

Effects of Urdu Infotainment Programs on Pakistani People: Entertainment, Cultural and Vulgarly Concerns

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Abstract

Introduction: Infotainment is the term to entertain the public as well as to inform. Infotainment programs include shows based on funny analysis; parodies and moral issue based comedy to keep amuse the spectators. This research study explored the 'Effects of Urdu Infotainment Programs on Pakistani People.' The basic purpose of this study was to know about the effects of Pakistani well known infotainment programs on society.

Methods: Study was conducted under the light of 'Uses and Gratification Theory' perspectives and method of survey was adopted and well-structured self-designed questionnaire used for data collection. Population of study was Punjab Province, Pakistan and respondents were selected from six districts selected from three parts of the province that is South, Central and North Punjab of Pakistan on the basis of available and convenience including males and females. Data was collected from (N=519) respondents.

Findings: Findings of the study showed positive and significant relationship among the variables. The study accomplished that infotainment programs have enormous effects in providing entertainment among public. Respondents demanded more infotainment programs to reduce their complexities.

Originality: Furthermore study concluded that one of three hypothesis that is infotainment programs as source of entertainment supported and two hypothesis that is infotainment programs role in promoting culture and vulgarity not supported.

Keywords: Infotainment Programs, Entertainment, Culture, Vulgarity, Effects.

Introduction

The term infotainment refers to programs that contain mixture of two types of varieties normally information and entertainment based on television broadcast (Demers, 2005). Infotainment basically is critical term used to explain combo of news and public affair discussion programs. Infotainment programs include shows based on funny analysis; parodies and moral issue based comedy to keep amuse the spectators (Reinemann et al., 2012; Carrillo & Ferré-Pavia, 2013; Serazio, 2018).

In present times, everyone tries to spend some time to watch TV to relax. The interaction among individuals and television is not new phenomenon. Various studies have been conducted about TV effects since 20th century (Taussig, 2010; Ghulam Shabir et al., 2015). It has been proven that more or less, TV programs have effects on audiences. The shows on the TV have power to affect our decision making, and making attitude. Besides the positive fact that news channels informed us about any issue in better way and give us recent information to improve their rating. The TV has gained

access to our lives and guiding us what we should actual to wear, how we supposed to look and how to act (Ghulam Shabir et al., 2013).

History is evidence that with the passage of time and development in technologies changed public choice. Since the start of 21st century, television programs focused towards programs that provide information to public packed with entertainment and comedian stuff. News and current affair based infotainment programs specially focused on political, social issues targeted political leaders and bureaucrats usually with dummies (Safdar, Shabir, et al., 2016; Edgerly, 2017; Edgerly & Vraga, 2019). Such dummies represent targeted celebrates in such a way that viewers get lot of fun and some lesson (Alencar & Kruikemeier, 2018). Developing counties who are facing various problems people tries to consume some time by watching such types of programs for emotional release and get nice time pass purpose. These types of programs have created a complex vision on political communication and community information (Brants & Neijens, 1998; Kees, 1998; Davis et al., 2020; Bourk et al., 2018). Various studies have been found that infotainment programs usually on news of day to day matters to combine it with comedy, imitation and songs etcetera. For a purpose to make such programs more informative, interesting and funny infotainment is becoming an increasingly object as attitude effecter and getting viewers attention (Lehman-Wilzig & Seletzky, 2010; Safdar, Khan, et al., 2016).

Infotainment programs habitually circulate information concerning current issues of consequence thrilling with deep entertainment and information to get audience attention and provide them relaxation. These programs cover assortment of multifaceted issues of almost all domains of life even while driving (Galarza et al., 2017; G Shabir et al., 2015) and present them in such interesting manner to create not only understanding but also bring positive desire change in viewer's attitude and convince them to set opinion. Infotainment programs provide platform to gather combo of information and entertainment through live conversations (Mashud, 2012; Davies & Horst, 2016; Evans, 2015). These conversations broadcast with discussion opinion polls, interviews and telling viewers possible solution of relevant issues. Anchor holds the program with dialogs and sends messages to the audience (Monclús & Vicente-Mariño, 2010).

Infotainment is difficult term in addressing how it plays with human attention and attitude. For the purpose to define and confine infotainment two approaches has been discussed by scholars, which differs in methodology but allocate identification of the goals and significance of the phenomenon for political communication, public information and the democratic process (Jebril et al., 2013; Marinov, 2020; Alonso, 2016; Bastien, 2018).

Some scholars defined infotainment as news and current affairs programs deep in comedy, fun, music, art, satire, imitations, cartons, sketcetrahes, to get audience interest instead of presenting it in cultural way (Gonzalo et al., 2014; Fatima, 2017; Bolin, 2014; Boukes et al., 2015). The challenge to these traditional forms comes from mixture of information and entertainment. When we talk about television it has two main pillars information and entertainment. Infotainment contains both of these due to this these types of programs have got strong popularity in television viewers (G Shabir et al., 2015; Safdar et al., 2015; Carrillo & Ferré-Pavia, 2013; Serazio, 2018). Information and entertainment are two major objects increasing viewership of television.

Infotainment programs contain two main parts or pillars of news channels which public wants and these parts are basic need of television viewers. These two parts are information and entertainment. When researchers asked question from public why they

watch news channels? The reply was in two words information or entertainment. Without information and entertainment no one wants to sit before television.

This kind of programs talks about different social and political issues in a light and entertaining way. Producers of this kind of programs must have main moral and ethical lesson as major objectives for viewers. These objectives may be entertaining the audience or criticizing the actors involved in those issues (political/social) for civilizing the social structure. However, the present study is not investigating those objectives rather it studied that why people (audience) watch these shows. Which objects people want to see more and how much these programs are catching people attention with certain effects.

People are mainly affected by the infotainment programs that are on air on different news channel of Pakistan around the clock. Every infotainment program starts with a topic related with any celebrity or social issue and ends with a conclusion which is normally drawn by the anchor himself. People may or may not agree with the finale drawn by the anchor. The main purpose of this show remains entertainment and information about celebrity or social issue. Some time anchor give interested information about language traditions culture of different territories nations and states etcetera. Infotainment programs cannot solve our social and political problems but these programs give hope and positive thinking to solve the problems.

The discovery of television caused of very great changes in the social system. Today it has become a part of the accepted facts of our life. The history of television is coupled with the history of related technological creation. Television has witnessed changes in news and entertainment presentation styles due many factors but mainly due to socio economic needs of present day. It is commonly held that the creation of the infotainment industry started with the 'penny press' in the 1830s. Established first in New York, these stories related to crime and punishment. It was sold for one penny (one hundredth of a pound), when all other newspapers sold for six cents (one hundredth of a dollar). Distribution in the United States had a commercial focus from its inception: the U.S. Radio Act of 1927 defined air waves of radio as publicly owned and radio broadcasting as a commercial enterprise funded by advertising. Television had to follow the model. Both provide licensed material and, at least theoretically, but satisfaction and interest of public must have in mind of radio and television channels owner. But the networks' revenues were based on audience ratings, so infotainment became most important because of its commercial draw. The 1950s marked the starting of classic infotainment programming: game and talent shows, glamour and celebrity in the world.

According to Achter, (2008), during the last two decades of the twentieth century, news reporting, entertainment media and politics went through significant changes. Boundaries between journalism and entertainment, and between public affairs and pop culture, became difficult to discern. Journalism mingled with show business. Celebrities made the news and became politicians. Politicians entertained people and became celebrities. Political journalists embraced entertainment formats. Comedians mimicked reporters covering politics. Infotainment arose as a global phenomenon highly encouraged since the start of commercial TV. The 'reality' portrayed in the media often resembles a 24-hour spectacle covered and broadcast live with a tabloid approach. Intellectual traditionalists think this dumb down the public. Populists claim it democratizes the public sphere. Paparazzi, talk shows, and reality show rank among the most popular TV genres.

Infotainment programs direct attack on the mind, heart and emotions of its viewer due to this viewer of media are attracting toward infotainment programs is high speed, sometimes these programs cause of vulgarity to increase entertainment but the overall these programs have theme to promote our culture traditions and religion. Infotainment programs are providing information and educating about recent social and historical issues of society in which audience have great interest to know about these issues, because of this these programs promoting rating of news channels, news channels have to improve these programs and take some steps to stop vulgarity.

The study conducted with objectives to 1) search out that what people like to watch. 2) To find out whether most young generation likes to watch infotainment programs or not. 3) To know about the availability of private TV channels in Dera Ghazi Khan. 4) To analyze the role of Infotainment programs in spreading cultural awareness among the masses of dera ghazi khan and 5) To check the popularity of these Infotainment programs among the people.

Literature Review

Mahsud et al., (2013) argued that electronic media in Pakistan is becoming more and more powerful in presenting picture of society. Pakistani media is spreading education, information and powerful entertainment among its audience. Media provide information and entertainment by bringing latest news of recent events and developments to the viewers. In recent past, Pakistani media especially electronic media has grown quickly and it has maximum increased its viewer ship in all places of Pakistan. After passing of hard struggle and sacrifices Pakistani media has got this approach. At present media provide us information and aware of even the smallest detail about our politicians and their misdeeds in entertaining way. Role performed by Pakistani media cannot be ignored because it try to give coverage of disseminating information, providing entertainment with major motto to create awareness among its audience regarding critical civic issues in solvable situation and also telling a line of action for the rulers.

McQuail (1983), Uses and Gratifications approach is significant issue in mass communication research. The sole formation of approach was based on to find out various media contents. Perez, (2012) argued that the term infotainment is realistic term used to ridicule or make fun within the goal of changing or correcting the subject of matter. The word infotainment is piece of literature designed to mockery the political leader or party. Infotainment programs usually have fun, purpose of these programs not just amuse, but also to arouse information.

Baum, (2003) examined the impact of infotainment programs, interviews during the 2000 elections that such an infotainment programs have an impact on its viewers who are not usually unengaged in the political procedure. Baum has also got that the discourses of news, politics, and entertainment have grown deeply in youth of society; the languages and practices of each have lost their uniqueness and being melded into previously not thinking comparison. This trend is being more popular day by day, although some political thinker think it dangerous in the field of political communication, it also can be seen as a rethinking of discursive styles and standards that may be creating spaces for important innovation.

Becker et al., (2010) conducted study '*Viewers' Perceptions of The Daily Show*' to examined the viewer's attraction interest about The Daily Show with Jon Stewart. The Daily Show is a self-creation 30-minute 'fake news' show that has been on aired more than ten years in UK. The Daily Show gives information and entertainment about

politics, political figures and media. The study is conducted in qualitative methods in some focus groups and interviews with open ended question to examine individual viewer's perceptions of The Daily programs were used for comparison with more usually news sources. Another objective was to appraise the viewer's perceptions about The Daily Show it its altitude peak on their citizenship and awareness of current socio-political events.

Morell, (2007) conducted a research on '*Are Television News Programs Becoming Nothing More Than Infotainment.*' He conducted in his study that since 1980 focus of media has transferred from message maker to message receiver and this fashion is still alive in present media. However at this time the viewer's preference for news show over another may shoot from the person sending the news. If all three network broadcasts are basically similar, and it comes down to which receiver or viewer trust most. This article focused on relationship of viewers with anchor and it completed from finding that viewers like and give attraction to few hosts of programs more regularly comparing other hosts styles used in the past are still popular today as few hosts have sky-scraping level of credibility and they have reliability comparing other hosts.

Paul, (2012) in his dissertation, he analyzed the contents of three infotainment programs. The study was based on content analysis. He argued that usually infotainment programs designed and built upon that loop around their hosts. The selected programs were American Jon Stewart's program The Daily Show, British comedian Sacha Baron Cohen's popular characters Borat, Bruno and Ali G in '*Da Ali G Show*' and third one Peruvian Jaime Bayly's Peruvian TV Show. These programs responded to national, social, cultural and political contexts and at the same time signified important similarities. Hosts questioning in traditional journalistic media norms while adding parody in context; they use funny words and comedy to develop social, political and cultural critiques; and mostly they rotate around a media celebrity. Paul's research examined to disclose how Stewart face challenges of typical news media by enlightening the difficulties of debate in US and how Ali G, Bruno and Borate in Sacha Baron Cohen to confront cultural and identical hegemony. Study established differences and commonalities among selected three agent cases in relation to the broader, global phenomenon of satiric infotainment, and introduces the notion of 'critical infotainment' to characterize this satiric trend that combines entertainment, comedy, journalism, renowned culture and politics to develop social evaluation.

The Pew Research Center, (2004) conducted a research for People and the Press of the night comedy programs and soft news programs has got great attention of viewer. The use of unusual techniques as a mechanism to broadcast political contents has gained great focus of audience and these programs are getting sky height due to this popularity. In spite of the fact that such media has not been naturally used as outlets for political information in previous years, late at night infotainment programs are becoming increasingly prominent venues for political information. What makes this genre unique as a medium of political communication is the strong way of sending information through comedy and ridicule. This popularity inspired studies exploring the relationship between comedy and politics, the relation between the two elements, and the cost of their relation. Young generation is attracting more and more from traditional talk shows to infotainment programs.

Norris Pippa, (2001) conducted study entitled '*To Entertain, Inform, and Educate: Still the Role of Public Television explored the traditional roles of media in golden age in 2001.*' Data for this study was collected through a cross national survey. Findings of

this study tell that privately owned news and entertainment television Channels has made a successful entry into the market and gained significant popularity among audience in many countries of Europe. Audience gets information from these private news and entertainment channels than their personal experience. Repeated publicity to these programs also increases viewer's levels of information. Findings of the study also supported the fact that entertainment portion in private channels in increasing day by day as people have more and more become interested in such entertainment programs rather than traditional political programs, soaps and current affairs. It was also found that people consider that improvement in rating of TV channels is also due to increasing of the entertainment.

Chan, (2005) article '*Entertaining Television*' concluded that after 1990s entertainment in television have become one of the most important element of Chinese abreast culture and it is also fact that journalism today is taking entertainment to improve their credibility. Chan discussed previously held studied and found different very good efforts to explain television entertainment. Chan found that audience aspect about entertainment programs are attracting young ones. Increase in infotainment programs was highlighting free media all over the world and in china as well as and deregulation so as to have increasing freedom to chase economic interests and is at the same time more and more subjected to the logic of capital. Secondly, the government liberalized the media sector to such an extent that new players such as independent production companies, large domestic businesses, and media TNCs now constitute a key element of the changed institutional situation for media. All related factors have increased importance of the infotainment programs and above all entertainment based on political news and celebrity.

According to Bryant & Miron, (2002) 'as soon as the struggle for survival left human groups need sufficient time for relaxation or some form of communication. Media has taken the role of story teller in shape of infotainment programs.' As it has been known from the concept of relaxation and escaping from struggle for individual, infotainment programs are closely to the society attitude. Similarly many scholars like \ admit the importance of infotainment programs and entertainment media in attracting viewers' attention. The finding of Kloer, P., & Jubera, (2000) examined that 47% of people between the age of 18 and 29 were connecting on late-night entertainment or other soft news programs. These programs are basic source of political information for youngster before 2000 presidential election. Quanbeck & White (2009) conducted a media related study '*Enjoying Political News.*' University Moorhead, researcher tried to get the facts of infotainment program's which gives changing in political social economic and ideology of politics. Pew Research Center got interview of 1430 mature persons to conduct a survey research for politics communication.

The facts of research were conducted between independent variables and the dependent variable. Research analyzed that enjoying political news carries great effects on the audience of these programs. This study required to test variables that can guess how much audience entertains with news of political campaigns. The conclusion of the study showed that certain variables play a important role in determine levels of enjoyment of the audience due to political funny news. Finding of this study indicated that part of audience who has aware about the greatest amount of media provided information have great level of enjoyment. Also audience who spend a long time on media to be more infotainment, their enjoyment levels in political news went up. It was also conducted that it is not so much a person's political beliefs that comes into play

when shaping levels of enjoyment in the political news, but choice of media is main fact in to get political information. These variables could possibly be working together to dump the impact of political beliefs on a person's enjoyment of political news.

Schlosser, (2000) found in his study that the television is changing significantly so that 'there are no rules in what is going to work and what's not.' By taking infotainment as a type and by analyzing the range of sub-genres from which it may be constituted, it is then possible to interrogate how audience is using infotainment programs and what are impacts of this infotainment program on its audience's attitude.

Stern, (1996) argued that it is the different combinations of comedy and information in late-night televisions programs' use of comedy in common to its audience. Late-night television's popularity is related to its humor, how much it is popular in audience. Political contests are full of generalities and stereotypes in which the meaning typical fact and context may have broader cultural significance.

Sherry, (2004) found that hosts of late night comedy programs just have to be sure not to cross the line when choosing the targets for their jokes. Many studies have finds demographics to media exposure and media motivation. John L Sherry found that gender determined coverage to talk shows--but not to viewing motives.

Punjab is largest province of Pakistan in population as 53% population of whole county live in this province. Present study was designed to explore the specific aspects of infotainment programs Entertainment, negative effects, looking for more infotainment, infotainment ethically right, effects on attitude, watch with family and friends, promoting culture, promoting vulgarity as distinct variables. Based on Katz et al., (1973) Uses and Gratification Theory, the current study deals with gratification aspects as infotainment programs are especially design to entertain as well as to inform the public with variety of representation of an event in humor manner. Current study was hypothesized that infotainment programs are source of entertainment and information (H1) and infotainment programs are source of promotion of culture (H2) and it was also expected that infotainment programs are promoting vulgarity (H3) in the society.

Methods

Researchers adopted survey method for data collection. Survey is a technique to gather the data from the public by giving questions consists on questions related to the research topic. Population of study was Punjab province, Pakistan. There are 36 districts of Punjab Province. Punjab province of Pakistan divided into three areas i.e. South Punjab, Central Punjab and North Punjab. Two high populated districts were selected from each area of Punjab i.e. two districts (Bahawalpur and Multan) from South Punjab, two districts (Lahore and Faisalabad) from Central Punjab and two districts (Rawalpindi and Gujrat) from North Punjab as population. Sample of present study was male and female ranging from 18-48 years old (Dominick, 2003) and data was collected on the basis of available and convenience method. Questionnaire was distributed among 600 respondents (100 in each district) including male and female of selected districts but 519 questionnaires were returned. In this way response rate was 86.5%.



Figure 1. Map and Area Distribution of Punjab Province, Pakistan
(source: Surveyofpakistan.gov.pk, 2022)

Measures

The data collection tool (questionnaire) was designed in Urdu (National Language) for data collection. It seemed necessary due to poor literacy rate and to reduce complexity of understating questions among the respondents. After data collection, tool was again translated into English language for processing in SPSS and data presentation.

'Infotainment Programs for Entertainment': Respondents were asked to answer what they think about infotainment programs as source of entertainment. (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results of exploratory factor analysis showed that four items were loaded in a single factor. The items showed high reliability and were average created scale ($M=2.39$, $SD=1.059$).

'Negative effects of Infotainment Programs': Respondents reported whether consuming time in watching infotainment programs have some negative effects or not such as (use of rough language, time wastage, lying, personal interference etcetra.). (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of ($M=2.47$, $SD=.986$).

'Looking for more Infotainment Programs': Respondents were asked whether they are looking for more infotainment programs. In Pakistan almost all news channels have started infotainment programs due to interest of people. (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of ($M=1.93$, $SD=1.089$).

'Infotainment Programs are ethically right': Respondents were reported that what you think that infotainment programs are ethically/morally right (loose talk, abusing words, hooting etcetra). (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of ($M=2.19$, $SD=1.071$).

'Infotainment Program's effects on attitude': Participants were asked what you think that infotainment programs have affected on your attitude like (example: funny, non-serious etcetera). (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of ($M=2.23$, $SD=1.009$).

'Watching Infotainment Programs with family': Respondents were asked are you think that infotainment programs can be seen being seated with family due to frequently use of such words that a person may feel sometimes shamed such as (example: loose talk, abusing words, gender harassing words etcetera). (1=Yes, 2=No, 3=To some extent,

4=Don't know). Results showed four items were loaded in single factor. The scale created average results of (M=2.19, SD=.771).

'Infotainment Programs promoting culture': Participants were asked that what they think infotainment programs are promoting Pakistani culture and bring society close to local culture such as (example: use of local dressing by jokers, speaking pure local language, local cultural personality appearance etcetera). (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of (M=2.39, SD=.960).

'Infotainment Programs promoting vulgarity': Respondents were asked what you think that infotainment programs are promoting vulgarity due to frequently use of blaspheme words (example: abusing words, personal life discussion, hooting personalities etcetera). (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results showed four items were loaded in single factor. The scale created average results of (M=2.23, SD=.991).

Control Variables

Different variables such as gender, age and education were incorporated as control variables. Respondents were asked to report their gender, age and education as demographic variables. It has been seen that these control variables were associated with viewing infotainment programs on television. The average measure of gender variable were (M=1.50, SD=.501), average measure of age were (M=1.33, SD=.572), and average measure of education were (M=3.21, SD=1.051).

Results

The frequency table shows the total of 519 respondents from six selected high populated districts of Punjab, Pakistan filled the questionnaire, 387 males and 132 females filled the questionnaire. Majority of respondents were 18 to 27 years old (75.4 percent), 28 to 37 (15.9 percent), 38 to 47 (5.9 percent) and above 47 are (2.7 percent) respectively of the total population. Moreover, Table shows that majority of the respondents were graduates (40.6 percent), intermediate (35.1 percent), metric (10.2 percent), masters (5.4 percent), above master (5.1 percent) and below metric (3.6 percent).

Table 1. Frequency distribution of Respondents

No	Demographic Characteristics	Description of Characteristics	F	%
1	Gender	Male	387	74.5
		Female	132	25.5
	Total		519	100%
2	Age	18-27	391	75.4
		28-37	83	15.9
		38-47	31	5.9
		Above 47	14	2.7
		Total		519
3	Education	Below Metric	19	3.6
		Metric	53	10.2
		Intermediate	182	35.1
		Graduation	211	40.6
		Master	28	5.4
		Above Master	26	5.1

Total	519	100%
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Note: N=519 (The table shows the detail of respondents selected as sample)

Table 2 represented correlation among the measured variables along with their means and standard deviation. The preliminary correlation analysis showed that infotainment programs negative effects on society (r=.497, p<0.01), demands for more infotainment programs (r=.388, p<0.01), infotainment programs have morally/ethically effects (r=.376, p<0.01), infotainment programs influencing on attitude (r=.469, p<0.01), not willing to watch infotainment programs with family members (r=.346, p<0.01), infotainment programs role in promotion of culture (r=.363, p<0.01), infotainment programs role in promotion of vulgarity (r=.417, p<0.01) that showed significant correlation among variables.

Table 2. Correlation, Means and Standard Deviation of variables (N=300)

	1	2	3	4	5	6	7	8	9	10	11	M	SD
1 Entertainment and information	-											2.39	1.059
2 Negative effects on society	.497**	-										2.47	.986
3 More infotainment programs (Willingness)	.388**	.341**	-									1.93	1.089
4 Morally/ethically effects	.376**	.369**	.407**	-								2.19	1.071
5 Influencing on attitude	.469**	.483**	.385**	.504**	-							2.23	1.009
6 Watching Infotainment Programs with family members	.346**	.271**	.222**	.345**	.332**	-						2.19	.771
7 Culture Promotion	.363**	.297**	.390**	.284**	.343**	.217**	-					2.39	.960
8 Promoting vulgarity	.417**	.386**	.337**	.367**	.502**	.389**	.311**	-				2.23	.991
9 Gender	-.076	-.102	.061	-.143*	-.106	-.087	.007	-.115*	-			1.50	.501
10 Age	-.016	.015	-.104	.066	.016	.051	-.040	.024	-.467**	-		1.33	.572
11 Education	.091	.070	-.049	.147*	.134*	.128*	.033	.093	-.394**	.662**	-	3.21	1.051

Note: N=519, M=Means, SD=Standard Deviation *. p< 0.05, **. p< 0.01 (2-tailed)

For the value of Chi-Square:

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Where: O=Observed frequency; E=Expected frequency; Σ=Summation; χ²=Chi-Square value

Chi-square test showed the level of association among assumed hypothesis. The first hypothesis infotainment programs as source of entertainment and information (Chi-Square value=22.444, P-value=.000) less than 5% showed significant association among assumed hypothesis. Whereas second hypothesis infotainment programs as source of promotion of culture (Chi-Square value=5.479, P-value=.140) greater than 5% showed no significance among assumed hypothesis. Furthermore third hypothesis infotainment programs promoting vulgarity (Chi-Square value=2.439, P-value=.058) greater than 5% showed no significance among assumed hypothesis. Hence (H1) supported and (H2 and H3) not supported by the results.

Table 3. Hypotheses testing using Chi-Square Test

No	Hypothesis	Person Chi-Square	P-Value	Association
1	Infotainment programs are source of entertainment and information	22.444 ^a	.000	Significant
2	Infotainment programs are source of promotion of culture	5.479 ^a	.140	Not Significant

3	Infotainment programs are promoting vulgarity	2.439 ^a	.058	Not significant
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Note: Association among variables at 0.05% level

Discussion

Recent life of human is very busy, it is rotating like a wheel of a car, late night when viewer sit before television he do not want to see traditional political talk shows, which have no conclusion or solve-able ending. Traditional political talk shows do not give a positive thinking and attitude to its viewer. Today viewers want to get relaxation from his daily life tension; his basic need is information with fun. As Mahsud et al., (2013) put light on importance of TV and argued that it is important entertaining tool. Infotainments programs cover diversity of complex issues of almost all dominion of life and present them in a very interesting manner to vital/primarily to create not only understanding but to bring about positive desired change in attitude of viewers and to help them to set down opinion. Individual who spend time before television has two requirements from mass media one information and entertainment and infotainment programs broadcasting from private news channels are fulfilling these two requirements. Due to this mostly viewer want to spend time for infotainment on infotainment programs of private news channels.

In recent times television is the part of our houses like a house member. Media is a solid source of information and entertainment for its masses. As McQuail, (1983) stated that gratification approach concern with TV and presentation an event in funny and humorous way is easy talk. Its purpose is not to just amuse, but to arouse information. Television has passed through many changing with the time to increase of viewer's interest. Media introduce many kinds of programs and conduct different studies on viewer attitude to know how media can be improve more and more. Majority of viewers want to watch infotainment programs. Baum, (2003) study impact of infotainment programs during elections 2000 was also found that infotainment programs are becoming popular day by day. This kind of programs discusses about recent social political issues in entertaining way and hosts of these programs try to give a solution of any political or social issue. But o the other hand traditional political talk shows explain political and social problems but cannot provide a solid solution of problems. Infotainment programs do not provide solid information but it increase hope and positive thinking in its audience.

Infotainment media content or programs that mostly circulate information regarding current issues of importance charged with deep entertainment and information to get viewers attention and provide them rest. Audience interest is increasing in these programs day by day. Backer et al. (2010) study viewer's perceptions of the daily show also explored viewer's attraction towards infotainment.

Television plays a vital role in society to decision making cultural traditional and social changing. It has great effect on its audience's attitude and daily life. More respondents think that introduction of infotainment programs are not morally, ethically wrong. These programs have no bad effects on ethics and not morally wrong. Nicole Morell (2007) research conformed TV broadcasting more powerful tool as well as entertainer. Host plays important role in success of infotainment program. Paul, (2012) discourse study proved that television programs built around their hosts.

Interest of young generation is increasing day by day in infotainment programs because these programs give information with entertainment, increasing interest of

young generation also call some mental changing like thinking about any issue. Pew (2004) study analyzed comedy programs has hot great attraction of viewers.

Infotainment deals with news and current affairs programs deep in comedy, fun, music, art, satire, imitations, cartoons, sketcetrahes, to get audience interest instead of presenting it in cultural way. The challenge to these traditional forms comes from mixture of information and entertainment. These programs are mixture of information and entertainment due to this these programs cannot give full information or cannot completely cover an issue due to maintain its entertainment. (Norris Pippa, 2001) study to entertain, to inform and to educate study also dealt with public attraction towards entertainment and infotainment programs.

Many scholars define media as it has strong effects on its audiences it has strong effects on attitude and decision maker in society. Infotainment programs deals with information of social traditional and cultural issues. Debate about culture traditions of different territories is frequently part of infotainment programs. Some time hosts of these programs promote culture and some discourage old tradition customs. Chan, (2005) study cultural point view, television is main tool of promotion of cultural, information and entertainment.

Entertainment is basic need of infotainment programs. Bryant and Miron (2002) conformed television as source of relaxation. Some time to maintain entertainment host and producer of these programs make a non issue to a strong issue. Kloer, P., & Jubera, (2000) study highlighted majority of young people connected with television to get entertainment. (Quanbeck & White, 2009) explored funny political news attraction among people. Schlosser, (2000) the classical trends of television has been changed and infotainment has taken the place of news programs. Stern, (1996) stated that infotainment programs have strong attraction that makes the people fresh. Sherry, (2004) argued that late night comedy shows does not cross the line it's just way of choosing right jokes at right place.

Entertainment is basic need of these programs, sometime carrion the entertainment spotters of host use ethically wrong language. Sometime this program seems like a theater. Different people have different desires uses and gratification. The results of current research also confirmed the basic themes of literature already exist. Also current highlighted popularity and effects of these programs on Pakistani public.

Conclusion

Infotainment programs are the basic need of news channels because of people's interest. Almost all news channels are telecasting different infotainment programs to promote rating of the channels. Due to increase in interest of viewer in infotainment programs its effects on the attitude of youth of our society. Viewer of news channels want to more infotainment programs, news channels have to introduce more infotainment programs. These programs are providing entertainment in this boring and busy life and these are thought provoking of young generation and creating hopeful thinking and easy solution of problems. Infotainment programs deals with information and entertainment but viewers of this program watch these more for entertainment and less for information. Viewers of these programs fulfill their gratifications and needs and media is also providing required information and entertainment. Study concluded that these programs are source of infotainment but not promoting Pakistani culture. The study is limited to the view points of public about TV infotainment programs only and is survey based. However, further researches can be conducted by adopting the

methodology of content analysis of TV infotainment programs and political memes on social media.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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