

The Impact of Mass Media on Academic Achievement of Students at University level in Pakistan

Dr. Basharat Ali Khan¹ Dr. Rafia Tahira² Dr. Hajra Shaheen³ Dr. Sufi Amin⁴

Lecturer in Higher Education Department, Punjab

basharatalikhan786@gmail.com

School Education Department of the Punjab

School Education Department of the Punjab

International Islamic University Islamabad

ABSTRACT

Mass media plays a very important role in the construction, reconstruction of ideas, views, and reframing the numerous understandings of every person in their whole life. The key purpose of the prevailing research was to explore the effectiveness of mass media on the academic achievement of students in Pakistan and their analysis. The main objectives of the current investigation were: (1) to what extent students' views regarding the effectiveness of Mass Media on academic achievement at university level students in Pakistan. (2) To what extent are students' views regarding the impact of Mass Median on academic achievement at university level students in Pakistan? The nature of the current study was quantitative as well as descriptive. The population of the present study was all university students in all five universities in Islamabad, Pakistan. Randomly selected, the sample size of 320 students was from all five universities in Islamabad, Pakistan. A questionnaire was used as a study tool, which were properly validated from export. Five points Likert scale was used in the questionnaire. Data were analyzed with the help of SPSS (Version, 20). Percentage, Frequency, Mean Score and Chi-Square were used for data analysis and interpretation. All the data were tabulated in the form of tables.

Key Words: Effectiveness, Mass Media, Academic Achievement, Analysis

1. Introduction

In this world, the key purpose of every human being is to learn about all those things which were around them and play main roles in their today lives. The human lifestyle has changed from the beginning

to now, and these changes were not possible without mass and electronic media. Mass and electronic media provide not only light and education, but with the help of mass media, they have reached the peak of their social and communal life.

Generally, it is accepted that mass and electronic media is a powerful source, which does not give us information about everything that can happen worldwide, but it educates us in different ways and entertains us. Whereas scientific investigation also demonstrated the reality that mass media positively some effects moreover decent or evil (Jennifer 2008). Berkowitz & Rawlings, (1963) define the Mass Media as those statements built on electro-mechanical ways of creation and maximum often well-known from mass media.

Therefore, the key electronic bases used through the universal public generally contain wireless, TV, sound records, videotape records, and the internet. With the help of this large number of people are connected to each other. Mass and electronic media have four key purposes, these key purposes were to teach, to inform, to amuse and socially interact people with each other. In the 20th-century, communication technology emerged and spread everywhere in the world. In this century, mass communication also developed. And first-time people saw motion images on a screen at the start of the 20th century. In 1920 radio also regularly telecast programs. In 1940 Television also started its work. In 1950, cable TV started, as well

as satellite TV started in 1970. Finally in 1980 computer started work with internet. While in 1990, computer networking started its work and was globally interconnected with other computers. In the field of information technology, Pakistan rapidly progresses. At some times, television and radio were considered the key resources of information.

Nowadays, in Pakistan, 80 Satellite TV Channels, 2422 cable operators, 30 landing TV Channels from abroad like BBC, CNN, Sky, Star, etc., and more than 132 FM Stations, are containing 50 Radio Channels. And billions of dollars were invested in each year. With the help of mass and electronic media, we gain a lot of information in every field of life. In Pakistan, television transmission started in 1964. In 1967, Pakistan's Television Firm was integrated as a combined stock corporation, as well as in 1984, PTV was transformed into a company below the Corporations Regulation. Pakistan television is a big source of entertainment (Zafar et al., 2013). The key purpose of PEMRA was to regulate the mass and electronic media namely television, and radio. Such imposed through the judgment for the permission of huge private television and radio stations. PEMRA,

Ordinance 2002, make some rules for TV channels, these rules are:

1. Widen the prime access to the public of Pakistan in the broadcasting for a newscast, current affairs, spiritual information, skill, philosophy, art, knowledge, economic enlargement, societal sector concerns, composition, athletic, drama, and other national awareness.
2. It empowers the devolution of responsibility, and regulate the local level through educating the inauguration of the people to mass media at all level.
3. Endorse accountability, decent limpidity supremacy through such information (Khan, 2010).

Constructive Role of Mass Media

Constructive roles of mass media are to target worldwide glitches, such as over-population, ignorance, females' disparity, conservational obliteration, and AIDS (Singhal, 2004). Bandura, as well as his associates, have proposed dramatic series on TV radio that inform the individual to motivate for altering their enactment to adjust damaging communal ethics and actions. Such as, serialized programs were exposed to talk about national planning problems in an area.

Connected to the regulator area, contraception used in transmission area enlarged through 60% as well as domestic size weakened 25% (Westoff & Rodriguez, 1995).

Maximum TV stations offer further propagation time to entertaining. Their programs on entertaining complete ability displays, ability searches, general drama serials, music, and travel programs as well as authenticity demonstrations, (Kimmel, 1996). Separately from optimistic effects, television has been a label for its destructive influences on the survivals of individuals as well as particularly on socialization as well as mental growth of people. More they retrieve the similar detail at the social level which was extremely practice of fierce media can upsurge the ratio of the individuals that recommend pro-violence arrogances, confidence, involvements as well as thereby surge the occurrence of violence persuading incitement because hostility, as well as fierceness are multi-dogged, media fierceness is highest detected and it is the several important possibility features that grow the probability of violence. Anderson & Bushman, (2001) commented that, the influences of media fierceness on violence are greater than the outcome of calcium eating on bone mass or else of lead

experience on Intelligent Quotient of a child.

According to Mark (2003) that the bad result of the media effect is the formation of an immoral practice of consumerism for extraordinary-finish foods otherwise obvious influences to overgenerous avaricious intakes. Audiences incline to imagine a new way of life that incorporates the significant features of extravagance, ease as well as supremacy. This innovative way of life occurrence, which emphasizes the satisfaction of a lifetime, is basically another form of self-satisfaction, a way of life where the only purpose of life develops incarnate as well as performing methods which carry preference. The confidence embraces that we can follow merely will, which is an inclination, we should follow. According to Mark (2001), fierceness on TV might have interactive as well as demonstrative belongings. Interactive effects might lead to hostility as well as the reassurance that persons take paces to defend themselves, whereas expressive effects give surprise, repugnance and enthusiasm. According to Cantor & Wilson (2003), late youths as well as grownups, media movements occasionally appear to intensify harmful target arrogances as well as activities as an

alternative of persuading optimistic modification.

Objectives of the Study

- (1) To what extent are the views of university students regarding the effectiveness of Mass Media on academic achievement at university level students in Pakistan.
- (2) To what extent are the views of university students regarding the impact of Mass Median on academic achievement at university level students in Pakistan.

Research Questions of the Study

- (1) What are the views of university students regarding the effectiveness of Mass Media on academic achievement at university level students in Pakistan?
- (2) What are the views of university students regarding the impact of Mass Median on academic achievement at university level students in Pakistan?

2. Literature Review

According to Newton (2009), media manufacturers in indigenous entertaining manufacturing use similar figurative schemes existing in American Idol in order

to connect related demonstrations of Western performances among native talent and to spawn a similar type of entertaining value as well as a plea. Maximum often in view of its entertainment price for the demand for such programs produce great spectators of onlookers. Although a spectator's sex, period and lecture can create a modification in perception, TV observing himself can mark a comparable as well as cooperating modification. Watching can support describe what its wealth is, e.g., teenage woman associate of a precise societal period. So, according to Newton & Minow (2009), that the electronic, as well as mass media, have a short-lived explanation in some tasks in electronic as well as mass media: Primarily it delivers dependable, supportable, suitable as well as broad data's more impartiality is estimated in assembling info for the universe. Secondly, it delivers more instruction which was developed as a prevailing well as an efficient instrument for instruction as well as it has an inordinate potential if used creatively as well as with visualization. Therefore, mass media can also be cast-off to increase consciousness as well as train the people to overwhelm numerous societal difficulties as well as improvement of public sagacity.

Therefore, Shabi & Udofia (2009) described that in the speech Barak Obama, he determined those children who cannot attain unless they raise their prospects as well as a ramp TV set. Active education from books is superior to inactive education, for example, looking at TVs as well as playing games. According to Shechtman (2008), mass media can: (1) developed the approachability of pro-social views as well as writings, providing foster options to belligerence, (2) decrease uncertain philosophy which can adoptive belligerence, (3) decrease the probability of reproducing antagonism through dodging its glamorization as well as viewing accurate significances, (4) upsurge the probability of pro-social conduct by presenting that it is remunerated, (5) surge understanding as well as perception enchanting to fatalities of hostility. More, according to Nathanson & Cantor, (2000), "re-sensitizing" peoples by growing their regular destructive demonstrative comeback to strength.

So, Cotton (2008) revealed that a key kind of social media doings in communal interacting. So, Social internet websites, for example, Facebook, Myspace, as well as Twitter, have come to be a fundamental portion of U.S. institution learners' lives. According to Escobar & Anderson (2008), that

maximum of the youths started smoking habits from movie industry the similar is the situation for whiskey use from TV as well as cinemas more their results disclose that the unnecessary use of mass media have an observable outcome of encouraging corpulence since it decreases the period specified to the application as well as it also becomes the reason for growing the ingesting conducts of extraordinary calories non-nourishing diet, whereas it is further accurate for only students.

According to Schmidt & Vandewater (2008), that students who are the unnecessary watcher of TV are initiating to damage their consideration as an associate to the students who wristwatch fewer the mass media, Separately from the destructive belongings of social as well as electronic media over audiences. According to Jackson et al.,(2006), that the entry toward home computer taking optimistic influences on the understanding mark, whereas admittance toward the home internet has similar effects on the understanding mark as well as total GPA amongst little revenue learners. Andrews et al., (2006) reflected that constructive mass media might endorse pro-social performance. Inconsiderate perception, containing views helpful to exploitation, annoyance, as well

as illegal distinctiveness (Andrews et al., 2006), and it's the key danger features for violence as well as for further corruption. According to Huesmann et al., (2002), perceptions are definitely knowledgeable as well as acclimatized but are impervious to alteration.

According to Kaiser Family Foundation (2006), in current American research, merely 40% of parents assumed that TV frequently facilitated students in their learning. The Hindu (2004) clarified that we are far from stout authorities of knowledge alteration with a quick change in all circle of life similar is in the circumstance of understanding practices which were a continuous adjustment. According to The WHO (2003), have produced a desire for love, as well as which were be categorized, boyfriend as well as girlfriend, entails acceptance, freshness as well as innovativeness. Conclusions also existing that the lawless pictures were mainly famous among university learners and dissertations after such pictures remain superfluous in daily negotiations with associates, when mutual with the accurate part of accoutrements which was not merely improved an elegance assertion however display of suitable in an adolescence sub-culture. Completely these happenings are

harmfully distressing on their research (WHO, 2003).

3. Methodology of the Study

It was a quantitative study. The nature of the current study was a survey as well as descriptive.

Population

The population of the present investigation was all university students comprised of all five universities in Islamabad, Pakistan.

Sample and Sampling Technique

The sample size of 320 university students were randomly selected from all five universities in Islamabad, Pakistan.

Research Tool

A questionnaire was used as a study tool and all the items of the tools regarding the

impact of mass media on the academic achievement of students. The tool was constructed according to five-point Likert Scale.

Validity and Reliability

The questionnaire was properly validated from expert in the same field. Cronbach Alpha method was for the reliability of the instrument. The reliability of the tool was 0.89.

Data Collection and Analysis

The researchers personally visited the selected universities and collected the data from university students. Data were analyzed with the help of SPSS (Version, 20). Percentage, Frequency, Mean Score and Chi-Square were used for data analysis and interpretation. All the data were tabulated in the form of tables.

4. Analysis and Interpretation

Table no.01

Perceptions of Students That Mass Media Strengthen the Academic Achievement of Students at University Level Student in Pakistan

S. #		Frequency	Percentage	Mean Score	Chi-Square
1	SA	159	49.1		
2	A	131	40.4		
3	N	20	6.2	1.64	3.04
4	DA	06	1.9		

5	SDA	04	1.2
---	-----	----	-----

Total	320	100
--------------	-----	-----

Table no.1 replicated that 49.1% of university students strongly agreed, 40.4% of university students agreed, 6.2% of university students neutral, 1.9% of university students have disagreed and 1.2% of university students were strongly disagreed. The Chi-Square value is 3.04, and its mean score was 1.64. So, it is decided that the majority of university students have encouraging feedback with the statement that Mass Media strengthens the academic achievement of students at the university level student in Pakistan.

Table.no 2

Perceptions of the University Students That Mass Media Positively Affected the Academic of Students at University Level in Pakistan

S. #		Frequency	Percentage	Mean Score	Chi-Square
1	SA	81	25.0		
2	A	170	52.5		
3	N	60	18.5	1.99	4.72
4	DA	07	2.2		
5	SDA	02	1.8		
Total		320	100		

According to table no.02, 25.0% of university students were strongly agreed, 52.5% of university students were agreed, 18.5% of university students were neutral, 2.2% of university students have disagreed and 1.8% of university students were strongly disagreed. The Chi-Square value is 4.72 and its mean score was 1.99. Therefore, it is obvious that the majority of university students have encouraging feedback with the statement that mass media positively affected the academics of students at the university level in Pakistan.

Table no.03

Perceptions of University Students toward the Impact of Students' Use of Social Media Sites on Their Academic Achievements at University Level in Pakistan

S. #		Frequency	Percentage	Mean Score	Chi-Square
1	SA	72	22.2		
2	A	146	45.1		
3	N	73	22.5	2.19	3.02
4	DA	25	7.2		
5	SDA	04	2.4		
Total		320	100		

Table no.3 represented that 22.2% of university students were strongly agreed, 45.1% of university students were agreed, 22.5% of university students were neutral, 7.2% of university students have disagreed and 1.8% of university students were strongly disagreed. The Chi-Square value is 3.02 and its mean score was 2.19. Therefore, it is obvious that the majority of university students have encouraging feedback with the statement that the impact of students' use of social media sites on their academic achievements at the university level in Pakistan.

Table no.04

Perceptions of University Students That Electronic Media Site Helps in Academic Achievements of Students at University Level in Pakistan

S. #		Frequency	Percentage	Mean Score	Chi-Square
1	SA	91	28.1		
2	A	140	43.2		
3	N	65	20.1	2.07	3.22
4	DA	21	6.5		

5	SDA	03	2.1
---	-----	----	-----

Total	320	100
--------------	-----	-----

According to table no.04, 28.1% of university students were strongly agreed, 43.2% of university students were agreed, 20.1% of university students were neutral, 6.5% of university students have disagreed and 2.1% of university students were strongly disagreed. The Chi-Square value is 3.22, and its mean score was 2.07. As a result that the majority of university students have encouraging feedback with the statement that electronic media site helps in academic achievements of students at university level in Pakistan.

Table no.05

Perception of University Students That Excessive Use of Electronic Media Have Negative Impact on Students' Academic Achievement at University Level in Pakistan

S. #		Frequency	Percentage	Mean Score	Chi-Square
1	SA	74	22.8		
2	A	132	40.7		
3	N	79	24.4	2.28	4.34
4	DA	19	5.9		
5	SDA	16	6.1		
Total		320	100		

Table no.05 denoted that 22.8% of university students were strongly agreed, 40.7% of university students were agreed, 24.4% of university students were neutral, 5.9% of university students have disagreed and 6.1% of university students were strongly disagreed. The Chi-Square value is 4.34 and its mean score was 2.28. Therefore, it is concluded that the majority

of university students have negative feedback with the statement that the excessive use of electronic media has negative impact on students' academic achievement at the university level in Pakistan.

Findings of the Study

The findings of the prevailing study were:

1. As per the table no.01, (40.4%), University students agreed, while (1.9%) of University students disagreed with the statement that Mass Media strengthens the academic achievement of students at the university level student in Pakistan.
2. According to the table no.02, (52.5%), University students agreed, while (2.2%) of University students disagreed with the statement that mass media positively affected the academic of students at the university level in Pakistan.
3. Table no.03 reflected that, (45.1%) University students agreed while (7.2%) of University students disagreed with the statement that the impact of students' use of social media sites on their academic achievements at the university level in Pakistan.
4. As per table no.04, (43.2%) University students agreed, while (6.5%) of University students disagreed with the statement that electronic media sites help in the academic achievements of students at the university level in Pakistan.

1. According to table no.05, (40.7%) University students agreed, while (5.9%) of University students disagreed with the statement that excessive use of electronic media has negative impact on students' academic achievement at the university level in Pakistan.

5. Conclusions

The present investigation was conducted that to explore the effectiveness of mass media on the academic achievement of students at the university level in Pakistan. The prevailing study reflected that majority of the university level students agreed that Mass Media strengthens the academic achievement of students at university level student in Pakistan. The students also agreed that mass media has positively affected the academics of students at the university level in Pakistan, while the majority of the university students agreed that excessive use of electronic media has negative impact on students' academic achievement at the university level in Pakistan. The study further concluded that most of the students in Pakistan spend their time in electronic and print media.

Recommendations

On the basis of findings and conclusion of the prevailing study the scholar draw the following recommendations:

1. Learners should be recommended to limit the time when they use social media websites every day as well as reassure them to relatively change their time to read novels as well as appropriate academic books to increase their knowledge.
2. The students use those sites of social media which develop their academic knowledge.
3. The Scholars should be recommended that ignore those sides of social media which have negatively effects on their academic learning.

References

- Arong, F. a. (2010). *Major Causes of Declining Quality of Education in Nigeria from Administrative Perspective. Canadian Social Science*, 6 (3) 61 – 76.
- E., F. (2004). *Television and Your Child: A Guide for Concerned Parents. Toronto: TV Antario.*
- Ferri, Z. (2009). *Television and Academic Achievement. Indonesian Journal of Language and Communication*, 6 (2) 332 – 336.
- Jekayinfa, T. (2002). *Experimental Effects of Radio and Television Distraction on Children's Performance on Mathematics and Reading Assignment. J. experimental education*, 6 (2): 181 – 194.
- Marwa, M. (1999). *The Transforming Power of Globalization in the Liberalization and Nigerian: Economic Development. The Nigerian economic society proceeding of one day seminar held on 11th February 1999.*
- Naigles, S. a. (2001). *The Impact of Television and Video Entertainment n Student Achievement in Reading and Writing.*
- Omojuwa, A. T. (2009). *The Television Factors in Vocabulary Development among Secondary School Students in Cross River State, Nigeria. Global Journal of Educational Research*, 8 (132): , 55 – 59.
- Popoola, A. (2008). *Effects of Television and Radio Distractions on Undergraduate Students Mathematics Test Performance. Pakistan Journal of Social Sciences*, 5 (5) , 407 – 410.
- Taiwo, R. (2004). *Helping ESL Learners to Minimize Collocational Errors. The Internet Test Journal X4.*
- Tina, S. a. (2007). *The Effect of Television on Time Spent Completing an Assignment. J. Undergraduate Psychal Resources*, Pp 2.
- Winn, F. (2002). *Effect of Television Viewing on Children. Journal of punjabmedia*, 3 (1), 93 – 98.