Public Perception of Media Role

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Abstract

Present study is on public perception of media role specifically focusing the issue of judiciary in Pakistan that was broke out in 2007. Media in Pakistan being the important pillar highlighted the issue and played a very constructive role in restoration of judiciary. This study focused on the aspect of media's role i.e, to what extent media gave importance to the issue, but this role has been investigated through public perception on the basis of voluntary, non-probability sample of faculty from federal based universities. The problem statement was, did media play the same role as what people perceived about it through it's coverage of issue of judicial restoration? Results indicates that public perception was mostly in the favor of a notion that media specifically newspapers highlighted the issue in a much better way and the coverage was constructive towards restoration. So it is recommended that media not only provide information to general public but it can be used as a tool to mobilize people for specific issues in bringing up a change in the society.

Key Words: Newspaper's role, Public Perception, Constructive Coverage, Judicial Restoration

1: Introduction

Media as fourth pillar of state and an important agent of society serves for public by providing them basic knowledge and information on all aspects of a single issue or on various issues of national and international level. It not only provides information and updates on various issues and happenings but it also gives a direction to public for making up their judgments and perceptions. Previously it was impossible to mold public opinion for certain issues through media, and people living in different societies were unaware of the happenings of the world and of their concerned societies, but with the advent of technological revolution and development of journalism specifically made it possible to inform general public no matter where they are living and to whom they belong. Journalism has evolved as the major element of media to inform people living at every echelon of society which help them for making up certain perceptions regarding certain issues.

In the age of information revolution media exceeded the physical boundaries of the world's states and citizens of present world are now aware of all the happenings. Turning the whole world in to global village made it possible for people to have the information on each and every aspect and this is only possible through the media of present era, when there is no restriction on information accessibility on different issues of importance, similarly people have access on all types of information of their choices.

Media is able to set its schema to produce desired effects with in the society or for the people living in that specific society. Whatever media present, what it intend to promote and making some issues as the important of all. According to Maxwell & McCombs, media (mainly the news media) is not only successful in telling us what to think but they are stunningly successful in telling us what to think about (McCombs, Maxwell, 2005). Similar is the case in public perception, people form perceptions according to what media present to them.

Perception plays very important role in making some issues important and some unimportant, this is due to many reasons; sometimes perceptions are affected by lots of other things. According to Severin (2001), different psychological factors influence perceptions and they include past experience, cultural expectations, motivations, moods, needs and attitudes. According to Feldman (1999), "Perception is the sorting out, interpretation, analysis and integration of stimuli involving our sense organs and brain".

Whereas Social Perception means that how we make sense of social world, this is related to phenomenon that how we make impressions of and make inferences about other people. Severin (2001) further suggests that different people react to same message in a very different way, and this is all related to the process of decoding; that how people process specific information. But sometimes exposure to selective content on media plays a very significant role in making up perceptions towards certain issue, according to Turner and West (2007), Selective exposure "is a method for reducing dissonance by seeking information that is consonant with current beliefs and actions".

Chan (2007), described the role of media in guiding public opinion, he mentioned that guidance of public opinion is more indirect, flexible and subtle way of dealing with public opinion**.** He further elaborated that media's role in guiding public opinion is somewhat related to the concept of propaganda by shifting the focus on "what people think" to "what people think about". This is the main hub of media, to give issues to public for what they think and act accordingly of the perceptions they have and in many cases what media give them direction to perceive and act on. Societies are affected by the function of media for providing information, but this could vary from individual to individual. It can be related with the need for orientation which is a cognitive action of an individual about certain topic or issue.

Media could be strong enough through its surveillance function, and it can have a very strong impact through contemporary news media. Media's functions also include socialization function which is to transfer specific culture among people of the society. A journalistic function of media is to provide information on each and every aspect of all issues of the globe at doorstep of the target audience. Due to this fact media can influence the public opinion and perceptions very easily, because in this era of technological revolution generally public rely on media for immediate and actual information of the surroundings, therefore pubic can easily be influenced from the content of media and it becomes very easy to mold and influence the general public opinion in a dimension and direction where media wants to. In present era media is a tool by which one could control the minds of people or could produce the climate of harmony. But sometimes media can produce conflict between different societal groups and the result would be in the shape of instability within the society or vice versa. This can relate to media construction of social reality, that how media is successful in constructing some important aspects of reality out of no where, or sometimes from the facts and happenings that go unnoticed in society. Again this is very important role of media to construct certain aspects on one issue or more than one issue and then to present in front of public to make certain perceptions accordingly whatever media constructed.

There are different roles of media including; providing education, entertainment, information in addition to the role of gate keeping which is to keep a check and balance that which information is passing by and which is not. This study is related to media's informational role in the form of news to audience with special emphasis on the issue of judicial restoration. This study includes the important element of public perception; according to Lahlry, (1991) Perception has been defined as the process by which we interpret sensory data. Present study specifically focuses on the extent in which media is successful in producing an impact regarding the judicial issue among the individuals of the society, in such a manner that individuals of society took up this issue and responded as media wanted them to respond. In short, this study has investigated how people perceived the issue and to what extent their perceptions match media's coverage of judicial crisis, either media covered the issue as people perceived or not; in addition to what role it had played specifically with the perspective of Judicial Restoration in Pakistan.

In Pakistan; Judiciary as the main pillar of state has been suffering from time to time at the hands of political regimes in Pakistan. It has not been flourished in the country as it should have. This study focuses on the aspect of judicial crisis in 2007, when the former President General Pervez Musharraf took an independent decision to dismiss the judiciary on March 9th, 2007 and as result Justice. Javed Iqbal appointed as Chief Justice of Pakistan. According to Kumar (2007), "Chief Justice Iftikhar Mohammed Chaudhry of Pakistan has created history by defying the chief executive of a country in which judiciary was always suppressed by the chief executive, or else it played a subservient role of its own accord. And the game of suppression began much before the first military coup in 1958". (pg: 1)

For this specific issue all lawyers associations took a stand against the judicial dismissal through out the country, with the passage of time when political parties came into play and they joined hands together for the restoration of judiciary and the Chief Justice of Pakistan. In this specific scenario media played a vital role in covering the issue. Therefore the focus of this study is about the media's role in producing a climate where people have better understanding of the issue or not. This study focused the aspect that to what extent media is successful in producing an impact among individuals of the society, specifically for the purpose of Judicial restoration, and to see whether media played the same role that people perceived about it through it's coverage of judicial crisis.

According to Silverblatt (2004) media is a social institution and "a social institution is an organization that is critical to the socialization process; it provides a support system for individuals as they struggle to become members of a larger social network". The reason to choose this dimension of study because much of work has been done on media, but the greater portion is related to media's impact and its relation with election campaigns. This is timely study focusing the role of media in covering the judicial restoration typically related to long march, and how people perceived it.

Again this is related to the fact whether media always played the same role what people perceived in their minds regarding judiciary issue. In addition, judiciary being the important pillar of state suffered for a specific period of time, and this study will explore the fact that how media is important in taking stands and reverting decisions on some important and critical issues of national concern. This study actually explored the power of media and communication in specific setting.   According to McCombs and Maxwell (2002), "The power of the news media is to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence". This is obvious that news media is immensely powerful in guiding public opinion towards specific direction or it could be like this to change the perception of people in some specific way so that people can start thinking or perceiving in a way media want to.

Wakefield, et.all. (2003) conducted a research on the ways through which youth affiliate themselves through the advertising and product placement in movies and television through which they become attracted towards smoking. According to researchers, "Television and radio are the media to which most teenagers are exposed, but newspapers frequently set the agenda for what is reported later in the day on television, so that the synergy between print and electronic news is important, and newspapers serve as an accessible proxy for all news reporting". According to Gerald & Stephen (1997), media's role as watch dog is the important of all, but with the erosion of public's faith in mass media has initiated the debate that still people think media role as watch dog or not?

Media's role is mainly important in not only providing information to general public but also in making or bridging up a gap between two different ends of an issue. What media is presenting is not important, but the angle with which it is covering and through which perspective it is performing its role is important. Another important variable of the study is Public Perception, is what people perceive about certain event, issue, organization, state, or anything in a ray of knowledge, information, cultural background or past experience they have. Diana (1989) discussed the role of perception in making public opinion and this is related to the perceptions of the others which help and influence public opinion formation. Vallon, Rose & Lepper (1985), studied the biasness of media coverage on two sides by taking and analyzing the equal sample of both pro-Israeli and pro-Arab partisans. In this study they have clearly stated that media is responsible in making out of certain perceptions that could be either in favor or against.

2: Methodology

The aim of the study is to find out whether the media play the same role that people perceived about it during it's coverage of judicial restoration.

And the study, conducted on the basis of two objectives i.e, to find out media's role through its coverage and to find out the relationship between issue's prominence in the newspapers and public perception.
Research questions and hypotheses of the study are as follows.

2.1: RQ1: What people think about newspaper's role?
2.2: RQ2: How the prominence of issue can change the public perception in favor of restoration?
2.3: H1: People considered newspapers role as positive during long march on judicial crisis.
2.4: H2: Public perception was greatly influenced by the prominence given by the newspapers in favor of restoration.

Instrument was developed and distributed among the sample whereas sample was selected using convenient sampling from the Social Sciences faculty working in four federal based universities. Data had been taken regarding the actual number of social sciences faculty from the related websites of universities, these universities include; International Islamic University and the total Social Science faculty working at IIUI– 44, actual questionnaires received were 22 which makes exactly 50 %. Allama Iqbal Open University and the total Social Sciences faculty – 64, actual questionnaires received were 32 which makes 50% of the respective university. National University of Modern Languages: total Social Sciences faculty – 36, actual questionnaires received were 18 and this is of 50 % of the faculty members. Quaid-e-Azam University: total Social Sciences faculty – 60, response rate was minimum from QAU and the questionnaires received were 21 instead of 30 which make only 31% of the sample from QAU, and this is due to the reason that most of the faculty at QAU were on summer break for 2009.

Questionnaire was comprised of closed ended questions to know the *Public Perception*, which is an important variable of study and it was further broke down for data analysis. A pilot study was conducted with a sample of 20 faculty members of different universities, and with minor changes in the instrument a final questionnaire was developed by having 22 questions in all along with demographic information just to know that to which level people tend to read newspapers.

First five questions were based on the fact to know that for many days people read newspapers, which section they read preferably in newspapers, how much time they spend, which newspaper they read and which source of news they prefer most. Next six questions are all related to that which news story they prefer to read and where the respondents like to read the newspapers, i.e. either at home, library or office., rest of 11 questions have been divided in to three main categories of time frame, these are *Prior to Long march, Long March, After / Post Long March.* 11 questions which were asked were than further distributed in the upper mentioned three divisions on the basis of further break down of main variable of *Public Perception* in to four sub-variables: *Public Perception on Media Coverage / Issue Salience, Public Perception on News Paper slant, Educational role of Press on Judiciary Restoration,* and *Media role as Savior.*

3: Results and Data Analysis

A survey was conducted to evaluate the public's perception about coverage given by newspapers during long march. Main variable of the survey included Public Perception; this variable was further broke down in to *Public Perception of Issue Salience (*importance of media coverage), *Public Perception on Newspaper Slant, Educational role of Newspaper, and Media role as Savior.* The questionnaire was developed which included questions related to all these sub-variables mentioned above, and after getting responses from respondents of four selected Universities; results were tabulated using SPSS.

Reliability of the instrument was determined through statistics involved in SPSS, Case processing summary shows that there were total 93 respondents and there were total 11 questions and they were all related to public perception, it did not include the demographics and reading habits of the respondents. Reliability statistics showed that Cronbach's alpha is 0.704, as the minimum value of reliability is 0.7, therefore the instrument on the basis of which data was collected and results were tabulated falls within the criteria of reliability. Frequencies were determined for each and every question to know the extent that how much respondents were in favor or against of the statements, there were total 25 questions including demographics in questionnaire. Total respondents from four selected capital based federal government universities were 93. And they were from Social Sciences faculty. The frequencies and the percentages of each and every respondent were determined for the questions developed as tool.

Respondents participated in survey had different levels of working ranged from professor to lecturer, out of 100% total 1.1 % was related to Professors participated in the survey, 2.2 % were at the position of Associate Professor, whereas 15.1 % were Assistant Professor and finally 81.7 % were lecturers. The frequency of the respondents from each university was tabulated according to SPSS criteria and there were total 23.7 % respondents participated from International Islamic University, 35.5 % from Allama Iqbal Open University, 19.4 % from National University of Modern Languages, whereas 21.5 % were respondents were from Quadi-i-Azam University and this is according to the criteria of selecting sample size from four universities on the basis of having 50 % sample of each stratum and that purely depend on the number of faculty members have in the faculty of Social Sciences for each university.

Respondents participated in survey were from different age groups, 55.9 % were from the age group of 25-30, 19.4 % were from the age group of 31-35, 17.2 % were from 36-40, 6.5% were from the age group of 41-45, and only 1.1 % respondents were from the age group of 51 & above. This shows the number of young faculty working in different universities but they are all lecturers. The sample size was not selected on the basis of gender but to know that how much number was participated in survey percentage was determined and out of 93 respondents, 39.8 % were males and 60.2 % were females, this shows that greater proportion was from female population. Newspaper reading is one of the important factor which is essential to know the public perception and then to compare with coverage given by newspapers.

Therefore a question was being asked to know the reading habits of respondents and according to the results total 53.8 % people read newspapers daily, 20.4 % people read newspapers twice a week, 6.5 % people read newspapers read newspapers thrice a week, while 8.6 % people read newspapers four times a week, whereas 10.8 % people read newspapers on weekends only. Total time spent in reading newspapers were categorized, and mostly respondents i.e, 41.9 % or 39 respondents usually spent 10-15 min in reading newspapers, whereas 33.3 % or 31 respondents read newspapers for 16-20 minutes, 17.2 % or 16 respondents spent 21-30 minutes for reading newspapers, only 2.2 or 2 respondents marked the option of spending time having 40-46 minutes, whereas 3.2 % or 3 respondents spent more than an hour for reading newspapers.   Question pertaining to which section of the newspapers respondents usually read, the results were tabulated and finally it was explored that 67.7 % respondents usually read news content, 24.7 % respondents read editorials, and 4.3 % respondents showed interest in reading letters to editors. Survey explored different newspapers read by respondents because they were given with multiple options.

It was determined that 40.9 % respondents reading Daily Dawn, 28.0 % respondents read The News, 26.9 % respondents read Daily Jang, whereas only 4.3 % or just 4 respondents read Daily Express. According the survey, respondents marked different options for news sources which they prefer most to rely on, and it illustrated that 52.7 % respondents prioritize television as news source, while 34.4 % respondents marked newspapers as source, while only 12.9 % respondents rely on internet as news source. In a question, total five options were asked and respondents only marked three sources, those five included television, radio, internet, newspapers, or one option of any other. Reading political news is one of the main elements which showed interest respondents in political arena or current affairs. According to the statistics, 6.5 % respondents read political news very often in the newspapers of their choice, 3.2 respondents did not read political news in news papers where as 35.5 % respondents read political news to some extent. 31.2 % respondents greatly read the political news, and finally there were 23.7 % respondents read political news very greatly in news papers of their choice.

Respondents were also asked that how much they use to read economics news in newspaper, and finally 22.6 % said that they read often, 10.8 % do not read economics news, 43.0 % said that they read political news to some extent in newspapers, 16.1 % respondents said that they read economics news greatly where only 7.5 % respondents said that they read economics news in newspapers very greatly.

According to the data collected at the end of survey, 8.6 % respondents said that they read educational news very often, 4.3 % said that they do not read any kind of economics news, 24.7 % respondents said that they read educational news very greatly. In a question regarding the reading habits in their offices, this was a negative statement and 25.8 % respondents said that they read newspapers in offices, 7.5 % respondents read very greatly newspapers in offices, 14.0 % respondents marked the option that they read newspapers at their offices to some extent, whereas 43.0 % respondents said that they do not read newspapers in their offices which proves the negative statement that mostly respondents prefer to read newspapers at other places instead at office. Whereas 18.3 % respondents said that very often they read newspapers at home, 2.2 % said that they do not newspapers at home, whereas 14.0 % said that to some extent they prefer to read newspapers at home, and 41.9 % respondents greatly prefer read newspapers at home, and 23.7 % respondents said that they very greatly they read newspapers at home. Overall, if we just add the responses of greatly and very greatly then it shows that 55.9 % respondents used to read newspapers at home.

A question was asked to know that how much sample read newspapers at library, according to the statistics 17.2 % respondents said that they often read newspapers in library, while 34.4 % respondents said that do not read newspapers in library, 38.7 % said to some extent that they usually read newspapers in library. 5.4 % respondents greatly read newspapers in library, whereas only 4.3 % respondents marked the option of very greatly to read newspapers in library. Placement of pictorial representation related to judiciary restoration also determines the importance. Pictorial representation is one of the main attribute which highlight the importance of any issue or of news. A question pertaining to pictorial representation was asked and the importance of issue in newspapers, respondents were provided with five options of likert scale to answer the question. Only 1.1 % respondents were disagree from the statement, similarly 1.1 % respondents strongly disagree from the statement, 12.9 % respondents were neutral while filling the questionnaire, 53.8 % respondents were agree to the statement and 31.2 % respondents said that they strongly agree. Collectively if the responses of strongly agree and agree would be combined, the cumulative number is 85 % responses and this is in the favor of statement of issue.

Coverage is the important variable of this study; therefore to know the perception of sample respondents were asked to mark options ranging from strongly agree to strongly disagree. According to the results 3.2 % respondents were disagree form the statement, 1.1 were strongly disagree, 17.2 % were neutral, a big proportion of 60.2 % respondents were agree with the statement while 18.3 % respondents were strongly disagree. The 4.3 % is the cumulative percentage of respondents, who are not in the favor of statement, whereas 78 % respondents are in favor of the statement that coverage of newspapers was constructive towards the judiciary restoration.

A question was asked to know that whether news treatment was in support to government during the issue of judiciary or not, in fact this was a negative statement and mostly respondents gave the same answer which was according to the desired criteria of present research. 17.2 % respondents were agreeing, only 1.1 respondents said that they strongly agree with the coverage in support to government during judicial crisis, whereas 26.9 % respondents stayed neutral. 39.8 % said that they were disagreeing and 15.1 % respondents were strongly disagreeing with the statement. In total 55.9 % respondents were against the statement which proves that mostly respondents believed that coverage was not supportive to government.

The statistics showed the percentage of the question being asked about that whether newspaper reported and highlighted the issue better during long march. Statistics showed that 8.6 % were disagreeing, there was none of the respondents who actually strongly disagreed with the statement, whereas 14.0 % stayed neutral, 50.5 % were agree and 26.9 % were strongly agree. Overall 77.4 % respondents were in favor that newspapers highlight and reported the issue in a much better way during long march. Giving epic image in the newspapers is in fact giving the heroic position to specific figure, so a question was being asked about the epic image of judiciary as presented by newspapers and according to the results tabulated 5.4 % respondents were disagreeing from the statement, only 1.1 were strongly disagreed, 21.5 % stayed neutral, 49.5 % were respondents were agree while 22.6 % respondents said that they were strongly agreed with the statement. Therefore statistics showed that total 72.1 % respondents were in favor of the statement that newspapers gave the epic image of judiciary.

Results showed the data of question being asked regarding the credit given to newspapers for restoration of judiciary, 6.5 % respondents were not in the favor of statement, only 4.3 % were strongly disagreed, 32.3 % stayed neutral, 35.5 % were agreed and 21.5 % respondents were strongly agreed with the statement that much of the credit goes to newspapers for restoration of judiciary. Therefore overall 57.0 % respondents believed that judiciary restoration was because of newspapers coverage. A question was asked directly related to public opinion about the newspapers usually and frequently read by respondents, statistics show that 3.2 % were disagreed, 23.7 % stayed neutral, 46.2 % were agreed and finally 26.9% were strongly agreed and they believed that newspapers are responsible in molding public opinion successfully towards judiciary restoration. Overall, 73.1 % were in favor of the statement and they believed that newspapers coverage was actually responsible in molding public opinion towards restoration which shows the importance of newspapers coverage and its impact in molding public opinion.

A question was asked that whether newspapers reported the issue as being neutral or not. 30.1 % respondents were disagreed, 7.5 % respondents were strongly disagreed, and 30.1 % stayed neutral, whereas by adding the responses of agree and strongly agree, the cumulated answer is 31.3 %. It shows very interesting relationship between the responses in favor and against, there is very little difference between the two; 37.6 % respondents are in favor of the statement that newspapers reported the issue of judiciary as being neutral; on the other hand 31.3 % respondents were against of the statement. As newspapers are the important agents of change in the society and they can change the public opinion and they can inform people of every strata by providing the latest information at the doorstep of its readers. A question was included in the instrument regarding the role of newspapers for the role of information for making public aware about the issue of judiciary restoration at the time of long march. After tabulating the results of responses on the role of newspapers that newspapers were actually responsible in making public aware about the issue or not. Only 7.5 % respondents showed disagreement with the statement, 10.8 % stayed neutral, and collectively 81.7 % respondents said that newspapers coverage was responsible in making public aware about the issue. This is greater number of respondents in the favor of statement.

A question was asked that newspapers were actually involved in mobilizing people in favor of long march. 10.8 % respondents were against the statement, 3.2 % were strongly disagreed, 9.7 % stayed neutral, 44.1 % were agreed and 32.3 % were strongly agreed. Therefore the overall response in favor of the statement by adding the scale of agree and strongly agree is 76.4 %.

Finally a question was asked regarding that at the time of long march people were more informed or not, in against 9.7 % respondents marked the option of disagree, 18.3 & stayed neutral, 45.2 % were agreed with the statement whereas 26.9 % respondents said that they are strongly agree with this that people were more informed at the time of Long March. After compiling the data, it was find out that results and the percentage of responses support the study.

Following are the hypotheses which revealed results as per following.

3.1: *H1: People considered newspapers role as positive during long march on judicial crisis.*

To prove or disprove this hypothesis, people considered newspapers role as positive during long march on judicial crisis, Chi-Square was used for the analysis.

Table 3.1: Chi-square table of indicators

Indicators	Expected N	X²	Df
Better reporting during L.M *	23.3	38.914	3
Epic Image	18.6	67.376	4
Informed people at L.M *	23.3	25.667	3

L.M = Long March

There were total three indicators to test this hypothesis and the collective chi-square table is as follows for all three indicators.

Statistics shows that number of responses for the statement that newspapers reported and highlighted the issue in a much better way during the period of long march, were 23.3 % for the question, 8 respondents were disagreed and the difference between expected response and disagree is -15.3. Numbers of responses for neutral were 13 and the difference between expected and neutral responses was -10.3. Difference between responses of the option "agree" and expected responses was 23.8. Whereas the difference between expected number of responses and observed value of strongly agree was 1.8.

Chi-Square(38.914, N=93, df = 3) Results showed the value of Chi-square is 38.914, whereas the degree of freedom is 3, which means that most of the responses are in the form of three big clusters. 47 respondents said that they were agreed with the statement that newspapers highlighted and reported the issue in a much better way, the expected value for the statement is 23.3, whereas chi-square is 38.914 which strongly approved the hypothesis i.e; people considered newspapers role as positive during long march on judicial crisis.

Statistics shows the results of responses for the statement that newspapers gave epic image of judiciary; the observed response was 1 whereas the expected responses were 18.6, the difference between observed and expected responses were -17.6. Observed responses for disagree were 5, expected responses were 18.6 whereas the difference between observed and expected responses were -13.6. 20 responses according to the table stayed neutral and the difference between expected and observed responses is only 1.4. Statistics showed that 46 were observed responses for the option agree but the difference between observed responses and expected responses were 27.4. Similarly 21 were observed responses for the option strongly agree and the only difference for this option between observed and expected responses were 2.4. Chi-Square (*67.37, N=93, df=4)* the expected value as mentioned above is 18.6 which is less required value for the indicator, which also approves the hypothesis that newspapers gave epic image of judiciary during long march.

For the indicator i.e. newspapers had role in mobilizing people in favor of long march, the observed responses for strongly disagree are 3, whereas expected responses were 18.6 while the difference between them is -15.6. Similarly the observed score for disagree are 10 and the expected score was 18.6 but the difference between the two is -8.6. The observed responses for neutral are 9 and the difference between the expected and observed responses are -9.6. Similar is the case with observed agree responses are 41 and the residual is 22.4, responses for strongly agree are 30 and the residual between observed and expected value is 11.4. Whereas *Chi-Square(55.978 , N=93, df = 4)* the expected value is 18.6 and the chi-square is 55.978 which does not approve the statement as the chi-square is less than the actual responses got from the data. Hence it strongly approved the hypothesis.

3.2: H2: Public Perception was greatly influenced by the prominence given by the newspapers in favor of restoration.

To test this hypothesis Chi-Square was used to compile the results for the questions pertaining statement particularly for public perception. Chi-Square was applied for each and every indicator related to this specific hypothesis.

Table 3.2: Chi-Square table of indicators

Indicators	Expected N	X²	Df
pictorial representation	18.6	94.473	4
Constructive Coverage	18.6	105.441	4
N.P credit for restoration	18.6	38.237	4
Opinion about your N.P* for reporting	23.3	34.613	3

* N.P = Newspaper

Table shows the observed and expected responses of respondents for the indicator i.e. placement of pictorial representation related to judiciary restoration also determines the importance of issue, according to which the observed value for the response of strongly disagree was only 1, whereas the expected number of response was 18.6 and the difference between observed and expected number of responses were -17.6. Again the observed number for the response of disagree was 1, and the difference between observed and expected values were -17.6 which is the same as observed in the case of strongly disagree. Observed number for neutral responses was only 12, and the difference is -6.6. Similarly observed numbers of responses for agree was 50 which is the greater number in any kind of response, but the difference is 31.4. Difference between observed and expected values was 10.4 but the observed values were 29. *Chi Square (94.473, N=93, df=4),* the expected value is -17.6 shows the significance of hypothesis.

The observed numbers for responses for strongly disagree for statement i.e. coverage of newspapers was constructive towards judiciary restoration, was only 1 whereas the expected number for the response was 18.6 and the difference between expected and observed numbers of responses were -17.6. For disagree the number of observed responses was only 3, and the difference between expected and observed numbers were -15.6. Similarly, 16 was the observed number for neutral and the difference between them is -2.6. Observed number for the response agree was 56 and the residual was 37.6, whereas the number of responses for strongly agree was 17 and the difference between them is -1.6. Chi-Square (*105.44, N=93, df=4),* whereas the expected value was 18.6 and this is strongly in the favor of the indicator which further determines the approval for the hypothesis.

Similarly for the indicator i.e. In your opinion, newspapers you read, reported the issue of judiciary restoration as the important issue in the history of Pakistan, the observed responses for disagree was 3, for the expected value was 23.3 and the difference between the two was -20.3. Similarly 22 was the observed number for neutral and the difference between them was -1.3, whereas 43 was the observed responses for agree and the residual between the expected and observed value was 19.8, and 25 was the observed number for strongly agree and the difference between them is 1.8. The overall responses for agree and strongly agree were 68, who are in the favor of statement. Whereas the Chi-Square (*34.613, N=93, df=3)* which is more than the expected value and it further supports the hypothesis. Statistics strongly approves the hypothesis that public perception was greatly influenced by the prominence given by the newspapers in favor of restoration. Obviously the above mentioned question was related to the newspapers and its function in molding the public opinion towards restoration, therefore prominence is the main thing that emphasized the importance of the issue and if newspapers are giving much of their space to the issue in order to place it according to the importance then it has been proved from the above statistics that placement of an issue is determined with the placement and space given by the newspapers to an issue.

For another indicator that newspapers were actually responsible in making the public aware about issue, the Chi-Square (*44.591, N=93, df=)* and the observed disagreed responses were 7, this has been subtracted from the expected values of 23.3 thus the difference between them is -16.3. 10 are the observed neutral responses and the residual is -13.3. Similarly agreed responses were 47 and the residual is 23.8. Whereas the actual observed responses for strongly agree were 29 and the difference between expected value and the observed value is 5.8. As chi square is greater than the expected value of 23.3, hence the statement is highly significant. To prove or disprove hypothesis a statement pertaining that at the time of long march people were more informed, it was tested on the basis of chi-square and found out that Chi-Square (*25.667, N=93, df=23.3),* the observed responses for disagree was 9 while the residual is -14.3, the neutral observed responses were 17 and the difference was -6.3, for agreed the observed value was 42 whereas the residual was 18.8 similarly the observed responses for strongly agree were 25 and the residual between the observed and expected value was 1.8.

Therefore it has been proved that public perception was greatly influenced by the prominence given by newspapers in favor of restoration. Because perception was made on the basis of what newspapers showed to public and hence public respond accordingly. Pictorial representation, constructive coverage played a vital role in making public perception in favor of judiciary restoration, as public already had the perceptions in favor of judiciary restoration and prominence of the issue strengthened this perception of people in favor of restoration. Therefore according to the statistics public believed that much of the credit goes to newspapers for restoration and they perceived that whatever the newspaper they read, highlighted the issue of judiciary restoration as the important issue in the history of Pakistan. In short this has been proved that there is a string relationship between issue prominence and public perception.

4: Discussion

This study was conducted to know the public perception of judicial restoration in particular context of long march. Here in the case of judiciary restoration media acted as a mobilizing agent among people but it also creates an impact of having the importance of respective issue. The perceptual theories have been used to determine the perceptions that could play a vital role in the society and could create a stand point among the individuals. Perceptions are very important and one can respond to the stimulus on the basis of whatever perceptions he / she hold., in this study perceptions played a very important role in making judicial issue as the important issue of all. Already made perceptions of people about the issue have been determined through the instrument and then results have been calculated. The objective of the study was to find out media's role through its coverage, and it was attained that mostly people perceived that newspapers gave the epic or heroic image of judiciary in its maximum reporting which compelled people in mobilizing during long march to be the part of it.

Newspapers role is actually to inform people which comes under surveillance function of media and in the case of judiciary restoration newspapers not only provide information to society but it also mobilize people through its active reporting at the time of long march and this is just because of the reason that people had already made their perceptions via continues reporting which again highlighted the importance of media's construction of social reality. And in this specific case media played a very serious role in constructing a reality regarding judiciary restoration as a result of it people started taking the judiciary as the important reality of society. Which again supports the notion that media always creates social realities for different groups living in one society.

To attain the objective of the study which was to find out the relationship between issue's prominence in the newspapers and public perception, statistics were applied and results revealed that public perception is highly affected by the prominence given by newspapers. This is exactly like that newspapers are responsible in making up people's minds and molding up their perceptions in a way media want to, related hypothesis of this objective was approved and results showed that people always made up their perception in favor of judiciary and this was due to excessive reporting and than people's exposure to that reporting.

On the basis of findings it is suggested that to activate people on certain issues and making up their perceptions or shaping up the judgments, newspapers can play a vital role in producing change in society. And that change will be in the form of micro to macro level i.e. from individual level to biggest level of society to influence policy makers and of course people working at different levels that can play a major role towards the betterment of society.

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