

Impact of Cable/T.V on Modern Lifestyle: A Study of Women

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Abstract

Researchers explore the demographic characteristic of the respondent, women exposure towards electronic media and its impacts on the adoption of modern lifestyle. Researcher was also check out the impact of cable/TV on modern lifestyle. Electronic media is an influential tool for bringing noticeable change in the views, outlook, attitude and interest of people. This study intends to emphasize the role of electronic media and its impact on minds of the women, and the environment in which it function. Researchers used the cultivation theory and face to face interview used as data collection method. Results reveal that electronic media really impact on the modern lifestyle of women who had exposure towards electronic in their daily life and watching cable/TV.

Keywords: Electronic Media, Cable television, Modern Lifestyle, Cultivation, Women, Impact

I. Introduction

The media has a large effect on people's healthy lifestyle and young people experience more impact. The TV network and portable audiovisual services are not all the media, but they have a huge role to influence the young to a healthy lifestyle. The Media in Pakistan has been more informative. The Media in the country to create genuine public explanation of the real life issues-issues that matter such as health, education, hygiene, unemployment, prices of the vital products and the State of the country and the nation. In modern times, the media has understood in everyday life in all of Europe. It is used as an instrument of policy by the Government. The Asian countries of Pakistan also turn on these rapidly changing communications technology over the last decade. Many public and private television channels have launched in the country (Wassan, 2008)¹.

Electronic media is a powerful tool to make visible changes in prospect, point of view, attitude and interest in people. Media not only provides entertainment, information, but also shed light on what was actually going on in society. Media focuses on socio-economic, political and ideological issue and pinpoints the sick and hurt existing in society. Media play important role in the war against terrorism in the country and bring about the extension in the country. Cable/t. v. in the Islamic Republic of Pakistan has become the most powerful medium of the moment of training, information distribution and influential entertainment. It brings us news of actions and development. Pakistan's media, especially electronic media is active. It has a long history of efforts for their and the public. It keeps the general public aware of even the smallest detail about their politicians and their misdeeds. We can have a better overview of the media in the Islamic Republic of Pakistan important their role individually (Wassan, 2008).

Cable/T. V is the main source of electronic media. It plays an important role in creating awareness in society and to inform the social, economic and health issues of the country. Television in the Islamic Republic of Pakistan has productive three-dimensional role to educate, inform and entertain the public. In addition to State-run PTV as well as many others private channels operating in the Islamic Republic of Pakistan. Their outreach observer and listener-ship is severely restricted by law, and the device that prevents the development of an environment. To add to this unhappy situation is a statement by the greater role of the Ministry of information to discourage the private media from reporting on issues like politics, current affairs and in particular terrorism (Wassan, 2008).

The concept of modernity is defined as the movement from fringe to the core of the modern society. It has been described as the struggle of the backward communities to take up with the most developed countries (Sztompka, 1993)². According to this theory have old family system and patterns of living changed with the modern way of life. Joint family system, therefore, is old be replaced in the nuclear family system. Lifestyle is the sum of a subject's important activities, relationships and normal practice. In a very general definition, the subject can be a person or a group. Traditional communities had a clear order lifestyle based on some traditional tasks and the stratification of society. Modern humans seem to be facing storefront that is trying to find and then buy their individuality. It has been recommended that the concept of lifestyle derived from Alfred Adler's work, but it was probably first used by Max Weber. Today is usually used the concept of lifestyle as something that must change if we are to achieve sustainable development (Jensen, 2009)³.

II. Statement of the Problem

The main purpose of the present research was to know about the exposure of Cable/T.V and its impact on the adoption of modern lifestyle by women. The women are spending their leisure time on watching cabal TV and other electronic devices. They are watching different cabal TV program include dramas, talk shows, fashion shows, informative program, religious program and etc. Cabal/TV has played a tremendous role in influence a women's healthy lifestyle.

III. Objectives of the Study

- To explore the level of women exposures towards Cable/T.V
- To find out the level of impacts/adaptation of modern lifestyle by women
- To find out the relationship (if any) between women's exposure towards Cable/T.V and impacts/adaptation of modern lifestyle

IV. Significance of Study

In this study impact of Cable/T.V are playing a major role in adaptation of modern lifestyle of women. It has different messages and attractive arrangement for all individuals. Women are more inspired by the media. Women learn a lot of things from channels. Cable/T.V are progressive very rapidly that may influence women's attitude and behavior. Media shows such programs which are linked by women mostly. Women watch dramas, movies, cooking programs, fashion shows and different commercial and after watching all these variety of channels they get influence on their mind.

V. Literature Review

Shoab et al. (2012)⁴ conducted a research on the Mass media and consumer purchase behavior: a case study of Lahore, Islamic Republic of Pakistan ". The aim of the study was to understand the individual's exposure to multinational products advertisement of Indian movie stars and its impact on consumers ' purchase behavior in Allama Iqbal town, Lahore. The sample size of this research was 185 family members who live in 5 blocks of Allama Iqbal town Lahore. The results of this research showed that there is an association between advertisements by multinational product and consumer purchase behavior. Multinational advertisers select the product function better and in return they get more attention and persuade people against the product. Khan et al. (2012)⁵ conducted a research on electronic media; a situational analysis of its implications in Pakistani society. The researchers focused attention on the role of the media and its impact on the minds and hearts of people and the environment in that work. According to them, the media is not only to provide entertainment and information but also to shed light on what actually happens in society, in the country and the world. Media play a significant role in achieving integration in the country. The main objective of this research is to know what type of facilities that media give to humans, the reasons for the choice of TV channels and the reason for the popularity of television programs among the people, and access to cell phone to people and their uses. This is a descriptive research and non-purposive sampling technique was used in this study. The size of the sample of this research was 300 respondents and the selection was from K.P.K, FATA and Baluchistan to gather information. Major finding of this research is that the media, particularly the electronic media is a powerful instrument to bring visible changes in View, outlook, attitude and interest in people. Satpathi et al. (2011)⁶ conducted a research on the effects of electronic media on the modern Indian selector: a study of post liberalization era. This study showed that the increasing influence of the electronic media in India was encouraged by economic liberalization in the early 1990s. In the 21st century was revived in the media of the Internet revolution. People started to express their opinion through Blogs; opinion polls and social networking websites. This study uses qualitative analysis to study the effects of electronic media on political participation and voting behavior in General. Data were collected from the Election Commission of India, media coverage, public opinion polls, social networking Web sites. The results showed that television has exerted a significant impact on political participation in India over the past 20 years. Rowan (2010)⁷ conducted a research on the effects of technology on child's physical and motor development. A mere 20 years ago, children used to play outside all day long, riding bikes, sports, and build fortresses. Their sensory world was nature-based and simple. The dining table was a central place where families gathered to eat and talk about their day. Technology's impact on the family of the 21st century is breaking its very foundation and causes a reduction of the core values that are used to keep families together. Entertainment technology has evolved so quickly that families have barely noticed the significant impact and changes to their family structures and lifestyles. Elementary aged children consume, on average, eight hours per day of entertainment technology and 65% of these children have a TV in their bedroom; with 50% of us homes have the TV on all day. As a child, connect more and more technology, society is seeing a disconnection from

themselves, others and nature. The researcher argues that it is important to get together as parents, educators and psychiatrists to help the community, "wake up" and see the devastating effects technology has not just on our children's physical, psychological and behavioral health, but also on their ability to learn and maintain personal and family relationships. Meighani (2007)⁸ was conducted a research on Influence of Media on IAU Students Lifestyle. Researcher found that up to what extent the statistical population of the research uses media and DOS media affect lifestyle of statistical population. He says that the Media represents the emergence of large-scale systems of public communication in various forms: print media, electronic media, and digital media. He says that the media have a significant role in society not only by the content of the message, but also through the process of socialization and he says that the media have played an important role in the fight against racism, gender and global poverty, and spread awareness about world peace. Research take 350 sample size from student of Islamic Azad University, Iraq, Iran, and survey method was used as a tool for data collection and was used questionnaires as a technique for the collection of data. The finding of the research shows that media use of statistical population is high. And there is significant differentiation between media use intensity and sex, so that female students are using the media more than male students. The results of the study showed that modern leisure centre designs, modern styles of body management and high resistance to gender stereotypes and the lifestyle of students can be identified as modern; marriage status has significant relationship with the media usage intensity, so that female and unmarried students apply media more. Sey (2009)⁹ conducted a research on impact of public access to information and communication technologies. Information and communication technologies are generally accepted as important resources for socio-economic advancement in both developed and developing countries. Due to resource constraints, shared Access form the dominant mode of access to these technologies in most developing countries, Governments, non-governmental institutions and business entrepreneurs have invested substantial amounts of human and financial resources in public libraries, telecasters, Internet cafes and other forms of public access, without clear evidence of what the ultimate outcome will be, and the actual costs incurred. The results show that there is little conclusive evidence on the downstream impact of public access to information and communication technologies. As a model, public access to ICT has experienced success and failure, which leads to both strengthen the belief that the model should be developed and strengthened; as well as claiming that public access ICT is extremely inefficient or even counter-productive from the point of view. The present study has been conducted in theoretical framework of George Gerbner's¹⁰ "Cultivation Theory". He gave the idea that television has the power to shape individuals perceptions of reality and the world around there by influencing their attitudes and ways of thinking. Cultivation theorists argue that television has long term effects that are small, gradual, cumulative and indirect but significant and that significantly affect attitudes, beliefs and judgments of viewers about the social world. Theory assumptions are given bellow:

- "The primary proposition of cultivation theory states that the more time people spent "living" in the television world. The more likely they are to believe social reality presented on television."
- Gerbner's cultivation theory says that television has become the main source of storytelling in today's society. ."
- They emphasize the effects of television viewing on the attitudes rather than the behavior of viewers. Heavy watching of television is seen as 'cultivating' attitudes which are more consistent with the world of television programmers than with the everyday world.
- The theory suggests that this cultivation of attitudes is based on attitudes already present in society and that the media take those attitudes which are already present and re-present them bundled in a different packaging to their audiences.

Conceptual definition

Conceptualization is a design or concept and refine it by providing conceptual or theoretical definition. (Neuman, 2004)¹¹

Electronic media

Electronic media such as radio, television, fax, phone, CD ROM and computer. It is separate from print like newspapers, magazines, catalogs or letters as well as outdoor media. (Lincon Dictionary, 2011)¹²

Cable/T.V

Usually, a system that disseminate television signals with the help of coaxial or fiber optic cables. The term also covers systems that deal signals only through satellite. (Encyclopedia of Britannica, 1986)¹³

Modern lifestyle

Methodological techniques are very important for analyzing sociological pursuits and empirical research. The method discussed various techniques and methods to collect, analyze and interpret data. Method is a system of rules, principles and procedures governing scientific studies. Research methodology provides guidance for

collecting evidence, to explain why it is happening, and to do so in such a way that the other tests can verify the results

Methodological practice is very significant for investigating sociological pursuits and observed research. In methodology several techniques and methods used to gather, evaluate and construe the data are discussed. Methodology is a scheme of rules, principles and procedures that guide scientific investigations. Research methodology offers instruction for collecting evidence about takes place, for explaining why it is happening, and to do so in such a way that the other tests can verify the results (Nueman, 2004).

Target Population

Target population is the aggregation of elements from which sample is actually selected. The target population of the present research was women having cable/TV access and were living in Kharian city, district Gujrat.

Sampling Technique

A procedure in which researcher selects respondents for study in such way to make sure that what is learned if they also would be true of the sample of the population as they were selected (Nueman, 2004). Researcher used simple random sampling technique to select households form the target population because sampling frame was available

Tool of Data Collection

An interview schedule was administered by the researcher to collect the required information. The instrument was divided into different parts like (a) socio-economic characteristic of the respondent (b) information related cable/T.V, and (c) impacts adoption of modern lifestyle. For the data collection purpose researchers prepared the questioner.

VI. Data Analysis

Demographic Characteristics

Table 01 Age of the Respondents

Age(year)	Frequency	Percent
20-25	54	40.9
26-30	35	26.5
31-35	19	14.4
36-40	18	13.6
above 41	6	4.5
Total	132	100.0

Table 01 shows the age structure of the respondents according to the data 40.9% respondent age was between 20-25 years, 26.5% respondent age was between 26-30 years, 14.4% respondent age was between 31-35years, 13.6% respondent age was between 36-40 years and 4.5% respondent age was above 41. According to the field data majority of the respondents were aged between 20-25 years. The women having age 26-35 were considered mature and comparatively independent. Normally, they were married at this stage and had children.

Table 02 Educational level of the Respondents

Educational level	Frequency	Percent
Primary	2	1.5
Middle	1	0.8
Metric	12	9.1
Intermediate	24	18.2
Bachelor	54	40.9
Master & above	39	29.5
Total	132	100.0

Table 02 presents education is being an important indicator of social status. As the study was conducted in anurban area like Kharian city where people are more educated as compare to the rural area. Table indicates that 40.9% respondent's education level were bachelor level, 29.5% respondents were master & above level, 18.2% respondent was intermediate, 9.1% respondent was metric level, 1.5%resspondent was primary level and a small number of respondents was middle level there percentage was only 0.8%. And after that they could not carry too went to school because of some reasons. Data shows that mostly respondent was educated.

Table 03 Occupation of the Respondents

Occupation	Frequency	Percent
Housewife	36	27.3
Government Job	21	15.9
Private Job	19	14.4
Student	56	42.4
Total	132	100.0

Table no.03 elaborates occupation of the respondents. In the past mostly women was not getting education and was not go outside their homes for a jobs but know due to modernization people accept the new ideas and accept the changes and many women were engaged with paid work and go outside their homes and participating in work force. According to the field data 42.4% of the respondents were student while 27.3% respondent were housewives they were not doing any type of jobs they just live in their home and look after their family, 15.9% women were Govt. employee and 14.4% respondents were private employee they had less time to watch TV as compare to the housewives. According to the field data 42.4% of the respondents were the student and they were doing studies in these relevant fields.

Table 04 Liking the programs by the respondents

Programs	Frequency	Percent
Talk Show	14	10.6
Fashion Show	20	15.2
Cooking Show	11	8.3
Morning Show	19	14.4
Current Affair	13	9.8
All Programs	55	41.7
Total	132	100.0

Table 04 depicts the sort of programs respondents like the most. According to the field data 41.7 % of the respondents were like all programs,15.2% respondents were like fashion show, 14.4% were like morning show,10.6% were like talk show,9.8% were like current affair and 8.3% were like cooking show. The above data indicate that majority of the respondent were like all programs.

Table 05 Preferred timing by respondent to watch cable T.V

Preferred Timing	Frequency	Percent
Morning	17	12.9
Afternoon	21	15.9
Evening	70	53.0
Late Night	24	18.2
Total	132	100.0

Table 05 shows that the preferred timing to watch cable/T.V. 53.0% of the respondent was preferred to watch cable/TV at evening, 18.2% respondent was preferred to watch cable/TV at late night, 15.9% respondent was preferred to watch cable/TV afternoon and 12.9% respondent was preferred to watch cable/TV at morning. It concludes that more than half of the respond were preferred to watch cable/TV at evening.

Table 06 which group adopts more fashion trends from cable T.V

Group Adopts More Fashion	Frequency	Percent
Children	12	9.1
Young	106	80.3
Middle age	10	7.6
Old age	4	3.0
Total	132	100.0

Table 06 describe which group adopts more fashion trends from cable T.V.80.3% of the respondent was responded that young group adopts more fashion trends,9.1% respondent was respond that children adopts more fashion,7.6% respondent was respond that middle age adopts more fashion and only 3.0% respondent was responded fashion was adopted by old people. Thus majority of the respondent was responding that young group adopted more fashion trends by watching cable/TV.

Table 07 Preferred source of information

Preferred Source of Information	Frequency	Percent
Actors	54	40.9
Models	21	15.9
Fashion Experts	22	16.7
Designers	13	9.8
Writers	22	16.7
Total	132	100.0

Table 07 depicts preferred source of information through electronic media.40.9% of the respondent showed that actors are the young people’s preferred source of information as people watch TV/cable dramas from where actors perform their roll and some time the roll of actors too much influenced the individual’s mind and they got information from their roll, 16.7% respondent showed that fashion experts,16.7% respondent showed writer who write the script of the drama, movie and play and etc,15.9% respondent showed models and only 9.8% respondent showed Designers. Majority of the respondent was respond that actors were the preferred source of information.

Table 08 Leisure Time Activities

Sr.#	Statements	To Great Extent %(f)	To Some Extent %(f)	Not At All %(f)
08.1	Electronic media is really entertaining you in free time.	47.0 (62)	45.5 (60)	7.6 (10)
08.2	Electronic media is a good source to spend time.	53.8 (71)	39.4 (52)	6.8 (9)
08.3	Media is a good source of entertainment for individuals having any age.	38.6 (51)	49.2 (65)	12.1 (16)
08.4	Spending some time to listen music make your mood good.	46.2 (61)	43.9 (58)	9.8 (13)
08.5	You like to spend your free time with electronic media.	37.9 (50)	49.2 (65)	12.9 (17)

Table 09 Timing spend by respondent to watching television

Time(Hours)	Frequency	Percent
Less than 2 hours	61	46.2
More than 2 to 4 hours	44	33.3
More than 4 hours	27	20.5
Total	132	100.0

Table no.09 contains information regarding timing spend by the respondent to watch television/cable that 46.2% respondent respond that they spend less than 2 hours in watching TV on daily basis and 33.3% respondent respond that they spend more than 2 to 4 hours in watching TV/cable daily whereas 20.5% respondent respond that they spend more than 4 hours in watching TV/cable. Data suggest that majority of the respondent spend less than 2 hours in watching TV/cable.

VII. Leisure time Activities

Participation with a variety of leisure activities can help individuals with serious mental illnesses lead more active and healthier lives. Leisure time participation also promotes health by providing a buffer for stress and creating a sense of balance. For instance, leisure can give people a break from a stressful situation. Persons that have serious mental illnesses need a sense of belonging and a feeling of satisfaction with their lives. Efforts to help people feel a part of their communities and have a good quality of life usually focus on helping them get decent housing, meaningful employment, education and health care, as well as fostering self-determination and social support. Table 08.1 shows that electronic media is really entertaining you in free time. We have twenty-four hours a day within our budget, and we have to distribute these hours for different types of activities. Some of these activities are inevitable physical activities, such as sleeping and personal sanitation. When they got free time they spend with different entertaining activities such as sports, movies, parks, museums, television, radio, magazines, bars, eateries, nightclubs, theaters, etc. All these entertainment options compete against each other. According to the statistical data 47.0% respondent was to great extent agree that electronic media is really entertaining you in free time while 45.5% respondent was to some extent agree and 7.6% respondent was not at all agree with the statement. Table 08.2 describe that electronic media is a good source to spend time. Electronic media include music, electronic games, computer programs, cell phones and, of course, television and these are the good source to spend time. Many young women say they get a lot of their information on health from the media, including magazines and entertainment TV. According to the field data 53.8% respondent was to great extent agree that electronic media is a good source to spend time and 39.4% respondent was to some extent agree and 6.8% respondent was not at all agree with the statement. Table 08.3 elaborate that media is a good source of

entertainment for individuals having any age. Especially cable television is more likely to be main source of entertainment for the very young and the very old, for the poor and for the less educated ones. Like young people got information and communicate with their friends through the internet. And the old people they watch cable channels and entertain themselves. according to the statistical data 38.6% respondent was to some extent agree that Media is a good source of entertainment for individuals having any age while 38.6% respondent was to great extent agree and 12.1% respondent was not at all agree with the statement. Table 08.4 indicates that spending some time to listen music make your mood good. Listen to peaceful music such as classical and active selections. It has been found that thirty minutes of listening to this kind of music has released their tension and released their tired that have effect on their mind. So music relaxed their muscle. According to the field data 46.2% respondent was to great extent agree that spending some time to listen music make their mood good while 43.9% respondent was to some extent agree and 9.8% respondent was not at all agree with the statement. Table 08.5 There is a question that people wither like to spend your free time with electronic media or not. Many people spend a lot of their free time on the internet and on face book and so many respondents like to watch TV shows and movie whenever they are having a free time. According to the statistical data 49.2% respondent was to some extent agree that they like to spend their free time with electronic media while 37.9% respondent was to great extent agree and 12.9% respondent was not at all agree.

VIII. Findings

The purpose of this research was to find out the Impact of Cable/T.V on Modern Lifestyle: A study of Kharian. In Pakistan almost all the women have been using electronic media and watching television regularly. And the women of the Kharian city also used and watched the television in their routine life. Watching of various channels and commercial has been observed differently among women. Some were regular viewers and some were watch not to match.

- According to the field data 40.9% of the respondent were belong to age category of 20-35 year.
- Majority of the respondent had Intermediate to master level education and the study was conducted in a urban area like Kharian city where people are more educated and research finds out that female of that area had better qualification.
- Most of the respondents were student and many of the respondents were professionals and doing private or government jobs, engaged with paid work, go outside their home and participating in work force. If we compare this data with educational standard of the respondent we find although majority of the respondent who are married are educated but they did not using this education for adopting some profession.
- When respondents were asked about their favorite program, it was found out that a majority of the viewers were like all entertainment-oriented and informative programs.
- According to the field data most of the respondents (46.2%) watching television less than 2 hours.
- More than half of the respondents were preferred to watch cable/TV at evening timing. Because they are free in evening timing.
- Majority of the respondent was responding that young group adopted more fashion trend by watching cable/TV.
- Respondent were asked their preferred source of information. According to the field data actors were their source of information through electronic media.
- More than half of the respondent says that media effect on the socialization of their children and also affect on their family environment and it is a good source to spend their leisure time.
- Field data shows 45.5% female got information about cosmetics through media.
- More than half of the respondent's family mostly watch recreational program.
- Data shows 42.4% respondent watch the cooking programs and they watch the health care programs with family.
- According to the field data 40.2% respondent's family was so interested in the private life of celebrities.
- Field data shows 44.7% respondents watch drama serials and 37.1% like to spend all their leisure time in front of cable/TV.

IX. Conclusion

This study was to investigate the impact of Cable/T.V on modern lifestyle of women. Finding of the study revealed that electronic media has significant effect on the modern lifestyle. Cable television has long-term deep effects which are small, slow, not direct but growing and important and it significantly influencing the attitudes,

beliefs and judgments of viewers concerning the social world. Cable television is influencing traditional and cultural values in Pakistan and respondents are accepting it. The effects are clearly visible on food, dining habits, dressing, language, traditional celebrations and religion. The influence is a reality and it needs to be thoroughly researched to check the positive or negative impact on Pakistani culture. It is concluded that majority of the respondent had exposure electronic media and they watch TV regularly. Cable/T.V really impact on the modern lifestyle of women that includes use of modern technology, recreational activities, and health seeking behavior, family environment, and leisure time activities.

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