

## **Global TV Channels Reinforce Attitudes of Local Opinion Leaders (An Investigation into Effects and Credibility)**

By

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### **Abstract**

*This study “Global TV Channels Reinforce Attitudes of Local Opinion Leaders” explores the impact of the different Television channels of Pakistan and the foreign TV channels on the people of Pakistan which form public opinion as a whole. With the development of media, the debates about the outcomes of globalization divide the world into different strata. Through this study we intended to calculate and gauge the impact of the international English speaking media in Pakistan and western hegemony of the media leads to inconsistent flow of information, also through the ways in which it was communicated within the hierarchy of the country. The survey is made to find out the influence of different media channels on local opinion leaders of Pakistan. In this study fifteen different questions were asked about their opinion regarding the research topic. People from multiple age groups, genders, professions and areas were the respondents in the survey. In this research both the public and private television channels are discussed from Pakistan moreover the international (western) news channels such as PTV world, Express, Pease, GEO, Express CITY-42, Dawn News, CBNC News ,BBC world and CNN news etc are addressed. The data gathered through the survey interpreted and analyzed by using the SPSS method. According to analysis of the data, most critics of television in Pakistan are restricted to viewing the media from this aspect-only in terms of socio-religious permissibility-but the study of television playing the role of an opinion formational mode is being based on deeper and broader perspective in the developed world. Conclusively the study finds no significant change in the attitude of the opinion leaders. The reason probably is that media is fast losing its credibility because it is being operated by a few vested interests. It has actually become an agent of powerful elites in the society. Thus, the hypothesis that foreign media will have an influence on the attitude of the opinion leaders has not been proved. The foreign media is also not considered credible by local opinion makers. It will be an agenda for the future researchers to find out the influence of global satellite media on common people who are exposed to it because of its immense glamour and reach.*

**Keywords:** Global TV Channels, opinion leaders, globalization, effects of media.