Resolving or Creating Conflicts Examining Role of Political Talk Shows in Pakistan

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<table>
<thead>
<tr>
<th>ARTICLE DETAILS</th>
<th>ABSTRACT</th>
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<tr>
<td><strong>History</strong></td>
<td><strong>Purpose:</strong> This study is “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaf and Pakistan Muslim League –N”. The research has aimed to explore the role of political talk shows in resolving the political conflict between PTI and PML-N, to assess their issues regarding their conflict, to examine the discussion on matters of common interest among them and to compare and analyze the discussion on matters of common interests and disputing issues between PTI and PML-N in television political talk shows.</td>
</tr>
<tr>
<td><strong>Keywords</strong></td>
<td><strong>Design/Methodology/Approach:</strong> This research has used quantitative content analysis for collecting data and has concluded that the political talk shows have not been playing a positive role in resolving the political conflict between conflicting parties and moreover the role of political talk shows has been escalating in the process of political conflict resolution between PTI and PML-N.</td>
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<tr>
<td><strong>JEL Classification</strong></td>
<td><strong>Findings:</strong> This study has also concluded that the role of anchor persons has not facilitated the discussion of talk shows towards a need of any possible solution regarding the discussed problem between PTI and PML-N.</td>
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<tr>
<td><em>L82, P16</em></td>
<td><strong>Implications/Originality/Value:</strong> It has been concluded that the political talk shows have highlighted the disputing and controversial issues between the conflicting parties instead of discussing the matters of common interests among them. The political talk shows have not encouraged a need of any possible solution regarding the political conflict resolution between PTI and PML-N after general elections 2013.</td>
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**Introduction**

Media has been playing an important role in local, regional, interstate, intrastate, national and international conflicts from the second half of the twentieth century. Manoff (1998) has stated that “the media play a role in resolving conflict by providing accurate information, reducing the misconception and identifying the mutual interest among the conflicting parties” (p. 11-15).

“Imran Khan states that 100,000 motorcycles would join his party’s Azadi March from Lahore to Islamabad for a ‘dharna’ (sit-in) outside the parliament house will not be lifted until the end of PML-N’s government” (Dawn, August, 2014).

The present study intends to explore the role of media through investigating the role of television political talk shows in political conflict resolution between PTI and PML-N. Waisbord (1993) has noted that “Political talk shows are politicians’ most favorite television genre” (p. 14) and “political parties focus on television appearance by candidates on talk shows” (p. 7). Lee (2002) has stated that “politicians appear on talk shows to explain their points of view on several issues and to clear their political agendas regarding issues” (57-79).

The matters of common interests among PTI and PML-N after general elections 2013 that can create harmony among the conflicting parties and resolve the political conflicts are: 1) Solution must be “within the law”, 2) election reforms needed, 3) establish of judicial commission (JC) to investigate the allegations, 4) three Supreme Court (SC) Judges Judicial commission should be 'fully empowered', 5) Establish a Joint Investigation Team (JIT) for JC, 6) JIT head should be of good repute and integrity, 7) Nobody will influence the JC, 8) Change up NADRA chief, Federal Investigation Agency (FIA) chief, Secretary Election Commission of Pakistan (ECP), 9) Need of Code of Conduct in consultation with all political parties, 10) 'Secret funds' need to be supervised, 11) collaboration in war against terrorism, polio campaign, (APC) meeting and No compromise with prosperity of Pakistan. (The Dawn, September, 2014).

**Objectives of the Study**

To explore the role of TV talk shows towards resolving the political conflict between PTI and PML-N.

To assess the issues of PML-N and PTI presented in TV talk shows regarding their conflicts.

To examine the discussion on matters of common interest among PTI and PML_N (enlisted in Introduction) in TV talk shows.

**Literature Review**

Saleem & Hanan (2014) have proposed a “Media-Conflict Resolution Model (MCR)” in their research article “Media and Conflict Resolution: Toward building a Relationship Model”. The proposed model has explained the role of media in conflict resolution process.

Imtihani (2014) has analyzed coverage of media in Aceh conflict in a study “The Mass-Media Role in Conflict Resolution (A Case Study of Kompas Daily Coverage on Aceh Conflict 2003- 2005)”. According to the reviewed study, the contents of mass media raise the different players and society in the perspective of conflict.

Siraj (2014) has conducted a study on “War or peace journalism in elite US newspapers: exploring news framing in Pakistan-India conflict” to explore the role of media in conflict between Pakistan and India over Kashmir issue. The study has discussed that media coverage forms the perspective about events in war and peace and conflict reporting intensify the conflicting situation with repeated and furious claims of prejudice from both sides.

Fog (2013) has analyzed the priority of resources in media to solve social problems and conflicts.
in a research work “The supposed and the real role of mass media in modern democracy”. The reviewed study has explored that news media select and frame stories to solve internal social problems as well as international conflicts in the best way.

Qaisar, Amin, Rasheed & Umair (2014) have conducted a study on “Impact of Political Programs of Private Channels and Satisfaction of Student: A case study of Sensationalized Pakistani Media (Geo and Express News)” to examine the viewers perception about the private television channels’ political programs on national and international issues.

Similarly, Qaisar et al. (2014) have explored the watching habits of political talk shows in their study “Exposure of political talk shows of private television channels among students of Sargodha city, Pakistan”.

Orlova (2013) has investigated the role of political talk shows as discursive platforms in study “Representation of ‘Europe’ in the Mediatized Discourse of Ukrainian Political Elites”. Kontogiannis (2012) has conducted a study “The Impact of Television News Exposure and Political Talk on Voter Turnout” to investigate the political talk shows for mobilizing voter turnout in European parliamentary elections 2004.

Bilal, Ahsan, Gohar, Younis & Awan (2012) have explored the political talk shows of private television channels regarding the representation of relationships between language and ideology in their study “Critical Discourse Analysis of Political TV Talk”.

Freeman (2010) has analyzed television political talk show regarding the concepts of speakers’ hyper articulate that express their attitude in a study “Using acoustic measures of hyper articulation to quantify novelty and evaluation in a corpus of political talk shows”.

Arceneaux & Johnson (2007) have examined the format of political talk shows regarding the political communication in their study “Channel Surfing: Does Choice Reduce Videomalaise?”. Lunt & Stenner (2005) have analyzed the talk shows regarding the Habermas’ concept of bourgeois public sphere in their study “The Jerry Springer Show as an

**Hypothesis**

There are two hypotheses of the study. These are as follows:

H1: TV talk shows are playing positive role in resolving political conflict between PTI and PML-N.

H2: Anchor persons of TV talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N.

**Methodology**

The researchers have selected quantitative content analysis to study the role of television political talk shows in resolving political conflict between PTI and PML-N after general elections 2013. Pakistani television news channels have been selected as universe of the study to examine the role of television political talk shows regarding the political conflict resolution between PTI and PML-N. The sample of the study is Dunya News channel and Express News channel. ‘Kal Tak Program of Javaid Chauhdry from ‘Express News channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya News channel’ have been selected. Second program of each selected talk show which has been on aired on third week of each month were selected. The total sampling size for study is 40 programs of selected talk shows after general election of 2013 and selected time period is from May 2013 to December 2014.

A coding sheet has been used for data collection. The researchers have designed a yearly coding
sheet in which three sections have been made with the name of ‘Topic of Discussion’, ‘Anchor person’ and ‘Participants of talk show’ respectively whereas unit of ‘Anchor person’ has been divided into ‘Introduction of Talk Show’, ‘Question Asked by Anchor Person’ and ‘End notes by Anchor Person’ and similarly unit of ‘Participants of talk show’ has been divided into ‘Affiliation with Political Party’ and ‘Arguments by Participants’. One coding sheet was used for one year and for only one political talk show. Four coding sheets were used for two talk shows from May 2013 to December 2014. Units were analyzed in a categorical data i.e. positive, negative and neutral. Different computer soft wares have been used in this study and Microsoft office has been used mainly. Documentation has been done on Microsoft Word and whereas Microsoft Excel has been used for geographical representation. For data testing or hypothesis testing and data entry, “Statistical Package for Social Sciences” (SPSS) has been used. For testing the hypothesis, chi square test has been applied. Utilization of Chi Square test is applied to check the association of variables.

**Findings**

This chapter reveals the findings and data interpretation with the graphical representation of results that has been taken at the end of the research. This chapter deals with the descriptive form of data representation which has been taken from ‘Kal Tak Javaid Chauhdry Kay Sath’ on ‘Express news channel’ and ‘On the Front with Kamran Shahid’ on ‘Dunya news channel’.

**Percentage of overall coverage of talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>38</td>
</tr>
<tr>
<td>Negative</td>
<td>42</td>
</tr>
<tr>
<td>Neutral</td>
<td>19.9</td>
</tr>
</tbody>
</table>

Table 5.1 (see in Appendix) shows that from May 2013 to December 2014, positive coverage of political talk shows regarding the political conflict resolution between Pakistan Tehreek e Insaf (PTI) and Pakistan Muslim League-N (PML-N) is 38% and negative coverage regarding the resolution of political conflict is 42% and neutral coverage of political talk shows regarding the conflict is 19.9%.

**Figure 5.2**

**Percentage of unit of analysis (topic of discussion) in ‘Kal Tak Javaid Chauhdry Kay Sath’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>60</td>
</tr>
<tr>
<td>Negative</td>
<td>15</td>
</tr>
<tr>
<td>Neutral</td>
<td>25</td>
</tr>
</tbody>
</table>

Table 5.2 (see in Appendix) shows that from May 2013 to December 2014, 60% of discussed topics are positive towards resolving the political conflict between PTI and PML-N in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’. And 15% discussed topics are negative and 25% are neutral towards resolving the political conflict between PTI and PML-N in political talk show ‘Kal Tak Javaid Chauhdry Kay Sath’.

**Figure 5.3**

**Percentage of unit of analysis (topic of discussion) in ‘On the Front with Kamran Shahid’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>30</td>
</tr>
<tr>
<td>Negative</td>
<td>30</td>
</tr>
<tr>
<td>Neutral</td>
<td>40</td>
</tr>
</tbody>
</table>

Table 5.3 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 30% of topics of discussion is positive, 30% is negative and 40% is neutral towards resolving the political
conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.4 (see in Appendix) shows that in talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 45% of topics of discussion, is positive, 22.5% is negative and 32.5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.5 (see in Appendix) shows that in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’, 38.1% of introduction by anchor is positive, 28.6% is negative and 33.3% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.6 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 40% of introduction by anchor person is positive, 50% is negative and 10% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.7 (see in Appendix) shows that in talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 39% of introduction by anchor persons is positive, 39% is negative and 22% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.
Table 5.8 (see in Appendix) shows that in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’, 34.7% of questions by anchor persons, is positive, 45.4% is negative and 19.8% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.9 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 40.6% of questions asked by anchor person, is positive, 36.7% is negative and 22.7% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.10 (see in Appendix) shows that in talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 37.6% of questions by anchor persons is positive, 41.1% is negative and 21.2% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.11 (see in Appendix) shows that in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’, 30% of end notes by anchor person is positive, 35% is negative and 35% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.12 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 21.1% of end notes by anchor person, is positive, 26.3% is negative and 52.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.
Table 5.13 (see in Appendix) shows that in talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 25.6% of end notes by anchor persons is positive, 30.8% is negative and 43.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.14**

**Percentage of unit of analysis (Affiliation of participants with Political Party) in ‘Kal Tak Javaid Chauhdry Kay Sath’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>45</td>
</tr>
<tr>
<td>Negative</td>
<td>20</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 5.14 (see in Appendix) shows that in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’, 75% of affiliation of participants with political parties are positive, 20% is negative and 5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.15**

**Percentage of unit of analysis (Affiliation of participants with Political Party) in ‘On the Front with Kamran Shahid’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>66.7</td>
</tr>
<tr>
<td>Negative</td>
<td>19</td>
</tr>
<tr>
<td>Neutral</td>
<td>14.3</td>
</tr>
</tbody>
</table>

Table 5.15 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 66.7% of affiliation of participants with political parties is positive, 19% is negative and 14.3% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.16**

**Percentage of unit of analysis (Affiliation of participants with Political Party) in ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>70.7</td>
</tr>
<tr>
<td>Negative</td>
<td>19.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>9.8</td>
</tr>
</tbody>
</table>

Table 5.16 (see in Appendix) shows that in talk shows ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 70.7% of affiliation of participants with political parties is positive, 19.5% is negative and 9.8% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.17**

**Percentage of unit of analysis (Arguments by Participants) in ‘Kal Tak Javaid Chauhdry Kay Sath’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>34.4</td>
</tr>
<tr>
<td>Negative</td>
<td>49</td>
</tr>
<tr>
<td>Neutral</td>
<td>16.6</td>
</tr>
</tbody>
</table>

Table 5.17 (see in Appendix) shows that in talk show ‘Kal Tak Javaid Chauhdry Kay Sath’, 34.4% of arguments by participants, is positive, 49% is negative and 16.6% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Figure 5.18**

**Percentage of unit of analysis (Arguments by Participants) in ‘On the Front with Kamran Shahid’**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>37.9</td>
</tr>
<tr>
<td>Negative</td>
<td>45.6</td>
</tr>
</tbody>
</table>
Table 5.18 (see in Appendix) shows that in talk show ‘On the Front with Kamran Shahid’, 37.9% of arguments by participants, is positive, 45.6% is negative and 16.5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

Table 5.19 (see in Appendix) shows that in talk shows ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, 36.2% of arguments by participants, is positive, 47.3% is negative and 16.5% is neutral towards resolving the political conflict between PTI and PML-N from May 2013 to December 2014.

**Hypothesis Testing**

This study is about to analyze the role of political television talk shows in resolving political conflict between PTI and PML-N after general elections 2013. In this research time period is from May 2013 to December 2014. There are two hypotheses of the study which are formulated according to the objectives of the study. In this chapter researchers have tested the hypotheses to find out the results of SPSS. Chi square has been applied for the testing of hypotheses. Hypotheses testing are as follows:

**H1:** TV talk shows are playing a positive role in resolving political conflict between PTI and PML-N.

**H0:** TV talk shows are not playing a positive role in resolving political conflict between PTI and PML-N.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>36.2</td>
</tr>
<tr>
<td>Negative</td>
<td>47.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>16.5</td>
</tr>
</tbody>
</table>

As level of significance is equal to 0.05

<table>
<thead>
<tr>
<th>Values</th>
<th>Df.</th>
<th>asymp sig (2 sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Pearson” chi square</td>
<td>2.303a</td>
<td>2</td>
</tr>
<tr>
<td>“Likelihood Ratio”</td>
<td>2.304</td>
<td>2</td>
</tr>
<tr>
<td>Linear by Linear Association</td>
<td>.053</td>
<td>1</td>
</tr>
</tbody>
</table>

Chi square= 2.303
P- Value= .818

The level of significance is 0.05 but P value is greater i.e. .818>0.05, which shows H1 is rejected and political talk shows are not playing positive role in resolving political conflict between PTI and PML-N.

**H2:** Anchor persons of talk shows are playing a mediating role towards resolving political conflict between PTI and PML-N.

Chi square test
As level of significance is equal to 0.05
And the above chi square test table shows

Chi square = 47.293
P- value = .224

The level of significance is 0.05 but P value is greater i.e. 0.224>0.05, hence H1 is rejected and anchor persons are not playing a mediating role towards resolving political conflicts between PTI and PML-N.

Discussion and Analysis

This study is “Role of Television Talk Shows in Political Conflict Resolution after General Elections 2013: A Study of Pakistan Tehreek e Insaaf and Pakistan Muslim League –N”. The research has used quantitative content analysis research methodology for collecting data to examine and analyze the role of television political talk shows regarding the political conflict resolution between conflicting political parties. By keeping the objectives in view, the research has selected two political talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ from ‘Express News channel’ and ‘On the Front with Kamran Shahid’ from ‘Dunya News channel’ for analyzing their role in resolving political conflict between PTI and PML-N and time period has been selected from May 2013 to December 2014.

The study has concerned to analyze the significant role of political talk shows regarding the political conflicts so researchers have examined that political talk shows have escalated the political conflict between PTI and PML-N.

A conflict under discussion is political conflict between PTI and PML-N. The main disputing and controversial issues between PTI and PML-N are: “General elections 2013 were disputed and controversial and massive rigging in general election, PML-N manipulation in election, demand for resignation of Prime Minister (PM) and Chief Minister (CM) of Punjab, demand for inquiry into rigging according to PTI’s conditions, judicial commission (JC) proceedings should be in summary, PM should resign till JC report produced, Once PM resigns, need to establish Supreme Monitoring Council”.

By keeping disputing issues and matters of common interest between the conflicting parties (mentioned above) in a view, the study has explored the role of political talk shows in resolving the political conflicts between PTI and PML-N, assessed the issues of PML-N and PTI regarding their conflicts, examined the discussion on matters of common interest among conflicting parties (mentioned above) and compared and analyzed the discussion on common interests and disputing issues between PTI and PML-N (mentioned above) in TV talk shows.

Researchers have analyzed the mediating role of anchor persons in resolving the political conflict between PTI and PML-N from May 2013 to December 2014. The study has evaluated the role of anchor persons by analyzing the introduction, questions and end notes of selected talk shows.

Figure 5.5 and Table 5.5 have shown that the most of the introductions by anchor person have discussed matters of common interests among PTI and PML-N in ‘Kal Tak Javaid Chauhdry Kay Sath’ from May 2013 to December 2014. Whereas, Figure 5.6 and Table 5.6 have shown that the
most of the introductions by anchor person have discussed controversial and disputing issues between PTI and PML-N in ‘On the Front with Kamran Shahid’, from May 2013 to December 2014. If collectively analyzed then Figure 5.7 and Table 5.7 have shown that the introductions by anchor persons have focused on both controversial issues and common matters among PTI and PML-N in ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’ from May 2013 to December 2014.

Figure 5.8 and Table 5.8 have shown that questions asked by anchor person to the panel of discussion have been more related to controversial and disputing issues between PTI and PML-N in ‘Kal Tak Javaid Chauhdry Kay Sath’ from May 2013 to December 2014. Whereas Figure 5.9 and Table 5.9 have shown, questions asked by anchor person to the panel of discussion have been more related to matters of common interests among PTI and PML-N in ‘On the Front with Kamran Shahid’, from May 2013 to December 2014. In collective analysis, Figure 5.10 and Table 5.10 have shown that questions asked by anchor persons to the panel of discussion have been more related to matters of common interests among PTI and PML-N in ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’ from May 2013 to December 2014.

The study has analyzed the role of anchor person through evaluating that how much equal opportunity has been given to the participants affiliated with PTI and PML-N for exchanging their opinions, agendas and stance regarding the solution of their conflict.

Figure 5.14 and Table 5.14 have shown 75% of affiliation of participants with political parties is positive in ‘Kal Tak Javaid Chauhdry Kay Sath’, so the findings reveal that political talk show, ‘Kal Tak Javaid Chauhdry Kay Sath’, has given equal opportunity to the members of PTI and PML-N to participate in order to exchange their opinion, agendas and stance regarding the solution of conflict. Whereas, Figure 5.15 and Table 5.15 have shown 66.7% of affiliation of participants with political parties is positive in ‘On The Front with Kamran Shahid’, so the findings reveal that political talk show, ‘

The overall role of anchor persons of television talk shows has been analyzed in second hypothesis and the findings reveal that role of anchor persons is not mediating towards resolving the political conflict between PTI and PML-N (see Table 6.2). Furthermore, the role of anchor persons has not facilitated the discussion of talk shows towards a need of any solution regarding the discussed problem between PTI and PML-N.

Figure 5.2 and Table 5.2 have shown that issues related to matters of common interests among PTI and PML-N have been discussed more in the topics of ‘Kal Tak Javaid Chauhdry Kay Sath’, from May 2013 to December 2014. The topics of talk show have encouraged a need of any possible solution regarding the conflict. Whereas Figure 5.3 and Table 5.3 have shown that the most of the topic of ‘On the Front with Kamran Shahid’ have not mentioned the matters of common interest and the controversial issues between PTI and PML-N from May 2013 to December 2014. If collectively analyzed then Figure 5.4 and Table 5.4 have revealed that issues related to matters of common interests among PTI and PML-N have been discussed more in the topics of ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’, from May 2013 to December 2014. The topics of talk show have encouraged a need of solution regarding the conflict.

The findings of research have revealed that the role of political talk shows has been escalated towards political conflict between PTI and PML-N after general elections 2013. The findings have also exposed that the political talk shows has highlighted the disputing and controversial issues between the conflicting parties instead of discussing the matters of common interests among them. The findings have also revealed that the political talk shows have not encouraged a need of any possible solution regarding the political conflict between PTI and PML-N.
Conclusion
The study has applied conflict resolution theory for theoretical support. The findings of study have supported the conceptualization of conflict resolution theory. The research has used quantitative content analysis research methodology for collecting data to examine and analyze the role of television political talk shows regarding the political conflict resolution between conflicting political parties. By keeping the objectives in view, the research has selected two political talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ from ‘Express News channel’ and ‘On The Front with Kamran Shahid’ from ‘Dunya News channel’, for analyzing their role in resolving political conflict between PTI and PML-N and time period has been selected from May 2013 to December 2014. 

The study has concluded that the political talk shows have not been playing a positive role in resolving the political conflict between conflicting parties and moreover the role of political talk shows has been escalating in the process of political conflict resolution between PTI and PML-N (see Figure 5.1 and table 5.1). The research work has also concluded that the role of anchor persons has not facilitated the discussion of talk shows towards a need of any possible solution regarding the discussed problem between PTI and PML-N. It has been concluded that the political talk shows has highlighted the disputing and controversial issues between the conflicting parties instead of discussing the matters of common interests among them and in this way the political talk shows have not encouraged a need of any possible solution regarding the political conflict resolution between PTI and PML-N after general elections 2013.

The study also provides some suggestions for future agenda and future media students. The purpose of this section is to deal with the responsibility to help researchers who wants to do research work or their course thesis on this topic in future.

In this research, quantitative content analysis has been used for data collection. For the analyzing the role of television talk shows in resolving political conflict between PTI and PML-N, researchers have selected two political talk shows i.e. ‘Kal Tak Javaid Chauhdry Kay Sath’ and ‘On the Front with Kamran Shahid’. If anyone wants to conduct a study related to this issue then one can interview the media experts. One can also conduct a qualitative content analysis by establishing themes and one can also do discourse analysis.

In this research work, political talk shows has been taken under investigation but if any one wants to examine the role of media in political conflict resolution then one can take newspapers under investigation. The study has investigated the issue under the theory of conflict resolution but one can investigate this issue under the theories of agenda setting and framing.

References


