



## Role of Electronic Media in Political Awareness Among the People of Nawabshah

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### Abstract

*The pivotal role of electronic media in shaping public awareness, particularly in the political domain, is of paramount importance. A substantial majority of individuals rely on news channels and talk shows broadcasted through cable TV to stay abreast of current affairs and political developments. This study acknowledges the crucial function of electronic media in elucidating political events, issues, and candidates, contributing significantly to public understanding of politics. Moreover, electronic media serves as a catalyst for public discourse and accountability of those in power, fostering an informed citizenry. By actively shaping public opinion, electronic media becomes a potent tool, empowering individuals to actively participate in the democratic process. The study underscores the undeniable significance of electronic media in heightening political awareness, emphasizing its role in informing, engaging, and empowering individuals during the democratic process. This research seeks to comprehend the intricate dynamics of how electronic media influences political awareness and engagement. A comprehensive analysis will explore the impact of media coverage on voting behavior, the formation of public opinion, and political knowledge. Through this examination, the study aims to provide valuable insights into the multifaceted effects of electronic media on political awareness among the residents of Nawabshah City, contributing to the broader understanding of media's role in shaping political perceptions and behaviors.*

**Keywords:** , :TV, Political Affairs, News Channels, Political.

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(Print) 2707-8906 (online) 2788-8304 ©2023, published by the ILMA University, Pakistan.

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## INTRODUCTION

The News channel has gained a great deal of public recognition nowadays. People are empowered by news networks to publicly criticize dishonest politicians. These days, the public is represented by electronic media. Electronic media gives voice to those who are impoverished when they are ignored. It gives people immediate access to information on political issues and societal developments as well as information, education, and entertainment. Electronic media has advantages and disadvantages in society. Any civilization can experience the blooming of democracy if its media is free. "People's behavior toward various political issues is influenced by the media." D. R. (2018).

The media plays a more significant role than media from other countries, and the media in Pakistan is becoming more influential than it has ever been. At present, the only universally accessible source of information is electronic media. For example, tablets and smartphones. People use laptops, LEDs, and pods to become politically informed. Digital media alters people's cognitive processes. Media professionals research the political landscape of the present and create their shows' agendas based on public opinion. See Combs (2006). Most people watch public debates and conversation shows on television in the evenings. Our decision-making process regarding global politics is influenced by current affairs broadcasts. Thus, we are adequately informed by the latest news and the country's politics. Most people in Pakistan are illiterate and cannot even read newspapers, thus they constantly watch television to be informed about the country's politics. According to recent surveys, everyone can readily access television. Nearly 50 million individuals use television as a source of knowledge Khokhar, Y. G. (2023).

Electronic media keep an eye on how well governments are performing. We are able to comprehend social and political concerns better thanks to the role of electronic media. We can also discuss political efficacy and institutions. The people is made more politically aware by electronic media, enabling them to have a part in national politics (Madhavi, 2007). The media and politics have similar worldviews and are mutually dependent. People choose to get their knowledge from the media because they want to be able to see past the politicians' delusions. media. There is a complex and hard to define relationship between politics and the media. David Thelen. (1996).

The globe has essentially become a global village due to the explosion of the information revolution and the spread of electronic media. These days, news, events, and information may travel the globe without hindrance. These events instantly spread to every living room, even before the governments had a chance to respond or take action. The media's growing influence has had an impact on political, social, and economic spheres. Images in the media shape people's thoughts, beliefs, and perceptions. All people's daily lives have been affected, including those of elites, commoners, decision-makers, and political leaders Ramanathan, S. (2000).

Pakistan, a growing nation with a wide range of social, political, economic, and security concerns, is not immune to the effects of the modern world's media. It

is said that Pakistani media is now more forthright, candid, and self-starting than it was in the past. These days, it draws attention to the nation's social injustices, economic incompetence, and political incorrectness. Over time, Pakistani media has developed into a potent tool for examining how state institutions operate; rather than presenting the government with options for policies, it has assumed responsibility for formulating policies. Thus, by examining the media's history, current state, prominent media outlets, governing organizations, and prospects for the future in Pakistan, this essay aims to shed light on the function of the media in that nation.

In global politics, the media is significant (Gamson, 1999). The media has a big impact on politics, and the government also has a big impact on the media (Chand Rappa, 2012). The way the public is portrayed in the media influences how people see social issues, and negative and unfavorable appraisals work better to encourage political participation (Martin, 2008). Promoting the common good through the media is crucial (Riaz, 2017).

Television is the most popular mass media outlet in Pakistan. People's behavior is directly and gradually impacted by it (Khokhar, n.d.). To further their causes on radio, a number of public figures engage in talk shows (Tolson, 2001). Tolson (2001). Absent from the reference section Public interest in politics was increased by politicians' participation in political talk shows (Timberg, 2002). Academics in the fields of social science and communication studies generally agree that media coverage of political issues can lead to changes in political inequality. According to a number of communication experts, television in particular is thought to be the most important and highly valued kind of media in world politics (Baum, 2005; Dahlgren, 2009).

For one-fourth of the year (2014), Pakistani media was dominated by the PTI and PAT Dharna. The discourse paradigm established by the elite was reinforced by the container Dharna. The PTI and PAT's lengthy march and sit-in from Lahore to Islamabad, among other political actions undertaken during this government, informed the timing of the dharna. Over the course of this protracted march, a number of notable people—including Javed Hashmi, who quit PTI during a sit-in—left their political parties.

During this Dharna, various violations have been committed, including the Pakistan Television Corporation ceasing operations when demonstrators occupied its headquarters. In Islamabad, armed protestors brawled with police while demanding the resignation of Prime Minister Nawaz Sharif. every school in Pakistan's capital a result of these altercations, closed. PS attack in Peshawar, all-parties meeting in Peshawar, and conclusion of PTI sit-in. The Dharna organizers pretended to be messiahs (leaders of welfare), addressed the crowd from elevated pulpits, and offered oversimplified solutions to the nation's pervasive crisis. Imran Khan and Qadri both had great success informing the public of the shortcomings of the current administration, but neither was as successful in offering the public a better alternative.

The methods for freeing the populace from oppression, misinformation, corruption, and false promises were obscured by loud language that, as it was repeated too often, gradually lost its significance. even the typical or the lowest political students were unable to find a solution to the question of whether Pakistan's current conditions might be resolved by just electing a new prime minister. By himself, Dr. Qadri or Mr. Imran Khan might lead the country out of the crisis that arose when the populace rose against democratic principles and laws. It is important to note how the electronic media covered all these events as well as other political matters.

### **Statement of Problem**

The purpose of this study is to find out how Nawabshah might become more politically aware using electronic media. Understanding that the issues study has been established for a thorough investigation into the role of media in political awareness, many studies regard the impression of media in political awareness to be skewed and selective. In addition to identifying obstacles and inequalities in access, the study will look at how well electronic media shapes political awareness and consider the implications for civic engagement and well-informed decision-making. The results of this study will direct media organizations in the development of initiatives aimed at raising political consciousness in Nawabshah city through electronic media.

### **Significance of the study**

Because there aren't many leisure options in Nawabshah, residents become more politically informed thanks to electronic media. Most individuals were watching discussion shows or news on cable TV, and they were becoming more conscious of political problems. News channels are said to aid in political understanding. By showcasing reality-based programming, electronic media helps the people of Nawabshah City develop a good political consciousness. They gain a deeper understanding of politics and politicians as a result. Today, the public has the ability to publicly criticize dishonest leaders thanks to electronic media. Electronic media has taken on the role of the public voice in modern times. The public's social problems only get more vocal when they are disregarded by electronic media. It offers knowledge, instruction, regarding political issues and development in society.

### **Objectives of Study**

The purpose of the current study is to investigate the following goals:

- To assess how much political knowledge the residents of Nawabshah City, SBA Sindh, have thanks to electronic media.
- To ascertain the extent to which people in Nawabshah City's perception of national issues is influenced by their viewing of political talk shows and electronic media channels.

- To comprehend the new structure of political campaigns on news channels and how it affects the way Nawabshah City residents form political opinions.

## Hypothesis

**H1:** Compared to other social issues, the media covered political topics more extensively.

**H2:** The way that political topics are represented in the media leads to disagreements.

## Research Questions

How much does the agenda of the talk show affect the public's agenda about important national issues in Pakistan?

How much do consumers learn about politics from private television programming?

How much do talk shows encourage their audience members to get involved in politics during election seasons?

## LITERATURE REVIEW

Voters' engagement in political programs is greatly impacted by the usage of political material in the media. A new breed of political communication has emerged that differs from earlier political communication research studies in quality, as scholars have noticed significant shifts in media and modern society throughout time. Recent research studies have revolutionized political communication, and questions and reviews are being conducted regarding the definitions of "democracy." The media actively contributes to the democratic principles of city dwellers and is a major force in advancing democracy. They are attracted to the media because of their political awareness. Political parties are subject to supervision and oversight by the media. Dogs' Contribution to Pakistan's Democratic System (Safdar, Shabir, Javed & Imran, 2015).

A further indication of the cultural shift in our society is the explosive rise in the number of people watching prime-time talk shows on news channels over the past ten years. Programs like Dharna, political movements, public debates, long marches, campaigns for civil disobedience, and opposition to the VIP culture have all been made popular by electronic media. Walker (1990) discovered that all media have a good and crucial function in people's life and build awareness among them. The researcher also concluded that the positive or negative effects of news channels are an influence on public awareness during the election (Shabbir, T., 2023).

According to Grossman's (1995) research, the anchors serve as the public opinion's spokesmen. Reporters and the videographer will be out in the field highlighting topics and occurrences that could potentially turn into breaking news. According to Zahra (1989), "talk shows that focus on women also have an impact on women because they help them learn about their rights." Certain reality-based programs highlight women's rights in society and how they might gain authority. Z. Yousaf

(2012).

Beth (2007) News channels provide us with a wealth of knowledge and information to stay current on national politics. They also assist us in making purchases of various commodities through advertisements. Many news stations, including CNN, BBC, ARY News, Express News, Dunia, Sama News, and ARY News, help people stay informed about global socioeconomic shifts and world politics. In addition to offering news on domestic affairs, these channels also offer information on foreign politics. According to the study's conductor, Grossman (1995), the anchors serve as the public opinion's spokesmen. Reporters and the camera operator will go out into the field to highlight topics and happenings .may become breaking news Zaheer, L. (2016).

Herbst's (1995) study came to the conclusion that encouraging ordinary individuals and those with political interests to participate actively in politics is the best use of electronic media. According to Steven and Stacey (1996), this study looked at how much individuals' learning was impacted by key political information sources. More political knowledge about the nation was shown by recent empirical comparisons of news channels from various media.

The political structure of the recently formed nation of Pakistan at the time of "its Independence" in 1947 is depicted by M. Khalid. The nation ratified the revisions made by the Government of India. The responsibility of drafting a distinct constitution fell to Pakistan's Constituent Assembly. The provincial assembly selected this Assembly in an indirect election. A constituent assembly's other role was to serve as the temporary federal legislative. Subsequently, the assembly convened for its inaugural meeting for a duration of one and a half years, during which it only drafted the Objectives Resolution. After then, the nation operated under a provisional assembly until 1973, when it was granted a uniform constitution. This demonstrates how the government controlled the media and its ability to uphold the interests of the general public was compromised. The PEMRA Ordinance was passed in 2002, during the reign of Pervez Musharraf, and it permitted private channels to transmit and show social and political concerns that were prevalent in society. Watson J. (2003).

Using the restoration of the judiciary in Pakistan as an example, the media was crucial in bringing political awareness to the general public about the need for an autonomous and independent judiciary. However, some influential figures in our political landscape were opposed to the restoration of the judiciary. The media choose to highlight people's goals and push their own agenda. The public's political consciousness was largely raised via political talk shows and discussion programs. In the 2007 elections, the media presented the manifestos of several parties to the general public, so shaping their opinion. The main determinants of voting will be the problems surrounding election campaigns and candidate perceptions Abercrombie, N. (2016).

About 16% of people live in rural areas while 42% of people live in cities. Still, the number of private TV channels has never been higher; as of 2008, there were

seventy. More than 28 international TV networks, including CNN, BBC, Sky News, Star World, HBO, Cartoon Network, and others, were given licenses to transmit their content. At 2346 registered Cable System networks, 8 million homes view TV broadcasts, making cable TV (CTV) networks the fastest-growing type of entertainment. Forty million people in metropolitan areas watch CTV, and between seventy and eighty percent of them have access to it. Out of the 129 that received licenses to broadcast radio, 108 private FM radio stations are currently in operation; these stations are commercial, educational (including numerous institutions), and entertainment.

The Pakistan Electronic Media Regulatory Authority (PEMRA) issued two licenses in 2008 for the transmission of Internet Protocol TV (IPTV); PTCL and Sachal Satellite Communication each obtained one license, and both are presently in use. Two international mobile companies, Mobilink (Egyptian) and Telenor (Norwegian), were granted the authority to transmit television in 2009. This allowed them to offer TV services through Mobile TV, also known as the Content Provision Service. In addition, 70–80,000 people watch TV in Islamabad, Lahore, Karachi, Okara, and Sahiwal, the country's five largest cities. The digital methods of wireless TV channel delivery called MMDS (Multi-channel Media delivery and Data Service) make this possible. In Pakistan, electronic media currently have the following status. Zhou (2017); Kim (2017); and Kim (2017).

There are several news organizations in both the public and private sectors. The Associated Press of Pakistan (APP), which was established in 1947, was taken over by the Republican Party in 1961. A number of other news agencies followed, such as News Network International (1992), PPI Pakistan Press International (1968), ONLINE News, United Press Agency (1992), and UPA United Press Agency (1992). Except for APP, every other news organization is privately held. Politics depends on the media, and the media depends on politics. Both peace and war can be spread by the media (Mirza, 2011). The media has a big impact on how people view political parties and politics in general (Becker, 2009).

Voters are intended to use these to learn more about the political parties. It calls into question where the information came from. The majority of the general public get their desired political knowledge via media political programming. Democracy considers voting to be a sacred act. Regardless of its merits, a political system cannot even claim to be democratic unless all of its citizens are able to cast ballots. Numerous civilizations have gradually attained this fundamental requirement, granting their inhabitants the ability to choose their representatives or cast direct ballots for policies. Is that sufficient, though? Since its public release in 1992, the internet has shown to be the most innovative organizing and engaging technology in history, according to research by Bittle, Haller, and Kadlec (2009).

Political campaigning has changed as a result of the internet, and like-minded people may now interact with each other, engage in dialogue forums, blogs, and social networking sites more than ever before. This allows people to engage in a wide range of political and non-political activities. S. Williams, s. (1996).

## **Theoretical Framework**

The foundational concept guiding the role of media in political socialization is encapsulated in the term “media contents’ characteristics,” where the nature of media content significantly shapes the entirety of production, influencing media consumers. This framework directs special attention to elements such as political campaigning, the interplay between media and political socialization, political participation, and the formation of public opinion. Additionally, it examines the relationships between media and associated entities, including political organizations and interest groups. Studies conducted by Ahmad, N., Hussain, A., & Tariq, M. S. (2014) underscore the growing interest among researchers in exploring media usage in election campaigns, political marketing processes in government, and the role of media in various forms of governance.

This empirical study aligns with the “Social Learning Theory,” as it seeks to understand the reasons behind the apparent appeal of media and its diverse contents by delving into the audience’s thoughts, emotions, and perceptions based on their personal media usage in the context of voting (Herbst, Susan, 2022). According to Social Learning Theory, individuals learn by observing others’ behavior, attitudes, and the outcomes of those behaviors. Human behavior is predominantly acquired through observational learning, where individuals form ideas about new behaviors by observing others, and this coded information subsequently guides their actions. Moreover, the study incorporates the “Agenda Setting Theory,” as articulated by Iyengar and Kinder, which posits that featuring a story in the news increases people’s perception of its importance, subsequently influencing their evaluation of political figures on the issues presented (Year of the Source). This theory highlights the media’s influential role in shaping public opinion and setting the agenda for what is considered significant in the political landscape. Together, these theories provide a comprehensive framework for understanding the intricate dynamics between media, political socialization, and public perception.

## **RESEARCH METHODOLOGY**

The research methodology includes research design, sampling method, sample size, data collection tool, and data analysis.

### **Variables**

The topic of this research study is “Role of Electronic Media in Political Awareness among the People of Nawabshah” and the variables for this research study are the following:

Independent variable: Independent variable here is “ELECTRONIC MEDIA.”

Dependent Variable: The dependent variable here are the “PEOPLE OF NAWABSHAH CITY”.



## **Research Design**

The research design for this study is a quantitative research method.

## **Sampling Method**

The sampling method for this study is the purposive sampling technique. The sample was consist of 160 people from Nawab Shah District.

## **Sample Size**

The sample size of this study is 160 respondents from Nawab Shah District.

### **3.6 Data Collection and Tool**

A survey and questionnaire that participants self-administered was used to gather data for this investigation. There were both closed-ended and open-ended questions on the survey. Out of the 200 individuals who received the survey, 160 of them replied. Research topics and hypotheses guided the design of the data collection instrument.

## **DATA ANALYSIS**

A combination of inferential and descriptive statistics were used to examine the gathered data. SPSS was used to evaluate the quantitative data from the questionnaire, and content analysis was used to analyze the qualitative data from the surveys.

## **Limitations**

This study has certain intrinsic limits that it must overcome in order to fully examine the contribution of electronic media to political awareness among the people of Nawabshah. First off, given how quickly tastes and platforms change, the findings may be limited by the dynamic nature of media consumption patterns. Second, the results could not be universally applicable due to the influence of outside variables including socioeconomic inequality, literacy rates, and technology infrastructure Dr. Muhammad Nawaz, (2016). Additionally, because the study depends on self-reported data and subjective perceptions, it may have limits in determining the breadth and caliber of political knowledge. Furthermore, it is difficult to establish a causal link between exposure to electronic media and political awareness due to potential biases in media content and individual perception. Lastly, the research may run into limitations in capturing the diverse perspectives within Nawabshah due to cultural variations and individual differences in media engagement Gumisai Mutume (2022).

## **FINDINGS & RESULTS**

It encompasses the findings derived from the descriptive and inferential statistics as well as the conclusions drawn from the content analysis of the survey questionnaire. Once the survey questionnaire was distributed, the responses collected were entered

into the SPSS (Statistical Package for the Social Sciences) software for thorough analysis and interpretation. The following are the outcomes obtained. Here are the results:

<b>1. What is your Education?</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's	139	86.9	86.9	86.9
	Intermediate	15	9.4	9.4	96.3
	MPhil/MS	6	3.8	3.8	100.0
	Total	160	100.0	100.0	

<b>2. Do you watch TV?</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	37	18.9	17.9	17.9
	Yes	123	81.1	82.1	100.0
	Total	160	100.0	100.0	

The 27 people who do not watch TV should not be included in your sample because they are not TV viewer so how they can answer your queries regarding TV

<b>3. How much time do you watch TV?</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 hour	3	1.9	1.9	1.9
	1 hour	85	53.1	53.1	55.0
	2 hours	54	33.8	33.8	88.8
	3 hours	9	5.6	5.6	94.4
	More than 3 hours	6	3.8	3.8	98.1
	Sometime	3	1.9	1.9	100.0
	Total	160	100.0	100.0	

<b>4. Which channel do you prefer to watch the news on?</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	92 news	9	5.6	5.6	5.6
	ARY news	53	33.1	33.1	38.8
	Bol news	3	1.9	1.9	40.6
	Dawn	5	3.1	3.1	43.8
	Geo news	78	48.8	48.8	92.5
	SAMAA TV	6	3.8	3.8	96.3
	Social media	3	1.9	1.9	98.1
	Total	160	100.0	100.0	

<b>5. Why do you prefer to watch the news?</b>	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	All	3	1.9	1.9	1.9
	Current affairs	3	1.9	1.9	3.8
	For All Purposes, through which you get knowledge...	2	1.3	1.3	5.0
	For business news	18	11.3	11.3	16.3
	For Entertainment news	27	16.9	16.9	33.1
	For political awareness	95	59.4	59.4	92.5
	For Sports news	12	7.5	7.5	100.0
	Total	160	100.0	100.0	

<b>6. Electronic Media affects the political perception country's political situation.</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	3	1.9	1.9	1.9
	To great extent	100	62.5	62.5	64.4
	To some extent	57	35.6	35.6	100.0
	Total	160	100.0	100.0	

<b>7. News channels are increasing political awareness.</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	12	7.5	7.5	7.5
	To great extent	83	51.9	51.9	59.4
	To some extent	65	40.6	40.6	100.0
	Total	160	100.0	100.0	

<b>8. Electronic Media changes the perception of political issues.</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	9	5.6	5.6	5.6
	To great extent	85	53.1	53.1	58.8
	To some extent	66	41.3	41.3	100.0
	Total	160	100.0	100.0	

## DISCUSSION

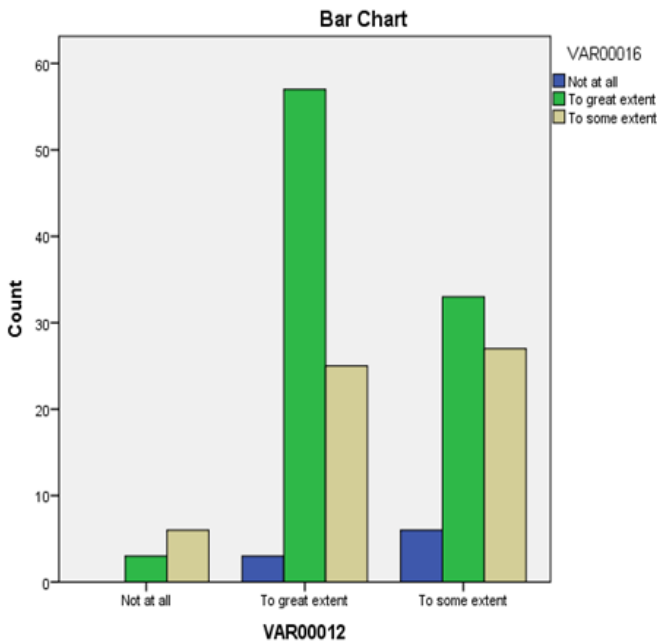
The study questions probed into the effect of talk shows on the public agenda, the political knowledge supplied by private television programs, and the motivation of viewers to engage in the political process during elections. Furthermore, the study developed hypotheses about increasing exposure to election campaign messaging

leading to increased voter behavior, media emphasizing political concerns over social ones, and media causing conflicts in the depiction of political issues.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.236 <sup>a</sup>	4	.055
Likelihood Ratio	9.377	4	.052
N of Valid Cases	160		

a. 4 cells (57.4%) have an expected count of less than 5. The minimum expected count is .51. The chi-square test statistic for this test is 9.236. The p-value associated with this test statistic is greater than .05. This means that we fail to reject the null hypothesis and conclude that there is an insignificant relationship between the number of cells that have been counted and the number of cells that have not been counted.



As the bar chart shows that all hypotheses are proven significant as the results of the survey questionnaire are shown in this bar chart, most of the respondents have answered that Electronic Media is playing a positive role in raising political awareness among the people of Nawabshah and that news channels do primarily affect society.

The study found that electronic media had a significant positive impact on political awareness among the residents of Nawabshah. The study revealed that electronic media, particularly talk shows and private TV programs, significantly influenced the political awareness among the people of Nawabshah. The results confirm that increased exposure to election campaign messages is associated with higher rates of voter engagement. Results suggest that political campaigns are effective in increasing civic engagement. The research questions investigate the effect of talk shows on the public agenda produced favorable results, indicating that talk show agendas considerably alter popular attitudes on important national problems in Pakistan. Study indicates that these platforms act as influential locations for the diffusion of political information and help shape public opinion. The positive outcomes related to media effects on voting behavior support the hypothesis that greater media coverage of political issues leads to increased voter behavior. This underscores the influential role of media in shaping the electoral preferences and decisions of the public.

## **RECOMMENDATIONS**

The study recommended that media organizations must play a neutral role in all aspects of political issues/news.

The study also recommended ensuring a peaceful environment in the country while covering political beats.

The Study also recommended that the youth of Pakistan should use electronic media for information purposes and collect all evidence before making any decisions.

The Study also recommended reporters must respect political parties by providing equal participation in talk shows, reports, debates, etc.

The Study also recommended that reporters should advocate for responsible reporting that prioritizes the truth and avoids sensationalism.

## **CONCLUSION:**

In conclusion, this study delved into the intricate relationship between electronic media and political awareness among the residents of Nawabshah. While it provided valuable insights into the subject, certain limitations must be acknowledged. The study's findings may not be widely applicable due to the ever-changing nature of media consumption patterns and the influence of external factors such as socio-economic disparities. Moreover, relying on self-reported data and

subjective perceptions in the study may introduce potential biases and make it challenging to assess the depth and quality of political awareness accurately D. R. (2018). Additionally, content biases and individual interpretation may make it difficult to establish a causal relationship between electronic media exposure and political awareness. The study may also fail to capture the diverse perspectives of Nawabshah, influenced by cultural variations and individual differences in media engagement. Despite these limitations, the research contributes to the ongoing discourse on the media's role in shaping political awareness and highlights the need for nuanced approaches when considering the diverse dynamics at play in Nawabshah. Future research endeavors should address these limitations to further refine our understanding of the complex interplay between electronic media and political awareness in this specific context.

Electronic media creates political awareness among people in Nawabshah City because in Nawabshah City there is a lack of recreational places. The researcher finds out the awareness level of people and their political participation regarding politics and news channels/talk shows. News, Talk Shows/current affairs help change the behavior of the people, political views, political scenarios, and political development. Usually, most people watch news and talk shows on cable TV. Most of the respondents said that news channels affect society. In this research, most of the respondents said that news channels help people understand political issues and that news channels are credible sources of information. Electronic media should be used to create positive political awareness among the people of the area by showing them such programs that are based on reality in society, through its social integration the goal of national solidarity could be achieved.

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