

Parody of Politicians' Traits and Audience Perception: Analysis of Political Tv Comedy Shows in Pakistan

Sobia Abid* Farish Ullah Yousafzai**, Peter Gade ***

ABSTRACT:

This study intends to analyze the relationship of politicians' Parody in TV comedy shows on the mainstream news channels of Pakistan and perception of viewers about politicians' traits. This is an attempt to assess the political implications of political satire in the political culture of Pakistan. It is imperative to have a better understanding of the audience perception of the politicians who are being mimicked in political comedy programs regularly, in order to place effects of these shows in their proper context. Political interest and Exposure of viewer to Parody has been examined with the relationship of viewers' perception about politicians' personality features, vision and image. The results are based on the data collected in a random survey (N=130) conducted in University of Gujrat, Pakistan. Pearson correlation and two sample t test were employed to analyze the data. Results show that student's political interest and exposure to politicians' Parody in political comedy shows is correlated with their perception of politicians significantly and there is no significant difference of respondents' exposure to comedy, interest and politicians' traits perception with reference to gender.

Keywords:Parody, Political comedy programs, political perception, Political satire

Introduction

Phenomenon of Political satires in Television (TV) comedy shows have emerged as a popular and important genre around the globe (Young, 2013). Political entertainment is the blend of information and entertainment which is now also termed as 'infotainment' (Lilleker, 2006). This has been viewed by the communication scholar, Thussu (2007) as an alternative and interactive approach that emerged in the late 1980s to become a buzzword. According to him this is a mixed genre which include visual aesthetics, rhetorical headlines, fast-paced visual action, computer-animated logos, and eye-catching visuals; than the content itself, in TV news and Current Affairs programs. Popularity of these shows among viewers have drawn the attention of social scientist toward its influence on viewers' political perception. They found the shows significant in providing the audience with the information that may help them to get familiarity with covert political scene revealing personality traits of Politicians in depth (Young, 2004 & Moy et al., 2005). Tendency of these shows in Pakistan has also been witnessed since last decade that has led to explore its political implications (Eijaz, 2012).

These comedy shows follow diverse formats i.e. sitcoms, standup comedies, skit segment based magazine programs, studio based discussion program with bolstered up concurrent audience's laughter, in the studios. Parody of the politicians traits is the common feature of all these political comedy shows that may, likewise the findings of American studies, have an impact on viewers' political discourse, critical schemes and performance evaluation of politicians (Eijaz, 2012; Nazir, 2013).

* lecturer at Center for Media & Communication Studies, University of Gujrat(UOG)

** professor at Center for Media & Communication Studies and Dean Faculty of Arts, UOG

*** professor at Gaylord College of Journalism & Mass Communication, University of Oklahoma, USA

Thus, in this context it seems imperative to analyse the viewers' perception in response to the personality, image and vision of politicians presented through parody and satire in comedy shows.

Politicians' Parody and Political Entertainment

This analysis based on observation that the Parody of the politicians is providing a more critical evaluative dynamics to the viewers as compared to the simple flow of political leaders' activities in TV news bulletins. Therefore, communicating scholars emphasized to know how viewers use political satire and parody to connect with politics and find meaning in political issues. They also argue how comedy shows make political stories and issues accessible and appealing, making the viewers feel more connected to politics in an active and playful way (Young, 2013). Social scientists consider the Parody as one of the feature of social interaction. Social interaction gets strengthened when it takes support from the Parody (Van Baaren et al, 2004). Chartrand et al (2005) viewed Parody as an ability to copy the behavior of others. They are of the view that "Parody is a manifestation of the perception-behavior link at its most fundamental level. It is no more than copying other's observables and requires only the ability to perceive the behavior in the other person and the ability to form the behavior oneself" (p.335)

Parody is a lighter side of the social and political life as Baaren (2003) has analyzed people mimic words, accents rate of speech, tone of voice, and syntax, making the situations more interactive and spontaneous. Comedy shows about politics may also be taken in the same context where Parody artists copy the behavior of the political leaders of leading political parties of Pakistan including; Asif Ali Zardari (Co. Chairperson, Pakistan People's Party), Mian Muhammad Nawaz Shrif (President, Pakistan Muslim League N), Asfand Yar Wali (president, Awami National Party), Altaf Hussain (President, Muthidda Qaumi Movement), Mowlana Fazl-ur-Rehman (President, Jamiat Ulama-e-Islam,F), Imran Khan (Chairman, Pakistan Tehreek e Insaf), Siraj Ul Haq (president, Jamat-e-Islami). Artists regularly appear on the TV comedy programs and imitate the appearance, facial expressions, body gestures and postures of the political leaders.

Fisk, J. & Hartly (1989) found both comedy and television act as sites of togetherness based on communal knowledge of references central to the text. Audience ability to decode the text in order to derive meanings is made easier by being a part of the culture and having access to the codes often used to relay message to audience. The use of comedy as a functional element in shaping the perception of the viewers, regarding the political leaders and creating political awareness, is the concern of this study. Midhurst (2007) revealed that television and humor unite the people of the society where the comedy programs and comedy occurs. He describes comedy as a "brief embrace in a threatening world, a moment of unity in a lifetime of fissures a haven against insecurity, a refuge from dissolution, a point of wholeness in a maelstrom of fragmentation, a chance to affirm that you exist and that you matter". Since comedy works mostly in deconstructing ideology it also utilizes cultural signs and symbols in order to play with cultural conventions. He claims that comedy, more so than any other genre, contributes more to establishing and reinforcing a national identity because it is so relational to the culture

Dynamics of Political Comedy

Presentation of political issues taking support of copying behavior of politicians entertain the viewers at one side, but on the other hand, increase the viewers' ability to read "between the lines"

(Moy, Xenos, and Hess' 2005). Thus, keeping in views this, present research examine how political parody and satire of political leader's Personality Traits, Political Vision and Political Image portrayed in TV comedy shows. This is also an attempt to study the parody and satire as a cognitive aspect of the viewers; mimic and laughter (Young & Frye, 1966), facial expressions (Hsee, Hatfield, Carlson, & Chemtob, 1990), emotions (Hatfield, Cacioppo, & Rapson, 1994) and mood (Neuman & Strack, 2000).

Another aspect of the political entertainment is that it has more space to highlight the hidden aspects of political culture. Negative aspect of behavior draws more attention of the viewers than of positive aspects of the behavior (Fiske, 1980; Pratto & Bargh, 1991; Skowronski & Carlston, 1989; Smith, Cacioppo, Larsen, & Chartrand, 2003; Vrana & Gross, 2004). From these psychological studies, Satire in political entertainment can easily be understood that probably target the negative aspect of the politics. This analysis argues that the hidden side of the story, using comedy, appeals more to the viewer providing fun and critique at the same time. Hence, it seems that satire may help the viewers to perceive the political sphere in a better way.

Some researchers have showed the inconsistency of the effects of the comedy political programs. Exposure to late-night comedy shows effect on learning candidates' character traits and evaluation of the candidates during elections and increase in public affair knowledge (Moy, Xenos, and Hess' 2005, Davis and Owen's 1998). In another study it is found that late-night shows and comedy programs were associated with viewers' recognition of campaign information (Hollander, 2005 as cited in Kim, Y. M. & Vishak, J., 2008). On the other hand study of political talk radio revealed very little impact of the comedy programs on political knowledge. It was also found that entertainment media have no effect on the political knowledge as compared to the hard news. (Prior, 2003, 2005). Here it could be argued that dynamics of TV comedy may have a different effects than that of radio and comedy should be taken up as a genre, instead of in comparison with the hard news, having its own significance.

The political news and current affairs programs on television seem under threat because of their monotonous and routine telecasting. Youth of the society seems avoiding political network news as it adds nothing new for them. The formulaic nature of presenting the political leader's statements, their policies and their party stance on different political issues may have cynical perception about politics (Prior, 2003, 2005). An interesting argument in this study is that the satiric and ironic Parody of the politicians is not threatening to politics but helpful as Young (2013) have found "People who watch Stewart and Colbert participate in politics more; they vote more; they discuss politics with friends and family more; they watch cable news more; they get news online more". This study assume that viewers have developed a taste of accepting the politics in the shape of entertainment as compared to the serious news and current affairs programs.

Political Cynicism, Youth and Comedy

Political entertainment shows, according to American political comedy researcher Matthew Nisbet, have become part of mainstream political discourse in USA "Stewart's *Daily Show*, along with *The Colbert Report*, and traditional network programs such as NBC's *Saturday Night Live*, the *Tonight Show*, CBS's *Late Night*, and even *The View*, hold an ever-increasing influence over political culture and public perceptions" (Nisbet, 2010). He also posed the question, central to the study, that whether these programs are enriching the audience with critical analysis and learning of politics or distracting them from political process? In his view these programs are politically

substantive and provide an opportunity to access the niche audience in media fragmented environment.

Thus, many scholars are not convincing about the cynicism view of political comedy. They believe that exposure to political satire increases knowledge of current events, leads to further information-seeking on related topics, and increases viewer interest in and attention paid to politics and news. If we want people to participate, we need to encourage them to get connected with politics by heart. Empowering citizens with entertaining ways will contribute more (Young, 2013). These arguments may help argue that comedy is not creating cynicism as Kim, Y. M. & Vishak, J. (2008) discussed that entertainment media are less effective in acquiring factual information, particularly in retaining issue and procedural knowledge as compared to the news and current affairs programs including news bulletin, talk shows of serious nature. This endeavors argue that instead comedy is bringing back the audience toward politics as an alternative.

Youth is seemingly more inclined towards political comedy. Mindich (2005) argued that American youth get more of their news about politics and current events from late-night television comedy shows as compared to the news media. A survey conducted by the Pew Research Center (2005) revealed that 47 percent of people under thirty years of age were dependent on late-night talk shows to get awareness of presidential campaign. Consequently, it could be argued that fear of the young public ignorance of the political issues (Delia Carpini and Keeter 1996), and their tendency to avoid politics (Buckingham 2000) invite our intention towards formulaic nature of political coverage in hard news and serious talk shows. On the other hand political entertainment may filling this gap and bringing back the youth interest through entertainment based politics (West and Orman 2003).

Therefore, keeping in view the discussion, this study undertake the parody of politicians, presented in political comedy shows on mainstream TV channels of Pakistan, as a vehicle of public perception about politicians. Politicians' personality, image and vision were conceptualized as an indicator of viewers' perception. Political interest and gender of the respondents were also taken as a background variable to assess relationship of comedy and perception in its proper context in Pakistan. Thus, three research questions have been formulated to examine the respondents' level of political comedy exposure, political interest and perception of politicians, taking into account the gender wise difference.

RQ1: Is there any significant relationship between viewers' exposure to parody of politicians in comedy shows on mainstream TV channels of Pakistan and their perception about Politicians' personality, image and vision?

RQ2: How does political interest of the respondents correspond with their perception about Politicians' personality, image and vision?

RQ3: Is there any significant difference of viewers' exposure to parody of politicians, political interest and politicians' perception with reference to gender?

METHOD AND MATERIAL

To investigate the relationship of the exposure of political comedy programs with the perception of politicians, Survey method was adopted by administering a structured questionnaire. Universe of the study was the students of university of the Gujrat, Pakistan. In this regard the students of Center for Media and Communication Studies and Department of Political Science department were selected to be the respondents of the study as the subject of the study relates with their study area and both have interest in politics and media.

Exposure of TV Political Comedy Programs.

In this study Exposure of TV political comedy a program was selected as an independent variable. Response was measured by placing three questions including “I like to watch political comedy programs”, “I watch the TV political comedy programs regularly” and “I always prefer to watch political comedy programs as compared to serious news and current affair programs”. Responses on these three items were captured on five point, from Strongly Disagree to Strongly Agree. The mean score of the exposure of political comedy programs on TV channels was 3.3 and Standard deviation 0.9 (see table1).

Political Interest of the viewers.

To assess the political interest of the respondents of the study was considered important keeping in view the selective exposure due to the already existing interest which can be contributory as an intervening variable in the present study. This was measured on five scale items from strongly agree to strongly disagree against the four items from “I have affiliation with some political party”, “My family has a strong political affiliation”, “I follow the statements of politicians” and “I discuss the political issues with my class fellows. Answers to these question items were significant as the mean score of the political interest was 2.6 and standard deviation was 0.97

Gender of respondents.

In the present study the gender of the respondents was selected as a background variable. The other background variables: age, qualification and location; were not included in the study as the respondents of the study were the students of University of Gujrat which demographically may not be able to significantly differ with regard to qualification, age and location. Thus only one background variable was measured on two point scale, Male and Female. In the study in hand male and female factors were making no difference as their exposure and perception about the politicians seems insignificant except political interest with the level of significance 0.080(See table3)

Perception of the politicians' personality.

Politicians 'personality was measured against the five question item on five point scale, from strongly disagree to strongly agree. Questions were included the personality features of the politicians which are being mimicked in the political comedy programs telecast on Pakistani TV channels. These feature were observed carefully by the researcher in the following political programs i.e Hum Sub Umeed Say hein(Geo TV), Four News(Aaj TV), Khabar Naak(Geo TV), Hasb e Hall(Duniya TV), Banana New Network(Geo TV). In this regards the students were also interviewed in a group to discuss the personality feature being mimicked in the TV political

comedy programs. On the basis of personal observation and recommendations of the students interviewed in group the following personality features were included in the questionnaire i.e. Parody of politicians' way of talking, Parody of politicians' hair and dressing style, Parody of politicians' body gestures and postures, Parody of politicians' friendly behavior and Parody of politicians' aggressive behavior. Questions were posed as "I learn the political personality of politicians when I watch the parody of the above mentioned five features. This question was basically included to gauge how the viewers of political humorous programs perceive the personality of the politicians when they watch it in the form of political satire and ironic way of parody of these features. The response was measured and the mean score was 2.8 and standard deviation was 1.4

Perception of the politicians' vision.

Perception of the viewers about the politicians' vision was also measured through the questionnaire instrument developed keeping in view the Parody of the political leaders on TV political satire and irony based programs. Indicators of the political visions were selected on the basis of personal observation and suggestions of the people interviewed in this connection as a group. In this part of the questionnaire five question items were included i.e. Parody of politicians' slogans for change and reforms, their viewpoints on the public issues, their initiatives, their approach on foreign policy, their approach on provincial issues. Here the emphasis remained on assessing the question "Do the Parody of political leaders' vision in TV political humorous programs relate with the viewers' perception of the politicians". The mean score of the viewers' perception was 3.1 and standard deviation was 0.97

Perception of the politicians' image.

This was the most important and significant part of questionnaire administered to assess the perception of the people regarding the image of the politicians answering the question "Do the Parody of political leaders' image in TV political humorous programs relate with the viewers' perception of the politicians about their image". To assess the viewers' perception about the image of political leaders the questions posed were: Parody of their act not to fulfilling the promises to the public during election, their act of not following their own manifestoes, their bad governance, their good governance, their settlement approach with other parties, their revengeful approach towards other parties, their interest only in peoples' vote, their delaying tactics, their vested interests and their role as a pressure group. Development of the instrument of measurement was the same as was in personality and vision of the politicians. The mean score of the politicians' perception among viewers was 2.8 and standard deviation was 1.4

RESULTS AND DISCUSSION

People are acquiring political information along with entertainment from the political comedy programs on TV channels. Exposure to political humorous programs have potential implications under certain conditions such as attention towards politics, public opinion and political participation (Cao & Brewer, 2008). The results of this study investigate the consumption pattern of the viewers of TV political comedy programs and its impact on their perception about the politicians. Students watch the political comedy programs with a level of difference. More than half (table.1 M=3.3; SD=0.91) of the students like to watch political humorous programs regularly and their preferred format of political programs was the comedy programs about politics. Only a

few students (0.91) had not preferred the comedy programs on politics as their favorite programs. The exposure scale was converted in Low, Medium and high categories to seek the clear picture. Table No.2 depicts that 56.4 percent of the respondents' exposure to political comedy programs was of medium level. Data also shows that 32.5 percent had high whereas only 11.1 percent of the respondents had a low level of exposure towards political comedy programs. So it was concluded on the basis of results that the respondents had a sufficient exposure to comedy programs and it is checked for further investigation whether they make any perception of the politicians after exposing themselves to these programs as heavy and light watchers. The preferences of these programs that the political comedy programs were gaining popularity among the students and they had a significant interest towards these programs (see table No.2).

Another dimension of the study was to address the question as to what extent students who expose to TV political comedy programs perceive about the politicians and their politics when they were mimicked in these programs satirically and ironically. Perception had been categorized into three main factors including personality features, political vision and political image. The mean score of the viewers' perception of politicians' personality through their Parody and parody in TV political humorous programs was 2.8 and standard deviation was 1.43. So it was visible from the results that no significant majority of students perceive the personality of the politicians when they watch the Parody of their personality features: including way of talking, hairstyle and dressing style, body gestures and postures, friendly and aggressive behavior.

Table1: Descriptive patterns of Comedy Exposure, Interest and Politicians' Traits

Indicators	Mean	Std. Deviation
Media exposure	3.3154	0.91057
Political personality	2.8200	1.43378
Political image	3.1691	0.95704
Political vision	3.1108	0.97791
Political interest	2.6500	0.97179

N=130

It means that 63.8 percent of the respondents had perceived medium and high level perception about the personality of the politicians, after watching the imitation of their appearance. It is concluded that only appearance failed to create the perception. Appearance works when it goes hand in hand with the message presented, through satire and ironic way of production.

Table2: Level of Comedy Exposure, Interest and Politicians' Traits

Categories	Frequency	percentage
Exposure		
Low	13	11.1
Medium	66	56.4
High	38	32.5
Political Interest		
Low	54	44.6
Medium	51	42.1
High	16	13.2
Personality		
Low	47	36.2
Medium	54	41.5
High	29	22.3
Vision		
Low	29	22.3
Medium	59	45.4
High	42	32.3
Image		
Low	27	20.8
Medium	70	53.8
High	33	25.4

Response of the students on the personality scale was also calculated that was less ($M=2.8$) as compared to the mean score of their vision and image i.e. 3.16 and 3.11 respectively (table.1). Percentage scores of the politicians' personality perception on the low, medium and high was 36.2%, 41.5% and 22.3% respectively (table.2) which shows that the majority of students (41.5%) were of the view that they perceive the politicians' personality, when they see them on TV as parodied characters, imitating their features on a medium level. Response of respondents 36.2% at the low level indicates that only through appearance perception did not predict about personality. The response rate seems quite obvious, as the questions asked in this regard, were about nonverbal and verbal behavior; not linked with any other activity which comes under attack by the Parody artist, in the political comedy programs.

Political vision of the politicians might best be witnessed when we observe them speaking in a public meeting on a political issue related to the public. Politicians regularly appear on TV channels to present their own stances on the policy and public issues. Public become aware of their vision when they observe them speaking in the press conferences, seminars, TV talk shows, special interviews and parliamentary sessions on political, economic and social issues. These activities of the politicians were targeted by the parody artists in comedy talk shows and programs. Parody of their actions, presenting their political vision in comedy programs provides an in-depth understanding of their political vision. Table No1.depicts that the mean score of the viewers' perception of the politicians' political vision was 3.11 and standard deviation was 0.97. This score presents the overall view of the viewers of political comedy programs about the perception of

politicians' vision. It was concluded that students perceive the vision of the politicians more clearly and come to know their manifestoes, policies, and their approach towards public, after watching Parody of these activities. Percentage score of the political vision on low, medium and high was 22.3%, 45.4%, 32.3% respectively (see table No.2). data describes that 45.4 percent of the respondents had medium level of perception of politicians vision. According to the field data 32.3 percent of the respondents had high level and 22.3 percent had a low level of perception. It was concluded that the majority (77.70%) had a high and medium level of perception. It means viewers of these programs perceive the political vision of the politicians more clearly through Parody and satire. This platform was not only providing the entertainment to the audience but also making them aware of the vision of the politicians which might help the people, to form their opinion about them (politicians).

The most important element of the politicians' life was to establish their image. To set up their images politicians make efforts through the public relating activities. Media also presents those actions which ultimately fixes their image in the public. Comedy talk shows also attempt to make fun of politicians, to provide information regarding their unfulfilling the promises to the public, their act of not following their own manifestoes, their bad governance, their good governance, their compromises with other parties, their revengeful approach towards other parties, their interest solely in peoples' votes, their delaying tactics, their vested interests and their role as pressure groups. Table No.1 indicates that the mean score of viewers' perception of the politicians' political image was 3.16 and standard deviation was 0.95. This score shows profound understanding of the viewers of the political comedy programs about the image of politicians. According to the table No.2 the percentage score provide evidence that the viewers perceive the political image of politicians with highest percentage score 53.8% at medium level. High level percentage fall to 25.4% while 20.8% had a low level of perception of politicians' image. It was concluded that the majority (79.02%) of the respondents had medium and high level of perception regarding the image of politicians. Results evidenced that the political comedy programs were contributing more than mere amusement and entertainment. If viewers were shaping their worldview about politics then it should be considered contributory and not taken skeptically that it would endanger to the politics and democracy.

Table3: Gender wise difference of Comedy Exposure, Interest and Politicians' Traits

Categories	t	d.f	P-value
Exposure	1.372	128	0.172
Interest	1.765	128	0.080
Image	-0.699	128	0.486
Personality	1.575	128	0.327
Vision	1.405	128	0.148

Table 3 elaborates the differences with reference to gender, applying two independent sample t test. In this study the only background variable selected was gender which did not seem to contribute significantly among the viewers of the comedy programs in university of Gujrat. Generally females were assumed less literate and least interested in politics as compared to the males in Pakistan. According to the Economic Survey of Pakistan 2002-2011 literacy rate for Male was 69.5 while for females was 45.2. Gailani survey report presents that 45% Pakistani male and female had apathy towards politics and they had no interest in politics. On the basis of this assumption it was considered that the women were less interested in politics and their response towards exposure, political interest and perception of the politicians would differ significantly. Here the data shows that gender makes no significant difference. Exposure of the females was the same as was of males and made no difference. P-value of gender wise exposure is insignificant with p.value of 0.172 which was more than the significant value i.e. less than .05. While on the other hand gender also had no significant difference in perception of political image with 0.486, political personality with 0.327 and political vision with 0.148 respectively. Only the political interest had some significance with 0.080 which shows females had less interest in politics as compared to the males. It was concluded on the basis of the results that females make no difference in the perception of politicians from their exposure in political comedy programs.

Table4: The relationship of viewers' political interest and Media exposure with the politicians' perception

	Media Exposure	Personality	Political Vision	Political Image
Media Exposure		0.399** (0.000)	0.445** (0.000)	0.362** (0.000)
Political Interest	0.247** 0.005	0.345** (0.000)	.390** (0.000)	0.167 0.057

This study was assumed as the exposure to the Parody of politicians in TV political comedy programs, affect the viewers' perception about the political leaders. Perception was again divided into three main factors, political personality, political vision and political image. Here the focus of the study is to see whether political personality, political vision and political image are positively related with exposure to Parody of the politicians in political comedy programs on Pakistani TV channels and political interest. Table No.04 provides the description of the correlation among the viewers' exposure and their political interest with perception of politicians.

Field data showed that exposure significantly correlate with the audience's personality perception about politicians with significant value (0.000) and Pearson correlation coefficient 0.399**. It is concluded that the more the exposure of the viewers' to TV political comedy programs the more will be their politicians' personality perception. Exposure of Parody in TV political comedy programs also had significant correlation with political vision perception with Pearson coefficient 0.445**. Significant value (0.000). It also indicates that as the exposure increases the perception about the politicians' vision also increases and vice versa. Image of the politicians is also perceived by the viewers significantly with significant value (0.000) and Pearson coefficient

0.362** and positively correlated with the exposure of the Parody of politicians in TV political comedy programs.

Conclusion and Future Recommendations

In response to the exposure of politicians' parody in comedy shows, educated youth have tendency to watch comedy shows, having high and medium level of exposure of these shows. They are also perceiving the political culture and politicians' personality traits along with image and vision. These shows are providing the viewers with the understanding of politicians' between the lines message that might be difficult to decode in routine political messages. Here, results also verify that these shows are equally popular among the female students as well. These results are very helpful to understand the significance of comedy shows in Pakistan. It could be argued that comedy shows could be a good start to bring the audience' interest towards politics. On the other hand these results invite the attention of news and current affairs programs to review the formulaic nature of shows. This also draw the attention of comedy producer towards the importance with reference to perception. Thus, they need to be aware of the sensitivity of content that could have many political implications. Future researchers should taking into account the comedy shows with reference to its effects on various variables i.e. political knowledge, political behavior, attitude and awareness. In future researches, content analysis of these shows and verity of respondents could be more helpful to understand the nature of political comedy and its implications.

REFERENCE

- APP(June,2011).literacy rate increases: Economic survey.
- Buckingham, D. 2000. *The Making of Citizens: Young People, News and Politics*. London: Routledge.
- Cao, x. & Brewer, P.R (2008) *Political Comedy Shows and public participation in politics*. Public Opinion Research 20(1)
- Chartrand, T. L., Maddux, W. M., & Lakin, J. L. (2005). Beyond the perception-behavior link: The ubiquitous utility and motivational moderators of nonconscious Parody . In R. R. Hassin, J. S. Uleman, & J. A. Bargh (Eds.), *The new unconscious: Oxford series in social cognition and social neuroscience* (pp. 334–361). New York, NY: Oxford University
- Davis, R., & Owen, D. (1998). *New media and American politics*. New York: Oxford University.
- Delli Carpini, M.X., and Keeter, S. 1996. *What Americans Know About Politics and Why It Matters*. New Haven: Yale University Press
- Eijaz, A. (2012). Articulation of political discourse through the prism of mass media in Pakistan. *European Journal of Business and Social Sciences*, 1(3), 1-21.
- Fiske, John, and John Hartley. *Reading Television*. New York: Routledge, 1989.
- Gailani Research Foundation (2012) 45% Pakistani have no interest in politics: survey. Retrieved from, http://www.pak101.com/c/blog/view/176/45_percent_Pakistani_have_no_interest_in_politics_Survey
- Hatfield, E., Cacioppo, J. T., & Rapson, R. L. (1994). *Emotional contagion*. Cambridge: Cambridge University Press.
- Hollander, B. (2005). *Late-night learning: Do entertainment program increase political*

- campaign knowledge for young viewers? *Journal of Broadcasting & Electronic Media*, 49, 402–415.
- Hsee, C. K., Hatfield, E., Carlson, J. G., & Chemtob, C. (1990). The effect of power on susceptibility to emotional contagion. *Cognition and Emotion*, 4, 327–340.
- Kim, Y. M. & Vishak, J. (2008) Just Laugh! You Don't Need to Remember: The Effects of Entertainment Media on Political Information Acquisition and Information Processing in Political Judgment. *Journal of Communication* 58 (2008) 338–360
- Lilleker, D. G. (2007) *Key Concepts in Political Communication*. Sage 4 (2)
- Medhurst, A. (2007). *A National Joke*: New York: Alfred A. Knopf
- Mindich, D.T.Z. 2005. *Tuned Out: Why Americans Under 40 Don't Follow the News*. New York: Oxford University Press.
- Moy, P., Xenos, M.A., & Hess, V.K. (2005) Communication and citizenship: Mapping the political effects of infotainment. *Mass Communication & Society*, 8, 111-131
- Nazir, F. (2013). Impact of Television Comedy Shows in Political Socialization: An Analysis of Private TV Channels in Pakistan. Unpublished MPhil thesis of International Islamic University, Islamabad., Pakistan.
- Neumann, R., & Strack, F. (2000). “Mood contagion”: The automatic transfer of mood between persons. *Journal of Personality and Social Psychology*, 79, 211–223
- Nisbet, M.C. (2010). Is America a Joke? Researcher Examines The Daily Show's Impact on Political Culture. Retrieved on September 25, 2013
- Pew Internet and American Life Project. (2005, March). Campaign 2004.
- Prior, M. (2003). Any good news in soft news? The impact of soft news preference on political knowledge. *Political Communication*, 20, 149–171.
- Prior, M. (2005). News vs. entertainment: How increasing media choice widens gaps in political knowledge and turnout. *American Journal of Political Science*, 49, 577–592.
- Prior, M. (2003). Any good news in soft news? The impact of soft news preference on political knowledge. *Political Communication*, 20, 149–171.
- Thussu, D. K. (2007) *News as entertainment, the rise of global infotainment*. Sage publications. India. <http://books.google.com.pk/books?>
- Van Baaren, R. B., Holland, R. W., Kawakami, K., & van Knippenberg, A. (2004). Parody and prosocial behavior. *Psychological Science*, 15(1), 71–74. Press.
- Van Baaren, R. B., Holland, R. W., Steenaert, B., & van Knippenberg, A. ((2003)). Parody for money: Behavioral consequences of imitation. *Journal of Experimental Social Psychology*, 39 393–398
- Vrana, S. R., & Gross, D. (2004). Reactions to facial expressions: Effects of social context and speech anxiety on responses to neutral, anger, and joy expressions. *Biological Psychology*, 66, 63–78.
- West, D.M., and Orman, J. 2003. *Celebrity Politics*. Upper Saddle River, NJ: Prentice-Hall.

- Young, D.G. (2004b) Late night comedy in Election 2000: Its influence on candidate trait ratings and the moderating effects of political knowledge and partisanship. *Journal of broadcasting & Electronic Media*, 48, 1-22.
- Young, D.G. (2013). Lighten up: How satire will make American politics relevant again? Cover story, *Columbia Journalism Review*.
- Young, R. D., & Frye, M. (1966). Some are laughing; some are not— why? *Psychological Reports*, 18, 747–752.