

## RESOLVING OR CREATING CONFLICTS: A CASE OF TV POLITICAL TALK SHOWS

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### Abstract

The research investigates the role of political talk shows in addressing the political conflicts between PMN-L and PTI , assessing the key points regarding the conflict, comparing the matters of common interest among both parties and contrasting the points of differences between The research investigates the role of political talk shows in addressing the political conflicts between assessing the key points regarding the conflict, comparing the matters of common interest among both parties and contrasting the points of differences between PMN-L and PTI through political talk shows. The research employs conflict resolution theory as theoretical support. in order to ascertain the findings of this study, this research uses quantitative content analysis for collecting data and concludes that the political talk shows do not play a significant role in resolving the political issue between conflicting parties rather aggravate the situation and create hurdles in the process of conflict resolution between PMN-L and PTI. This study has also highlighted that the role of anchor persons do not drive the discussion of talk shows towards a near possible solution of the conflict rather it has tried to probe into the disputed and controversial points between PMN-L and PTI after general elections 2013 through political talk shows. The research employs conflict resolution theory as theoretical support. in order to ascertain the findings of this study, this research uses quantitative content analysis for collecting data and concludes that the political talk shows do not play a significant role in resolving the political issue between conflicting parties rather aggravate the situation and create hurdles in the process of conflict resolution between PMN-L and PTI. The study also highlighted that the role of anchor persons does not drive the discussion of talk shows towards a near possible solution of the conflict rather it has tried to probe into the disputed and controversial points between PMN-L and PTI after general elections 2013.

**Keywords:** TV, Talk shows, Conflict, Political

### Introduction

Media has been playing an important role in local, regional, interstate, intrastate, national and international conflicts from the second half of the twentieth century. Manoff (1998) has stated that “the media play a role in resolving conflict by providing accurate information, reducing the misconception and identifying the mutual interest among the conflicting parties” (p. 11-15).

“Imran Khan states that 100,000 motorcycles would join his party’s Azadi March from Lahore to Islamabad for a ‘dharna’ (sit-in) outside the parliament house will not be lifted until the end of PML-N’s government” (Dawn, August, 2014).

The present study intends to explore the role of media through investigating the role of television political talk shows in political conflict resolution between PTI and PML-N. Waisbord (1993) has noted that “Political talk shows are politicians’ most favorite television genre” (p. 14) and “political parties focus on television appearance by candidates on talk shows” (p. 7). Lee (2002) has stated that “politicians appear on talk shows to explain their points of view on several issues and to clear their political agendas regarding issues” (57-79).

Media act as a mediator in any conflict resolution process. Davison (1974) has discussed the role of media in conflict resolution as “a facilitator of the conciliation process reducing the misperceptions and misunderstandings between the conflicting parties” (p. 41).

The matters of common interests among PTI and PML -N after general elections 2013 that can create harmony among the conflicting parties and resolve the political conflicts are: 1) Solution must be “within the law”, 2) election reforms needed, 3) establish of judicial commission (JC) to investigate the allegations, 4) three Supreme Court (SC) Judges Judicial commission should be 'fully empowered', 5) Establish a Joint Investigation Team (JIT) for JC, 6) JIT head should be of good repute and integrity, 7) Nobody will influence the JC, 8) Change up NADRA chief, Federal Investigation Agency (FIA) chief, Secretary Election Commission of Pakistan (ECP), 9) Need of Code of Conduct in consultation with all political parties, 10) 'Secret funds' need to be supervised, 11) collaboration in war against terrorism, polio campaign, (APC) meeting and No compromise with prosperity of Pakistan. (The Dawn, September, 2014).

### **Objectives of the study**

Following are the objectives of the study.

- To explore the role of TV talk shows towards resolving the political conflict between PTI and PML-N.
- To asses the issues of PML-N and PTI presented in TV talk shows regarding their conflicts.
- To examine the discussion on matters of common interest among PTI and PML\_N (enlisted in Introduction) in TV talk shows.
- To compare and analyze the discussion on common interests and disputing issues between PTI and PML-N (enlisted in Introduction) in TV talk shows.
- To investigate the role of anchor persons of TV talk shows towards resolving the political conflict between PTI and PML-N.

## **Literature Review**

Literature review is a significant step in research study that deals with relevant researches which have been done in past. Researcher has reviewed the related literature from previous thesis, books, research journals, libraries, internet and other available material which were relevant to the research topic.

This chapter has been divided into following parts to organize the reviews of literature which were relevant to the present study.

- Studies on Role of Media in Conflict Resolution
- Studies on Political talk shows
- Studies on Anchor person

### **Studies on Role of Media in Conflict Resolution**

Saleem & Hanan (2014) have proposed a “Media-Conflict Resolution Model (MCR)” in their research article “Media and Conflict Resolution: Toward building a Relationship Model”. The proposed model has explained the role of media in conflict resolution process.

Imtihani (2014) has analyzed coverage of media in Aceh conflict in a study “The Mass-Media Role in Conflict Resolution (A Case Study of Kompas Daily Coverage on Aceh Conflict 2003- 2005)”. According to the reviewed study, the contents of mass media raise the different players and society in the perspective of conflict.

Siraj (2014) has conducted a study on “War or peace journalism in elite US newspapers: exploring news framing in Pakistan-India conflict” to explore the role of media in conflict between Pakistan and India over Kashmir issue. The study has discussed that media coverage forms the perspective about events in war and peace and conflict reporting intensify the conflicting situation with repeated and furious claims of prejudice from both sides.

Fog (2013) has analyzed the priority of resources in media to solve social problems and conflicts in a research work “The supposed and the real role of mass media in modern democracy”. The reviewed study has explored that news media select and frame stories to solve internal social problems as well as international conflicts in the best way.

### **Studies on Television Political Talk Shows**

Qaisar, Amin, Rasheed & Umair (2014) have conducted a study on “Impact of Political Programs of Private Channels and Satisfaction of Student: A case study of Sensationalized Pakistani Media (Geo and Express News)” to examine the viewers

perception about the private television channels' political programs on national and international issues.

Similarly, Qaisar et al. (2014) have explored the watching habits of political talk shows in their study "Exposure of political talk shows of private television channels among students of Sargodha city, Pakistan".

Umair, Amin & Rasheed (2014) have concluded that currents affairs program have great effects to change viewers perception and the respondents satisfied with information provided by the Current Affairs programs in their study "Effect of Private Television Channels' Current Affairs Program on Students: A Case of University of Sargodha".

### **Studies on Role of Anchor person**

Orlova (2013) has investigated the role of political talk shows as discursive platforms in study "Representation of 'Europe' in the Mediatized Discourse of Ukrainian Political Elites".

Kontogiannis (2012) has conducted a study "The Impact of Television News Exposure and Political Talk on Voter Turnout" to investigate the political talk shows for mobilizing voter turnout in European parliamentary elections 2004

Bilal, Ahsan, Gohar, Younis & Awan (2012) have explored the political talk shows of private television channels regarding the representation of relationships between language and ideology in their study "Critical Discourse Analysis of Political TV Talk Shows of Pakistani Media".

Wahab (2011) has discussed the television talk shows in the perspective of Habermas' idea of public sphere which focuses on the equal opportunity for everyone to participate in a study "Television Talk Shows and the Public Sphere".

El-Khalili (2011) has conducted a study "The Agenda-Setting Impact of Egyptian Nightly Television Talk Shows on Attitudes towards Civic Engagement in Egypt" and the findings of the study has revealed that political talk shows have been used by participants for the source of information about those news issues which they listed.

Wolf (2010) has investigated political talk shows regarding the perspective of viewers' perceptions about political information by mass media in a study "News kind of comes to me... 'Young Audiences, Mass Media, and Political Information', to investigate the exposure of mass media to young audience and their perception about political information".

Freeman (2010) has analyzed television political talk show regarding the concepts of speakers' hyper articulate that express their attitude in a study "Using acoustic measures of hyper articulation to quantify novelty and evaluation in a corpus of political talk shows".

Arceneaux & Johnson (2007) have examined the format of political talk shows regarding the political communication in their study “Channel Surfing: Does Choice Reduce Videomalaise?”.

Lunt & Stenner (2005) have analyzed the talk shows regarding the Habermas' concept of bourgeois public sphere in their study “The Jerry Springer Show as an Emotional Public Sphere”.

## **Research Methodology**

In this chapter, the study has discussed the research methodology and research plans in detail. Researcher has designed the most appropriate research methodology for collecting the data and concluding the results of the study. The research methodology has been designed by keeping in view objectives and research questions of the study.

## **Hypothesis**

There are two hypothesis of the study. These are as follows:

H1: TV talk shows are playing positive role in resolving political conflict between PTI and PML-N.

Ho: TV talk shows are not playing a positive role in resolving political conflict between PTI and PML-N.

H2: Anchor persons of TV talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N.

Ho: Anchor persons of TV talk shows are not playing a mediating role towards resolving political conflict between PTI and PML-N.

## **Dependent and Independent Variables of the Study**

Research work has a need to identify dependent and independent variables. The variables distribution in this study is as follows:

**Independent variable** In H1, the role of TV talk shows has been taken as an independent variable. In H2, the role of anchor persons of TV talk shows has been taken as an independent variable.

**Dependent Variable** In both hypothesis, political conflict resolution between PTI and PML-N has been taken as dependent variables.

## **Operationalization of Key Words**

In this step the key words of the study are operationalized by a process of transforming concepts of key words into observed dimensions. It's a process to

make the unclear and vague concepts more understandable in a way they are used in the study.

**Role** In the study, “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N”, the key word of study ‘role’ is operationalized as the ‘role’ of selected talk shows and the ‘role’ of anchor person of selected talk shows towards political conflict resolution between PTI and PML-N after general elections 2013. The study has taken the word ‘role’ as a resolving effort of mediatory factors such as selected political talk shows and anchor persons of talk shows in the political conflict between political parties, PTI and PML-N.

The study aims to analyze that whether the role of selected talk shows is positive in resolving the selected conflict or not. Whether the role of selected political talk shows are escalating the political conflict or de-escalating it. Similarly, the study focuses on to analyze that whether the anchor persons of selected talk shows are playing mediating role towards resolving the conflict or not.

**Talk Show** Researcher has operationalized the word ‘talk show’ as the television political talk shows only. The study is “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N”, so researcher has selected those political talk shows which telecasted on television news channels. Researcher has selected ‘KaITak Javid Chaudhry Kay Sath’ from ‘Express news channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya news channel’ to analyze their coverage in order to assess their role in resolving the political conflict between PTI and PML-N after general elections 2013.

**Conflict** In the study, researcher has selected the political conflict between political parties, PTI and PML-N. Both Pakistani political parties i.e. Pakistan Tehreek e Insaaf (PTI) and Pakistan Muslim League-N (PML-N) have political differences before elections 2013 but researcher has selected their rift after general elections 2013 over allegation of rigging in elections and PML-N manipulation in election results. After elections 2013, PML-N has selected as an elected government and PTI has come as an oppositional party.

**Resolution** Researcher has operationalized the word ‘resolution’ as all the attempts and actions by anchor persons of talk shows in a discussion to solve political conflict between PTI and PML-N after general elections 2013.

**Study** The research is “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N” therefore researcher has selected the word ‘study’ is to

investigate the coverage of television political talk shows in political conflicting situation between PTI and PML-N to assess the role of selected talk shows and their anchor persons towards resolution.

**Anchor Person** The study has taken the word 'anchor person' as the hosts of selected political talk shows i.e. 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid'. The study aims to analyze the mediating role of anchor persons in the discussions regarding the political conflict between PTI and PML-N.

**Political Party** The study has selected two political parties as conflicting parties which are having political conflict. These political parties are PML-N and PTI.

Pakistan Muslim League-N (PML-N) is one of the important political parties in Pakistan. PML-N is headed by Muhammad Nawaz Sharif. After general elections 2013, PML-N has elected as government party and Nawaz Sharif has become Prime Minister of Pakistan. Pakistan Tehreek e Insaaf (PTI) has come as oppositional political party after general elections 2013. Imran Khan is chairperson of PTI.

**Mediate** The study has operationalized the word 'mediate' as interference of anchor person in the discussion of talk shows through highlighting the matters of common interest of PML-N and PTI in order to bring about a need of any solution regarding the political conflict between them. The study has also operationalized the word 'mediate' as to analyze that how an anchor person facilitates a discussion towards a solution of the political conflict.

**Escalate** The study has operationalized the word 'escalate' as the discussion about controversial and disputing issues between PTI and PML-N in the television political talk shows increase differences between them. The study aims to analyze that whether the role of political talk shows is escalating the political conflict between PTI and PML-N or not.

**De-escalate** The study has operationalized the word 'de-escalate' as the discussion about matters of common interests among PTI and PML-N in the television political talk shows decrease the differences and increase the harmony among the conflicting parties. The study aims to analyze that whether the role of television political talk shows is de-escalating the political conflict between PTI and PML-N or not.

## Research Design

The research design deals with the selection of methodology for collecting data which is used for the completion of the research. The appropriate research design is essential to achieve flawless results in study.

## Content Analysis

Content analysis is a kind of research technique that is used in social sciences for analyzing the contents of communication. Content can be in any form such as published, broadcasted and recorded. The researcher has selected quantitative

content analysis to study the role of television political talk shows in resolving political conflict between PTI and PML-N after general elections 2013. Quantitative Content analysis is a method which is used to summarize any type of content by counting different characteristic of that content.

### **Universe of the Research**

Universe is commonly referred as the total of every existed thing. In a research, universe is a larger targeted group through which population is formulated for the completion of the research. The researcher has selected “Pakistani television news channels” as universe of the study to examine the role of television political talk shows regarding the political conflict resolution between PTI and PML-N. The universe of the study is Dunya News channel and Express News channel.

### **Population of the Research**

A research population is a well-defined collection of individuals or objects which are having similar characteristics. The population of research for this study is political talk shows broadcasted through Pakistani television news channels. The population of study is ‘KalTak Javaid Chauhdry Kay Sath’ from ‘Express News channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya News channel’.

### **Sampling of Research**

Sampling is a method of selecting the most targeted and appropriate group from population for the study. There are various types of sampling. In present study, researcher has selected the systematic type for sampling. Systematic sampling is a probability sampling method in which sampling items are selected according to a random starting point and a fixed, periodic interval from a larger population.

The research study is about “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N” and the selected time period of study is from May 2013 to December 2014. For the sampling of ‘KalTak Javaid Chahdry Kay Sath’ and ‘On the Front with Kamran Shahid’, researcher has selected the second program of each selected talk show which has been on aired on third week of each month. The total sampling size for study is 40 programs of selected talk shows.

### **Unit of Analysis**

The unit of analysis is basic element in content analysis. Unit of analysis is the main unit of a content that is being analyzed in a study. This study has taken following units in order to analyze the role of political talk shows in resolving political conflict between PTI and PML-N after general elections 2013.

- Topic of Discussion
- Anchor person
- Participants of Talk Show



## Research Questions

To investigate the role of TV talk shows in political conflict resolution, the researcher has formulated the following research questions.

**Q1.** Do television political talk shows play significant role in resolving political conflict between PTI and PML-N?

**Q2.** Does anchor person act as a mediator in television political talk show regarding the political conflict between PTI and PML-N?

**Q3.** Do television political talk shows discuss controversial issues between PTI and PML-N?

## Data Collection and Data Testing

In this section, the research work deals with the tools which are used for the data collection. This section informs about data interpretation and data testing.

**Tool for data collection** A coding sheet has been used for data collection. The researcher has designed a yearly coding sheet in which three sections have been made with the name of 'Topic of Discussion', 'Anchor person' and 'Participants of talk show' respectively whereas unit of 'Anchor person' has been divided into 'Introduction of Talk Show', 'Question Asked by Anchor Person' and 'End notes by Anchor Person' and similarly unit of 'Participants of talk show' has been divided into 'Affiliation with Political Party' and 'Arguments by Participants'. One coding sheet was used for one year and for only one political talk show. Four coding sheets were used for two talk shows from May 2013 to December 2014. Units were analyzed in a categorical data i.e. positive, negative and neutral.

**Data testing** Different computer soft wares have been used in this study and Microsoft office has been used mainly. Documentation has been done on Microsoft Word and whereas Microsoft Excel has been used for geographical representation. For data testing or hypothesis testing and data entry, "Statistical Package for Social Sciences" (SPSS) has been used. For testing the hypothesis, chi square test has been applied. Utilization of Chi Square test is applied to check the association of variables.

## Findings

This chapter reveals the findings and data interpretation with the graphical representation of results that has been taken at the end of the research. This chapter deals with the descriptive form of data representation which has been taken from 'KalTak Javaid Chauhdry Kay Sath' on 'Express news channel' and 'On the Front with Kamran Shahid' on 'Dunya news channel'.

**Figure 5.1 Percentage of overall coverage of talk shows i.e. ‘KaITak Javid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’**

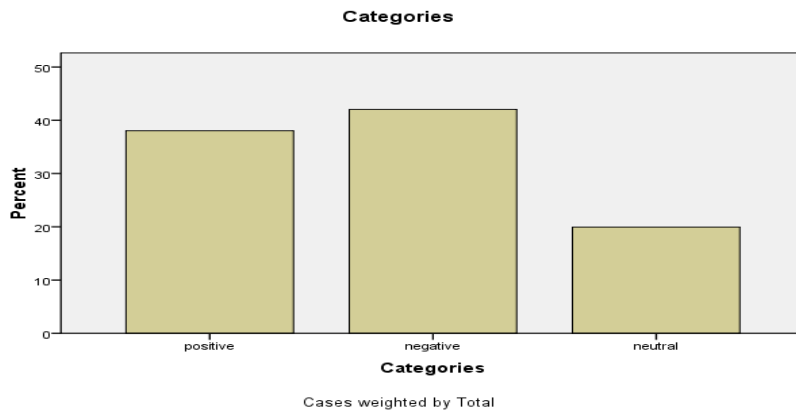


Figure 5.1 and Table 5.1 (see in Appendix) shows that from May 2013 to December 2014, positive coverage of political talk shows regarding the political conflict resolution between Pakistan Tehreek e Insaf (PTI) and Pakistan Muslim League-N (PML-N) is 38% and negative coverage regarding the resolution of political conflict is 42% and neutral coverage of political talk shows regarding the conflict is 19.9%.

**Figure 5.2 Percentage of unit of analysis (topic of discussion) in ‘KaITak Javid Chauhdry Kay Sath’**

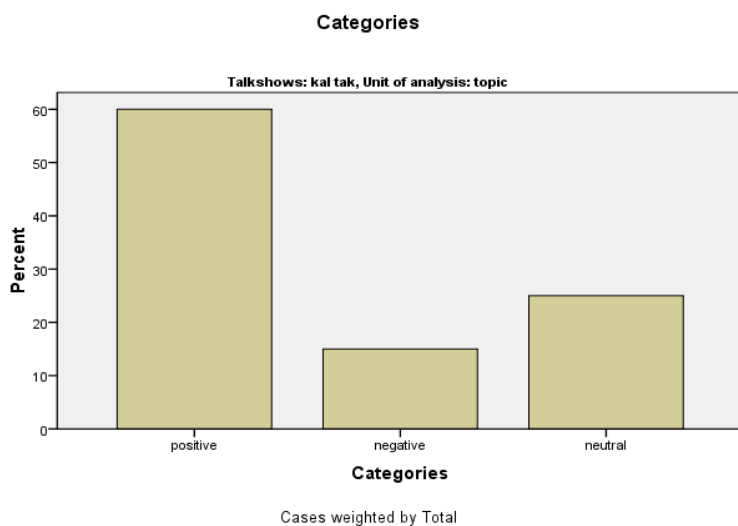


Figure 5.2 and Table 5.2 (see in Appendix) shows that from May 2013 to December 2014, 60% of discussed topics are positive towards resolving the political conflict between PTI and PML-N in talk show ‘KaITak Javid Chauhdry Kay Sath’. And 15%

discussed topics are negative and 25 % are neutral towards resolving the political conflict between PTI and PML-N in political talk show 'KaITak Javaid Chauhdry Kay Sath'.

**Figure 5.3 Percentage of unit of analysis (topic of discussion) in 'On the Front with Kamran Shahid'**

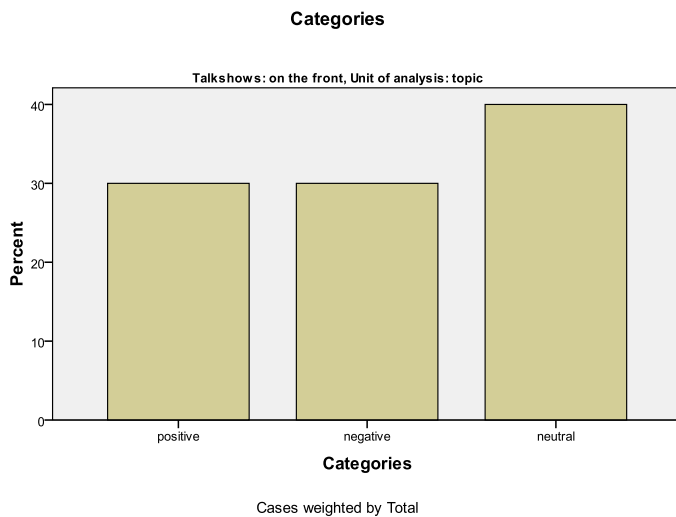


Figure 5.3 and Table 5.3 (see in Appendix) shows that in talk show 'On the Front with Kamran Shahid', 30% of topics of discussion is positive, 30% is negative and 40% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.4 Percentage of unit of analysis (topic of discussion) in 'KaITak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid'**

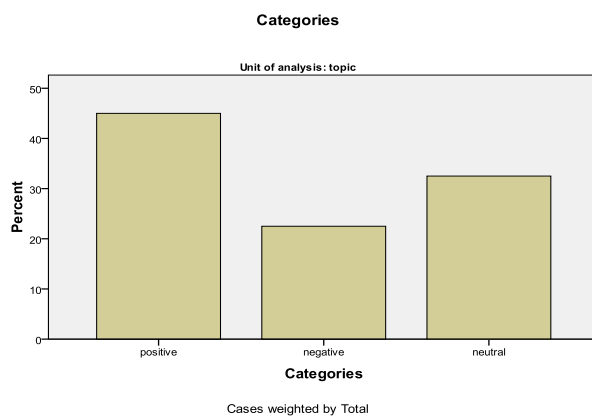


Figure 5.4 and Table 5.4 (see in Appendix) shows that in talk shows i.e. 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid', 45% of topics of discussion, is positive, 22.5% is negative and 32.5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.5 Percentage of unit of analysis (Introduction of Talk Show by anchor person) in 'KalTak Javaid Chauhdry Kay Sath'**

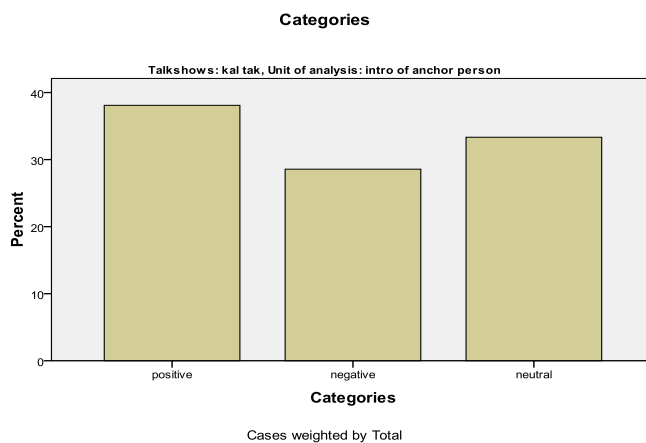


Figure 5.5 and Table 5.5 (see in Appendix) shows that in talk show 'KalTak Javaid Chauhdry Kay Sath', 38.1% of introduction by anchor is positive, 28.6% is negative and 33.3% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.6 Percentage of unit of analysis (Introduction of Talk Show by anchor person) in 'On the Front with Kamran Shahid'**

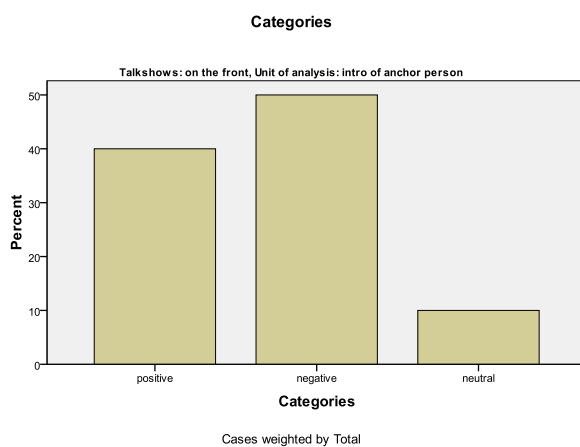


Figure 5.6 and Table 5.6 (see in Appendix) shows that in talk show 'On the Front with Kamran Shahid', 40% of introduction by anchor person is positive, 50% is negative and 10% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.7 Percentage of unit of analysis (Introduction of Talk Show by anchor person) in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid'**

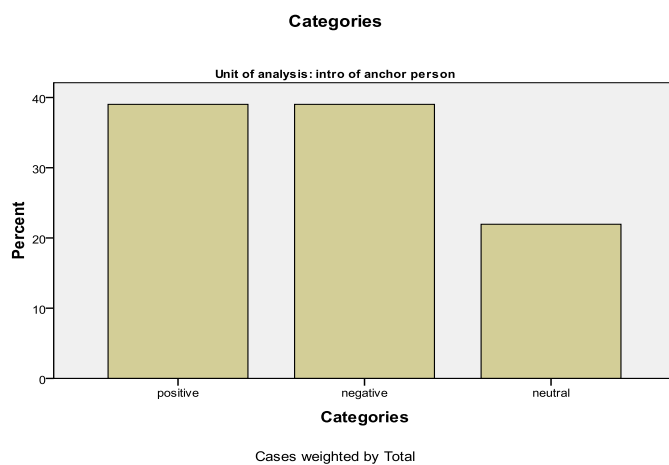


Figure 5.7 and Table 5.7 (see in Appendix) shows that in talk shows i.e. 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid', 39% of introduction by anchor persons is positive, 39% is negative and 22% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.8 Percentage of unit of analysis (Questions Asked by Anchor Person) in 'KalTak Javaid Chauhdry Kay Sath'**

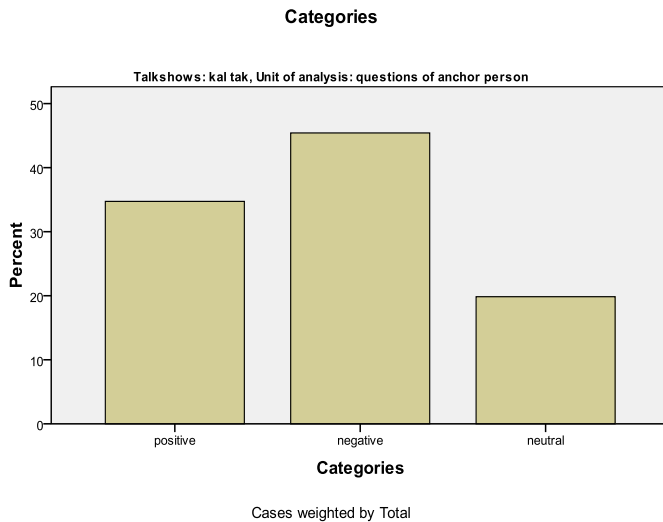


Figure 5.8 and Table 5.8 (see in Appendix) shows that in talk show 'KalTak Javaid Chauhdry Kay Sath', 34.7% of questions by anchor persons, is positive, 45.4% is negative and 19.8% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.9 Percentage of unit of analysis (Questions Asked by Anchor Person) in 'On the Front with Kamran Shahid'**

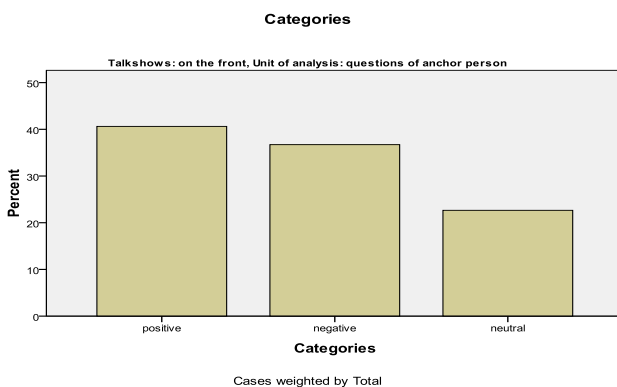


Figure 5.9 and Table 5.9 (see in Appendix) shows that in talk show 'On the Front with Kamran Shahid', 40.6% of questions asked by anchor person, is positive, 36.7% is negative and 22.7% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.10 Percentage of unit of analysis (Question Asked by Anchor Person) in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid'**

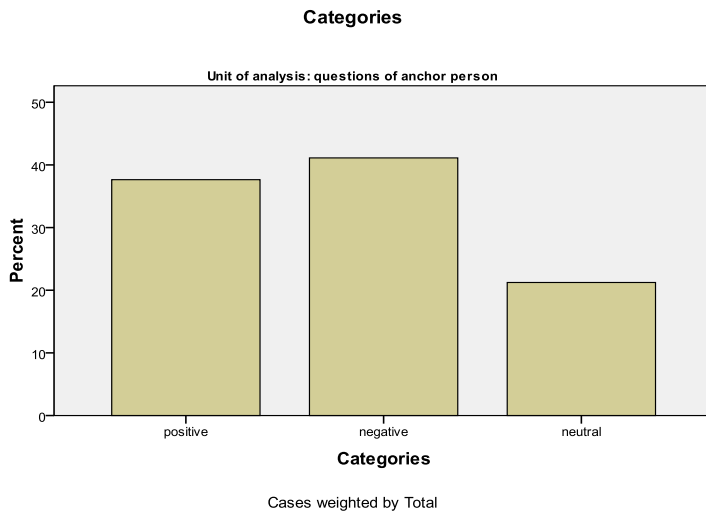


Figure 5.10 and Table 5.10 (see in Appendix) shows that in talk shows i.e. 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid', 37.6% of questions by anchor persons is positive, 41.1% is negative and 21.2% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.11 Percentage of unit of analysis (End notes by Anchor Person) in 'KalTak Javaid Chauhdry Kay Sath'**

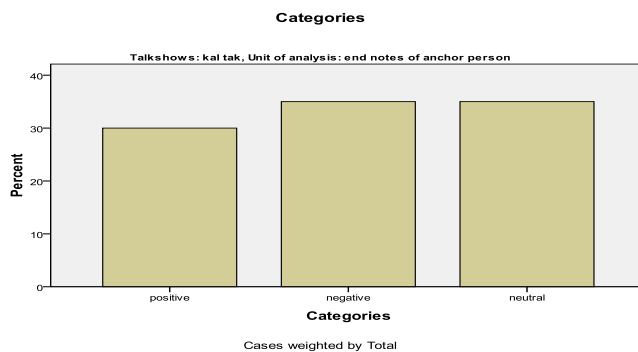


Figure 5.11 and Table 5.11 (see in Appendix) shows that in talk show 'KalTak Javaid Chauhdry Kay Sath', 30% of end notes by anchor person is positive, 35% is negative and 35% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.12 Percentage of unit of analysis (End notes by Anchor Person) in ‘On the Front with Kamran Shahid’**

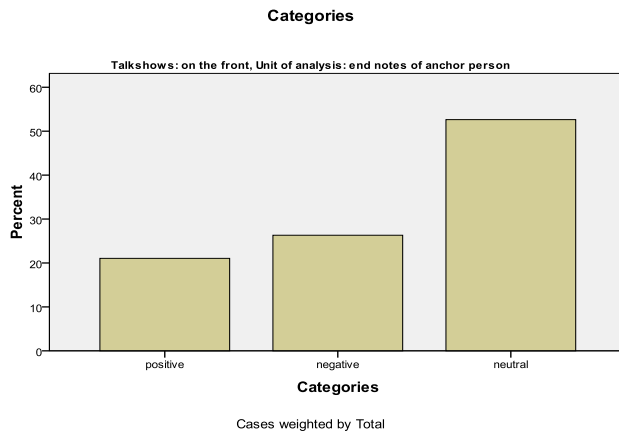


Figure 5.12 and Table 5.12 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 21.1% of end notes by anchor person, is positive, 26.3% is negative and 52.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.13 Percentage of unit of analysis (End notes by Anchor Person) in ‘KalTak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’**

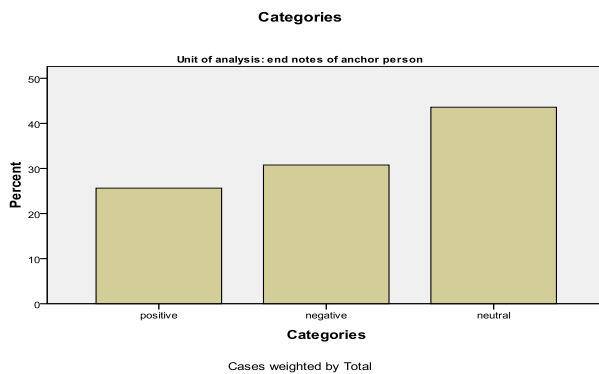


Figure 5.13 and Table 5.13 (see in Appendix) shows that in talk shows i.e. ‘KalTak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 25.6% of end notes by anchor persons is positive, 30.8% is negative and 43.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.



**Figure 5.14 Percentage of unit of analysis (Affiliation of participants with Political Party) in ‘KalTak Javaid Chauhdry Kay Sath’**

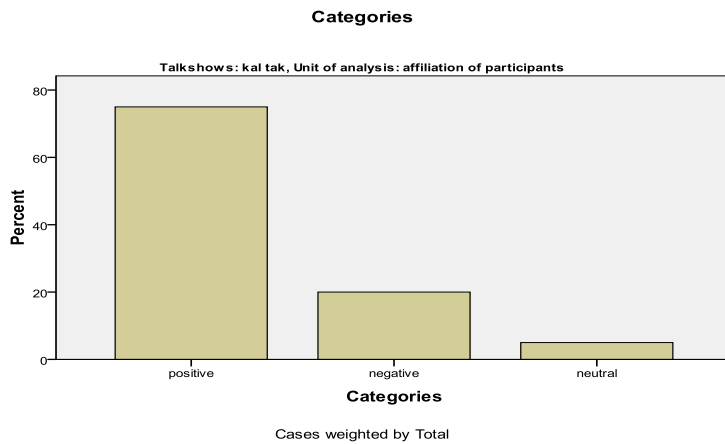


Figure 5.14 and Table 5.14 (see in Appendix) shows that in talk show ‘KalTak Javaid Chauhdry Kay Sath’, 75% of affiliation of participants with political parties are positive, 20% is negative and 5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.15 Percentage of unit of analysis (Affiliation of participants with Political Party) in ‘On the Front with Kamran Shahid’**

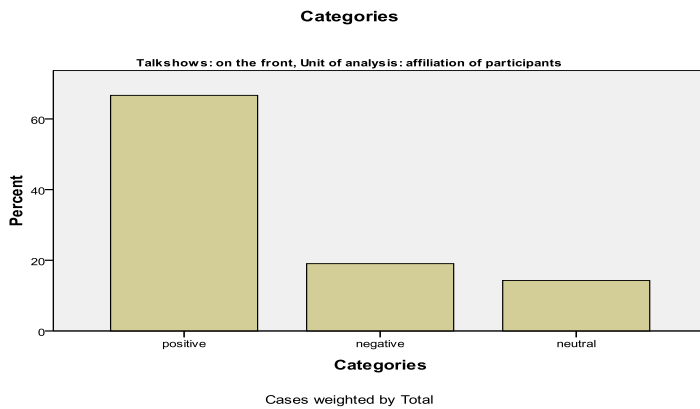


Figure 5.15 and Table 5.15 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 66.7% of affiliation of participants with political parties is positive, 19% is negative and 14.3% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.16 percentage of unit of analysis (Affiliation of participants with Political Party) in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid'**

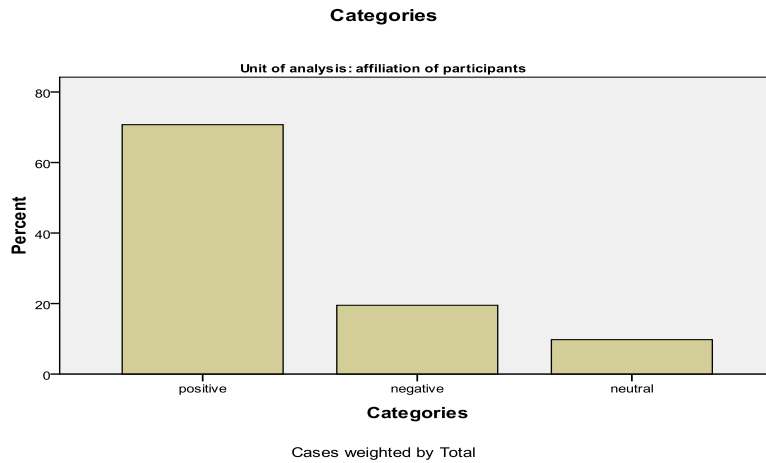


Figure 5.16 and Table 5.16 (see in Appendix) shows that in talk shows 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid', 70.7% of affiliation of participants with political parties is positive, 19.5% is negative and 9.8% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.17 Percentage of unit of analysis (Arguments by Participants) in 'KalTak Javaid Chauhdry Kay Sath'**

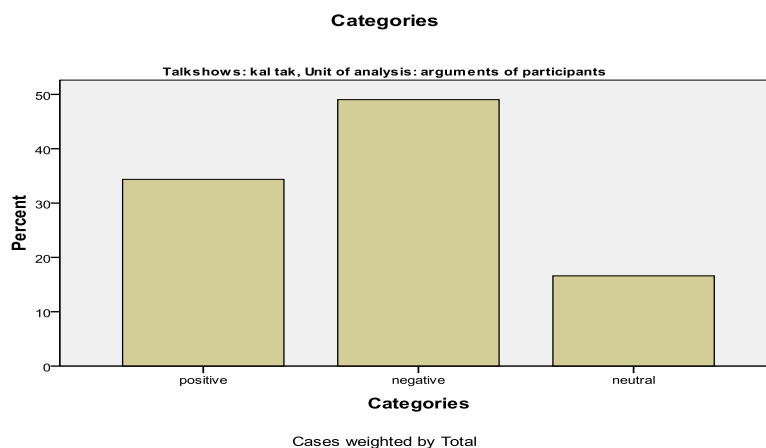


Figure 5.17 and Table 5.17 (see in Appendix) shows that in talk show 'KalTak Javaid Chauhdry Kay Sath', 34.4% of arguments by participants, is positive, 49% is negative and 16.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.18 Percentage of unit of analysis (Arguments by Participants) in ‘On the Front with Kamran Shahid’**

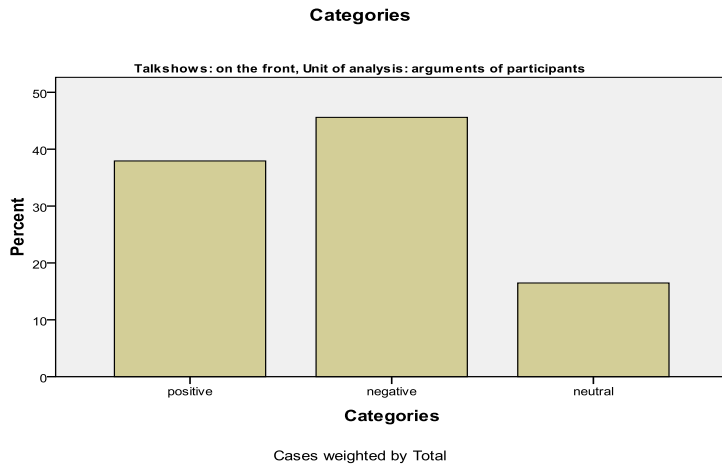


Figure 5.18 and Table 5.18 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 37.9% of arguments by participants, is positive, 45.6% is negative and 16.5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.19 Percentage of unit of analysis (Arguments by Participants) in ‘KalTak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’**

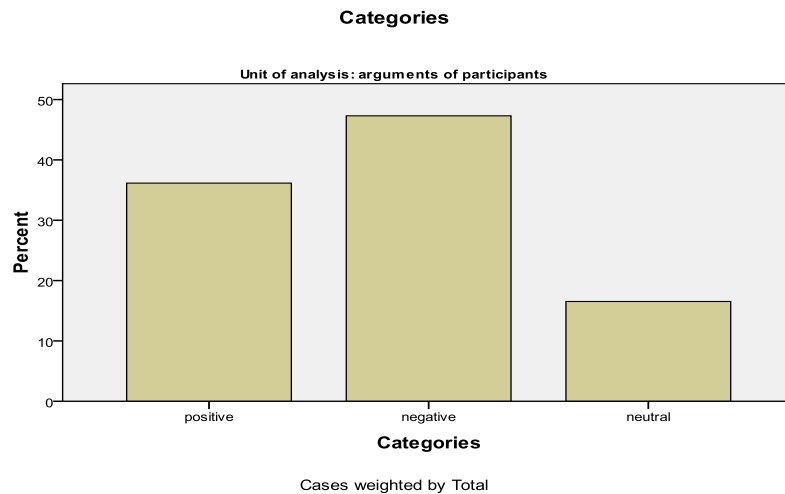


Figure 5.19 and Table 5.19 (see in Appendix) shows that in talk shows ‘KalTak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 36.2% of arguments by participants, is positive, 47.3% is negative and 16.5% is neutral

towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

### Hypothesis Testing

This study is about to analyze the role of political television talk shows in resolving political conflict between PTI and PML-N after general elections 2013. In this research time period is from May 2013 to December 2014.

There are two hypotheses of the study which are formulated according to the objectives of the study. In this chapter researcher has tested the hypotheses to find out the results of SPSS. Chi square has been applied for the testing of hypotheses. Hypotheses testing are as follows:

**H1: TV talk shows are playing a positive role in resolving political conflict between PTI and PML-N.**

Ho: TV talk shows are not playing a positive role in resolving political conflict between PTI and PML-N.

**Table 6.1**

#### Chi square test

	Values	Df.	asymp sig (2 sided)
"Pearson" chi square	2.303a	2	.316
"Likelihood Ratio"	2.304	2	.316
Linear by Linear Association	.053	1	.818
No. of valid case	1199		

As level of significance is equal to 0.05

And the above chi square table shows

Chi square= 2.303

P- Value= .818

The level of significance is 0.05 but P value is greater i.e.  $.818 > 0.05$ , which shows H1 is rejected and political talk shows are not playing positive role in resolving political conflict between PTI and PML-N.

**H2: Anchor persons of talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N.**

Ho: Anchor persons of talk shows are not playing a mediating role towards resolving political conflict between PTI and PML-N.

**Table 6. 2**  
**Chi square test**

	Values	Df.	asympsig (2 sided)
“Pearson” chi square	47.293a	10	.000
“Likelihood Ratio”	44.465	10	.000
Linear by Linear Association	1.475	1	.224

No. of valid case      1199

As level of significance is equal to 0.05

And the above chi square test table shows

Chi square= 47.293

P- value = .224

The level of significance is 0.05 but P value is greater i.e.  $0.224 > 0.05$ , hence H1 is rejected and anchor persons are not playing a mediating role towards resolving political conflicts between PTI and PML-N.

### Discussion and Analysis

This study is “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N”. The research has used quantitative content analysis research methodology for collecting data to examine and analyze the role of television political talk shows regarding the political conflict resolution between conflicting political parties. By keeping the objectives in view, the research has selected two political talk shows i.e. ‘KalTak Javaid Chauhdry Kay Sath’ from ‘Express News channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya News channel’ for analyzing their role in resolving political conflict between PTI and PML-N and time period has been selected from May 2013 to December 2014.

The study has applied conflict resolution theory for theoretical support. Media can play a mediating role in resolving conflict by facilitating conflicting parties and media facilitate the conflicting parties by removing confusion and misunderstanding (Saleem & Hanan, 2014, p. 7).

On 17<sup>th</sup> December 2014 due to the situation in country after terrorist attack in Islamabad, PTI Chairman Imran Khan has decided to end the four months long sit in protest (dharna) but the political conflicts between conflicting parties are remained.

The research work has formulated two hypotheses for testing the research work scientifically. First hypothesis is “TV talk shows are playing a positive role in resolving political conflict between PTI and PML-N”, whereas second hypothesis is “anchor persons of talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N”. Researcher has applied Chi Square to test both hypotheses and the findings have revealed that alternative hypotheses have been approved which were “TV talk shows are not playing a positive role in resolving political conflict between PTI and PML-N” and “anchor persons of talk shows are not playing a mediating role towards resolving political conflict between PTI and PML-N” (see Table 6.1 and 6.2).

This research work is based on research questions which are required in every research work for the conclusion of study. Researcher has answered the research questions through analyzing the data and interpretations of research findings. Researcher has checked the answers of research questions through the evaluation of data. The answers of research questions are as below:

**Q1. Do television political talk shows play significant role in resolving political conflict between PTI and PML-N?**

The study has concerned to analyze the significant role of political talk shows regarding the political conflicts so researcher has examined that political talk shows have escalated the political conflict between PTI and PML-N.

A conflict under discussion is political conflict between PTI and PML-N. The main disputing and controversial issues between PTI and PML-N are: “General elections 2013 were disputed and controversial and massive rigging in general election, PML-N manipulation in election, demand for resignation of Prime Minister (PM) and Chief Minister (CM) of Punjab, demand for inquiry into rigging according to PTI’s conditions, judicial commission (JC) proceedings should be in summary, PM should resign till JC report produced, Once PM resigns, need to establish Supreme Monitoring Council”.

By keeping disputing issues and matters of common interest between the conflicting parties (mentioned above) in a view, the study has explored the role of political talk shows in resolving the political conflicts between PTI and PML-N, assessed the issues of PML-N and PTI regarding their conflicts, examined the discussion on matters of common interest among conflicting parties (mentioned above) and compared and analyzed the discussion on common interests and disputing issues between PTI and PML-N (mentioned above) in TV talk shows.

Figure 5.1 and Table 5.1 have shown that the overall role played by selected television talk shows i.e. ‘KaTak Javaid Chauhdry Kay Sath’ from ‘Express News channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya News Channel’, has

been remained negative in resolving political conflict between PTI and PML-N from May 2013 to December 2014. Further more, the findings of first hypotheses testing (see Table 6.1) has also revealed that the role of political talk shows is not positive towards resolving the political conflicts between PTI and PML-N.

## **Q2. Does anchor person act as a mediator in television political talk show regarding the political conflict between PTI and PML-N?**

Researcher has analyzed the mediating role of anchor persons in resolving the political conflict between PTI and PML-N from May 2013 to December 2014. The study has evaluated the role of anchor persons by analyzing the introduction, questions and end notes of selected talk shows.

Figure 5.5 and Table 5.5 have shown that the most of the introductions by anchor person have discussed matters of common interests among PTI and PML-N in 'KalTak Javaid Chauhdry Kay Sath' from May 2013 to December 2014. Whereas, Figure 5.6 and Table 5.6 have shown that the most of the introductions by anchor person have discussed controversial and disputing issues between PTI and PML-N in 'On the Front with Kamran Shahid', from May 2013 to December 2014. If collectively analyzed then Figure 5.7 and Table 5.7 have shown that the introductions by anchor persons have focused on both controversial issues and common matters among PTI and PML-N in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid' from May 2013 to December 2014.

Figure 5.8 and Table 5.8 have shown that questions asked by anchor person to the panel of discussion have been more related to controversial and disputing issues between PTI and PML-N in 'KalTak Javaid Chauhdry Kay Sath' from May 2013 to December 2014. Whereas Figure 5.9 and Table 5.9 have shown, questions asked by anchor person to the panel of discussion have been more related to matters of common interests among PTI and PML-N in 'On the Front with Kamran Shahid', from May 2013 to December 2014. In collective analysis, Figure 5.10 and Table 5.10 have shown that questions asked by anchor persons to the panel of discussion have been more related to matters of common interests among PTI and PML-N in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid' from May 2013 to December 2014.

Figure 5.11 and Table 5.11 have shown that controversial and disputing issues between PTI and PML-N have been discussed more in the end notes of 'KalTak Javaid Chauhdry Kay Sath', from May 2013 to December 2014. Whereas Figure 5.12 and Table 5.12 have shown, controversial and disputing issues between PTI and PML-N have been discussed more in the end notes of 'On the Front with Kamran Shahid', from May 2013 to December 2014. If collectively analyzed then Figure 5.13 and Table 5.13 have shown that the most of the end notes by anchor persons have not mentioned the matters of common interest and the controversial issues between PTI and PML-N in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid' from May 2013 to December 2014.

The study has analyzed the role of anchor person through evaluating that how much equal opportunity has been given to the participants affiliated with PTI and PML-N for exchanging their opinions, agendas and stance regarding the solution of their conflict.

Figure 5.14 and Table 5.14 have shown 75% of affiliation of participants with political parties is positive in 'KalTak Javaid Chauhdry Kay Sath', so the findings reveal that political talk show, 'KalTak Javaid Chauhdry Kay Sath', has given equal opportunity to the members of PTI and PML-N to participate in order to exchange their opinion, agendas and stance regarding the solution of conflict. Whereas, Figure 5.15 and Table 5.15 have shown 66.7% of affiliation of participants with political parties is positive in 'On The Front with Kamran Shahid', so the findings reveal that political talk show, 'On The Front with Kamran Shahid', has given equal opportunity to the members of PTI and PML-N to participate in order to exchange their opinion, agendas and stance regarding the solution of conflict. If collectively analyzed then Figure 5.16 and Table 5.16 have shown 70.7% of affiliation of participants with political parties is positive in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid', so the findings reveal that political talk shows have given equal opportunity to the members of PTI and PML-N to participate in order to exchange their opinion, agendas and stance regarding the solution of conflict.

The overall role of anchor persons of television talk shows has been analyzed in second hypothesis and the findings reveal that role of anchor persons is not mediating towards resolving the political conflict between PTI and PML-N (see Table 6.2). Furthermore, the role of anchor persons has not facilitated the discussion of talk shows towards a need of any solution regarding the discussed problem between PTI and PML-N.

### **Q3. Do television political talk shows discuss controversial issues between PTI and PML-N?**

The study has analyzed the topics discussed in the talk shows and arguments given by participants of talk shows in a way to assess the issues related to matters of common interest, and disputing and controversial matters between PTI and PML-N (mentioned in Chapter 1), discussed in political talk shows.

Figure 5.2 and Table 5.2 have shown that issues related to matters of common interests among PTI and PML-N have been discussed more in the topics of 'KalTak Javaid Chauhdry Kay Sath', from May 2013 to December 2014. The topics of talk show have encouraged a need of any possible solution regarding the conflict. Whereas Figure 5.3 and Table 5.3 have shown that the most of the topic of 'On the Front with Kamran Shahid' have not mentioned the matters of common interest and the controversial issues between PTI and PML-N from May 2013 to December 2014. If collectively analyzed then Figure 5.4 and Table 5.4 have revealed that issues related to matters of common interests among PTI and PML-N have been discussed more in the topics of 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with



Kamran Shahid', from May 2013 to December 2014. The topics of talk show have encouraged a need of solution regarding the conflict.

Figure 5.17 and Table 5.17 have shown that the arguments by participants of 'KalTak Javaid Chauhdry Kay Sath' have been more related to the controversial and disputing issues between PTI and PML-N. Arguments by participants in talk show have not encouraged any need of solution regarding the political conflict. Whereas Figure 5.18 and Table 5.18 have shown that the arguments by participants of 'On the Front with Kamran Shahid' have been more related to the controversial and disputing issues between PTI and PML-N. Arguments by participants in talk show have not encouraged any need of solution regarding the political conflict. If collectively analyzed then Figure 5.19 and table 5.19 have shown that the arguments by participants in 'KalTak Javaid Chauhdry Kay Sath' and 'On the Front with Kamran Shahid' have been more related to the controversial and disputing issues between PTI and PML-N. Arguments by participants in talk shows have not encouraged any need of solution regarding the political conflict.

The findings of research have revealed that the role of political talk shows has been escalated towards political conflict between PTI and PML-N after general elections 2013. The findings have also exposed that the political talk shows has highlighted the disputing and controversial issues between the conflicting parties instead of discussing the matters of common interests among them. The findings have also revealed that the political talk shows have not encouraged a need of any possible solution regarding the political conflict between PTI and PML-N.

## **Conclusion**

The study has applied conflict resolution theory for theoretical support. The findings of study have supported the conceptualization of conflict resolution theory. The research has used quantitative content analysis research methodology for collecting data to examine and analyze the role of television political talk shows regarding the political conflict resolution between conflicting political parties. By keeping the objectives in view, the research has selected two political talk shows i.e. 'KalTak Javaid Chauhdry Kay Sath' from 'Express News channel' and 'On The Front with Kamran Shahid' from 'Dunya News channel', for analyzing their role in resolving political conflict between PTI and PML-N and time period has been selected from May 2013 to December 2014.

The research work has formulated two hypotheses for testing the study scientifically. First hypothesis is "TV talk shows are playing a positive role in resolving political conflict between PTI and PML-N", whereas second hypothesis is "anchor persons of talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N". Researcher has applied Chi Square to test both hypotheses and the findings have revealed that alternative hypotheses have been approved which were "TV talk shows are not playing positive role in resolving political conflict between PTI and PML-N" and "anchor persons of talk shows are not playing

mediating role towards resolving political conflict between PTI and PML-N” (see Table 6.1 and 6.2).

The study has concluded that the political talk shows have not been playing a positive role in resolving the political conflict between conflicting parties and moreover the role of political talk shows has been escalating in the process of political conflict resolution between PTI and PML-N (see Figure 5.1 and table 5.1). The research work has also concluded that the role of anchor persons has not facilitated the discussion of talk shows towards a need of any possible solution regarding the discussed problem between PTI and PML-N. It has been concluded that the political talk shows has highlighted the disputing and controversial issues between the conflicting parties instead of discussing the matters of common interests among them and in this way the political talk shows have not encouraged a need of any possible solution regarding the political conflict resolution between PTI and PML-N after general elections 2013.

### **Future Agenda**

The study “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N” also provides some suggestions for future agenda and future media students. The purpose of this section is to deal with the responsibility to help researchers who wants to do research work or their course thesis on this topic in future.

In this research, quantitative content analysis has been used for data collection. For the analyzing the role of television talk shows in resolving political conflict between PTI and PML-N, researcher has selected two political talk shows i.e. ‘KaTak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’. If anyone wants to conduct a study related to this issue then one can interview the media experts. One can also conduct a qualitative content analysis by establishing themes and one can also do discourse analysis.

In this research work, political talk shows has been taken under investigation but if any one wants to examine the role of media in political conflict resolution then one can take newspapers under investigation. The study has investigated the issue under the theory of conflict resolution but one can investigate this issue under the theories of agenda setting and framing.

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