Analyzing the Code of Conduct for Journalists In Political Talk Shows by PEMRA in Pakistan
A Case Study of Pakistani Media

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ABSTRACT

The present research aims to find out the effect of political talk shows in perception building of local audience and to highlight the realities behind biased approach of journalists in their talk shows despite implication by Pakistan Electronic Media Regulatory Authority. The study was both quantitative and qualitative in nature whereas the universe was Islamabad. As of the population was general public and journalists. 200 respondents were from general public and 17 journalists were interviewed for the qualitative analysis. Simple random sampling was done for the general public opinion whereas, 17 purposive and non-random sampling technique was used for the journalists. Data analysis was univariate and the major findings were that 29% of the general public strongly disagrees that the talk shows does not defame any political party, 31% of the general public strongly disagrees about the talk show host is unbiased whereas, 29.4% of the journalists/ anchor persons strongly agrees that the journalists misuse their right to information. This concludes to the point that, general public has fairly lost an interest in the political talk shows and mainly the youth which only analyses the talk shows over the sarcastic comments, blame game and abuses given to one another during the talk shows. PEMRA’s regulations, clause 4 of the news and current affairs programmes have been analyzed and as per the statistical analysis, majority of the rules are not followed as per the research. Therefore it is recommended for the journalists/ anchor persons to not share their point of views and state facts and references only. The journalists should announce the political party they vote for in order to stay accountable in their commentary whereas, PEMRA should upgrade their policy to improve the standards and not to support the government.
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