



Global Advanced Research Journal of Management and Business Studies (ISSN: 2315-5086) Vol. 4(1) pp. 036-043, January, 2015
Available online <http://garj.org/garjmbs/index.htm>
Copyright © 2015 Global Advanced Research Journals

Full Length Research Paper

Impact of Political Programs of Pvt Channels and Satisfaction of Student: A case study of Sensationalized Pakistani Media (Geo and Express News)

Salman Amin¹, Rehman Qaisar², Adnan Rasheed³, Atif Umair⁴

¹Lecturer (Visiting), Dept. of Communication Studies, University of Sargodha

²Lecturer, Dept. of Communication Studies, University of Sargodha **Abdul**

³Lecturer (Visiting), Dept. of Communication Studies, University of Sargodha

⁴Research Assistant, Dept. of Communication Studies, University of Sargodha
Corresponding author Email: salmanio2010@hotmail.com

Accepted 03 October 2014

This research observes the respondents' surveillance about the private television channels' political programs on the issues of National and International. Moreover to check media's sensationalization among in respondents of selected private television channels i.e., Geo news and Express News and their Political programs. "Data was collected through personal interview techniques (questionnaire) from 320 (160 natural sciences, 160social science) respondents by using purposive sample technique. Respondents are equally selected for the being interviewed from the each departments of natural and social sciences of University of Sargodha". The results of the study demonstrate that the majority of respondents preferred to watch Geo news for seeking news about the on different issues. In addition the result further reveals that the respondents significantly watch 'Kal Tak' with miner difference to 'Aaj Kamran Khan Ke Sath' than the 'Capital Talk' followed by the 'Jirga' than the other programs of selected channels.

Keywords: Broadcast Media, Comparative Analysis, Survey, Audience Perception, Information

INTRODUCTION

Democracy

The Healthy democracies require informed voters so that they can take informed decisions and can work to safeguard their rights. Different theorists have mentioned the significance of deliberation democracy defined by Gunther & Mughan (2000). The deliberative democracy

can guarantee the true spirit of democratic values. The media and democracy are interwoven. In the absence of free media, true requirements of democracy cannot be achieved. Rodriquez (2001) is of the view that the role of media is not just to play the surveillance function, rather it

has to perform a duty of providing a forum to the general public to express their ideas freely and to participate in the decision making process. Colleen (2004) stated that all the media institution irrespective of their form, nature of content and scope should provide an opportunity to all the citizens to participate in the public debates and to advance their view point in a democracy. This means that they would have an equal participation in the production of media contents. Ideally the mass media should produce the contents objectively representing the actual situations and demands of the public. However, there are many factors and pressures which play their role in the formation of contents of mass media. Rodriguez (2001) favor those experts who are of the opinion that mass media do not play their role in flourishing the democracy because it limits the ability of common citizens to actively participate in the discussions related to different issues. Another major issue advanced by (Colleen, 2004) is the limited access of common people to the media platforms because of the determination of standard of journalism set by these mass media' contents. These outlets which decide who can and cannot contribute to the process of production of media contents. According to (Gunther & Mughan, 2000), the mass media have central position in a democracy. The electorate and their representatives mainly depend on mass media to communicate in order to inform and persuade one another, known as political communication.

Media and Pakistan

The process of establishing media institutions in Pakistan was a reaction of white nationalistic scheme, where some famous personalities in the movement for free Pakistan were having wholly or partly ownership of first national newspapers. Before independence the known aligned media was fully unknown after freedom nationalist scheme started and it was slowly spreading by Islamic concept as well. Now-a-days mostly united and business interests run the current media. Some business persons use media for the protection of their business matters, these people are not the media person themselves (www.thenews.com.pk, retrieval date: 16th July, 2011).

The military dictators are aware of the importance of news media and the tool of propoganda. They become clear when they took the charge of country as soon as possible. Journalist working for media groups which have nine other newspapers, proved their importance as trusty supporters of military. When General Yahya khan took over the government in 1969, they encouraged the material law and other emergency action (www.customessaymeister.com, retrieval date: 25th August, 2011).

Role of Electronic Media in Pakistan

According to Tariq (2005), the major focus of mass media is the creation and dissemination of political news which takes the lion's share of media contents. These contents are presented so abundantly that the audience has got addicted to it. "In Pakistan, the media is providing information at large scale. It has also given its due share with regards to the accountability of the government and its different institutions highlighting the bad governance and appreciating the constructive projects. Media provide a forum to different segments of the society to debate and discuss the issues concerning their society. It updates the citizens regarding new policies formulated by the government. The negative role of mass media is its alleged subjective and selective role with regard to different issues and communities. To enhance their rating, the channels get involved in negative and unethical practices like sensationalization, exaggeration, subjective opinions etc. Another negative dimension of the media is accessible mostly by privileged classes and thus creates fragmentation in society. Another negative role played by some channels is their reported links with the foreign elements. Some anchors and journalists even reportedly are on the pay role of the foreign elements and may cause harm to the national cause. However, the channels should exercise great care with regards to the issues of national interest" (www.dailylahorepost.com, retrieval date: 25th August, 2011).

Negative Impact of Electronic Media

Pakistani media is not fulfilling the true requirements of field of journalism. It seems to play a subjective role and does not take into considerations the sensitive issues related to national interest. It sometimes reports the issue which does not represent reality. Due to its subjectivity and selectivity, the media does not cover real time issues faced by a common Pakistani. The media sensationalizes different events in order to improve its rating and to increase its viewership. At times, the electronic media is obsessed and approachable to a small fraction of the society which is not representative of public. This small minority projects its view point which favors and safe guards the interests of its class. This condition creates polarization in the society. The matter of fact is that all the events occurring in Pakistan are not always negative. There are much positivities as well but Pakistani media mostly does not project these positivities. The focus of the media on criminal and anti-social activities creates negative image of Pakistan globally which is harmful for the image of Pakistan. Some quarters believe that some of the Pakistani media institutions have their connection with foreign powers. They are funded by these elements

and thus are producing the contents which may not be declared as pro-Pakistan (www.zjeddy.wordpress.com, retrieval date: 25th August, 2011).

A country becomes ideal if its four pillars i.e; Legislature, Judiciary, Executive and Media are working in a proper manner. "In the present era, the electronic and interactive media plays a key role in diffusion of the political activities, political problems and political developments. We must understand how the politicians and media are influenced by and dependent on one another. The general viewers get a remarkable awareness by the current affairs programs, political discussion and live coverage about different issues on the television. In the past the sources of information and coverage were limited so the people were unaware about their surroundings. Even the masses were unaware about the killings, violation of human rights and their exploitation by the ruling class. In the present age the media is facing situation by the dictators and government in the different parts of the world but still the media is working efficiently. It supports the general public by developing the public opinion against the dictatorship and violation of human rights. In the news and Current Affairs programs the media provides and efficient coverage about the issues which enable the media user to understand the issues and demand their rights from the governments. The outcome of such effort can be judged in the general election" (www.eidr.wvu.edu).

Objectives

1. To explore the viewers' consumption patterns of private television channels' current affairs' programs.
2. To document viewers' extent of acquiring information from private television channels' current affairs' programs.
3. To explore the perceptions about the programs.
4. To explore the difference among the students' assessment of private television channels' current affairs' programs.

Literature Review

In (2011) Yaser, conducted the research study on the respondent's behavior in the general elections of 2008. Findings of this study revealed that the talk shows, news and political advertising gave prominence to the television as compared to the newspapers and radio. Respondents also discussed the political affairs with the communication and television, the affiliation of voters with the candidates also played an important role during the casting. In (2011) Nadir, discussed in his research paper that the political parties and candidates used the private channels and advertising as a deliberate effort. Particularly PML (Q) used a huge budget for advertising.

Civic education Pakistan conducted a research and found that political parties spent millions of rupees for buying 169 hours from Government and private television channels. PML (Q) was a great interest as it buys 105 hours from different channels PPP lacks in this race and paid attention to the interpersonal sources. PPP highlighted its personalities and filled this gap with the slogans about Bhutto, Benazir Bhutto and even his son Bilawal. PPP also cashed the event of Laiquat Bagh (www.newslines.com.pk, retrieval date: 5th August, 2011). The analysis of presidential election (2000) in U.S showed that Public used the television to acquire the information. This trend is very popular in all parts of the world. The American viewers significantly watched the political and entertainment programs as compared to the regular viewers, watched the other kinds of programs of television (www.ksghome.harvard.edu, retrieval date: 5th August, 2011). Media and its viewers were the favorite source for studies. "Philo said that it is important for the researcher to understand the message of television and media consumption patterns within the viewers. Television is an important source of socialization so it gained a prominent place among the members of the society. It is general perception that we can't reject the influence of television. There are thousands of TV sets which provide the information to the masses of Pakistan (Sadia, 2008). Gallup Pakistan conducted a survey by the Gilani Research Foundation and came to the conclusion that if Pakistan faces the same situation like in Egypt then television will be an active player. While some people consider radio, newspaper, mobile phone and internet were most important. A country wide survey was conducted in which men and women participated throughout the country. Following questions were asked by the Gallup". "Nowadays it is being heard that internet has played an important role bringing about popular change in Egypt. A sample of 2737 was selected from Urban and ruler areas of the whole country. During March 2011 the survey was conducted in the four provinces of Pakistan. In the findings, it was revealed that the respondents consider television has been effective source rather than internet, radio, newspaper and mobile phones (Gilani, 2011). All the sources of mass communication newspapers, radio, television and internet play a vibrant role political field and elections. According to some experts television has a significant role for democracy in the world television affected the Public, politics and election. Due to such importance U.S Political parties spend a huge budget for the TV coverage" (Eda, 2010).

Theoretical Framework

This study is plan to analyze "Impact of Political Programs of Pvt Channels and Satisfaction of Student: A case study of Sensationalized Pakistani Media (Geo and

Natural Sciences						Social Sciences					
Male			Female			Male			Female		
Dept.	Bs	Master	Bs	Master	Total	Dept.	Bs	Master	Bs	Master	Total
Physics	10	10	10	10	40	Communication Studies	10	10	10	10	40
Chemistry	10	10	10	10	40	International Relations	10	10	10	10	40
Zoology	10	10	10	10	40	Social Work	10	10	10	10	40
Statistics	10	10	10	10	40	Sociology	10	10	10	10	40
Total	40	40	40	40	160	Total	40	40	40	40	160

Table 1

	<u>Overall</u>	<u>Age</u>		<u>Gender</u>		<u>Discipline</u>		<u>Education</u>		
		Less than 20	20 and above	Male	Female	Natural Sciences	Social Sciences	Master	BS	
<u>Geo News</u>										
Very Frequently	76.3	15.3	61.0	25.0	51.3	34.7	41.6	50.7	25.6	
Somewhat	18.4	04.4	14.0	06.6	11.8	05.3	13.1	10.4	08.0	
Nor at all	05.3	01.3	04.0	00.6	04.7	03.1	02.2	03.1	02.2	
<u>Express News</u>										
Very Frequently	61.6	14.1	27.5	17.8	43.8	30.0	31.6	38.2	23.4	
Somewhat	31.6	05.7	25.5	12.2	19.4	14.5	17.5	20.6	11.0	
Nor at all	06.8	01.2	05.6	02.2	04.6	04.3	02.5	05.2	01.6	

Table 2

	1 hour	45 mins	30 mins	Upto 15mins
Geo News	27.2	13.4	23.1	36.3
Express News	22.2	18.1	25.6	34.1

Table 3

	<u>Overall</u>	<u>Age</u>		<u>Gender</u>		<u>Discipline</u>		<u>Education</u>		
		Less than 20	20 and Above	Male	Female	Natural Sciences	Social Sciences	Master	BS	
<u>Geo News</u>										
Very much	56.6	11.3	45.3	18.5	38.2	21.5	35.1	33.4	23.2	
Somewhat	36.8	07.7	29.1	11.6	25.2	24.6	12.2	27.4	09.4	
Nor at all	06.6	01.9	04.7	02.2	04.4	03.8	02.8	03.2	03.4	
<u>Express News</u>										
Very much	59.7	11.3	48.4	18.5	41.1	28.8	30.9	35.3	24.4	
Somewhat	32.5	07.8	24.7	11.3	21.2	16.3	16.2	22.8	09.7	
Nor at all	07.8	01.6	06.2	02.5	05.3	05.0	02.8	05.9	01.9	

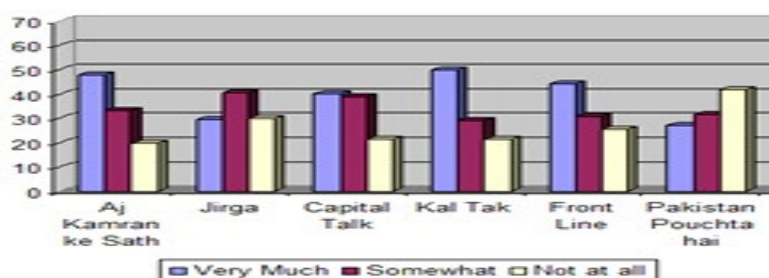
Express News). The basic purpose of this study is to dig out the influence of private Television channels' political programs on viewers' perceptions. The framework of this research is based on one theory i.e. Uses and Gratification. The theory is discussed below in relation

with present study in brief". The mass media is working for general public and also providing and serve of variety of tasks. The mass media is depending on formation of political and economic system

Basic model of "Uses and Gratification" follows i.e; it is

Table 4

Current Affairs' programs	Very Much**	Somewhat	Not at all***
Geo News Programs*			
Aj Kamran ke Sath	47.7	33.2	19.7
Jirga	29.4	40.6	30.0
Capital Talk	40.0	38.8	21.3
Express News Programs			
Kal Tak	49.7	29.1	21.3
Front Line	44.1	30.6	25.3
Pakistan Pouchta hai	26.9	31.6	41.6



Graphic 1

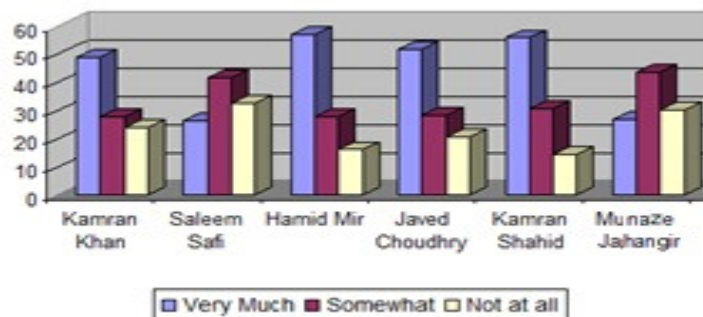
an audience-centered approach and particular to each folk and group. The respondent actively finds out the particular media content and media's needs. Herta Herzog was the first who started work on uses and gratification model in 1944. She found that respondent have close relationship with media and its contents. According to Jay Blumler and Denis McQuail (1969), there was discovered a reason of intention to present for watching the political broadcast. In 1972 the McQuail et al, proposed that how the audiences use the media and its content: Diversion; use the media to divert our attention for the time being relaxation; Personal Relationship; societal value of information in conversations; alternate of the media for companionship; Personal Identity or Individual Psychology; to test the solution via character in our real life and they may apply on its our situation; Surveillance; use as the media to information related (Nawaz, 2006). There are more assumptions which are identified in Uses and Gratification theory by the Katz et al (1973-74): "the audience plays active role and use media as goal orientation; the initiative in linking need gratification to a specific medium choice rests with the audience member; the media compete with other sources for need satisfaction; people have enough self-awareness of their media use". They point out the five needs Gratified by Media; Cognitive Needs; it is related to inquiring information, knowledge, and comprehension; Effective Needs; it is related to emotional, pleasant, or aesthetic sense; Personal Integrative Needs; it is related to

enhancing credibility, status and confidence; Social Integrative Needs; it is related to enhancing connection with family and friends, etc; Tension Release Needs; it relates to escapism and diversion" (Nawaz, 2006). According to Windhal (1981), a merger of uses and gratification and the effects traditions was overdue and proposed what he called a "used and effects" model that viewed the product of the use of media content as "consequences." In a similar vein, Phillip et al (2005), "studies have shown that a variety of audience gratifications are related to a wide spectrum of media effects, including knowledge, dependency, attitude, perceptions of social reality, agenda-setting, discussion, and various political effects variables". (Windhal, 1981; Rubin, 1994) concluded that the uses and gratifications theory focuses on person's interest and his/her needs and also related to specific information.

It justifies the application of 'Uses and Gratification Theory', This theory identifies the viewers' perception of Private Television channel's political programs according to needs and satisfaction of respondent.

Hypotheses

1. It is more likely that the viewer's first preference of watching is GEO News than the Express
2. It is more likely that the viewers are much exposed to 'Aj Kamran Khan ke Sath' than the other selected channels' programs.



Graphic 2

Table 5

	Very Much	Somewhat	Not at all
Politicians	38.8*	37.8	23.4
TV Anchors	48.8	35.9	15.3
Govt Representatives	28.4	47.5	24.1
Academicians	28.8	46.9	24.4
Economists	33.7	48.8	17.5
Foreign Affairs Experts	31.6	47.8	20.6
Religionists	36.9	48.8	14.4
NGO's	29.4	47.5	23.1

Table 6

	Overall	Age		Gender		Discipline		Education		
		Less than 20	20 and Above	Male	Female	Natural Sciences	Social Sciences	Master	BS	
Geo News										
Very much	60.7	13.4	47.3	18.5	42.2	28.5	32.2	35.9	24.8	
Somewhat	27.5	4.4	23.1	9.7	17.8	12.8	14.7	18.1	9.4	
Nor at all	11.9	3.1	8.8	4.1	7.8	3.10	8.80	10.0	1.9	
Express News										
Very much	62.5	12.2	50.3	16.9	45.6	30.6	31.9	38.4	24.1	
Somewhat	26.3	5.7	20.6	11.6	14.7	10.7	15.6	16.3	10	
Nor at all	11.3	3.1	8.2	3.8	7.5	7.5	3.8	9.4	1.9	

3. It is more likely that the viewers are much satisfied with the information of Geo News programs than the other selected channels' current affairs' programs.

METHODOLOGY

The Basic objective of this study was to find out that whether uses and gratification model is appropriate. "Keeping in view the nature of the study, survey method was considered to be an apt method for collecting information and data analyzing, which was presented in

those selected private television channels' Political programs. The population / universe were the male and female viewers of political programs of (Geo News and Express News) enrolled students from University of Sargodha. It was further classified as natural and social sciences students of University who watched the programs of these selected private television channels. The units of analysis in the present study are male and female students of University Sargodha. A sample is a special subset of population observed for purposes making inferences about the nature of the total population itself. To the purpose of classification in population, the

researcher used the stratified sampling method. The researcher preferred quota and purposive sampling method for collecting information. The population was divided into two or more strata in stratified method. These strata may be based on a single criterion, for example, education--Masters and Bachelors, or on a combination of two or more criteria like natural and social sciences male and female students. In the present study, this procedure generated population subgroups to meet the requirement of this study, stratified method for specification of the demographic characteristics was adopted and population was divided on the basis of age, gender, discipline and education". The balanced sample was drawn from age, gender, discipline and education categories. This approach adequately organized the population into heterogeneous subsets and selected various elements from each. For the purpose of data collection the target of three hundred and twenty respondents was stratified. After specifying the strata in stratified method and also quota sampling method, the purposive sampling method of was adopted to collect data. The researcher divided the questionnaires equally between natural and social sciences departments (table) For example,

FINDINGS

The results of the study however, show significant difference among the viewers watching habits of the private television channels (Table 5.1). The audience significantly watched the Geo News (76.3%) followed by Express News (61.6%) as compared to their watching habits of Dunya News (32.8%), The results reveal somewhat difference among the viewers extent of exposure to other private channels for gaining political information but not at significant level (Table 1).

The results further reveal somewhat difference among the viewers time spending habits on watching private channel but not at significant level. It is observed that the they spend somewhat more time on watching Geo News (27.2%) and Express News (22.2%) (Table 2). The findings of the study depicted the same position as shown by their scores on the index of interest they taking in watching private channels. Significant difference is observed among the viewers extent of interest of watching Geo News.

"The overall (56.6%) and those of more than twenty age in years (45%), the female viewers (38.5%), the students of social sciences (35.1%), and master students, (33.4%) significantly taking very much interest in watching Geo News as compared to their somewhat and not at all categories (table 3). Similarly the results reveal almost the same condition as shown by the viewers' response on index of interest they took in watching Geo News. Again the overall (59.7%) and those of more than twenty age in years (48.4%), the

female viewers (41.1%), the students of social sciences (30.9%), and master students, (35.3,%) significantly taking very much interest in watching Express News as compared to their somewhat and not at all categories".

The results reveal that the significant difference among the viewers order of preference of private television channels. They significantly expose very much 'Kal Tak' 49.7%, 'Aaj Kamran Ke Sath' 47.7, and 'Front Line' 44.1 as first, second and third respectively as compared to other channels programs (Table 4). The findings of the study further revealed significant difference among the 'Kal Tak' with other programs of private channels. The results further showed that the viewers significantly exposed from the Express news's program Kal Tak than other programs of those private television channels. The majority of viewers were acquiring the information (graphic 1), discussed about any issues in 'Kal Tak' other than those programs like Aaj Kamran Ke Sath', 'Fort line' and other programs.

The viewers' were further asked a question 'to what extent they are satisfied with the overall presentation of anchors' style of different private channels. The finding in this regard as shown by (table 4 & graphic 2) indicate that they very satisfied with the over style of Hamid Mir, Kamran Shahid, Javed Choudhry, and Kamran Khan than the presentation style of other television anchors.

One of the study's major assumptions was to check the viewers' extent of satisfaction with the participants' discussion in private channels programs. The results in this regards revealed significant difference. The overall (60.7%) and the persons of having more than 20 years age (47.3%), the female viewers (42.2%), and the students of master program (35.9%) are significantly very much satisfied with participants' discussion of Geo TV programs than those possessing less than 20 year age, the male viewers and the students of BS program (Table 6).

The findings almost depict the same condition of viewers' satisfaction with participants' discussion of Express News programs. The overall (62.5%), the viewers holding less than twenty years age (50.3%), the female viewers (45.6%), and the master program students (38.4%) are significantly very much satisfied with the participants of Express News discussion programs than the those of having less than twenty years age, the male viewers and the students of BS program. (see Table 6)

"The private TV channels' programs have brought about a very positive change in a very little period of time in term of views free from government pressure which can be easily observed in the society. Empirical finding revealed that majority of viewers (42.3% believe that government is not at all serious to take actions on issues discussed in currents affairs' programs where as 19.7 % viewers consider that government is rarely serious and 22.8% in somewhat. However only few (7.5% and 7.8%) believe that government is very much and much serious respectively to take actions on issues discussed in

mentioned programs. So the overall comparisons strongly depict viewers' perception that government does not take any action on issues in current affair programs of private channels seriously discussed".

CONCLUSION

This study was designed to explore the watching habits and gratification of respondents with the private channels' current affairs' programs. The private channels gained immense popularity among the respondents in very short span of time. As it also indicated that majority of respondents were much exposed from television and its political contents. According to Spingel (1992), in this century the flow of television channels in our lives is becoming just like a virus. The respondents used the television for purpose of acquiring information according to their needs and interests. In this regard, majority of respondents were significantly exposed to the private channels i.e., "the Geo News and Express News and their Current Affairs programs and their perceptions were documented about some issues of national importance. The results of this study revealed that the respondents significantly watched the private channels for seeking information on current issues. The findings of this study showed that the respondents significantly watched the Geo News than the other private television channels (Table 1). This position extended support to the research hypothesis "It is more likely that the viewer's first preference of watching is GEO News than the Express News. The empirical findings further revealed that respondents spent significant time (Table 2) on consuming the selected channels and also paid close attention to programs of those channels which indicated the importance in respondents' life". It was also found in line with the findings of Nawaz (2011) which indicated the higher percentage of watching of Geo News than the Express News.

REFERENCES

- Colleen M (2004). *Democracy, Citizens' Media, and Resistance: a study of the new River Free Pres*. Virginia Polytechnic Institute and State University Master of Arts, Department of Communication.
- Gunther R, and Mughan A (2000). 'The political impact of the media. A reassessment', in R.Gunther and A.Mughan (eds) *Democracy and the Media. A Comparative Perspective*, Cambridge: Cambridge University Press.
- Katz e (1973-74): Katz, E., Blumler LG, & Gurevitch M (1974). *Utilization of Mass Communication by The Individual*. In J.G. Blumler., & E. Katz (Eds.), *The uses of Mass Communication: Current Perspective on Gratification Research*. Beverly Hills, CA: Sage.
- Katz E, Blumer JG, Michael G (1973-1974). *Uses and Gratification Research*, *Public Opinion Quarterly*, winter.
- Katz, Elihu (1973). *The two-step flow of communication: an up-to-date report of a hypothesis*. In Enis and Cox (eds.), *Marketing Classics*, p175-193.
- McQuail D, Blumler JG, Brown J (1969). *The Television Audience: A revised Perspective*. In D. McQuail (Ed.), *Sociology of mass communication*.Nadir, 2011
- Nawaz M (2006). *Mass Communication: An Introduction to Information Revolution, Theories, Skills and Practice*. Islamabad: Higher Education Commission.
- Rodriquez C (2001). *Fissures in the Mediascape: An international study of citizens media*. Cresskill, NJ: Hampton.
- Rubin AM (1994). "Media Uses and Effect: A Uses and Gratifications Perspective".
- Sadia, Hina (2008) *Opinion Survey of post graduate students in Faisalabad on political talk shows of Geo and Express* (unpublished thesis) G.C University Faisalabad.
- Spingel, Lynn (1992). *Make Room for TV* (Chicago: University of Chicago Press).
- Tariq S (2005), "Comparative Study of PTV and GEO in Permoting Pakistani Culture, Unpublished thesis, B.A Honors ICS, University of Punjab, Lahore
- Yaser N, Mahsud MN Chaudhry IA (2011). *Effects of Exposure to Electronic Media Political Content on Voters' Voting Behavior*, *Berkeley Journal of Social Sciences*, Vol. 1, No. 4.
- Windahl S (1981). "Uses and Gratification at the Crossroads". *Mass Communication Review Yearbook*. Beverly Hills, CA: Sage.

Website

- www.thenews.com.pk/TodaysPrintDetail.aspx?ID=6977&Cat=13, retrieval date: 16th July , 2011
- www.customessaymeister.com/customessays/Issues/5414.htm, retrieval date: 25th August, 2011.
- www.dailylahorepost.com/blog/?p=1194, retrieval date: 25th August, 2011.
- www.zjeddy.wordpress.com/2010/07/28/electronic-media-in-pakistan-by-azam-khan/, retrieval date: 25th August, 2011.