

## THE IMPACT OF MEDIA ON THE POLITICAL PSYCHOLOGY OF PAKISTAN A QUALITATIVE STUDY

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### Abstract

*This study explores the phenomenon of the impact of media power on political perceptions of public. The motivation behind it is that how public opinions and views regarding their country politics get psychologically influenced by the media power. The study was carried out on youth of Karachi their ages ranging from 18-24 years. A pilot study in the form of a focus group comprising of 5 participants was conducted to gather some views on the factors involved in political psychology. The resulting discussion led to the construction of a questionnaire and a focus group criterion to conduct the study. After a pilot a focus group was conducted on a sample of 7 males and 7 females who were selected from various departments of the University of Karachi. Aspects such as how developed countries brought changes in the community through political psychology? What is the importance and impact of media on political culture? How media can remove the political stereotypes from the society? Why Pakistani media has failed in developing a strong sociopolitical institution is discussed. Content analysis was carried out on the data that was collected from the two focus groups. The analyses revealed that without doubt media has a very strong impact in forming a connection between the public and the political leaders. Since it has a power of verbal expression and communication it can change the mind set of people. The point that arises here is that it all depends how the media plays its role if it communicates in a healthy way. It can bridge the gap between the common public and stake holders.*

*Key Words; Political Psychology<sup>1</sup>, Perceptions,<sup>2</sup> Media Power,<sup>3</sup> Mind Set<sup>4</sup>*

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<sup>1</sup> Political psychology is an interdisciplinary academic field dedicated to understanding political science, politicians and political behavior through the use of psychological theories Source en.wikipedia.org/wiki/Political\_psychology

<sup>2</sup> Perception is the process of attaining awareness or understanding of the environment by organizing and interpreting information Source en.wikipedia.org/wiki/Perception

<sup>3</sup> Media power is the means of communication through radio , television, newspapers, and magazines, etc., that reach and influence people widely Source dictionary.reference.com/browse/media

<sup>4</sup> Mind-set is a fixed mental attitude or disposition that predetermines a person's responses to and interpretations of situations .Source www.thefreedictionary.com/mindset

## INTRODUCTION

Political psychology is an interdisciplinary academic field dedicated to understanding political science, politicians and political behavior through the use of psychological theories. The relationship between politics and psychology is considered bi-directional. The distinction yet co-dependent relationship between individual and group settings are significant for understanding behavior influenced by; beliefs, motivation, perception, cognition, information processing, learning strategies, socialization and attitude formation, within the context of political applications.<sup>5</sup>

In application the use of political psychology is demonstrated in many contexts such as; leadership role; domestic and foreign policy making; behavior in ethnic violence, war and genocide; group dynamics and conflict; racist behavior; voting attitudes and motivation; voting and the role of the media; nationalism; and political extremism. Cottam (2010)<sup>6</sup>

There are a number of theoretical approaches which explain these political psychologies of human behavior from various dimensions. The following are some of the most popular and common theories used for explaining the political side of the human mind.

### A Psychoanalytical Approach

Sigmund Freud (1935)<sup>7</sup> made significant contributions to the study of personality in political psychology through his theories on the unconscious motives of behavior. Freud suggested that a leaders behavior and decision making skill was largely determined by the interaction in their personality of the id, ego and superego, and their control of the pleasure principle and reality principle. The psychoanalytic approach has also been used extensively in psychobiography's of political leaders. Psychobiography's draw inferences from personal, social and political development, starting from childhood, to understand behavior patterns that can be implemented to predict decision-making motives and strategies.

### Trait-based Approach

Traits are personality characteristics according to Eysenck (1981)<sup>8</sup> They determine how to be stable over time and in different situations, creating predispositions to perceive and respond in particular way Gordon Allport (1937)<sup>9</sup> realized the study of traits introducing central, secondary, cardinal and common traits. These four distinctions suggest that people demonstrate traits to varying degrees, and further that there is a difference between individual and common traits to be recognized within a society. Hans Eysenck (1981)<sup>10</sup> contributed three major traits, currently however

<sup>5</sup> Cottam, M.L., Dietz-Uhler, B., Mastors, E., Preston, T. (2010). *Introduction To Political Psychology*. New York, NY: Psychology Press

<sup>6</sup> Ibid.

<sup>7</sup> *Freud.S(1935) in The Standard Edition of the Complete Psychological Works of Sigmund Freud* (Ed. J. Strachey with Anna Freud), 24 vols. London: 1953-1964.

<sup>8</sup> Eysenck, H.J. (1981). "Left-Wing Authoritarianism: Myth or Reality?", by Hans J. Eysenck" *Political Psychology*

<sup>9</sup> Allport, G. W. (1937). *The American Journal of Psychology*, 50, pp.141-156.

<sup>10</sup> Eysenck, H.J. (1981). "Left-Wing Authoritarianism: Myth or Reality?", by Hans J. Eysenck" *Political Psychology*

Costa and McCrae's (1992)<sup>11</sup> "Big Five" personality dimensions are the most recognized. These include; neuroticism, extraversion, agreeableness, openness to experience and conscientiousness. Theories in political psychology induce that one's combination of these traits has implications for leadership style and capacity. For example individuals who score highly on extroversion are demonstrated as having superior leadership skills.

### **A Motive-based Approach**

In terms of political psychology motivation is viewed as a goal-orientated behavior driven by a need for three things; power, affiliation intimacy, and achievement Cottam (2010)<sup>12</sup> These categories were grouped by Winter (1996)<sup>13</sup> from Murray's (1938)<sup>14</sup> twenty suggested common human goals. Need for power affects the style in which a leader performs. Winter and Stewart (1977)<sup>15</sup> suggested that leaders high in power motivation and low in need of affiliation intimacy motivation make better presidents. Affiliation-motivated leaders alternatively tend to collaborate joint efforts in the absence of threat. Lastly, achievement motivation has demonstrated to not correspond with political success, especially if it is higher than power motivation (Winter, 2002).<sup>16</sup> Motivation between a leader and those whom they are ruling needs to be consistent for success. Motives have been shown to be correlated more highly with situation and time since last goal-fulfillment, rather than consistent traits Sears (2003)<sup>17</sup>

### **The Influence of Conformity in Groups**

The application of conformity is key for understanding group influence in political behavior. Decision making within a group is largely influenced by conformity. It is theorized to occur based on two motives; normative social influence and informational social influence (Asch, 1955).<sup>18</sup> Chance of conformity is influenced by several factors; an increase in group size but only to a certain degree at which it plateaus, and degree of unanimity and commitment to the group. Therefore the degree of popularity of a political group can be influenced by its existing size and the believed unanimity and commitment by the public of the already existing members. The degree by which the group conforms as a whole can also be influenced by the degree of individuation of its members.

### **The Influence of Power in Groups**

<sup>11</sup> Costa, P.T., Jr. & McCrae, R.R. (1992). *Revised NEO Personality Inventory (NEO-PI-R) and NEO Five-Factor Inventory (NEO-FFI) manual*. Odessa, FL: Psychological Assessment Resources.

<sup>12</sup> Cottam, M.L., Dietz-Uhler, B., Mastors, E., Preston, T. (2010). *Introduction To Political Psychology* (p.20). New York, NY: Psychology Press.

<sup>13</sup> Winter, D.J. (1996) *Personality: Analysis and Interpretation of Lives* New York McGraw Hills

<sup>14</sup> Murray, H. A. (1938). *Explorations in Personality*. New York: Oxford University Press

<sup>15</sup> Winter and Stewart (1977) *Political psychology* Volume 2 No 2 1980 page 75-85 published by International Society of political psychology

<sup>16</sup> Winter D.J (2002) Motivation and political leadership in L O Valenty & O Feldman (Eds), *Political leadership for a new century: Personality and behavior among American leaders* (pp27-47) New York Praeger

<sup>17</sup> Sears, David O Shery Levy (2003) *Childhood and Adult Political Development* in Oxford Hand Book of Political Psychology ed. David O Sears, Leone Huddy and Robert Jervis New York Oxford University 60 to 109

<sup>18</sup> Asch, S.E (1955) *Opinions and Social Pressures* Scientific American, 193, pp.31-35.

Power is another influential factor within a group or between separate groups. The “critical bases of power” developed by French and Raven (1959)<sup>19</sup> allocates the following types of power as the most successful; reward power, coercive power, legitimate power, referent power and expert power. The way in which power is exerted upon a group can have repercussive outcomes for popularity. Referent power results in greater popularity of a political group or leader than coercive power (Shaw 1986).<sup>20</sup> This has implications for leaders to manipulate others to identify with them, rather than to enforce consequential punishment. However if coercive power is enforced, success and a trusted leader (Friedland, 1976)<sup>21</sup> are necessary in order for group conflict not to escalate. Extrinsic punishment and reward are also suggested to detract from intrinsic motivation. A sense of freedom must be advocated to the group.

### **Using Psychology in the Understanding of Certain Political Behaviors**

Psychology helps in understanding certain political behaviors which play a vital role in the establishment of any government or to dethrone any leader ship.

### **Voting Behavior**

The Voter and his decision are the first step for deciding which leadership flag will they hoist. In order to make inferences and predictions about behavior concerning voting decision, certain key public influences must be considered. These influences include the role of emotions, political socialization, tolerance of diversity of political views and the media. The effect of these influences on voting behavior is best understood through theories on the formation of attitudes, beliefs, schema, knowledge structures and the practice of information processing. The degree to which voting decision is affected by internal processing systems of political information and external influences, alters the quality of making truly democratic decisions. Cottam (2010)<sup>22</sup>

### **Conflict**

Any sort of conflict between the beliefs and practices of the voters can effect their judgment in selecting the leader and their policies. Callous kind of policies can at times result in anger out bursts and violence The application of psychology for understanding conflict and extreme acts of violence can be understood in both individual and group terms. Political conflict is often a consequence of ethnic disparity and “ethnocentrism” Sumner (1906).<sup>23</sup>

On an individual level participators in situations of conflict can either be perpetrators, bystanders or altruists. The behavior of perpetrators is often explained through the authoritarian personality type. Individual differences in levels of empathy have been used to explain whether an individual chooses to stand up to authority or ignore a

<sup>19</sup> French, J.R.P., & Raven, B. (1959). 'The bases of social power,' in D. Cartwright (ed.) *Studies in Social Power*. Ann Arbor, MI: University of Michigan Press.

<sup>20</sup> Shaw, E.D.(1986) "The Political Terrorists: Dangers of Diagnosis and an Alternative to the Psychopathology Model," *International Journal of Law and Psychiatry*, 8, 3, 1986.

<sup>21</sup> Nehemia Friedland and Ariel Merari (1976)*Political Psychology* , Vol. 6, No. 4 (Dec., 1985), pp. 591-604 Published by: [International Society of Political Psychology](#)

<sup>22</sup> Cottam, M.L., Dietz-Uhler, B., Mastors, E., Preston, T. (2010). *Introduction To Political Psychology* (p.21). New York, NY: Psychology Press

<sup>23</sup> Sumner W.G(1906).Folkways, New York : Ginn.

conflict. Rotter's (1954)<sup>24</sup> locus of control theory in personality psychology has also been used to determine individual differences in reaction to situations of conflict.

Group behavior during conflict often affects the actions of an individual. The bystander phenomenon introduced by Darley and Latane (1968)<sup>25</sup> demonstrates that group behavior causes individuals to monitor whether others think it is necessary to react in a situation and thus base their behavior on this judgment. They also found that individuals are more likely to diffuse responsibility in group situations. These theories can be applied to situations of conflict and genocide in which individuals remove personal responsibility and therefore justify their behavior. Social identity theory explains that during the Holocaust of WWII political leaders used the Jews as an out-group in order to increase in-group cohesion. This allowed for the perpetrators to depersonalize from the situation and to diffuse their responsibility. The out-groups were held in separate confines and dehumanized in order to aid the in-group to disengage themselves from relating.

### **Impact Of Media On Political Psychology**

In the last era of political history media has played a pivotal role in playing with the psychology of the nation. In Pakistan since the literacy rate is near to zilch, hence a common man can easily be exploited by the emotionally charged up speeches from the leaders. The Media not only in Pakistan but all over the world is controlled by Jewish lobby, hence no wonder we see, think and hear what they want us to. The media knows exactly how to play with and influence the minds of the nations.

Media is a very powerful medium to reach to masses. By calling attention to some matters while ignoring others, television news influences the standards by which governments, presidents, policies, and candidates for public office are judged."<sup>26</sup>

How poorly informed, psychologically driven, and mass-mediated' public opinion may be, it is capable of recognizing and focusing on its own conception of what matters. Reception Axiom: The greater a person's level of cognitive engagement with and issue, the more likely he or she is to be exposed to and comprehend political messages concerning that issue.<sup>27</sup> Resistance Axiom: People tend to resist arguments that are inconsistent with their political predispositions, but they do so only to the extent that they possess the contextual information necessary to perceive a relationship between the message and their predisposition.<sup>28</sup> Individuals seek to reduce dissonance across conflicting ideas.<sup>29</sup> This often results in updating evaluations about an object. Moreover, individuals might seek to avoid information that caused dissonance. Subjects with emotional aversion avoid Internet pages with opposing information.<sup>30</sup>

<sup>24</sup> Rotter, J.B. (1954). *Social learning and clinical psychology*. NY: Prentice-Hall.

<sup>25</sup> Darley, J. M., & Latané, B. (1968). Bystander intervention in emergencies: Diffusion of responsibility. *Journal of Personality and Social Psychology*, 8, pp.377-383.

<sup>26</sup> Zaller, John 2001 "Monika Lewinsky and the mainsprings of American Politics in mediated Politics: Communication in the future of democracy ,eds. W. Lance ,Bannett and Robert M,Entman Cambridge. Cambridge University Press pp.252-278.

<sup>27</sup> Zaller ,John 1992 ,The Nature and Origins of Mass Opinion Cambridge .Cambridge University Press

<sup>28</sup> Ibid.

<sup>29</sup> Festinger, L. (1957). *A theory of cognitive dissonance*, p. 5, Evanston, IL: Row & Peterson

<sup>30</sup> MacKuen et al. 2010. Civic Engagements: Resolute Partisanship or Reflective Deliberation. *American Journal of Political Science*, Vol. 54, No. 2, April 2010, pp. 440-458.

A frame in social theory consists of a schema of interpretation, a collection of anecdotes and stereotypes, that individuals rely on to understand and respond to events.<sup>31</sup> In other words, people build a series of mental filters through biological and cultural influences. They use these filters to make sense of the world. The choices they then make are influenced by their creation of a frame. Framing is also a key component of sociology, the study of social interaction among humans.

Framing, a term used in media studies, sociology and psychology, refers to the social construction of a social phenomenon by mass media sources or specific political or social movements or organizations. It is an inevitable process of selective influence over the individual's perception of the meanings attributed to words or phrases. A frame defines the packaging of an element of rhetoric in such a way as to encourage certain interpretations and to discourage others. Because framing has the ability to alter the public's perception, politicians engage in battles to determine how issues are framed. Hence, the way the issues are framed in the media reflects who is winning the battle. Entman(1993)<sup>32</sup>

From a political perspective, framing has widespread consequences. For example, the concept of framing links with that of agenda-setting: by consistently invoking a particular frame, the framing party may effectively control discussion and perception of the issue. Sheldon Rampton and John Stauber in Trust Us, We're Experts illustrate how public-relations (PR) firms often use language to help frame a given issue, structuring the questions that then subsequently emerge.

For example, one firm advises clients to use "bridging language" that uses a strategy of answering questions with specific terms or ideas in order to shift the discourse from an uncomfortable topic to a more comfortable one Rampton (2002)<sup>33</sup> Practitioners of this strategy might attempt to draw attention away from one frame in order to focus on another. As notes, "On the day that George W. Bush took office, the words "tax relief" started coming out of the White House."George (2004)<sup>34</sup> By refocusing the structure away from one frame ("tax burden" or "tax responsibilities"), individuals can set the agenda of the questions asked in the future. Cognitive linguists point to an example of framing in the phrase "tax relief". In this frame, use of the concept "relief" entails a concept of (without mentioning the benefits resulting from) taxes putting strain on the citizen:

## **Methodology**

### ***Pilot study 1***

<sup>31</sup> Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Cambridge, MA: Harvard University Press

<sup>32</sup> Entman, Robert "Tree Beard". Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*; Autumn 1993, 43, 4, p.51

<sup>33</sup> Rampton, Sheldon and Stauber, John. *Trust Us, We're Experts!* Putnam Publishing, New York, NY, 2002. p.64.

<sup>34</sup> George Lakoff: *Don't think of an elephant!: know your values and frame the debate*. White River Junction (Vermont): Chelsea Green, 2004, ISBN 9781417665891. Page 3.

In the first trial an impromptu interview was carried out to see the response of people to the subjects' impact of media on political Psychology. A group of 3 female and 2 male participants their ages ranging from 18-24 were interviewed and their input was taken on "How media influences the political psychology of the nation". The resulting discussion led to the construction of a questionnaire and a focus group criterion to conduct the study.

### **Pilot Study 2**

*In the second phase a focus group was carried out on a group of 10 who were interviewed. This focus group comprised of 8 females and 2 males from within the various departments of the University of Karachi. Three of the participants belonged to the province of Punjab, Two of them were from Khayber Pukhtoon Khwa one from Balochistan and four from Sind. The time taken was approximately an hour. The participants were first asked questions which comprised of the demographic information regarding age, qualification, marital status, family monthly income their place of belonging (home land), and the language they speak After they had answered these questions they were queried regarding the following aspects of the study:*

1. How developed countries brought changes in the community through political psychology?
2. In your opinion what is the importance and impact of media on political culture?
3. How media can remove the political stereotypes from the society?
4. Why Pakistani media has failed in developing a strong sociopolitical institution

### **Participants**

After getting the consent forms of participation signed by the participants the participants were equally divided into two groups. Two focus groups were conducted in which the participants were equally divided into eight, for each group. Each of these two groups had four males and four females aged 18-24 years. All belonged to various departments of the University of Karachi and were chosen using purposive sampling. The participants were informed before the start of the interview that they would be asked questions pertaining to romantic relationships and commitment and they were assured of complete confidentiality. The participants' names were changed to numbers and the gender denoted by the letter M for male and F for female which were noted against the numbers assigned to each participant hence M1 would imply male participant with code 1. Participants are also called interviewees in this study. There were two focus groups, each was headed by two researchers. The interviewees identities have been codified from 1-14 with the males being coded as M and females being coded as F. Group 1 comprised of interviewees from numbers 1-8 with 4 males and 4 females, hence males in group 1 were M1, M3, M5 and M7 and females were F2, F4, F6 and F8. Group 2 comprised of interviewees or participants where males were M11, M13 and M14 whereas females were F9, F10 and F12. Both groups data have been cumulatively reported in the study, so that it becomes one big group with participants from F1-M14.

## **Data Collection**

A structured interview was rendered and data was collected from this, the interviews lasted approximately two hours. The research was divided into two groups, each headed by two researchers; one would be carrying out the bulk of the interview and the other transcribing. The interviews were bilingual that is in English and Urdu both, depending on the comfort and the comprehension level of the interviewees. The interview was carried out based on extensive literature review on media and political psychology. A standardized demographics form was made which took the following information from the participants:

Date of birth, Gender, Qualification, Family monthly income, Mother tongue, Place of and province to which they belong

An optional blank was left for interviewees to write on if they had any comments, which was to be given to them after the interview.

The structured interview comprised of the following questions:

1. How developed countries brought changes in the community through political psychology?
2. In your opinion what is the importance and impact of media on political culture?
3. How media can remove the political stereotypes from the society?
4. Why Pakistani media has failed in developing a strong sociopolitical institution?

## **Data Analysis**

Transcription of the interviews was verbatim from the structured interview questions. The initial categories or demographics and the structured interview was analyzed by the supervisor. Factors such as basis of a romantic relationship, what makes a relationship successful, role of commitment, significance of the knowledge that the partner is committed, role of family, peer pressure, and role of religion in the level of commitment were explored. A single author was conducting the study under the guidance of a supervisor.

## **Results**

In the present study the findings are presented from factors such as basis of changes in the community through political psychology, the importance and impact of media on political culture, media role in eliminating the political stereotypes role of media in developing a strong sociopolitical institution. All fourteen are taken as one group and then the most mentioned response is reported in the following aspects of study with the highest rated one being mentioned in the beginning and lowest rated one at the end.

### **Bringing change in community through political psychology**

This thematic unit refers to the factors that were responsible in forming the basis of importance of political psychology for positive attitude. From the fourteen who took part in the interview five people namely F3, M3, F8, F9 and F10 said high literacy



rate formed the basis of the positive political attitudes, whereas six (F2,F5, M4, M8,M11 and F12) stated that trust and belief on leadership was something that was intrinsic in developing positive political attitudes. F1, M1, F6 stated that sense of security for life and property was what formed the root of the developing positive political attitudes.

### **The importance and impact of media on political culture**

The highest response was for manipulative ability, where eight out of fourteen participants unanimously agreed that it was one of the most important factors in effecting political culture. Seven participants mentioned power of credibility as media has been ruling minds for the last few decades .Biased in concealing the facts according to the demand of higher-ups was another factor which was mentioned by three of the participants. Another five mentioned media plays a vital role in igniting a situation where people are naive and have very little information of the facts and figures.

### **The role of media in eliminating the political stereotypes**

This thematic unit referred to the role media played in eliminating political stereotypes. Political stereotypes refer to the fixed ideas and selected mind constructs related to political system and politicians. Twelve out of fourteen participants stated that media does not help in eliminating stigmas or stereotypes but it creates negative image of the present political system and political leaders. F12 and M4 stated that the dual standards of the media actually confuse the people and they actually do not know interpret and analyze the messages delivered by various political leaders.

### **The role of media in developing a strong sociopolitical institution**

This thematic unit deals with the question as to how important is media role in contributing in the development of a strong sociopolitical institution. All fourteen participants felt that it was highly imperative for any developed country but not in Pakistan .As here in Pakistan, the media is used more for exploitation purposes rather than developmental. However the discussion veered into another dimension, which was that majority of the participants felt that if Pakistani media was given freedom and autonomous control the political scenario might appear to be quite different and positive.

### **Discussion**

Media in the past era has developed a state that where not only we have developed threat to our lives but also to our religious identity. The way 9/11 event has been projected worldwide it has brought a huge impact on the political scenario of all the Muslim countries especially Pakistan. The globalization of economics, politics, and human affairs has made individuals and groups more ontologically insecure and existentially uncertain. One main response to such insecurity is to seek reaffirmation of one's self-identity by drawing closer to any collective that is perceived as being able to reduce insecurity and existential anxiety. The combination of religion and nationalism is a particularly powerful response ("identity-signifier") in times of rapid

change and uncertain futures, and is therefore more likely than other identity constructions to arise during crises of ontological insecurity. Catarina (2004)<sup>35</sup>

Media has a very strong impact in forming a connection between the public and the political leaders. Since it has a power of verbal expression and communication it can change the mind set of people. It all depends how the media plays its role if it communicates in a healthy way it will bridge the gap between the public and stakeholders. According to Scamell (1995)<sup>36</sup>, importance of communication is just like heart in human body. The communication function in political marketing deals with exchanging information with the internal (party members) as well as external stakeholders e.g. voters, media, pressure groups etc. with an intent to inform, remind or persuade Kotler and Kotler, (1999)<sup>37</sup>. According to Wortman (1989)<sup>38</sup> and Harris (2001)<sup>39</sup>, communication function deals with designing contents of political campaign and future programs, interpretation of complex political jargons, spreading of political ideas and simplification of political messages. It interacts with campaign delivery aspects of distribution function, prescribes a dialogue and provides a medium for exchange. In such circumstance if the media fabricates or manipulates the facts and figures it may flare up the public and develop the worst political scenario. This is exactly what is happening as the media has been commercialized too much the mind set has become to sell the hot news and increase the viewer ship of their channels.

In Pakistan, political parties have lack of coordination and integrated communication within themselves; different members give contradictory statements regarding various issues which create ambiguity in the minds of voters (Hussain, 2008)<sup>40</sup>. Therefore, an integrated communication (IC) mechanism needs to be put in place to display a single face of the political institution(s). In external communications, understanding of the voters' characteristics (e.g. needs and wants, literacy levels, values, opinions, familiarity, favorability) is very important. Due to illiteracy and poverty, the rural voters (the major electoral constituency) had been more vulnerable to deceptive communications in the past. They believed in the loquacious speeches and promises of their leaders and made adverse selections mostly. But now times are changing and their political wisdom is increasing in part due to the information revolution. Consequently, such parties need to rationalize their messages so as to develop trust of their voters in the party and themselves. The urban segment needs to be approached through mass media with more logical/rational arguments rather than making inspirational or emotional appeals all the times. The Media can play a vital role in developing an understanding of the political leaders, policies and present state of affairs of the country. It seems that the media does not play the role of communicating hope rather it highlights the most awful and devastating facts of the governing bodies which leads to dissatisfaction

<sup>35</sup> Catarina Kinnvall Political Psychology Volume 25, Issue 5, pages 741–767, October 2004

<sup>36</sup> Scamell, M. (1995). *Designer Politics*. Basingstock: Macmillan.

<sup>37</sup> Kotler, P., & Kotler, N. (1999). Political Marketing. In B. I. Newman, *Handbook of Political Marketing* (pp. 3-18). Sage, Thousand Oaks.

<sup>38</sup> Wortman. (1989). *Political Marketing: A Modern Party Strategy*. Florence: European University Institute.

<sup>39</sup> Harris, P. (2001). To Spin or Not to Spin, That is the Question: The emergence of Modern Political Marketing. *Marketing Review*, 2, 35-53.

<sup>40</sup> Hussain, A. (2008). *Scope of Political Marketing*. Retrieved 08 13, 2009, from Research Gate Scientific Network: [https://www.researchgate.net/profile/Aftab\\_Hussain](https://www.researchgate.net/profile/Aftab_Hussain)

The deteriorating economic conditions, unemployment and lack of freedom of expression within society are all pertinent factors responsible for the growing number of radicals despite the withdrawal of state patronage. The situation is projected many times worst by the media than what actually exists. The participants were of the belief that the media just provides with the information related to the problems being faced but in reality do not give solutions to reduce the insecurities and fears. In the past media had played a pivotal role in flinging the past few governments.

The Nation has suffered a lot in the past few decades and has developed a negative mind set for the political leaders and the system. A justified source of erroneous thinking could be related to Fundamental attribution error, the tendency to interpret others undesirable behavior in terms of internal dispositional factors as compared to external environment constraints. This could be due to the reasons that the way the policies and politicians are negatively portrayed by the media. The public strongly believes that their country is cursed only because the leader is not capable and completely overlook the world wide political change which are affecting a lot of third world countries.

Several of these processes could also result from lack of empathy and inability to understand others keeping in view their personal interests. The media also projects and exaggerates the injustice being done to the common man. Since every human being is hedonistic will only think of themselves and not how their actions could effect the unity and strength of their country.

Media's motivated biases could result in wishful thinking hence forget over looking the true facts and figures and waiting for positive outcomes and miracles to happen.

Different viewers have access to different channels hence leading to misinformation and misconception. People are very sensitive towards their personal gains if their needs are fulfilled they will have a positive view of the political system and would filter only positively relevant information through media and vice versa.