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Evaluation of Pakistani Television News Channels: Exploring Audience Perception



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MS-14A

Author's Declaration

I, **MUHAMMAD ASRAR**, hereby state that my MS thesis titled "**EVALUATION OF PAKISTANI TELEVISION NEWS CHANNELS: EXPLORING AUDIENCE PERCEPTION**" is my own work and has not been submitted previously by me for taking any degree from Bahria University or anywhere else in the country/world.

At any time, if my statement is found to be incorrect even after my graduation, the university has the right to withdraw/cancel my MS degree.

Signature of Student / Author: _____

Date: _____

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ABSTRACT

This study evaluated popular Pakistani television news channels through the viewer's perceptions. Adopting the Uses and Gratification Theory, the study used the following parameters to evaluate the TV News Channels: demographic, surveillance, personal identity, diversion, news provision, credibility & ethics, journalistic objectivity, and professionalism. Data from 400 people of Islamabad-Rawalpindi, age 35 and above was collected conveniently through a structured questionnaire comprising 31 items. Major results of the study were that Pakistani viewers were watching television news channels for gratifying their political, religious and entertainment needs. The study found that ARY and Geo News are the favorite television news channels in Pakistan. Since the viewer's exposure to TV news channels was rare, therefore, it concluded that there is desensitization among the Pakistani viewers

Keywords: TV News Channels, Audience exposure to TV, Need gratification, Desensitization.