



PORTRAYAL OF POLITICIANS IN THE LATE-NIGHT POLITICAL COMIC PROGRAMS DURING ELECTION CAMPAIGN 2013 IN PAKISTAN

Abid Zafar^{1*}, Nauman Sial¹, Liaqat²

^{1*}Department of Media Studies, International Islamic University (IIU), Islamabad, Pakistan

²Department of Media Studies, University of Gujrat, Pakistan

Article Info

*Corresponding Author

Tel: +92 322 5706659

Email Id: aabidzafarwarraich@gmail.com

Abstract

The roots of democracy are highly based on elections where every individual use their rights to select more deserving individuals from society who are more capable to strengthen the system. Media specifically electronic media play active role during election campaigns. It is being used as a double-edged sword which not only informs the people about happenings but also construct specific pictures by cultivating and changing the minds of voters. This study is related to the late-night political comic programs which are broadcasted on different mainstream channels during election campaign 2013 in Pakistan. The study analyses, how media treat different mainstream political parties and their politicians in these comic programs by applying content analysis research method. The researcher used agenda setting theory for approving the hypothesis of the study. The results of this study shows that these political comic programs take more extravagant grounds while targeting the mainstream political parties, their leaders and other politicians satirically.

Keywords

Political Comic Programs, Politicians, Satire, Media and Elections



1. Introduction

In 21st century, media construct the news according to the interest of the elite who try to set different pictures in media for making specific images in society which finally become the pictures and thoughts of the entire societies. The political Parties also use the media for promoting the specific images by getting prominence in viewers which help these parties to vote for the specific political party in elections. It is important to understand that the elite media outlets in modern democracies are mostly owned by some influential groups as well as major political parties of these representative states which try to use the media for getting their own interests by setting different agendas on media. In modern times, the political talk shows, news bulletins and late night satirical programs are highly used to present some political parties and their representatives in satirical way through which specific images are designed to grab viewers attentions for their specific interests.

A genre of literature – satire – has now become the imbed part of political comic programs on TV. These comic programs mortify individuals, society, and politicians etc. in a bid that constructive criticism ought to put the house in order (Khori, 2010). The core target of political satire remains established government as Hogarth avers, “Most of the best satirists have been against the established government”. Political satire is a time-honoured mean to bring not only laugh but

activism also. These satiric can be found in many forms such as editorial cartoons, prose and fake news. Political satire politicizes the humour and eventually results in entertainment from a political point of view. Authoritarian regimes that keep a tight noose over freedom of speech or expression often continue to be the target of political satire with an insurrectionary intent (Guy, 2013).

Pendse (2011) Political satire sees political change as its core goal. The desired change – it is expected by the satirists – will ensue waning of folly, vice and apolitical practice. In order to bring about this change political satire owns and uses a huge arsenal of ridicule, irony and sarcasm etc. The very recent reference to the start of political satire’s trending is found in the USA. Shows like Saturday Night Live, The Simpsons and South Park took the genre to amazing heights of fame and popularity. Alike the USA the very fabric of the Pakistan’s culture has satire as its staple component. Political satire, in Pakistan, made its televised debut in early 1980s when a show – loosely inspired and based on the Saturday Night Live – named Fifty-Fifty was aired. This sketch comedy was rated as one of the best in Pakistan by the critics. If genres of comedy and satire are scored on a scale of influence political comedy scores the highest. Reason being the impact factor, audience tends to develop a special fellowship with such programs and thus let the content of the program carve impact onto the audiences’ minds.

Cohen (1963) stated that the media can't get success in informing its audience by using a policy of what to think, but it can be an effective medium by portraying what to think about. It is considered as a double edged sword and play effective role in setting different agendas by repeating the same contents through by consumers are directly affected by these elements. The gateway to the satirical shows in Pakistan was turned open by the advent of electronic media. Today, almost all Pakistani TV channels air political comedy shows that are also one obvious way to bring high rating to the TV channel. This research tends to study such political comedy programmes on TV in Pakistan in the context of 2013 general elections. Treatment of the content of these shows, goals of the programmes, and techniques used will be explored and analysed.

1.1 Significance of the Political Comic Programs

Four political comedy programs or satirical shows, *Hasb-e-haal*, *Hum sub Umeed Say Hain*, *Khabarnaak* and *Darling* are selected from top three Pakistani private mainstream news channels named Geo News, Dunya News and Express News. The main focus of selecting these programs is to evaluate the formats of the political comic programs. To explore the techniques of these programs used to form people perception about politics. To examine that how these programs have portrayed the political parties during election campaign 2013 in Pakistan. To explore that which party is covered the most and to explore whether the information provided by political comic programs is in the favour of political parties or not.

From these four comic programs, two of them named *Hum Sub Umeed Say Hain* and *Khabarnaak* are broadcasted on Geo News in different days of the week. Geo News was launched in May 2002 by Jang Group which is owned by Mir Shakil-ur-Rehman. *Hum Sab Umeed se Hain* is a comic program which having many humorous characters, designed on national or international politicians which reflect the reality in a dramatized manner. This program is hosted by Saba Qamar. *Khabarnak* is also a comedy talk show which is on aired from Friday to Sunday at 11:05pm to 12:00am. This program is hosted by Aftab Iqbal. This program having great humorous contents which show political satire through dramatized news bulletins (Geo, 2002). *Hasb-e-Haal* is also a political comedy program which is broadcasted at Dunya News from Thursday to Saturday at 11:05pm. The main celebrity of this program is Sohail Ahmed a columnist, actor and comedian (Dunya, 2008). A political satiric program *Darling* is broadcasted at Express News and hosted by Khalid Abbas Dar (Express, 2008).

1.2 Rationale for selecting comic programs

DeLauder (2008) states that media professionals take interest in analysing the effects, functions and discourse of these late –night political comic programs which play an effective role in changing the behavior and political thinking of consumers. The main goal of this study is to investigate the role of political comic programs in image building of political figures during election campaign 2013, what was the formats and genres used by political comic programs. Researcher investigates that how political parties are being portrayed in political

comic programs, how these programs have portrayed the politicians, during election 2013 and how political comic programs criticize the political parties, politicians and their activities.

1.3 Research Questions

- 1) Which political parties are mostly targeted in political comic programs?
- 2) What are the formats and genres presented in different political comic programs?
- 3) Which political element of the political parties was the target of political satire in political comedy shows?
- 4) What was the nature of the treatment of political satire in political comedy shows?

2. Literature Review

Fernando (2003) conducted a research on the effects of late night programs in changing the attitudes of public about politicians. He found that late night shows are having great link in changing the perception of public. In another study, researcher asked questions from the selected population on who watched Daily Show with John Stewart and Colbert Report most of the times by using agenda setting, priming and framing theories. The results of this research showed that these shows have huge effects in political participation of youth (Hariton, 2011).

Matsa (2010) investigated the impact of late night satiric programs on the Greek Politics by applying “uses and gratification” and “cultivation theory”. She found that these shows are another road for engaging in politics. The effects of satirical program in analysing the politicians who were chosen in presidential category by using experimental and online surveys research

techniques. The results of this research were not in favour of selected hypothesis (Baumgartner, 2008).

Stockwell (2004) studied the roles of infotainment in generating fourth estate. The researcher analysed that infotainment programs having many types of sub-genres whose discussion are critically discoursed and criticized. A content analysis research technique was used in analysing the contents of this research. A study was done on the functions of political satiric programs in promoting democratic trends. Researcher selected case study method while in-depth interviews were done from political comic program producers and writers. This thesis argued that with the passage of time news trends get place the older news media and the elements of infotainment are playing productive role in promoting democratic trends (Burton, 2010).

Korhan (2008) studied in a research regarding amusement of public, moderate and post moderate discourses were analysed. The results described that independent variable was related to the change in status quo while the dependent variable was about to describe the modernized and post modernized trends in infotainment and satiric programs which play effective role in promoting democratic tendencies. Abdullah (2012) discourses the function of political comic cartoons in building satiric trends in Nigerian newspapers. The research found that these cartoons criticize the politicians and promote aggressive attitudes towards politicians.

Brewer (2008) observed the trends of political satire and comic programs in cultivating more

positive political attitudes toward different political parties during presidential election campaign in America by getting the answers from media professionals. The paper concluded that comic programs are highly linked with political participation and these programs also based on race and age.

Larris (2005) examined the effects of a much pronounced American political satire program Daily Show by in the gratification of different agendas in public about specific political parties. The results of this research were almost neutral.

Hess (2005) perceived the conditions of change in political attitudes of public after watching political satire shows. The research concluded that these programs play vital role in political engagement and in increasing in interpersonal political communication.

Lee (2012) conducted an online survey and experiment by applying O-S-O-R, theory of affective intelligence and mediated model of communication. The results of this study were almost supporting to the hypothesis of this study.

2.1 Hypothesis of the study

Researcher tested the following hypothesis by applying agenda setting theory.

H.1: Incumbent political parties or Ruling Parties are the most targeted ones among all the mainstream political parties.

H.2: The portrayal of political figures through political satire is taking more extravagant grounds than the decent satire.

H.3: Different political comic programs use different genres.

H.4: Political leaders are the most targeted ones in political comic programs.

2.2. Relationship of the topic with theories

Theories can be helpful for describing and analysing the contents which are interrelated to the topics which are researched. Agendas are the pictures in public which are set by media by selecting and repeating the same contents. Media set different pictures by giving more importance to specific issues and play vibrant role in changing the attitudes of the public on specific contents. Media set different pictures by giving more importance to specific issues and play vibrant role in changing the attitudes of the public on specific contents. The specific images, contents in forms of news are fragmented by repeating the same contents which are also considered as the media contents however, the audience or the viewers who watch, listen and read these contents in routines finally placed these pictures in their thoughts which and these contents finally become the public agendas. This theory was first discussed by Walter Lipmann who described that media set different pictures in our minds by discussing and portraying unusual events which are done in our life regularly. For this study, the agenda setting and priming theories are most relevant for measuring hypothesis. The first systematic research was done on this theory in 1968 by McCombs and Shaw who conducted a research on analyzing the agenda setting elements in U.S presidential campaign. These philosophers theorized that media set different pictures for changing the voting behaviors of voters during election campaigns. This concept was highly supported by Kinder and

Lyengar study who studied agenda setting in U.S presidential elections (Weaver, 2007).

Priming is related to the preference and priorities of some political contents while ignoring the others. These elements are filtered during political campaigns where it is observed that what will be the pictures in the minds of votes when they cast their votes and these messages are analyzed by doing experiments. The focus of priming is to insist their audience to watch selective contents on screen which do great help in analyzing the voters' attitudes. So the pictures which are designed on screens become the pictures of voters (Nowak, 2012).

However, this study examines that political comic programs have their personal agendas. For achieving their agendas, these programs targeting not only particular political parties but also their leaders and portray them immorally. It is observed that media portray many selective topics for getting their interests and these contents are specifically designed for getting specific outputs. For this, priming is more relevant for analyzing these questions.

3. Methodologies of Research

By following the nature of the topic, content analysis research technique is applied for measuring and analysing this research. Content analysis is a technique for measuring the systematic, objective and the quantitative description of the manifest content of communication (Wimmer, 2009).

3.1 Universe

The universe of this study is the election campaign scenario, starting from 15 April 2013 to 15 May 2013.

3.2 Sampling

The sample of this study is selected by multistage sampling procedure. There are total forty-seven episodes which are selected as sample. At first stage, the sample of this study is selected from top three television news channels which consist of the political comic programs of Geo, Dunya and Express News. These are *Hum Sub Umeed Say Hain*, and *Khabeer-naak* from Geo News, *Hasb-e-Haal* from Dunya News, and *Darling* from Express News. The second stage is the selection of dates and complete episodes of these programs from 15th April to 15th May are selected to be analysed. The duration of election campaign which is announced by the Election Commission of Pakistan is also the part of this one month. Once the sources and dates have been finalized, there may be a third stage of sampling which is based on examining the genres, direction and nature of the content of political comic programs.

3.3 Unit of Analysis

The complete episodes of these four programs (*Hum Sub Umeed Say Hain*, *Khabeer-naak*, *Hasb-e-Haal*, and *Darling*) are selected as unit of analysis.

3.4 Conceptualization of Major concepts

3.4.1 Genres

The concept of this study is that which type of genres are used in these televised political comic programs. It is conceptualized as five genres are mostly used by political comic programs which are Stand-up, mimicry, talk show/interview,

music/song, animation/dummies and poetry reading sessions. These five genres are also the categories by which it will be investigated that which genres the political comic programs use. Following is the conceptualization of these five genres:

Stand-up is conceptualized as, a host or an anchor introduces a segment or a video, image or a song with a title or a joke. When comedians act like politicians in humorous way is called misery. In talk shows, the moderator of the program provides an interviewing environment where questions are asked and misers give the answer in humorous and serious way. These interviews can be the mixing of original interviews which are edited and unreal answers get place in video. Songs or music is portrayed as different acts are done on music which show political satiric elements and in the concept of dummy or animation, actors or comedians are showed in the form of the dummies of different politicians.

3.4.2 Direction of the programs

Direction means, the content of a program or the content of a segment of a program is towards which element of politics, either it is towards a political party, a political leader or towards a party representative.

3.4.3 Types of comic shows

There are five natures of contents of political comic programs which are aggressive/satire, cold/parody, shameful/invective, immoral/irony wordplay and opinionated. These are also the categories by which we will come to know which nature of content the political comic programs air.

Aggression is understood if a program discourses different types of aggression by attacking towards political party, political leader and party representative or overall politics. In a parody, an actor performs the acts of a specific politician in humorous way. The content of shameful and invective is noted where programs treat the political parties, their leader of policies in a shameful way. The concept of irony includes the characters of different acts in comic programs which are having great mental connection of what are the meant of the words which are said by the actor. The content of opinionated argues the comments and opinions of host which he portrays towards political party, their leaders or representatives. Lastly, the words which are aired in programs but having ambiguities in meaning are include in the category of word-play.

3.5 Operationalization of major concepts

3.5.1 Genre

Stand-up means that when a host or a presenter or an anchor introduce a segment or a video, image, song while standing it should be considering as a stand-up. When comedians perform their acts in normal routine for promoting an image of politicians in humorous way include in misery. Hosts take interviews in regular routines where criticism towards politicians, political parties takes place. These interviews are done by getting the answers of different sot in satiric and humorous way. Song is operationalized as an act is performed with music and if a politician's dummy appears in a program operationalized as animation.

3.5.2 Direction

In a program where a party leader is showed, will be considered as a party leader directed content. If a person which is showed in a program belongs to a political party and also a part of the content it should be consider as a party representative. In a content where overall party politics are discussed or targeted it should be considered as party politics.

3.5.3 Nature

The nature of the content will be operationalized as aggressive or satiric where the acts of hosts and comedians attacking a political party, political leader, political party representative or overall politics of the country. If an actor acts as a

politician and perform this act a copying the politician by including some laughing elements will be including in parody. If the content is shameful and attacking towards a politician, political party or politics it should be operationalized as shameful or invective nature of content. The contents which are having ambiguity between the portrayed words and reality where audience have to think about the real meaning are considered as irony. A content in which the host individually gives any opinion before, between or after the program is operationalized as opinionated. Lastly, the words which are portrayed in programs with ambiguities in understanding are operationalized as word-play.

4. Results & Findings

Table 1: Stand up used in Political Comic Programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	3	3	0	2	3	0	0	2	5
Hasb-e-haal	7	4	4	2	6	0	2	1	6
Khabar-naak	0	0	0	0	0	0	0	0	0
Hum sub Umeed	0	0	0	0	0	0	0	0	0
Say Hain									
Total	10	7	4	4	9	0	2	3	11

Table no.1 indicates that the four political comic programs have used stand-up 50 times. 10 stand-up related to PPP 20%, 7 related to PMLN 14%, 4 related to PMLQ 8%, 4 related to MQM 8%, 9 related to PTI 18%, JI got no coverage in standup, 2 related to JUIF 4%, 3 related to ANP 6% and 11

related to others and overall politics which is 22% of the total of standup. *Darling* has used stand-up 18 times which is 36% of the total standup; *Hasb-e-Haal* has used standup 32 times which is 64% of the total standup genre. *Khabar-naak* and *Hum Sub Umeed Say Hain* did not use standup genre.

Table 2: Mimicry used in political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	0	0	0	0	0	0	0	0	0
Hasb e Haal	4	0	0	0	0	0	0	0	0

Khabar-naak	0	2	0	0	1	0	0	0	1
Hum Sub Umeed	3	3	0	0	1	0	0	0	5
Say Hain									
Total	7	5	0	0	2	0	0	0	6

Table no.2 indicates that the four political comic programs have used mimicry 18 times. 7 mimicries related to PPP 35%, 5 related to PMLN 25%, PMLQ and MQM got no coverage, 2 related to PTI 10%, JI got no coverage in mimicry, JUIF got no coverage, ANP got no coverage and 6 related to others and overall politics which is 30%

of the total of mimicries. *Darling* has not used mimicry genre, *Hasb-e-Haal* has used mimicry 4 times which is 20% of the total mimicry genre. *Khabar-naak* has used mimicry 4 times which is 20% of the total mimicries and *Hum Sub Umeed Say Hain* has used mimicry 12 times which is 60% of the total mimicry.

Table 3: Talk show/Interview used in political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	1	1	2	1	1	0	0	1	2
Hasb-e-haal	11	6	2	1	3	0	1	0	10
Khabar-naak	2	2	0	0	2	0	0	0	2
Hum sub	3	5	3	1	4	0	1	0	5
Umeed Say									
Hain									
Total	17	14	7	3	10	0	2	1	19

Table no.3 indicates that the four political comic programs have used talk show/interview 73 times.17 talk show/interview related to PPP 23.28%, 14 related to PMLN 19.17%, 7 related to PMLQ 9.5%, 3 related to MQM 4.1%, 10 related to PTI 13.67%, JI got no coverage on a talk show/interview, 2 related to JUIF 2.73%, 1 related to ANP 1.36% and 19 related to others and overall

politics which is 26.02% of the total of talk show/interview. *Darling* has used the talk show/interview 9 times which is 12.32% of the total talk show/interview genre; *Hasb-e-Haal* has used a talk show/interview 34 times which is 46.57% of the total talk show/interview genre. *Khabar-naak* has used talk show/interview 8 times which is 10.95%.

Table 4: Song/Music used in political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	16	13	5	5	10	1	6	5	8
Hasb-e-haal	0	1	0	0	1	0	0	0	2

Khabar-naak	0	1	0	0	0	0	0	0	0
Hum Sub	11	10	9	6	4	0	2	1	14
Umeed Say									
Hain									
Total	27	25	14	11	15	1	8	6	24

Table no.4 indicates that the four political comic programs have used music/song 131 times.27 music/song related to PPP 20.61%, 25 related to PMLN 19.08%, 14 related to PMLQ 10.68%, 11 related to MQM 8.39%, 15 related to PTI 11.45%, 1 related to JI 0.76%, 8 related to JUIF 6.10%, 6 related to ANP 4.58% and 24 related to others and overall politics which is 18.32% of the total of talk

show/interview. *Darling* has used the music/song 69 times which is 52.67% of the total music/song genres; *Hasb-e-Haal* has used music/song 4 times which is 3.05% of the music/song genre. *Khabar-naak* has used music/song 1 time which is 0.76% and *Hum Sub Umeed Say Hain* has used music/song genre 57 times which is 43.51% of the total talk music/song genre.

Table 5: Animation/Dummies used in political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	6	6	0	0	6	0	1	1	0
Hasb-e-Haal	0	0	0	0	0	0	0	0	0
Khabar-naak	0	0	0	0	1	0	0	0	5
Hum Sub	15	10	10	4	5	0	4	1	16
Umeed Say									
Hain									
Total	21	16	10	4	12	0	5	2	21

Table no.5 indicates that the four political comic programs have used animation/dummies 91 times.21 animation/dummies related to PPP 23.07%, 16 related to PMLN 17.58%, 10 related to PMLQ 10.98%, 4 related to MQM 4.39%, 12 related to PTI 13.18%, JI got no coverage, 5 related to JUIF 5.49%, 2 related to ANP 2.19% and 21 related to others and overall politics which

is 23.07% of the total of animation/dummies. *Darling* has used animation/dummies 20 times which is 21.97% of the total animation/dummies genre; *Hasb-e-Haal* has not used animation/dummies. *Khabar-naak* has used animation/dummies 6 times which is 6.59% and *Hum Sub Umeed Say Hain* has used animation/dummies genre 65 times which is 71.42% of the total animation/dummies genre.

Table 6: Total formats and genres used by political comic programs

Programs	Stand-	Mimicry	Talk shows	Music	Animation
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	up				
Darling	18	0	9	69	20
Hasb-e-haal	32	4	34	4	0
Khabar-naak	0	4	8	1	6
Hum Sub Umeed Say Hain	0	12	22	57	65
Total	50	20	73	131	91

Table No.6 indicates that the four political comic programs have used formats and genres 365 times, 50 standup, 20 mimics, 73 talk show/interviews, 131 music/songs, 91 animations/dummies. *Darling* used stand-up 18 times which is 36%, *Hasb-e-Haal* 32 times 64%, *Khabar-naak* and *Hum Sub Umeed Say Hain* did not use stand-up. *Darling* did not use mimicry, *Hasb-e-Haal* 4 times 20%, *Khabar-naak* 4 times 20%, *Hum Sub Umeed Say Hain* 12 times which is 60% of the total of mimicry. *Darling* used talk show/interview 9 times which is 12.32%, *Hasb-e-Haal* 34 times 46.57%,

Khabar-naak 8 times 10.95% and *Hum Sub Umeed Say Hain* 22 times which are 30.13% of the total of talk show/interview. *Darling* used music/song 69 times which is 52.67%, *Hasb-e-Haal* 4 times 3.05%, *Khabar-naak* 1 time 0.76% and *Hum Sub Umeed Say Hain* 57 times which are 43.51% of the total of music/song. *Darling* used animation/dummy 20 times which is 21.97%, *Hasb-e-Haal* did not use animation/dummy, *Khabar-naak* 6 times 6.59% and *Hum Sub Umeed Say Hain* 65 times which are 71.42% of the total of animation/dummy.

Table 7: Direction of Content of Political Comic Programs towards Party Leaders

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	13	18	6	7	18	1	7	7	1
Hasb-e-haal	7	13	2	0	8	0	1	0	8
Khabar-naak	1	2	4	0	0	0	0	0	0
Hum Sub Umeed Say Hain	19	26	21	8	20	1	11	1	18
Total	40	59	33	15	46	2	19	8	27

Table no.7 indicates that the four political comic programs have aired the content in which the direction of the content towards party leaders is 249 times. Direction of the content of political

comic programs toward PPP is 40 times 16.06%, 59 times towards PMLN 23.61%, 33 times towards PMLQ 13.25%, 46 times towards PTI 18.47%, 2 times towards JI 0.80%, 19 times towards JUIF

7.63%, 8 times towards ANP 3.21% and 27 times towards others and overall politics which is 10.84% of the total of party leader directed content. The direction of the content of *Darling* towards party leaders is 78 times which is 31.32%,

Hasb-e-Haal 39 times which is 15.66%, *Khabar-naak* 7 times which are 2.81%, *Hum Sub Umeed Say Hain* 125 times which are 50.20% of the total of political party directed content.

Table 8: Party representatives directed content of political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	21	7	0	3	6	0	0	4	0
Hasb-e- Haal	25	6	2	0	1	1	0	0	5
Khabar-naak	6	2	0	1	2	0	0	0	1
Hum Sub	22	17	4	4	0	0	0	4	3
Umeed Say									
Hain									
Total	74	32	6	8	9	1	0	8	9

Table no.8 indicates that the four political comic programs have aired the content in which the direction of the content towards party representatives is 147 times. Direction of the content of political comic programs toward PPP's part representatives is 74 times 50.34%, 32 times towards PMLN 21.76%, 6 times towards PMLQ 4.08%, 8 times towards PTI 6.12%, 1 time towards JI 0.68%, JUIF got no coverage, 8 times towards ANP 5.44% and 9 times towards others and overall politics which is 6.12% of the total of party representatives directed content. The direction of

the content of *Darling* towards party representatives is 41 times which is 27.89%, *Hasb-e-Haal* 39 times which is 26.53%, *Khabar-naak* 12 times which are 8.16%, *Hum Sub Umeed Say Hain* 54 times which are 36.73% of the total of political party directed content. It clearly shows in the table that Pakistan people party representatives get more place in the political comic programs as compared to the other trending political parties. However, Pakistan Muslim League Nawaz stands at the second largest party which gets more places in these political satiric programs.

Table 9: Direction of the Content towards Party Politics

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	1	1	0	0	1	1	0	0	0
Hasb-e-Haal	0	3	2	1	5	0	0	1	0
Khabar-naak	2	2	1	0	0	0	0	0	0
Hum Sub	1	0	1	2	1	0	1	0	2
Umeed Say									

Hain									
Total	4	6	4	3	7	1	1	1	2

Table no.9 indicates that the four political comic programs have aired the content in which the direction of the content is 29 times towards party politics. Direction of the content of political comic programs toward PPP's politics is 4 times 13.79%, 6 times towards PMLN 20.68%, 4 times towards PMLQ 13.79%, 3 times towards MQM 10.34%, 7 times towards PTI 24.13%, 1 time towards JI 3.44%, 1 time towards JUIF 3.44%, 1 time towards ANP 3.44% and 2 times towards others and overall politics which is 6.89% of the total of party politics directed content. The content of

Darling's program is 4 times towards party politics which is 13.79% of the total of party politics directed content. The content of *Hasb-e-Haal's* program is 12 times towards party politics which is 41.37% of the total of party politics directed content. The content of *Khabar-naak's* program is 5 times towards party politics which is 17.24% of the total of party politics directed content. The content of *Hum Sub Umeed Say Hain's* program is 8 times towards party politics which is 27.58% of the total of party politics directed content.

Table 10: Satire/Aggressive Nature's Content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	4	2	0	1	5	0	0	1	3
Hasb-e-Haal	13	14	4	0	4	1	3	0	22
Khabar-naak	4	2	3	0	2	0	0	0	2
Hum Sub	9	8	6	2	5	0	3	0	6
Umeed Say									
Hain									
Total	30	26	13	3	16	1	6	1	33

Table no.10 indicates that the content of all four programs is 129 times Satire/Aggressive nature of content. 30 times towards PPP 23.25, 26 times towards PMLN 20.15%, 13 times towards PMLQ 10.07%, 3 times towards MQM 2.32%, 16 times towards PTI 12.40, 1 time towards JI 0.77%, 6 times towards JUIF 4.65%, 1 time towards ANP 0.77%, 33 times towards others and overall politics which is 25.58% of the total of Satire/Aggressive

nature of content. The nature of the content of *Darling* is 16 times satire/aggressive nature of content which is 12.40%, *Hasb-e-Haal* aired 61 times satire/aggressive nature of content which is 47.28%, *Khabar-naak* aired 13 times satire/aggressive nature of content which is 10.07%, *Hum Sub Umeed Say Hain* aired 39 times satire/aggressive nature of content which is

30.23% of the total of satire/aggressive nature of content.

Table 11: Cold/parody nature's content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	0	0	0	0	0	0	0	0	0
Hasb-e-Haal	6	0	2	0	1	0	0	0	2
Khabar-naak	2	2	0	0	3	0	0	0	2
Hum Sub	3	3	1	2	1	0	1	1	5
Umeed Say									
Hain									
Total	11	5	3	2	5	0	1	1	9

Table no.11 indicates that the content of all four programs is 37 times Cold/Parody nature of content. 11 times towards PPP 29.72%, 5 times towards PMLN 13.51%, 3 times towards PMLQ 8.10%, 2 times towards MQM 5.4%, 5 times towards PTI 13.51%, JI got no coverage, 1 times towards JUIF 2.70%, 1 time towards ANP 2.70%, 9 times towards others and overall politics which is 24.32% of the total of Cold/Parody nature of

content. *Darling* did not air Cold/Parody nature of content, *Hasb-e-Haal* aired 11 times Cold/Parody nature of content which is 29.72%, *Khabar-naak* aired 9 times Cold/Parody nature of content which is 24.32%, *Hum Sub Umeed Say Hain* aired 17 times Cold/Parody nature of content which is 45.94% of the total of Cold/Parody nature of content.

Table 12: Shameful/Invective nature's content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	3	1	1	0	1	0	0	1	0
Hasb-e-Haal	6	2	1	0	2	0	1	2	12
Khabar-naak	1	3	0	0	1	0	0	0	1
Hum Sub	5	1	1	2	1	0	1	1	4
Umeed Say									
Hain									
Total	15	7	3	2	5	0	2	4	17

Table no.12 indicates that the content of all four programs is 55 times Shameful/Invective nature of content. 15 times towards PPP 27.27%, 7 times towards PMLN 12.72%, 3 times towards PMLQ

5.45%, 2 times towards MQM 3.63%, 5 times towards PTI 9.09%, JI got no coverage, 2 times towards JUIF 3.63%, 4 times towards ANP 7.27%, 17 times towards others and overall politics which

is 30.90% of the total of Shameful/Invective nature of content. *Darling* aired 7 times Shameful/Invective nature of content which is 12.72%, *Hasb-e-Haal* aired 26 times Shameful/Invective nature of content which is 47.27%, *Khabar-naak* aired 6 times

Shameful/Invective nature of content which is 10.90%, *Hum Sub Umeed Say Hain* aired 16 times Shameful/Invective nature of content which is 29.09% of the total of Shameful/Invective nature of content.

Table 13: Immoral/irony nature's content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	0	0	0	0	0	0	0	0	1
Hasb-e-Haal	1	0	0	0	1	0	0	0	3
Khabar-naak	0	0	0	0	0	0	0	0	0
Hum Sub	1	0	0	0	0	0	0	0	0
Umeed Say									
Hain									
Total	2	0	0	0	1	0	0	0	4

Table no.13 indicates that the content of all four programs is 7 times Immoral/Irony nature of content. 2 times towards PPP 28.57%, PMLN, PMLQ and MQM got no coverage, 1 time towards PTI 14.28%, JI, JUIF and ANP got no coverage, 4 times towards others and overall politics which is 57.14% of the total of Immoral/Irony nature of content. *Darling* aired 1 time Immoral/Irony nature

of content which is 14.28%, *Hasb-e-Haal* aired 5 times Immoral/Irony nature of content which is 71.42%, *Khabar-naak* did not air Immoral/Irony nature of content, *Hum Sub Umeed Say Hain* aired 1 time Immoral/Irony nature of content which is 14.28% of the total of Immoral/Irony nature of content.

Table 14: Opinionated Natures Content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	1	1	0	0	1	0	0	0	1
Hasb-e-haal	4	6	1	0	4	0	0	0	6
Khabar-naak	2	2	1	1	1	0	0	0	0
Hum Sab	0	0	0	0	0	0	0	0	1
Umeed Say									
Hain									
Total	7	9	2	1	6	0	0	0	8

Table no.14 indicates that the content of all four programs is 33 times opinionated nature of content. 7 times towards PPP 21.21%, 9 times towards PMLN 27.27%, 2 times towards PMLQ 6.06%, 1 time towards MQM 3.03%, 6 times towards PTI 18.18%, JI, JUIF and ANP got no coverage and 8 times towards others and overall politics which is 24.24% of the total of opinionated

nature of content. Darling aired 4 times opinionated nature of content which is 12.12%, *Hasb-e-Haal* aired 21 times opinionated nature of content which is 63.63%, *Khabar-naak* aired 7 times opinionated nature of content which is 21.21%, *Hum Sub Umeed Say Hain* aired 1 time opinionated nature of content which is 3.03% of the total of opinionated nature of content.

Table 15: Wordplay nature's content

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	0	0	0	0	0	0	0	0	1
Hasb-e-Haal	6	0	0	0	0	0	0	0	6
Khabar-naak	0	0	0	0	0	0	0	0	0
Hum Sub	17	19	3	2	10	1	1	3	6
Umeed Say									
Hain									
Total	23	19	3	2	10	1	1	3	13

Table no.15 indicates that the content of all four programs is 75 times wordplay nature of content. 23 times towards PPP 30.66%, 19 times towards PMLN 25.33%, 3 times towards PMLQ 4%, 2 times towards MQM 2.66%, 10 times towards PTI 13.33%, 1 time towards JI 1.33%, 1 time towards JUIF 1.33%, 3 times towards ANP 4% and 13 times towards overall politics and others which is

17.33% of the total of the wordplay nature of content. *Darling* aired 1-time wordplay nature of content which is 1.33%, *Hasb-e-Haal* aired 12 times wordplay nature of content which is 16%, *Khabar-naak* did not air wordplay nature of content, *Hum Sub Umeed Say Hain* aired 62 time wordplay nature of content which is 82.66% of the total of wordplay nature of content.

Table 16: Nature of the content of political comic programs

Programs	Satire	Parody	Invective	Irony	Wordplay	Opinionated
Darling	16	0	7	1	1	4
Hasb-e-Haal	61	11	26	5	12	21
Khabar-naak	13	9	6	0	0	7
Hum Sub	39	17	16	1	62	1
Umeed Se						
Hain						

Total	129	37	55	7	75	33
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Table No.16 indicates that the nature of the content of four political comic programs is counted 336 times, 129 aggressive/satire, 37 cold/parody, 55 shameful/invective, 7 Immoral/irony, 75 wordplay and 33 opinionated. *Darling* used aggressive/satire 16 times which is 12.40%, *Hasb-e-Haal* 61 times 47.28%, *Khabar-naak* 13 times 10.07% and *Hum Sub Umeed Say Hain* 39 times which is 30.23% of the total of aggressive/satire nature's content. *Darling* did not use cold/parody, *Hasb-e-Haal* 11 times 29.72%, *Khabar-naak* 9 times 24.32%, *Hum Sub Umeed Say Hain* 17 times which is 45.94% of the total of cold/parody. *Darling* used shameful/invective 7 times which is 12.72%, *Hasb-e-Haal* 26 times 47.27%, *Khabar-naak* 6 times 10.10% and *Hum Sub Umeed Say Hain* 16

times which are 29.09% of the total of talk shameful/invective. *Darling* used immoral/irony 1 time which is 14.28%, *Hasb-e-Hal* 12 times 71.42%, *Khabar-naak* did not use immoral/irony nature's content and *Hum Sub Umeed Say Hain* 1 time which is 14.28% of the total of immoral/irony. *Darling* used wordplay 1 time which is 1.33%, *Hasb-e-Haal* 12 times 16%, *Khabar-naak* did not use wordplay nature of content and *Hum Sub Umeed Say Hain* 62 times which is 82.66% of the total of wordplay nature of content. *Darling* used opinionated 4 times 12.12%, *Hasb-e-Haal* 21 times 63.63%, *Khabar-naak* 7 times 21.21% and *Hum Sub Umeed Say Hain* 1 time which is 3.03%.

Table 17: Total counting of political parties aired by political comic programs

Programs	PPP	PMLN	PMLQ	MQM	PTI	JI	JUIF	ANP	OTHERS
Darling	69	53	14	19	52	3	14	22	22
Hasb-e-Haal	83	51	16	2	30	2	6	3	76
Khabar-naak	20	21	9	2	13	0	0	0	14
Hum Sub Umeed Say Hain	116	106	63	35	58	2	27	13	91
Total	288	231	102	58	153	7	47	38	203

Table No. 17 indicates that the content aired by political comic programs target the political parties 1127 times. PPP was targeted 288 times which is 25.55%, PMLN 231 times 20.49%, PMLQ 102 times 9.05%, MQM 58 times 5.14%, PTI 153

times 13.57%, JI 7 times 0.62%, JUIF 47 times 4.17%, ANP 38 times 3.37% and others were 203 times 18.01% targeted by political comic programs.

5. Discussion and Conclusion

This study “Analysis of Political Comic Programs on TV news channels in Pakistan regarding election 2013” is an effort to know about the role of political comedy shows during election campaign in Pakistan and to know about the genres of these programs and to investigate the nature of the content of these programs towards political parties and which element of the political parties is the main focus of these programs. This research concluded that incumbent and famous political parties got more space among all the mainstream political parties. It was concluded after this research that political comic programs take immoral grounds for portrayal of political parties then the decent satire. It was also concluded that different political comic programs use different genres in their content. It further concluded that the political leaders are the most targeted ones in political comic programs.

H1: Incumbent political parties are the most targeted ones among all the mainstream political parties.

Yes, incumbent and famous political parties are the most targeted ones because in this study the analysis shows that all the parties which are incumbent and famous those are the target of political comic programs it's another thing that the percentage of each party varies from one another.

H2: The portrayal of political figures through political satire is taking more immoral grounds than the decent satire.

Yes, the political comic programs take more immoral grounds than the decent satire.

H3: Different political comic programs use different genres.

Yes, different political comic programs use different genres with different percentages.

H4: Political leaders are the most targeted ones in political comic programs.

Yes, the political leaders are the most targeted ones in political comic programs.

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