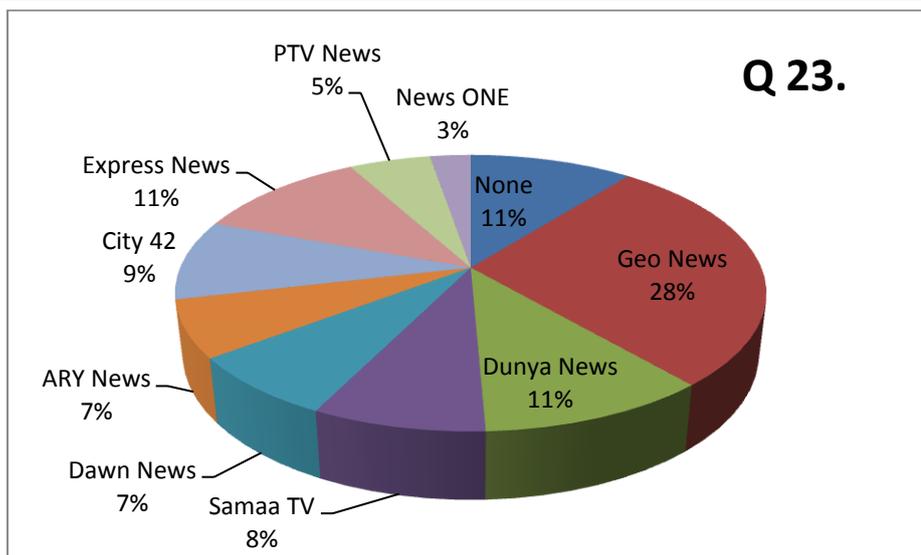


Fig. 4. Which one is your favourite Pakistani news channel and why?

Table 25 and figure 4 reveal that there are 150 respondents, out of which majority 42 respondents i.e. 28% like to watch Geo News channel, thus making it most popular news channel in Pakistan. While 11% prefer watching news on Dunya News. Similarly 11% respondents also like to watch Express News, 9% like to watch City 42, 8% tend to watch Samaa TV for news updates, while 7% prefer Dawn News likewise 7% choose ARY News. On the other hand 5% like to watch PTV News and 3% prefer News One. While 11% say, they do not like any Pakistani news channel.

Are there any programmes on news channels, language of which is reflecting attitudes of young people? If so, what are they and of what quality are they in your judgment?

Table 26 : Youth oriented programs on news channels

Variables	Frequency	Percentage
There is not any program targeted on youth	61	40.66%
I do not know	53	35.33%
There are some programs targeted on youth	36	24%
Total	150	100

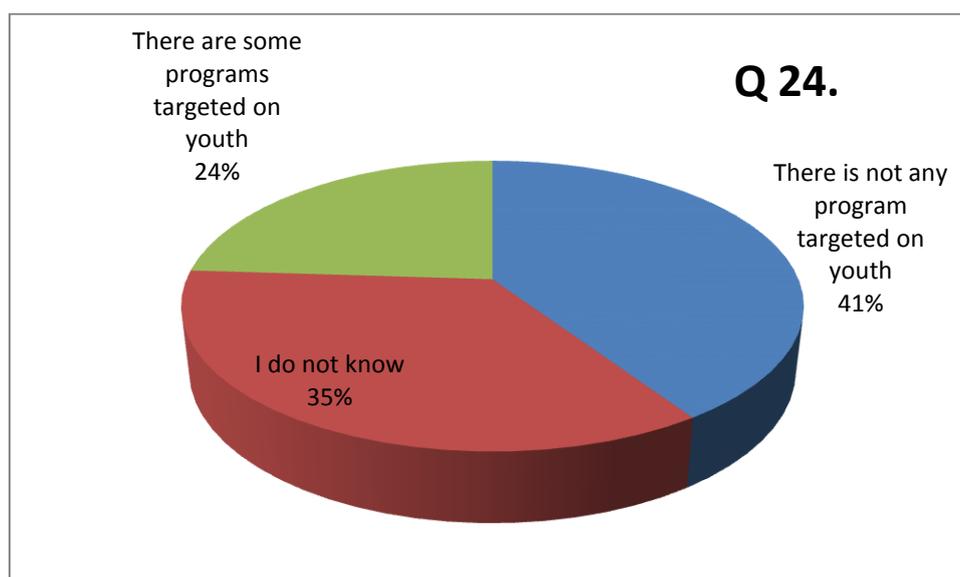


Fig. 5. Youth oriented Programs on news channels

Table 26 and figure 5 indicates that there are 150 respondents, out of which majority 61 respondents i.e. 41% say there is not any program language of which is reflecting

attitudes of young people, while 35% do not have any idea in this regard. On the other hand 24% think, there are some programs targeted on youth on Pakistani news channels.

Most popular programs/ talk shows among viewers

Table 27: Most popular programs/ talk shows among viewers

Popular Programs/Talk shows on News Channels	Frequency	Percentage
Hasbe Haal (Dunya News)	18	12%
Capital Talk (Geo News)	16	11%
VOA (Geo News)	12	8%
Khabar Naak (Geo News)	18	12%
Kal Tak (Express News)	10	7%
News Night with Talat Hussain (Dawn TV)	12	8%
Cross Fire (Dunya News)	6	4%
Hum Sab Umeed Se Hain (Geo News)	14	9%
On the Front With Kamran Shahid (Dunya News)	12	8%
Criminals Most Wanted (ARY News)	10	7%
Koi Dekhe Na Dekhe Shabir Tou Dekhe Ga (Express News)	8	5%
Jurm Bolta Hai (ARY News)	8	5%
Tonight with JasmeeneManzoor (Samaa News)	6	4%
Total	150	100

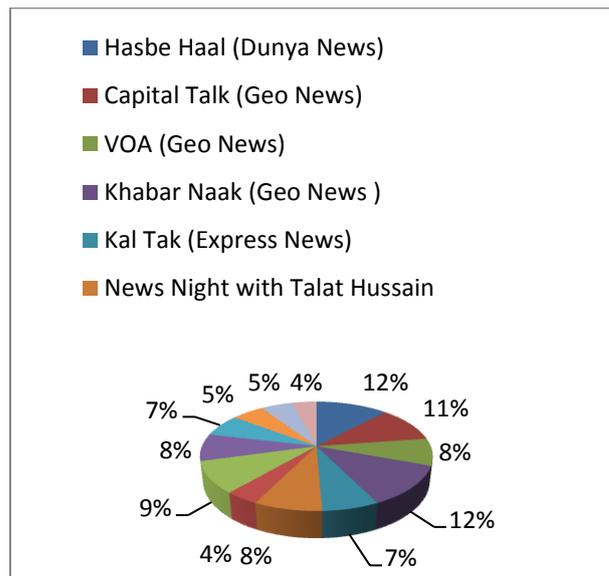


Fig. 6. Most popular programs/ talk shows among viewers

Table 27 and figure 6 indicates that there are 150 respondents, out of which majority 18 respondents i.e. 12% watch political talk show Hasb-e-Haal on Dunya News, similarly 12% also watch Khabar Naak broadcasted on Geo News. 11% like political talk show Capital Talk on Geo News, while 8% students and professionals like VOA on Geo News. 7% respondents like talk show Kal Tak; on the other hand 8% prefer to watch News Night with Talat Hussain. Cross Fire is favourite among 4% respondents, and 9% voted for Hum Sab Umeed Se hain. 8% respondents watch On the Front With Kamran Shahid, while 7% prefer Criminals Most Wanted on ARY News. On the other hand 5% like to watch Koi Dekhe Na Dekhe Shabir Tou Dekhe Ga, like wise 5% also like Jurm Bolta Hae, 4% watch Tonight with JasmeeneManzoor broadcasted on Samaa News

CONCLUSION

The aim of this research was to study the language of Pakistani news channels and its impact on viewers. The survey data was collected through questionnaires from a sample of 150 respondents in total; 65 students and 85 professionals. Findings of the questionnaire survey reveal that biased language has often been used by news channels and the ideological opinions held by these institutions are very often implied, hidden, denied or taken for granted. Most of the respondents believe that the channels are sensitizing the issues frequently regarding politics, terrorism, crime and celebrities etc. These channels are manipulating breaking news and present routine news events as breaking news to create hype. The language of news channels reflects sensationalism while depicting news items like celebrity, violence, disasters, riots,

bomb blasts, drone attacks, crime, drugs, sports etc.

Negative influences of Pakistani news channels on viewers highlighted by respondents, are greater than positive ones. Most of the respondents believe that the language of news channels promotes violence and frustration among viewers. While few say coverage of murders, bloodshed and bomb blasts on news channels cause anxiety in young minds, moreover news channels' language promotes prejudice and aggressive attitude. In addition to this news channels highlight too much social dark issues such as suicides, rapes and elopements and sensational language creates negative impact on Psychology of viewers. Few respondents say that watching news channels is total waste of time as negative criticism/propaganda creates disappointment among viewers.

Findings reveal that impact of the language of news channels on viewers is quite negative as they are becoming less tolerant and impatient. Moreover insecurity is increasing due to sensationalism in language of news channels. Considering all the facts found by survey, views of respondents, analysis, discussion and her own observations the researcher has come to the conclusion that language of news channels is creating political awareness among viewers. In order to control prejudice and sensationalism in language, PEMRA must play its role effectively. Formulation of comprehensive electronic media policy is required, that could cover issues like awareness, resolution of conflicts and the socio-economic uplift of the society. Moreover PEMRA should ensure formulation and implementation of a negotiated code of conduct.

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