



ROLE OF MEDIA IN PROMOTING POLITICAL AWARENESS AMONG THE YOUTH OF KARACHI

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Abstract

This study aims to investigate the role that the media plays in raising political awareness among Karachi's youth. As a result, media refers to so many links, including print media, online media, broadcast media, and mass media. The media, with their news segments, entertainment, and opportunities for the exchange of ideas, suggestions, and perspectives on related topics, are the primary sources of information. Children's political malaise and political realities are mediated by the media. The media has a significant impact on people's beliefs, priorities, and political and sexual pressure on children. Teens' general public behavior is also influenced by the media. The study looked at the following aspects: the significance of the media, the level of education, political awareness, political participation, political discussion, voting behavior, and political socialization. The University of Karachi served as the study's universe, and the study's respondents have enrolled University of Karachi students. The estimated sample size was 122, and the respondents were distributed and allocated according to an equal proportionate sampling method. A self-administered questionnaire served as the instrument for data collection. Sample frequency tables and contingency tables were used to analyze the data. The bivariate relationship was examined with the help of the independence test, the chi-square test. The study's findings indicate that the purpose of mass media is to raise political awareness among youth. Additionally, the youth's political awareness encouraged them to participate in political discussions and forums..

Keywords: Media, Political Awareness, Political Participation, Awareness, Youth

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INTRODUCTION

Mass media in the 21st century is considered to be the strongest institution of society. Because society has almost replaced all its basic institutions i.e. family, education, religion, economics, and politics. Because of the informational, interpreting, educational, fostering community, and entertainment purposes of mass media (University of Minnesota, 2010). Besides this, mass media is considered to be a teacher, a cultural glue, a gatekeeper, an entertainer, a community center, political system in the current era of the world.

But the media is a vehicle for getting the word out to the general public. The term “mass” refers to the sizable populations that conventional broadcasts are intended for. Because of the proliferation of social media platforms, “contemporary communication has lost some of its mainstream appeals” (Haralambos & Holborn, 2000). The phrase nevertheless still applies to several powerful media platforms. Thus, “the means and organizations employed by specialized social groups to communicate messages to vast, socially diverse, and geographically distributed audiences” may be used to characterize mass media (Haralambos & Holborn, 2000). According to C. Wright Mills’ definition of the mass media in *The Power Elite* (1956), it has two key sociological features: first, only a small number of people can effectively communicate with a vast audience; and second, the general public lacks any practical means of reacting. Mass communication is by definition a one-way activity (Oxford Reference, 2018).

It is preferable to see “youth” as a stage of development that occurs between childhood dependency and adult independence and the understanding of our connectivity as members of a community. Youth is a more open category than a predetermined age range. To ensure statistical homogeneity across fields, the UN defines “youth” as those between the ages of 15 and 24 without restricting different definitions by Member States (United Nations). The “youth” population is defined as those people who are 15 to 29 years old. The natural abilities that children possess make this period of life the most fruitful and valued due to its importance (Govt of Pakistan, 1989). Mass media, broadcast media, print media, and online media are all examples of media. We know that broadcast media include television and radio, while print media include newspapers, magazines, and journals, which are formatted as print media, and online information is referred to as internet media. The media is an imperative that conveys realities through its data portions, and diversion, and will we for a substitute of our brain, tips, and viewpoints for related subjects. There is an enormous variety of media. The media is not only the best and most important source of information and criticism but also a source of entertainment. The majority of younger people typically watch movies, educational programs, and entertainment shows on television. However, even though the majority of older people get their news from the media because many of us don’t have time to read books or journals, the information we get can be biased and one-sided due to the fact that news reported on websites appears to be the most trustworthy and open, even though one should be cautious about the accuracy of the information. However, there is still a degree of freedom in the press in these countries compared to countries that are unique and more conservative. We have access to information from all over the world, and

readers are encouraged to submit their opinions and contributions for publication in the media. Due to this service, the term “media” comes from Medium. Media refers to a link that is primarily intended to reach a large audience. Newspapers and magazines were the first to use the term at the time. However, the valuable resource of innovations like radio, television, cinema, and the internet expanded duration over time. In today’s world, media has become nearly as important as food and clothing. It’s true that the media plays a significant role in strengthening society. Its duty is to educate, entertain, and inform people. It enables us to comprehend local circumstances. According to Dwivedi & Pandey (2013), the media has a significant social and cultural impact on society (Dwivedi & Pandey, 2013).

Viewers of all ages are profoundly influenced by mass media as an instrument of socialization. traffic and large corporations converse in digital and print media. In a number of ways, electronic media is working as a socialization agent. acutely aware activities provide a perspective on cutting-edge contemporary issues of national and international significance and introduce us to the spread of people from various cultural backgrounds. Media is a tool that enables us to learn about all products and services and permit us to maintain a preferred and advantageous way of life (Fisher, 2009).

The media’s role and kingdom in Pakistan today are a reflection of how America uses its conversation, education, and global role. The media identify the structural causes of inefficiency and determine who is wrong—the policy or the flesh pressure. The media now play a role in bridging the gap between political reality and political malaise. People’s political views, priorities, and beliefs are heavily influenced by the media. The majority of people’s actions are also influenced by the media. It gives an idea of how people live and act. According to Becker (2009), we can also say that the media is a reflection of that. Journalism can bring about peace, while the media can be used as a cover for conflict. The media is able to resolve conflicts when journalism starts them (Mirza, 2011).

The most effective means of communication in the developing world is the media, which raises awareness and shows the current state of society. In this decade of knowledge and understanding, the media play a huge and vital role. We watch television, listen to the radio, and read books, magazines, and newspapers to gather knowledge and information, and a portion of this media must play a very responsible role in our society. People in societies would be isolated from the rest of the world and from the entire process of creating a creditable world without the media. It is the best tool for political, social, or economic awareness in today’s society, providing us with the most recent information about what is going on in the world, educating us about our rights, protecting us from social evils, and exposing corrupt politicians and hard-core criminals through sting operations. There is a connection between the media and society’s need to share information about past, present, and future events. However, the aim of the study was to cover all the aspects that media is playing in the shaping out of behavior of the youth politically whether that could be the voting behavior, political debates and participations or awareness of the youth in the political structure of the society. Thus, the present study focused the youth of Karachi in order to know their political awareness level and the role of media

played for their awareness.

LITERATURE REVIEW

Zeib and Tahir (2022) looked at three signs and symptoms of political interest that all fit into Dahl's key ideas about democracy: students' advanced political interest on social media, their involvement in political news and information on social media, and the sharing of thoughts and ideas in online discussions. despite the fact that students' political awareness grows as a result of expressing political views on social media, sociodemographic variables highlight versions. These versions are intertwined with age, gender, the subject of the investigation, the level of family income, and residential province. Through social media and university students' political recognition level, gender maximum strongly intersects with political expression. In provincial and national democratic settings, male students appear to be more politically literate, expressive, and active than female students. Social media has recently emerged as a tool for fostering democratic values and practices among young people worldwide, particularly in countries like Pakistan.

Hayat, Zahra, & Ali (2022) observed that Twitter is helping in developing political cognizance among Pakistani teenagers, political involvement, and participation in the political technique. The grip and facts over political troubles and enthusiasm to enroll in and take part within the political technique are the most considerable components of political attention so the findings of this take look to explain that it is not a fable as a substitute a truth that Twitter is growing political focus many of the children. The microblogging website (Twitter) brings individuals in the direction of the political process using supplying them with the knowledge and know-how of the political process and making them conscious that they can make effective contributions with the aid of casting their votes. furthermore, Pakistani youth additionally consider Twitter a wonderful supply of connectivity to political leaders and their electorate/followers. they may be agreed with the reality that Twitter presents them with a totally useful platform whereby they can without difficulty speak with the political leaders and might bring their worries to them.

Alqaraleh, & khedr (2022) discovered that Cairo University students' political attention is correlated with their use of social media. It also suggests a strong connection between these methods and signs of political consciousness, such as the idea of rights and responsibilities, political expertise, responding to events, and political participation. despite this positive correlation, the observer observed that widespread establishments, such as Parliament, the government, or political events, may be unable to take advantage of the opportunities presented by social media structures for influencing and communicating with citizens and utilizing them as a means of political education and communication channels. The study identifies a flaw in the position and the impact of political events, as well as the government's failure to address public opinion and the Parliament's decline in public participation in legislative debate.

Khamoka (2022) looked into how government college students in the Iraqi town of Duhok used social media structures to shape and increase their political popularity.

They came to the conclusion that the majority of the participants used social media platforms to acquire expertise and political information due to the fact that these platforms can be quick, unmonitored, activate political participation, and consolidate political popularity.

In step with Oluwatosin et al. (2020), social media is the most often used media, accompanied by the aid of radio, tv, and newspapers. most effective 3% of the respondents had no political consciousness, whereas 31% had a high stage of political expertise. although get entry to radio, television, newspapers, and social media are all vast joint predictors of political knowledge, access to radio is the best significant correlation) and independent predictor of political know-how. As a result, the take a look suggests that among undergraduate college students in Ibadan, Nigeria, radio is the most crucial supply of political expertise.

Muzaffar, Chodhry, and Afzal (2019) discovered that social media does contribute to increasing political awareness among Pakistani youth to some extent. While it is true that people gained political awareness by using social media, there is also hostile and adverse evidence that people are less knowledgeable and competent than was assumed. Although social media encourages teenagers to interact, they are not as well-informed as one might think.

According to Strandberg (2011), political engagement is significantly impacted by social media use. People who use social media are much more likely to get relevant political statistics on purpose if they are aware of and pay attention to politics. One of the predictors and forecasts of political involvement, particularly for mass participation within the system and balloting turnout, in conventional elections is the utilization of social media for political acts and sports.

Furthermore, 2018 observes with the aid of Qamar and Mumtaz assesses the importance of political speech programs in increasing political focus among youngsters. This changed into a quantitative take a look at with a pattern length of one hundred fifty young humans. the general public of the survey participants were female housewives who had the most publicity on television. in line with the findings, respondents were politically aware and expressed a beneficial hobby of watching news channels. As a result, they take a look at found that news networks foster political awareness amongst younger, and that tv suggests inclusive debates and discussions about the u. s .’s political condition serves as a breeding floor for manipulating adolescent public opinion. In this survey, it becomes located that the majority of respondents replaced their antique thoughts by liking PTI in preference to their old critiques.

Kaukab, Pasha, and Ali (2021) investigated the concept of political communications, to evaluate the relationship between media, the general public, and political actors. The data and final analysis show that political media orientations have an impact on heavy media consumers. The public’s political efficacy is influenced by heavy media intake. In Pakistan’s 2018 general elections, young modified their voting behavior in the political involvement process, proving the validity of this thesis. This distinction is evident in the fact that large numbers of supporters of two of

Pakistan's most powerful political parties, the PMLN, and the PPP, switched their political allegiances and voted for the PTI. The fact that youth changed their ideas after viewing political shows is demonstrated by their exposure to news and current affairs networks. Political talk shows, according to 54% of respondents, can influence and control people's political views. The findings of the study raise the question of whether the public views political orientations as a good bridge between the public and the government. The major goal of political communications is to highlight the need for a communication bridge between the government and the general population. Political talk programs are a good communication bridge between the people and the government, according to 39% of respondents. It demonstrates their understanding of the political process and media biases. Political shows are viewed as biased by 53.0 percent of respondents. It demonstrates that Pakistani youth are well-informed about the main goal of political programs. It is discovered that, despite being passive when viewing television programming, viewers are more active. They believe that many media perspectives are biased and that these programs also alter the public's political identification.

Zainal Abedin, M., and Muniruzzaman, M. (2015) performed to examination and determined that sixty-three. three percent of males and 36 percentage of females watched political communication shows. a few college students watched to amuse themselves, while others watched to bypass the time. thirteen.three% of college students watched political speech shows to learn about the USA's modern occasions. even though some students accept as true that everyone's debates concerning the regulation and charter are valid, forty-five percent of students trust that communication shows are politically biased. Many students trust that communication programs are a minor supply of offering a faithful platform between the authorities and most people and that eighty percent of college students watch political talk shows. according to the findings of this examination, these shows have little effect on public focus.

According to Ahmed, R. (2017), 58 percent of respondents said that news talk shows were a source of political awareness, 19 percent said that political talk shows were a source of improving political awareness and played a key role in bringing about change in political structure, and 15 percent of students have knowledge of political rights. When researchers asked respondents about Pakistan's political and recent situation, they were dissatisfied and disappointed. The conclusion was that news conversation demonstrates increasing political awareness among educated youth, that many respondents were unaware of their political rights, and that male students were more active participants in political discussion than female students. Most of the people of respondents have been between a long time of 21 and 23, keeping to Naz, N. Nawaz, Y. Ali, M. Hussain, N. Mushtaq, S. k., and Nawaz, R. (2014). 7 percent of respondents had to get entry into the media, fifty-eight percent voted in step with their preferences, and the majority of respondents watched news channels and political chat suggests that blanketed essential analysis. fifty-four percent of young humans watched election-related indicates, 36 percent have been interested in politics, and 38 percent agreed that information channels inspire political information and media amongst younger people. The final results of this observation turned into that the media is the number one source of political

mastering, and information channels decorate political awareness.

Kuotsu, K. (2016) discovered that the majority of women have a low level of political awareness, while the majority of men have a moderate level of political awareness. Data also revealed that women were less interested in politics and discussion with others than men, and that age does not affect political awareness but does affect education. It was concluded that women were less aware of a variety of political issues than men, and did not take an interest in e-government.

According to Bhatti, A. A., Ali, H., and Hassan, A. (2016), 48 percent of respondents spend 3-4 hours per day in front of electronic media, 58 percent agree that electronic media has the power to spread information among them, and 56 percent agree that electronic media has a positive impact on people. It was concluded that there was no impact on political awareness in villages because village people only watched the PTV channel, so the government should hold seminars and workshops on the subject.

OBJECTIVES OF THE STUDY

The researcher has made the following objectives for the present study:

1. To explore the interest of youth in the political affairs of the country.
2. To study the usage patterns of media among the youth at present.
3. To examine the motivation of youth in political participation.
4. To find the role of mass media in promoting political awareness among youth.
5. To evaluate the voting behavior of the youth.
6. To provide effective measurement for the youth behavior regarding the mass media role.

METHODOLOGY

Explanatory and quantitative studies were the focus of the current investigation. The University of Karachi served as the study's universe, and students enrolled there in 2018 were chosen as respondents. As a result, the researcher obtained the administration's total enrolment of 27277 students. The researcher then used the Rao soft sample size calculator to determine that 122 was the recommended sample size. As a result, the researcher allocated and distributed the study's respondents using a stratified proportionate sampling method. Additionally, additional convenience sampling was selected for the data collection procedure. A self-administered questionnaire with 43 open-ended, closed-ended, and matrix questions served as the instrument for data collection. Univariate and bivariate analyses were used to examine the data. The independence of bivariate tables was also evaluated using the chi-square test.

Findings of the Sample Tables:

The present study is entitled "Role of Media in Promoting Political Awareness among Youth of Karachi". However, Mass media in the 21st century is considered to be

the strongest institution of society. Mass media serves information, interpretation, instructive, bonding, and diversion functions in society. Besides this, mass media is considered to be a teacher, a cultural glue, a gatekeeper, an entertainer, a community center, political system in the current era of the world.

The findings of the study indicate that the majority of the respondents i.e. 70.5% were male and 29.5% of the respondents were female. The age group of the respondents was between 18-29 years old. According to the qualification status, the majority 42.7% were BS students, and 41.8% were students of Master's. 13.1% of MPhil students and 2.5% were Ph.D. scholars. As per the political background of the family, 21.3% had and 78.7% did not have a political background family. The majority of the respondents i.e. 44.3% read the Dawn newspaper, 30.3% Jang Newspaper, 12.3% Express newspaper, 5.7% The News newspaper and 7.4% read other mentioned newspapers regularly. The percentage of reading magazines among the respondents was 15.6% Herald magazine, 22.1% Jahangeer World Time magazine, 34.4% Akbar-e-Jahan, and 27.9% of the respondents read other than mentioned magazines. The time duration of watching television of the respondents was recorded as 72.1% watching TV less than 2 hours per day. 18.9% of the respondents watch TV 2-4 hours per day, 6.6% of the respondents watch TV 4-6hours per day and 2.5% of the respondents watch TV more than 6 hours per day. According to the channels they mostly watch i.e. 38.5% Geo News, 39.3% ARY News, 5.7% Dawn News, 5.7% Sama News and 10.7% other news than mentioned channels. Furthermore, it was found that 34.4% of the respondents watch political talk shows. 32.8% of the respondents watch movies, 6.6% of the respondents watch religious programs, 17.2% of the respondents watch the news and 9.0% of the respondents watch other channels than mentioned ones. Social websites which the respondents use are Twitter 15.6%, Facebook 54.1%, and linked in 23.7%.

Table No.1

Response Options	Frequency	Percentage
Gender		
Male	86	70.5
Female	36	29.5
Age		
18-20	12	9.8
21-23	64	52.5
24-26	34	27.9
27-29	12	9.8
Qualification		
B. A/ BSc (First year)	8	6.6
B. A/ BSc (Second year)	21	17.2
B. A/BSc (3 rd year)	23	18.9
Master	51	41.8

M.Phil.	16	13.1
Ph.D.	3	2.5
Family Political Background		
Yes	26	21.3
No	96	78.7
Newspaper They are Ready Regularly		
Dawn	54	44.3
Jang	37	30.3
Express	15	12.3
The news	7	5.7
Any other	9	7.4
Magazines They Ready Regularly		
Herald	19	15.6
Jahangeer world times	27	22.1
Akbar e Jahan	42	34.4
Any other	34	27.9
The Time They Watch TV		
less than 2 hours	88	72.1
2-4 hours	23	18.9
4-6 hours	8	6.6
more than 6 hours	3	2.5
The TV Channels They Watch		
Geo	47	38.5
ARY	48	39.3
Dawn	7	5.7
Sama	7	5.7
Any other	13	10.7
The Programs They Watch		
Political talk shows	42	34.4
Movies	40	32.8
Religious programs	8	6.6
News	21	17.2
Any other	11	9.0
Social Websites They Use		
Twitter	19	15.6

Facebook	66	54.1
Linked in	8	6.6
Any other	29	23.7
Role of Media		
Low	32	26.2
Moderate	60	49.2
High	30	24.6
The Behaviour of Youth		
Low	25	20.5
Moderate	75	61.5
High	22	18.0
Political Socialization		
Low	10	8.2
Moderate	79	64.8
High	33	27.0
Reading of Political Contents		
Yes	58	47.5
No	42	34.4
To some extent	22	18.0
The Reading of Political Contents From		
Article about politics	33	27.0
Magazine/newspaper	34	27.9
Blogs about politics	8	6.6
on social media	24	19.7
Any other	4	3.3
Discussion of Political Issues		
Yes	72	59.0
No	32	26.2
To some extent	18	14.8
The Discussion of Political Issues With		
Family members	31	25.4
Peer groups	52	42.6
With social media users	16	13.1
Relatives	14	11.5
Any Other	9	7.4

The Access of Information for Discussion		
News/Talk shows	37	30.3
Social media	59	48.4
Radio	3	2.5
Newspaper	13	10.7
Any Other	10	8.2
The Opinion About Formation of Government Through Election		
Yes	90	73.8
No	24	19.7
To some extent	8	6.6
The Opinion About Current Political Situation		
Yes	61	50.0
No	40	32.8
To some extent	21	17.2
The Opinion About Current Political Situation Unacceptable		
Lack of playing role effectively by the government	5	4.1
Lack of good governance in the political system	12	9.8
The non-serious attitude of the ruling class	9	7.4
Corrupted governmental bench	6	4.9
All of above	8	6.6
Political Awareness		
Low	38	31.1
Moderate	30	24.6
High	54	44.3
Political Participation		
Low	29	23.8
Moderate	50	41.0
High	43	35.2
Political Party Belongings		

For a Better future for me and my country	75	61.5
It's my national responsibility & constitutional right	32	26.2
Party manifesto/leader	9	7.4
Due to long-standing affiliation with the party	2	1.6
Any Other	4	3.3
Awareness of Mandate of Political Party		
Yes	68	55.7
No	29	23.8
To some extent	25	20.5
The mandate of Their Political Party		
Religious ideology	32	26.2
Liberal democratic structure	50	41.0
Mandate/manifesto on regional issues	22	18.0
Any Other	18	14.8

According to the findings of the study, 24.6% of the respondents told that there is a high role of media in the shaping of youth behavior, while 49.2% of the respondents told that there is a moderate role of media in the shaping of youth behavior and 26.2% of the respondents told that there are low role media in the shaping of youth behavior. The majority of the respondents i.e. 61.5% told that media moderately changes the behavior of youth and 20.5% of the respondents told that media lowly changes the behavior of youth and 18.0% of the respondents told that media highly changes the behavior of youth. 27.0% of the respondents told that there is a high level of political socialization due to media, while 64.8% of the respondents told that there is a moderate level of political socialization due to media and 8.2% of the respondents told that there is a low level of political socialization due to media. The majority of the respondents i.e. 47.5% told that they read political content, while 34.4% of the respondents told that they do not read political content and 18.0% of the respondents told that they sometimes read political content. 27.0% of the respondents read articles about politics. 27.9% of the respondents read magazines or newspapers about politics, while 6.6% of the respondents read blogs about politics. 19.7% of the respondents read about politics on social media and 3.3% of the respondents read about politics from other sources.

Moreover, the findings indicate that respondents discussed political issues (59.0%), did not discuss (26.2%) sometimes discussed (14.8%) political issues of the country. The discussion of political issues was held with 25.4% family members, 42.6% peer

groups, 13.1% social media users, 11.5% relatives, and 7.4% other persons. The information which is accessed for political discussion by the respondents is 30.4% from the news or talk shows, 48.4% from social media, 2.5% from the radio, 10.7% from the newspaper, and 8.2% from the other mentioned sources. 73.8% told that government should be formed through the election, while 19.7% of the respondents told that government should not be formed through the election and 6.6% of the respondents told that to some extent government should be formed through the election. The opinion regarding the current political situation of the country was accepted by 50.0% and 32.8% did not accept the situation whereas 17.2% accepted the situation to some extent only. The reasons for the current political situation in the country were discussed as the role of government is being played ineffectively (4.1%), lack of good governance in the political system (9.8%), non-serious attitudes of the ruling class (7.4%), corrupted governmental bench (4.9%) there is all mentioned (6.6%) aspects in the current political situation of Pakistan.

Furthermore, the findings depict that 44.3% had a high level of political awareness among youth, while 24.6% of the respondents had a moderate level of political awareness among youth and 31.1% of the respondents had a low level of political awareness among youth. And 35.2% of the respondents' political participation was high, while 41.0% of the respondents' political participation was moderate and 23.8% of the respondents' political participation was low. The reasons for voting or belonging to political parties were 61.5% for the better future of their country. 26.2% for their national responsibility and constitutional rights, 7.4% for party manifesto and leader, 1.6% for long-standing affiliation with the party, and 3.3% for other than mentioned reasons. Awareness regarding the political party mandates (55.7% = Yes), (23.8% = No), and (20.5% = some extent). The respondents' political parties' agenda mandates were religious ideology 26.2%, liberal democratic structure of society 41.0%, religious issue 18.0%, and other than mentioned 14.8%.

RESULT AND DISCUSSION

Table No.2 depicts that a chi-square test of independence was performed to examine the relationship between the role of mass media and raising political awareness. The relation between these variables was insignificant, $X^2 (1, N = 122) = 5.400$. There is no relationship between the role of mass media and raising political awareness.

Table No.2 Contingency Table Showing the Relationship between the Role of Media and Political Awareness

Role of Media	Political Awareness			Total
	Low	Moderate	High	
Low	11 (10.0)	5 (7.9)	16 (14.2)	32
Moderate	18 (18.7)	20 (14.8)	22 (26.6)	60
High	9 (9.3)	5 (7.4)	16 (13.3)	30
Total	38	30	54	122

Table No.3 depicts that a chi-square test of independence was performed to examine the relationship between education level and raising political awareness. The relation between these variables was significant, $\chi^2 (1, N = 122) = 20.328$. There is a relationship between a higher education level and a higher level of political awareness.

Table No.3 Contingency Table Showing Relationship between Level of Education and Political Awareness

Educational Level	Political Awareness			Total
	Low	Moderate	High	
B.A/BSc 1st year	3 (2.5)	2 (2.0)	3 (3.5)	8
B.A/BSc 2nd year	8 (6.5)	8 (5.2)	5 (9.3)	21
B.A/BSc 3rd year	8 (7.2)	4 (5.7)	11 (10.2)	23
Master	16 (15.9)	12 (12.5)	23 (22.6)	51
M.Phil.	3 (5.0)	1 (3.9)	12 (7.1)	16
Ph.D.	0 (0.9)	3 (0.7)	0 (1.3)	3
Total	38	30	54	122

Table No.4 depicts that a chi-square test of independence was performed to examine the relationship between political discussion and raising political awareness. The relation between these variables was significant, $\chi^2 (1, N = 122) = 10.971$. There is a relationship between political discussion and raising the level of political awareness.

Table No.4 Contingency Table Showing the Relationship between Political Discussion and Political Awareness

Political Discussion	Political Awareness			Total
	Low	Moderate	High	
Yes	16 (22.40)	17 (17.7)	39 (31.9)	72
No	16 (10.0)	9 (7.9)	7 (14.20)	32
To some extent	6 (5.6)	4 (4.4)	8 (8.0)	18
Total	38	30	54	122

Table No.5 depicts that a chi-square test of independence was performed to examine the relationship between political participation and raising political awareness. The relation between these variables was significant, $\chi^2 (1, N = 122) = 15.5$. There is a relationship between political participation and raising the level of political awareness.

Table No.5 Contingency Table Showing the Relationship between Political Participation and Political Awareness

Political Participation	Political Awareness			Total
	Low	Moderate	High	
Low	12 (9.03)	5 (7.13)	12 (12.8)	29
Moderate	15 (15.6)	20 (12.3)	15 (22.1)	50
High	11 (13.4)	5 (10.6)	27 (19.0)	43
Total	38	30	54	122

CONCLUSION

In conclusion, the researcher found that mass media has a great influence over the youth in society. The research found that mass media shapes the political behavior of the youth and plays an important role in the political socialization of the youth. Because youth listens, reads, talks, interact, and debate through the forums which mass media had provided in this fast-moving world. Thus, the political awareness of youth, political debates of youth, and political participation of youth are completely shaped by the mass media. Though education also plays an important in raising awareness of youth but media and higher education of youth are two important pillars to strengthen political awareness and positive force the youth to participate in political activities.

RECOMMENDATIONS

- Higher education institutions should provide forums to politicize the students within the constitutional framework of the state.
- The government should restore the students' unions and generate a law regarding the students' politics in the framework.
- Media should focus on the positive image of the politics of the country.
- Civil society and non-governmental organizations with state institutions should run mass awareness campaigns regarding the politicizing of youth.
- Everyone should have the right to freedom of speech and information exchange.
- The government needs to put an end to and lessen the dreadful and threatening atmosphere that exists on campuses for student politics.
- Since early childhood, parents should talk to their children about politics. Children may get interested in politics as a result, as pupils need to be informed about and knowledgeable about politics.
- Parents should urge their kids to get involved in politics.
- Because people watch political talk shows and learn about political topics, news outlets should launch political awareness campaigns.
- PEMRA ought to compel news organizations to halt their sloppiness and prejudice towards candidates and political parties.
- Youth should have access to flat forms on electronic media to voice their opinions on current political events.
- The media should sway young people into politics.

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