

ROLE OF PRESS IN POLITICAL SOCIALIZATION OF YOUTH OF PAKISTAN DURING 2018 ELECTIONS

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Original Article

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Abstract

This paper examined the political upheaval in Pakistan, the role of the Press and the emerging trend of political socialization of youth are inevitably becoming a necessity for the political parties. They use the press for their media campaigns, promote their manifestos and to get the support of public. The main motive this study is to dig out the role of press and political socialization of youth during the elections of 2018. Survey design was applied, while questionnaire was used to gather data regarding the political socialization of youth and the role of press. The findings of the study revealed that different political parties employ a variety of strategies to politically socialize the youth, including designed campaigns and promoted their agendas through the media in a way that can socialize the youth.

Keywords: Press, Political socialization, Youth, Pakistan, Election

Introduction

During the past several years, vivid patterns in the national and community cultural frameworks in which politics and civic involvement have arisen, causing the international media and communications system to undergo significant transformation (Norris and Inglehart, 2009). This has been the case for an extended period. Gender, colour and ethnicity, religion, socioeconomic standing, and other criteria have seen significant changes in recent years, as have social norms and practice around interactions, including these factors (Inglehart and Welzel, 2005). Political socialization in the twenty-first century is expected to be characterized by various currents, as indicated by the components included in this section of the book (Combs, 2017).

Political socialization, the process by which citizenship orientations are passed on to future generations at all levels of society, is affected by the evolving nature of political, social, and economic situations at the local, national-state, and global levels (Wasburn and Covert, 2017). When communities are transitioning or facing disruption, it is critical to clearly understand the complexity that characterizes the political socialization process and its effects (Robbins, 2019). Being well-versed in the mechanics of the political socialization process can offer us valuable insights into the changes that are taking place in society and how these changes are influencing democratic regimes (Wilner and Dubouloz, 2010). As Almond points out, political socialisation not only "provides [us] with insight into the pattern of political culture and subcultures in [a] society, but it also locates for us the point in [a] society's socialisation processes at which particular qualities and elements are being preserved or

modified," it also "provides us with insight into the pattern of political culture and subcultures in [a] society," according to Almond (Almond, 1960: 31).

It is necessary to consider how to proceed following these seismic transformations in media and communication infrastructures (Baytiyeh, 2018). What qualifies as a citizen in today's technological paradigm is a subject of much debate. Several factors influence political socialisation, including family, educational institutions, peer groups, work environment, geographic location, and the media, to name a few examples (Habashi, 2017). Family, educational institutions, peer groups, work environment, geographic location, and the media are all factors that influence political socialisation. Although the media has gained significant importance in this technological paradigm in terms of orienting the young generation toward political objects, the press, as a component of the mass media, has played an essential role in both the direction as mentioned above as well as in the order of the younger generation. It is anticipated that this research study would speculate on how political socialisation may resemble or differ from socialisation in earlier eras and the function of the press in influencing political socialisation among young people throughout the investigation (Mahieu, 2019).

The print media (also known as the press) has risen to the top of the priority list in the study of mass communication, which may be attributed to several different factors (Kumar, 2020). First and foremost, the press showcases the first technique of mass communication ever found, the printing press. For the second time, it serves as a medium that informs people about the events taking place in their everyday lives (Humphreys, 2018). Still, it also serves as a platform for people to express their opinions and thoughts on these events as they are happening. Jurgen Habermas, a German sociologist and philosopher, wrote a book titled "The structural transformation of the Public Sphere" in which he asserts, among other things, that the press has contributed to the democratisation of Europe by creating an environment conducive to discussion and agreement between citizens who are engaged in politics (Harper, 2017). Fostering civic education and social awareness among the general public on issues relevant to their interests and promoting civility and social awareness should go hand in hand with the exercise of political liberty (Delgado-Algarra and Cuenca-López, 2020).

Rationale of the study

The press played an important role in shaping and setting the tone of youth in making them politically socialized. Access to the media is a key to the democratization process. A large spectrum of information must be available to the citizens to make wise decisions about politics and electoral choices. In Pakistan, different campaigns were launched in the press, alluring and garnering the public's attention. It explicitly hits the youth of Pakistan, making them politically motivated to participate in nation-building and elect suitable leadership for the country.

Objectives of the study

The main objective of this research is to attempt a close and systematic assessment of the role of the press in augmenting political socialization among the educated youth. The study reviews the media's contribution to making awareness, orientation, interest, trust and political participation among the students while gauging the degree of political socialization. These issues will be studied and analyzed in the context of the socioeconomic and political background of the students, along with their interaction with the multiple agencies of political socialization.

Literature Review

Political socialization is a baffling process. Broadly construed, it is the transmission of political culture to new generations of citizens in a given society (Almond and Verba, 1963, Gimpel, et al., 2003). Political socialization is the product of interlocking sets of macro and micro level phenomena. The

basic question corroborating macro level political socialization research is: how do politics transfer values, attitudes, beliefs, opinions, and behaviors to the masses.

Media works as agents of political socialization. The role of political communication in political socialization has been largely neglected even though the function of the press as a tool for shared political socialization has become increasingly difficult in an era of mushrooming of new media. Scholars have speculated about the divisive consequences of media proliferation but few have tested them (Rahn & Rudolph, 2001). The fear is that people will find it more difficult to agree on common political agendas and the norms of tolerance that are so crucial in democracies may weaken (Dahlgren, 2001; Entman & Herbst, 2001; Sparks, 2001; Sunstein, 2001).

There were a few glitches along the road, even though the voting process for the 2018 general elections was relatively straightforward. On July 25, 2018, the election date, according to the Free and Fair Election Network, more than half of Pakistan's registered voters cast ballots (FAFEN, 2018). There can be no longer be any doubt about the country's long-term survival as a democratic society, as evidenced by the fact that this was the country's second consecutive democratic transfer of power. When it came to political socialisation, the media played a significant role, particularly among young voters who turned out in great numbers to cast their ballots during the last election campaign. Voter turnout in the general election was highest in Punjab province, with 59% of eligible voters casting ballots worldwide (Waseem and Shabir, 2017).

During the 2018 general elections, it was the first time that voters had the opportunity to contact candidates through the media and other platforms (The Asia Dialogue, 2018). According to researchers the researchers educated and socialize the young people, particularly first-time voters, about political beliefs and values, political parties utilized media coverage, which was in turn used by political parties for this purpose (Bale, et al., 2019; Ford and Goodwin, 2010; Schmuck and Matthes, 2015 and Sloam and Henn 2019). For political parties attempting to achieve their desired results in elections and get access to power corridors in the United States, the broadcast of information by the press has grown into a strategic instrument. Considering that 64 % of Pakistan's population is under 30 years old and that Pakistan has an 18-year-old minimum voting age, the country's political future was clearly in the hands of Pakistan's youthful voters. Regular citizens were able to express themselves through the press and other forms of communication, which helped the political socialization of the younger generation at the time of the revolution (Ekström and Shehata, 2019).

Methodology

The researchers have chosen the explanatory research technique for this study, and the survey method has been employed to acquire the data. The data was gathered through systematic random sampling from three universities in Lahore including Lahore Garrison University and University of South Asia and the University of Lahore). The total number of respondents who took part in this study was 320.

Analysis

We find in this study that 55 percent of the youth get politically motivated through press and efforts by different political parties to influence the final decision of the voters while going for the ballot to select their respective candidates. Rest of the respondents gave mixed reactions as they preferred other mediums or get motivated by their personal disliking or liking and critical viewpoint of things steered by different events or happenings.

Table 1

		ANOVA ^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.296	1	1.296	6.561	.011 ^a
	Residual	53.546	271	.198		
	Total	54.842	272			

a. Predictors: (Constant), Gender

b. Political Participate or have interests in social activities in

ANOVA test statistic was found to be proportionate in both populations, as evidenced by the data in Table 1. According to the study's findings, the outcome is determined by gender and political involvement or interest in social activities, which raises awareness among all comparison groups in the process of establishing awareness—applying the test statistic under the same assumptions as before is necessary to determine whether or not two independent means are equal. Following Table 1, the F Test has a statistical significance level of 6.561, and the t-test has a statistical significance level of .011, respectively (also known as Person Level).

Table .2

The results of the party's capacity to have a favourable impact on public perceptions of the party during the Pakistani election of 2018 and the party's political activity in the election of 2018.

First, the Pearson correlation coefficient was used to examine the link between two variables – cognition about political party ads and understanding of the political party in question – while attempting to establish a relationship between two variables. In this instance, the relationship between the two variables is positive and statistically significant ($r=0.534^{**}$, $p. 0.002$, $r=0.678^{**}$, $p. 0.004$, $r=0.639^*$, $p. 0.019$, $r=0.589^*$, $p. 0.026$, $r=0.640^{**}$, $p. 0.002$, and $r=0.537^{**}$, $p. 0.003$, $N=320$).

Variables		Values
Attended a political rally or speech Sig. (2-tailed)	Pearson Correlation	0.534 ^{**} 0.002
Attended an organized protest of any kind Sig. (2-tailed)	Pearson Correlation	0.678 ^{**} 0.004
Attended a political meeting on local, town or University affairs Sig. (2-tailed)	Pearson Correlation	0.639 [*] 0.019
Worked or volunteered for a political party or candidate Sig. (2-tailed)	Pearson Correlation	.589 [*] 0.026
Been an active member of any group that tries to influence public policy or government, not including a political party Sig. (2-tailed)	Pearson Correlation	0.640 ^{**} 0.002
Worked with fellow citizens to solve a problem in your community Sig. (2-tailed)	Pearson Correlation Sig. (2-tailed)	0.537 ^{**} 0.003
N		320

Note. Correlation is significant at the ^{*} $p < .05$, ^{**} $p < .01$, ^{***} $p < .001$ (2-tailed).

In this study, the use of Pearson correlation was utilised for the researchers to determine how much participation in politics an individual has after attending a political rally or speech, as well as whether

these events have a positive influence on an active member of any group that attempts to influence public policy or government, including but not limited to political parties. Initially, we included the demographic variables (gender, age, and educational attainment) into the hierarchical regression model, which served as the starting point for the research. An impact of the demographic variable was not found to be statistically significant, and the model did not match the results of the data (accounted for .2 % of the variation). Following the inclusion of political party advertising in Step 2, researchers discovered an increase of 18.4 % in the diversity of understanding of that party's advertisements, leading to a statistically significant increase in the R2 for that specific party. This resulted in a statistically significant increase in the R2 for that specific party. With $F(3,884) = 57.14$ and a p-value of .0001, the model was considered well-fitting, according to the findings. It appears that political events organised by members of a certain political party on local, town, or university issues to fix a problem within your community impact the cognition of individuals who support that political party, according to the findings of Table 2.

Table 3 PTI won the election of 2018 in Pakistan, because of media?

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Media has portrayed PTI Positively and other parties negatively	Between Groups	.437	2	.219	.500	.607
	Within Groups	116.763	318	.437		
	Total	117.200	320			
Media has supported only PTI Campaign	Between Groups	1.105	2	.553	1.315	.270
	Within Groups	112.213	318	.420		
	Total	113.319	320			
Media was fair, and did their work honestly	Between Groups	.528	2	.264	.611	.543
	Within Groups	115.338	318	.432		
	Total	115.867	320			
Media was biased	Between Groups	2.040	2	1.020	2.875	.058
	Within Groups	94.734	318	.355		
	Total	96.774	320			
Media has supported every political party equally	Between Groups	2.040	2	1.020	2.875	.058
	Within Groups	94.734	318	.355		
	Total	96.774	320			
No the media isn't fair, It support it's buyers.	Between Groups	2.040	2	1.020	2.875	.058
	Within Groups	94.734	318	.355		
	Total	96.774	320			

Table 3, people have a strong desire to be accepted by their peers in many situations. The Pakistani Tehreek-e-Insaf (PTI) party was victorious in the country's general election in 2018. A statistically significant difference between respondents' perspectives on whether or not there is now a vaccine to guard against the impact of a political campaign ($F = 0.500$, $P=0.607$) could not be detected. The importance of being recognised is emphasised unambiguously in this video. Treatment campaigns can combat both the notion that media support has been limited to Pty Campaign and the belief that media support has been limited to Pty Campaign. Both ideas and beliefs are treatment campaigns. Even though the change is modest ($F = 1.315$, $P= 0.270$). Even though the findings were not statistically significant ($F=0.611$, $P=0.543$), the opinion that the media sufficiently informs society was

expressed. Even though the results were not statistically significant, the media was fair and performed their reporting honestly. This discovery demonstrates a need to feel comfortable in one's skin, as revealed by the author. The opinion that the media has supported every political party equally is a significant predictor of political campaign outcomes ($F = 2.875$, $P = 0.058$) during a political campaign ($F = 2.875$, $P = 0.058$).

Discussion and Conclusion

Politics socialisation is defined as the process through which people develop the ability to think critically and learn about politics while also demonstrating their willingness to participate in politics and their desire to participate in politics. According to the vast majority of users, the use of the press can bring about positive changes in society. That better utilisation of the media can be fruitful in providing information to the masses and providing them with awareness, education, and motivation for a particular cause. That proper use of the press can be a valuable tool to inform, educate, and make the audience aware of what is going on around the world.

In response to the survey, the vast majority of those who took part agreed that the media played a significant role in socialising and motivating people to participate in politics in their local areas. For example, during the Cold War, the press played an important role in forming the political attitudes of the general public, particularly among the youth, and in bringing them into contact with a political culture through socialisation when asked about the possibility that the press could influence public opinion and push young people toward political socialisation, a quarter of respondents who were not accustomed to interacting with journalists voiced scepticism.

Researchers are interested in discovering how much of a person's political activity may be attributable to attending a political rally or giving a political speech. Furthermore, whether these events positively impact a member of any group that wants to influence public policy or the government, including but not limited to political parties and the general public, and whether this is the case, are essential considerations. The development of an initial hierarchical regression model containing demographic data (gender, age, and educational attainment) was carried out for this investigation to serve as a starting point. Because they were the most fundamental, these were the first variables to be included in the model, and they remain so today.

According to the findings of the study, different political parties employ a variety of strategies to politically socialize the youth, including designing campaigns and promoting their agendas through the media in a way that can assist members of the general public, particularly the youth, in shaping their viewpoint and enabling them, after becoming politically socialized through the media, to teach a particular point of view to their contemporaries, among other strategies.

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