Role of Electronic Media in the Political Socialization of Students at University Level

(Case Study in Public Universities of Azad Kasmir)

Ishraq Ahmed¹ & Qaisara Parveen²

¹Ishraq Ahmed & ²Dr. Qaisara Parveen
Universities of Azad Kasmir
Pakistan

Abstract: This study was designed to critically analyze the role of electronic media in the political socialization of students at university level in public universities of Azad Kasmir. The main objectives of the study were 1). To know political socialization through electronic media. 2). To find out the role of electronic media in political socialization among university students. The population of study consisted of all public universities of Azad Kasmir. The study was delimited to two public universities University of Kotli (UOK) and Mirpur University of Science and Technology (MUST). 325 students were selected as sample to collect data. A self-developed questionnaire was used to collect data. Data was analyzed through Statistical Package of Social Sciences (SPSS). Simple percentage test and non-parametric Chi-square test was applied to analyze the data. The findings indicate that majority of students are connected and most of students agreed that Electronic media plays important role in political socialization at university level. The results show that electronic media play a vital and significant role in the political knowledge and political socialization among university students.

Keywords: Electronic Media, Socialization, Political Socialization, Politics, Talk shows, Political Awareness.

1. INTRODUCTION

Electronic media are media that use electronics or electromechanical power for the end user (listeners) to contact the content. This is in difference to fixed media (mainly print media), which today are most often created by electronic means, but do not require electronics to be access by the end user in the printed form. Electronic media has exploded as a category of online discussion where people feel comfortable share views bookmark it and network at a extraordinary rate. Because of its effortlessness of use, speed and reach, electronic media is speedy changing the public discussion in society and situation trends and program in topics that variety from the environment and politics to technology and the entertainment production (Asur and Huberman, 2010). In the last ten years, the online world has been changed severely, thanks to the discovery of electronic media, young men and women now share ideas, way of thinking, individual information, pictures and videos with each others. Seventy-three percent of energetic American youth now use electronic media websites Oberst et al., (2010).

Political socialization as those patterns or those beliefs of social deed, or aspects of action, which repeat in individuals the skills (including knowledge), motives, and attitudes necessary for the
presentation of present or predictable role throughout normal human life, in so far as new roles must be

Political socialization as a sub-field was born during a brief and uneasy marriage between social
anthropology and political science. If society had a culture, so also did the polity. Thus, reasoning by
analogy, it was held that a thing called "political culture" could be empirically identified and thence
applied to the study of politics. These processes and the agencies of their transmission came to be
known as ‘political socialization.’ Conceptual and methodological weaknesses of this early formulation
have now been thoroughly documented (Prewitt, K. 2003).

Electronic media is playing a very important and key role in building, reconstruction of ideas,
belief and reframing the various understandings of every individual throughout life. Every passing day
this world is going to be socially and morally revolutionized. In now a day individuals have great
influences on different means of communication, and playing a very strong role not only in the
development of adult persons' thinking but also in young people thoughts. A lot of people watch TV,
use internet, & listen to radio and get experience. The same case is with young people, who accept

It is important to note that there exist a large number of young people who draw motivation
from the contents of media material (Curtis, 2012). Electronic media proved action as socialization
agent in various ways. It awake us about different events introduce us to a variety of people having
diverse cultures and give a range of point of view on current issues of national and international
significance. Media is an important tool through which we are able to learn and get awareness about all
the products and services and making us enable to live a standard and well balanced life (Fisher, 2009).
Although most of us acknowledge that the media has a lion share in adolescence socialization. We all
need to be aware that the level of power depends on the accessibility and popularity of media. The
approach, personal liking and disliking of the youth are often influenced by the TV Commercials.
Young people are not grown-up enough like adults; therefore they can easily be encouraged by the
mediums like internet, Television, radio and social media. In the language of communication, these all
mediums are working as correspondent & the teenagers are playing the role of recipient (Fatmi, 1995).
University and college Teachers and students used that network and further provide it to private and
public companies and different institutions. Mosaic, a Minnesota University student developed and
started to use Internet. Gradually, it evolved to include, graphics, hypertext links audio and video
features integrated on the web. Readers can access limitless source of information anytime and
anywhere they want throughout browsers (Gigli, 2004).

“Political socialization through media is relatively not a new phenomenon. Political leaders are
sometimes paying attention in the media’s role in politics. Media plays an important role in creating
political knowledge among the people and ensure their contribution in the self-governing process. It
also plays a important role in bringing important changes in the society. Media is one of the important
agents that politically socialize masses. Radio and Television are playing a valid and significant role in
a politically socialized life (Aleena, Mahurhk and Rana 2006). The primary and important function of
media is to make sure a well informed population for our social and political structure. Media make
sure and a very important role in smooth functioning of a democratic system which is linked with
media role for distribution in field of innovations and information. The basic aim of democracy in
Pakistan is to give important of public opinion work for a democratic system (Levy 1978).

In this modern world media has become a vast and wide-ranging concept. It means when we
talk about the media it’s mean we actually talk about the constantly change, development of the society
and technologies. It is due to media we can come to know what is happening in the nation and around
the world (Volgy and Schwarz, 1980).

1.1 Statement of the Problem

In this modern era Electronic media has been used instantaneous for political socialization and
political communication. This study will critical analyze the role of electronic media in political
socialization of students at university level in different universities of Azad Kashmir.
1.2 Objective of the Study

The main objectives of the study were:

a. To know political socialization through electronic media.
b. To find out the role of electronic media in political socialization among university students.

2. REVIEW OF LITERATURE

According to Cohen and Kennedy (2007) media is a usually used term that includes a way of communication system in this modern world. For example: radio, television, newspaper, cinema, advertisement magazines, and interactive multimedia system. It also includes different types of media, cell phones, computer, video games, and pagers, and the practical reality i.e. the Internet. It is difficult to give a clear definition of media because it is changing constantly with the development of new forms and technologies.

According to Asurand and Huberman, (2010) electronic networking websites provide a platform by which people can exchange a few words, share information, and create new relationships. With the fame of electronic networking websites on the rise, our social communication is affected in multiple ways as we adapt to our all the time more technological world. The way web users work together and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected a lot to our social communication by changing the way we interact face-to-face, the way we receive information, and the dynamics of our social groups and friendships.

One examination led via Carswell (1997) did not find any notable effect of the Internet on learning results of online understudies. Then again, Alodiedat, A. S., & Eyadat, Y. A. (2008) attested that its online graduate understudies got institutionalized achievement test scores 5 to 10 percent higher than on-grounds understudies who were in the relative program at three Arizona state funded colleges. As of now advanced education foundations are progressively concentrating on the online training. As indicated by Kenny,(2003) thus, numerous educators stay watchful and doubtful concerning the instructional method supporting e-learning and continually unable to utilize techniques they sense will be utilized by understudies to improve learning. Reviewed students always report that they find online resources valuable.

Political socialization takes place through media is not a new phenomenon. Political researchers are once in a while inspired by the media's part in governmental issues. Haider (2003) found that Media played a vital part in making political mindfulness among the general population and guarantees their investment in the majority rule process. It likewise assumes a notable part in getting changes the general public. Socialization is a long process that each individual experiences as he or she turns into a working individual from society. According to Melvin L. DeFleur, Everette E. Denni (1996) socialization point to the hide of the majority of the exercises from numerous sources concerning methods for carrying on that are approved or expected by society, as people develop through each phase in the existence cycle.

According to Anderson (2003) Media is one of the operators that politically merge masses. Radio and Television are assuming critical part in a politically merged life. Media is a source of information which influences day by day exercises of human life as well as gives information about different occasions like improvements being occurred on national and universal.

Hyman C. (1956) characterized political socialization as the individual learning of social examples connecting to his social positions as intetacted through different organizations of society.

Baruah, M. (2012) acknowledged that Political Socialization helps people in the advancement of awareness with the political world and thankfulness, judgments, and comprehension of political occasions. At the point when an individual turns out to be politically mingled, he/she gains political introductions and examples of conduct which give him/her with a chance to take in the essential introductions fundamental for the upkeep of the majority rule framework. An individual secure three kinds of essential introductions information, qualities and dispositions identified with working of nation among the procedure of political socialization. It is the most critical connection between the social and the political framework.
Sullivan, E. Larry. (2009) communicated that from the sociological perspective political socialization is a critical procedure by which between relationships is built up between political framework and society and through which people end up associated with the political procedure. It is a long process through which political culture is transmitted in a general public. It is the manner by which the people learn political thoughts and introductions and cover specific political qualities and political knowledge.

3. MATERIALS AND METHODS

Descriptive research designed is used to study the role of electronic media in political socialization among university students in public universities AJ&K. All Public universities of Azad Kashmir were identified as population of study. All students from Public universities of Azad Kashmir were identified as target population of study. According to L.R. Gay sample table 369 students were selected to collect data. According to the population of Universities 221 students were selected from Mirpur University of Science and Technology (MUST) and 148 from University of Kotli (UOK). Questionnaires were a tool for the data collection which was filled by the researcher from the represents through face to face situation. Questionnaires were filled by the researcher at selected Universities of AJ & K from respondents which was helpful to understand the role of electronic media in political socialization among university students. Data was analyzed through Statistical Package for Social Sciences (SPSS). A simple percentage and non parametric Chi-square test was applied on collected data.

4. RESULTS AND DISCUSSION

Table 1: Access of electronic media in university

<table>
<thead>
<tr>
<th>Sr.#</th>
<th>Statements</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Does your university provide access to electronic media?</td>
<td>214</td>
<td>65.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>111</td>
<td>34.2</td>
</tr>
<tr>
<td>2</td>
<td>Have you attended any seminar through electronic media in university</td>
<td>234</td>
<td>72.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>91</td>
<td>28.0</td>
</tr>
<tr>
<td>3</td>
<td>Electronic media is a new trend at university level?</td>
<td>235</td>
<td>72.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>89</td>
<td>27.4</td>
</tr>
<tr>
<td>4</td>
<td>Electronic media is helpful in bringing the friends closer to each other?</td>
<td>262</td>
<td>80.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>63</td>
<td>19.4</td>
</tr>
<tr>
<td>5</td>
<td>Electronic media is easy to access than print media</td>
<td>268</td>
<td>82.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>57</td>
<td>17.5</td>
</tr>
<tr>
<td>6</td>
<td>Do you spend time on watching TV at home?</td>
<td>208</td>
<td>64.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>117</td>
<td>36.0</td>
</tr>
<tr>
<td>7</td>
<td>Electronic media is commonly used to cover different university programmers</td>
<td>215</td>
<td>66.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>110</td>
<td>33.8</td>
</tr>
</tbody>
</table>

In table 1 statement no 1 shows that 214 respondents said yes that university provide access to electronic media while 111 respondents said no. Majority of students agreed that their universities provide access to electronic media.

In table 1 statement no 2 and 3 shows that 235 students understand that Electronic media is a new trend at university level while 89 don’t think so.

In table 1 statement no 4 shows that 262 respondents are in the favour of that Electronic media is helpful in bringing the friends closer to one another while 63 respondents said no.

In table 1 statement no 5 shows that 208 respondents said yes that Electronic media is easy to access than print media while 117 respondents said no. Most of students agreed that electronic media is easy to access than print media.

In table 1 statement no 6 shows that 215 respondents said yes they spend time on watching TV at home while 110 respondents said no. Majority of students agreed that they spend time on watching TV at home.

In table 1 statement no 7 shows that 168 respondents said yes that Electronic media is commonly used to cover different university programmers while 157 respondents said no.
In table no.8 statement no 1 shows that 128 respondents strongly agreed and 131 agreed with statement that Electronic media is helpful to share the ideas about the society. The mean value is 4.13, the standard deviation is .890, and the calculated chi-square value is 232.0 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 2 shows that 61 respondents strongly agreed and 165 agreed with statement that Electronic media has increased the interest of students in politics. The mean value is 3.7, the standard deviation is .989, and the calculated chi-square value is 213.0 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 3 shows that 65 respondents strongly agreed and 181 agreed with statement that Electronic media affects on political perception about political situation in the country. The mean value is 3.95, the standard deviation is 1.08, and the calculated chi-square value is 281.2 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 4 shows that 118 respondents strongly agreed and 122 agreed with statement that Electronic media affects political participation about political situation in the country. The mean value is 3.95, the standard deviation is 1.08, and the calculated chi-square value is 166.2 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 5 shows that 136 respondents strongly agreed and 100 agreed with statement that Electronic media develops leadership skills among youth. The mean value is .992, the
standard deviation is .992, and the calculated chi-square value is 176.1 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 6 shows that 50 respondents strongly agreed and 175 agreed with statement that the use of political information through media has significant impact on voters participation in political programmes. The mean value is 3.7, the standard deviation is .933, and the calculated chi-square value is 258.4 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 7 shows that 69 respondents strongly agreed and 153 agreed with statement that Electronic media takes up the important issues of university. The mean value is 3.68, the standard deviation is 1.10, and the calculated chi-square value is 171.3 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 8 shows that 91 respondents strongly agreed and 122 agreed with statement that educated youth can bring the rapid change in the political culture. The mean value is 3.86, the standard deviation is .943, and the calculated chi-square value is 167.4 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

In table no.8 statement no 9 shows that 77 respondents strongly agreed and 164 agreed with statement that media is a new phenomenon in politics. The mean value is 3.9, the standard deviation is .870, and the calculated chi-square value is 245.7 at 0.000 level of significance, degree of freedom 4 is greater than the Critical chi-square value of 9.488 at 0.05 level of significance; hence, the statement is accepted.

Table no. 3 How Electronic media can create political awareness among students?

<table>
<thead>
<tr>
<th>Sr.#</th>
<th>Electronic media &amp; politics awareness</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Political shows</td>
<td>221</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Seminar on politics</td>
<td>213</td>
<td>65</td>
</tr>
<tr>
<td>3</td>
<td>Talk shows</td>
<td>195</td>
<td>60</td>
</tr>
<tr>
<td>4</td>
<td>Did not reply</td>
<td>98</td>
<td>30</td>
</tr>
</tbody>
</table>

Table no.3 indicates that majority of respondents agreed that Electronic media can create political awareness among students. 68% respondents said that through political shows, 65% said by conducting seminar on politics and 60% said through talk shows conducting in universities political awareness can be created among students. 30% respondents didn’t reply to this question. The results of the table show that majority of respondents understand that Electronic media can create political awareness among students by conducting shows and seminars at university level.

5. CONCLUSION

It was concluded that Electronic media provides enough knowledge about politics and university organised talk shows programme with different political leader to make youth aware about politics. Most of the students agreed that electronic media made the voting process and election more transparent. Hence media played a significant role in developing political socialization and political knowledge among students at university level.

In this study it was found that media is a powerful tool in this modern world and it plays a significant role to political socialize students at university level. In this modern world media is a vast and varied concept. When we talk about media it’s mean we talk about the modern continuously change, progress of the society and technologies. It is electronic media through which we come to know what is going on around the world same findings were found by Hassan (2008) that electronic media is the modern media and it includes radio, television, computers, internet tape recorders etc. In Pakistan electronic media is free and independent and it plays an important role in the progress of the country in different fields. This research found that media is helpful for youth to raise different issues and problems of societies. Haider (2003) said that media is alert and people who belonging to any class
or any income group can have access media. The same findings was showed by this study that Electronic media helps to understand to politics and social realities, existing information about politics here and to get a huge amount of different types of other information. The study was found that Electronic media played an important role in political socialization among youth and youth has easy access to electronic media. In recent years political awareness increased among youth and today Pakistani youth is much aware about their rights. Young people especially students have knowledge about today politics. The study showed that electronic media is helpful to gain knowledge about politics and it also helped students to share ideas about political system of country. The study found that electronic media increased the interest and participation of students in politics. Today university students are more aware about political scenario of the country.

6. REFERENCES
Kenny, J. (2003). Student perceptions of the use of online learning technology in their course.