

IMPACT OF MIMICRY OF POLITICIANS IN PAKISTANI TELEVISION COMEDY SHOWS ON POLITICAL PERCEPTION OF AUDIENCE

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Abstract

The present study Impact of Mimicry of Politicians in Pakistani television Comedy Shows on Perception of Audience is focused to check the impact of the mimicry shows on Pakistani TV channels as the media industry is growing faster in Pakistan and the number of consumers are also increasing day by day. The survey method is used for this study and the students from University of Gujrat, Pakistan were asked regarding the mimicry of the politicians in Pakistan. The cultivation and the uses and gratification theories are used in this study to know that how these shows are cultivating the minds of the people and how they gratify themselves after watching these shows on TV. The results show that effects of media on political perception of viewers are very strong. The political comedy shows have the essence of humor, entertainment as well as information. The audience prefers watching these programs to satisfy their all needs of watching television, particularly, entertainment.

INTRODUCTION

Laughing matters are an excellent text for courses on media and politics, public opinion, campaigns and elections. The easiest way to make things easily understandable is to add some comics in it. The content is understood and can be recalled for longer time only if they are interesting as well as clear to the subject. With this view the electronic media is also putting lots of efforts to make its content interesting by planting humor and comedy in it for the viewers. The funny talk shows, the parody shows etc. are broadcasted in this regard.

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“Comedian-hosts with a different license to speak offer political critiques beyond the scope of what news and pundit political talk have previously imagined” (Jones 2005, 14). Often the host is not a reporter or an anchorperson, but a comedian who may be describing real or fake events in a satirical way so as to invoke the original “true” version in the minds of the audience. Meanwhile the talk show format, which has also been a staple of television programming, contains the usual elements of a couch, a host and an interviewee. Depending on the format of the show, interviews can be serious, silly or even absurdist as in TVshows like *HUM SAB UMEED SE HAIN*, *HASB-E-HAAL*, *KHABARNAAK* and *BANANA NEWS NETWORK*.

The young adults of the Pakistani public have been losing interest in the traditional sources of news. Their disinterest in traditional news has grown as they have shown themselves willing to consume news information from different sources. One of the most interesting new sources of information is the late-night comedy TV shows. Because these programs have the potential to become important sources of news, it is important to see whether they are subjected to agenda setting for their audiences or opinion leaders. The youngest generation’s general disinterest in political news from an early age lends itself to the belief that this is the cause for decreasing levels of voting across generations because, as the youngest age, they do not gain an interest in news or politics (Patterson 2002).

The late-night talk show generally has both comedic and interview components to it. In 2004, The Pew Research Center for People and the Press released a survey containing a widely reported fact that 21% of people ages 18 to 29. reported they regularly learned some news about political candidates or the 2004 presidential campaign from “comedy TV shows” and 13% reported the same of “late-night TV shows” (Pew Research Center 2004).

What happens when the “news” is presented in an amusing format? Comedy shows like *HUM SAB UMEED SE HAIN*, *HASB-E-HAAL*, *KHABARNAAK*, and *BANANA NEWS NETWORK* are the result of the merging of several entertainment programming trends, notably the news satire format and the talk show format. There is a substantial amount of political information in late-night monologues. Although the monologues are often sarcastic and satirical, their contents do not differ much from that of network news broadcasts. What exactly is the political content of these programs and who is the audience absorbing this content? Who consumes these comedy talk shows and what specifically are they consuming? This project will research all of these questions through various public surveys and statistical analysis. Use of the word mimicry goes back to 1637. It is derived from the Greek term *mimētikos* which means “imitative”. The goggled meaning of “mimicry” is “the Act or art of copying or imitating closely”.

WHAT IS POLITICAL COMEDY SHOW?

Political comedy shows are the programs in which the politics in relevance with the political leaders is discussed in easy and comic way. It is a new style of making audience perception either about politics or politicians. The political comedy shows that are being shown on Pakistani TV channels are rich in content to try to help audience know what actually the reality of our politicians is. The segments of certain of these programs in which dubbed funny songs are broadcasted provide entertainment to audience besides criticizing the politics. These shows are also helpful in molding audience political perception. Another most entertaining part of these shows is the parody segment in which one or more mimic character appears in any of the political character and parodies them.

The conclusive sentence for these shows is that “The TV political comedy shows are emerging as the media opinion leaders”.

POLITICAL COMEDY SHOWS ON PAKISTANI TV CHANNELS

Most of the famous comedy shows involve parody of politicians, dubbed funny songs, serious news in funny style, cartoon images etc. few of the mostly watched comedy programs are mentioned in this study.

Hum Sub Umeed Se Hain

Hum Sub Umeed Se Hain is a political satire show. It is based on socio-political scenario of Pakistan. It features funny segments on Pakistani political and social issues. It is aired on Geo TV.

Hasb-E-Haal

Hasb-e-Haal is a political comedy show that airs on Dunya TV at 11:05 pm from Thursday to Sunday. It stars Sohail Ahmed, NajiaBaig and JunaidSaleem. Hasb-e-Haal was launched in January 2009.

BankayMian

Bankaymian is a qawwali with three members in his party as humnawa. Other humnawa of this party are BabooBhai, Kallan and Laddan. All these are neglected musicians who joined BankayMian. BabooBhai plays table while Kallan and Laddan are for claps.

Khabarnaak

Khabarnaak is a Pakistani Comedy television show that airs on Saturdays and Sundays on GEO TV on 11:05pm. AftabIqbal hosts the show with SakhawatNaz and Amanullah playing role as Jeeda Driver and Hakeem Sahab respectively.

Banana News Network

Banana News Network or BNN is a Pakistani TV Show that airs on GEO TV on Tuesdays at 11:05pm. It features MurtazaChaudhary and his team. This team was formerly part of 4 Man Show on Aaj TV.

RESEARCH QUESTIONS

- a. Do the TV political comedy shows merely provide entertainment?
- b. Are the TV political comedy shows sources of bringing change in Pakistan’s politics?
- c. Do the TV political comedy shows affect the political perception of its viewers?
- d. Do the political comedy shows gratify the need of entertainment?
- e. Do the political comedy shows gratify the need of knowledge?
- f. Do the mimicry of politicians in TV political programs build negative image of politicians among the viewers?

HYPOTHESES

H₁: more the exposure to TV political comedy shows, greater the change in political behavior.

H₂: mimicry of politicians in TV political comedy shows are forming negative image of politicians among viewers.

LITERATURE REVIEW

Literature review is considered to be the most significant phase of the research process as it allows getting previous knowledge of prior researchers and also save times and efforts. Therefore the researcher reviewed the research articles and related literature available on internet and in libraries. The present study is made possible only because of the valid and logical review of the literature.

Mass communication forms have become strong political forces, acting as watchdogs over officials' actions and providing a platform for political information and activity. Why to study entertainment television show, especially one in which its host regularly advises his viewers not to take it seriously? Why to watch entertainment television at all for political messages? We study entertainment TV, as well as the news, because early in the twentieth century mass media technologies were considered powerful with almost frightening abilities of persuasion. Now everybody has approach to television because it is omnipresent, inexpensive, easy to follow, and entertaining and can be consumed leisurely". Television is a source of information as well isa major source of entertainment.

"Comedian-hosts with a different license to speak offer political critiques beyond the scope of what news and pundit political talk have previously imagined" (Jones 2005, 14). Comedians have long denied that their jokes or words have any impact on their audience's political viewpoints, essentially denying that they are opinion-leaders. Jay Leno, host of The Tonight Show asserts, "You don't change everybody's mind. You just reinforce what people already believe" (Levin 2000). In a research note, political comedy shows and public participation in politics, (Cao & Brewer, 2008) states that studies have shown that people consume programs such as soft news or political comedy shows primarily to be entertained rather than to be informed. Nor are these shows produced to inform their audiences. Studies have indicated that internal political efficacy - a belief in 'one's own competence to understand and to participate effectively in politics' - can stimulate political participation. As Baumgartner and Morris (2006) observed, content analyses of political comedy shows have found that such programs typically make jokes at the expense of presidents and presidential candidates.

THEORETICAL FRAMEWORK

The theoretical framework introduces and describes the theory or theories used in the study. The most suitable theories to understand the phenomenon of impact of mimicry of politicians in TV political comedy shows on the political perception of audience are "Cultivation theory", "Uses and Gratification theory" and "Agenda setting".

CULTIVATION THEORY

The theory was given by George Gerbner and Larry Gross. In his cultivation theory George Gerbner says that television has become the main source of storytelling in today's society. It says that people gradually accept the view of the world that is portrayed on TV. More people watch TV, more their ideas come in accordance with the television view. But the whole process is gradual and cumulative. Furthermore George Gerbner says that those who watch four or more hours a day are labeled heavy television viewers and those who view less than four hours per day, according to Gerbner are light viewers. Heavy viewers are exposed to more violence and therefore are affected by the Mean World Syndrome, an idea that the world is worse than it actually is. According to Gerbner, the overuse of television is creating a homogeneous and fearful populace (G. Gerbner, 1976).

As this research is concerned, the Cultivation theory relates to it in a way that the political perception of audience is effected when they watch the political comedy shows. Audience perceives the ideas that are delivered via political comedy shows. The style of mimic character greatly influences the opinion of audience regarding the personality of politicians. The dubbed funny songs and parody creates humor ultimately framing the image of the Pakistani politicians.

These shows are considered reliable because the audience has no other source that can inform them about the political scenario. Moreover the frustrated audience wants to believe that the politicians are incapable of securing sovereignty hence they consider all the information trustworthy.

USES AND GRATIFICATION

Uses and gratification theory was given by Blumler and Katz. It explains how people use media for their need and gratifications. This theory suggests that media users play an active role in choosing and using the media accordingly. Users are not passive rather they take an active part in the communication process and are goal oriented in their media use. The theorist says that a media user seeks out a media source that fulfills the needs of the user in best way. Uses and gratifications assume that the user has alternate choices to satisfy their needs (Blumler and Katz, 1974). According to Rubin (1984) viewers watch television for companionship, time-consumption, and relaxation (Abelman Robert, 1987). This theory has audience-centered approach.

There are several needs of people. Some want to gain knowledge, some need entertainment and pleasure. Some people's needs depend on their mood. Some watch television for socialization so that they could have the things to discuss with their friends and relatives. The needs are individual in nature and how the media satisfies their needs is individualistic.

People watch TV, more specifically the political comedy shows because they gratify all kinds of needs. These shows are entertaining, more realistic, interesting and have factor of sensationalism as well. These shows are new concept of satisfying what audiences really want. One basic reason why people are interested in watching these shows is that they show what audience wants to see.

METHODOLOGY

Survey research with questionnaire is used in this research study. As this is perceptual study and measures the effect of political comedy shows on political perception of viewers, therefore survey research is most appropriate for this

study. Survey research is best to conduct when the researcher wants to gather information from the subjects who are primary source for data collection.

Population:

Wimmer and Dominick (1993) describe population as “A set or group of subjects, variables, concepts, or phenomenon.” In regard of this description, the whole locale selected by researcher was the students of “UNIVERSITY OF GUJRAT”.

Sampling method:

Sample is the subset of the whole population. It is a set of chosen or randomly selected respondents from the whole population. The researcher has applied sampling method to gather the data. Sampling is the method by which the researcher selects a subset of individuals from within the population.

Wimmer and Dominick (1993) “a sample is the subset of the population that is taken to be the representative of the whole population. In all types of research it is generally considered as the best method to test the whole population but only when the population is specific in size.

Sampling technique:

Stratified random sampling and *Convenience sampling techniques* were used to investigate the phenomenon.

Stratified random sampling is a probability sampling technique in which the researcher divides the whole population into different subgroups or strata (singular stratum), then randomly selects the subjects in a proportion from different strata. Stratified is used to include all the representatives from every sub group.

Convenience sampling is a non-probability sampling technique in which the researcher selects subjects who are conveniently accessible to the researcher. It is used when researcher is unable to access a wider population. Also, it is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth.

Number of respondents:

The number of respondents was 100.

Sample size:

Sample size of this study was 50male and 50 female from both natural and social sciences.

Categories:

For collection of data, students from both natural and social sciences offering both bachelors and masters programs are selected.

Sampling frame:

Sampling frame of the study is “University of Gujrat”.

Scaling:

Likert scale has been used in 11 out of 14 questions in this research, as Likert scale is considered the most appropriate scale for this study. In a Likert's scale, a person states a view by ranking his agreement with a series of statements. While nominal scale is used in 3 questions.

According to the nature and requirements of the research questions, a questionnaire was designed consisting of 14 questions. All questions were close-ended, which ensures the clear response from the respondents. The questionnaire starts from the demographic inquiries.

NAME----- GENDER----- AGE-----

DEPARTMENT----- PROGRAM: BS/MS

These separations were made to identify the respondents and easily handle the results.

FRAMING OF QUESTIONS

Question 1, how frequently do you watch TV political comedy shows? Determines the density of viewership of TV political comedy shows.

Question 2 & 3, for what purpose do you watch political comedy shows? And what kind of information do you retrieve from these comedy political TV shows? Were developed to deal with particular reasons for watching TV political comedy shows.

Question 4, 5 & 6 were designed to find out the role of TV political comedy shows in framing of politicians' image.

Question 7 & 8 both deal with the authenticity of the input given to the audience by TV political comedy shows relating politicians' character.

Question 9 was asked to document the common human need among all the Pakistani politicians portrayed in TV political comedy shows.

Question 10, 11 & 12 were asked to find out the first and prior source of providing information about political issues, considered by the audience.

Question 13, do the mimic characters (who make parody) affect the political views of audience? Was developed to dig out the role of mimic character as being opinion leader.

Question 14 was devised to check the role of TV political comedy shows in politics. This seeks to answer the role of TV political comedy shows in bringing change in politics of Pakistan.

FINDINGS

This findings will illustrate the response of the interviewee with the help of bar diagrams. The result of all the questions has been given with bar diagram. The results are objectively mentioned. The exact tables found in the survey are also mentioned in this study beside the diagrams. Also, a short description is mentioned with each diagram to explain the findings.

All the questions were designed to know the political perception of audience after watching the political comedy shows that involve mimicry of politicians. After the collection of data and getting the questionnaires filled, the results were clearly found. All the facts and tables found are mentioned in this study without being biased and subjective towards the research.

The tables are given in percentage in a chart beside each diagram. The response categories of each question are mentioned along X-axis. The numerical findings of each question are given along Y-axis in percentage. Also, a short description is given below each of the bar diagrams. It is expected that this study will help readers to know the results of this research easily.

Q1. How frequently do you watch TV political comedy shows (Ham sab umeed se hain, BNN, Hasb-e-Haal, Khabarnaak, But Tameezian, etc)?

DENSITY OF POLITICAL COMEDY SHOWS

The results of the study regarding density of viewership of TV political comedy shows illustrates that majority (41%) sometimes watch these programs while 35% often watch these programs. 8% and 16% regularly and rarely watch TV political comedy shows respectively.

Categories	Frequency%
Reguslarly	8%
Often	35%
Sometimes	41%
Rarely	16%
Total	100%

Q2. For what purpose do you watch political comedy shows?

REASON OF WATCHING POLITICAL COMEDY SHOWS.

As the findings show that majority (61%) of the respondents watch TV political comedy shows for entertainment. 18% gratify their need of political awareness followed by 15% who watch for information and 6% for current affairs.

Categories	Frequency%
A	61%
B	15%
C	6%
D	18%
Total	100%

Q3. What kind of information do you retrieve from these comedy political TV shows?

INPUT INJECTION

The results of the study show that majority (39%) of the respondents get information about political issues through the TV political comedy shows. As shown in Table 5. 3, 28% of the respondents get judgment of the politician’s personality and 27% know about politicians’ attitude towards different issues while only 6% consider TV political comedy shows a source of recognition of politicians.

Categories	Frequency%
A	6%
B	39%
C	27%
D	28%
Total	100%

Q4. Are political comedy shows providing the true image of politicians?

SIGNIFICANCE OF CONTENT

According to Table 5.4, 39% agree and 9% strongly agree that the image of politicians portrayed by TV political comedy shows is true. 20% have neutral opinion about it while 18% strongly disagree followed by 14% who disagree.

Categories	Frequency %
Strongly disagree	18%
Disagree	14%
Neutral	20%
Agree	39%
Strongly agree	9%
Total	100%

Q5. Do you think that the comedy political shows make the politicians untrustworthy?

ROLE IN BUILDING PERSONALITY PERCEPTION

According to the results most of the respondents i.e. 37% agree that TV political comedy shows make the politicians untrustworthy. 4% of the respondents strongly agree with the statement. 30% are neutral, 24% disagree to it and 5% strongly disagree. Hence the results show that Pakistani politicians are not trustworthy.

Categories	Frequency%
Strongly disagree	5%
Disagree	24%
Neutral	30%
Agree	37%
Strongly agree	4%
Total	100%

Q6. Are the politicians, according to political comedy shows faithful to their country?

LOYALTY OF POLITICIANS

The results of the study as shown in Table 5.6 illustrate that majority 37% disagree to the statement that politicians are faithful to their country. 35% strongly disagree with it. 15% are neutral, 11% agree and 2% strongly agree and consider that politicians are faithful. According to the mentioned facts it is clear that Pakistani politicians are not faithful to their nation and their country Pakistan.

Categories	Frequency%
Strongly disagree	35%
Disagree	37%
Neutral	15%
Agree	11%
Strongly agree	2%
Total	100%

Q7. After watching the political comedy TV shows, do you think that most of the politicians have greed for money and power?

LUST FOR POWER IN POLITICIANS

The analysis of the results show that majority (49%) agree and 26% strongly agree that politicians are greedy and have lust for money and power. 9% are neutral, 11% disagree and 5% strongly disagree. According to the facts as shown in table the statement is strongly accepted by the respondents.

Categories	Frequency%
Strongly disagree	5%
Disagree	11%
Neutral	9%
Agree	49%
Strongly agree	26%
Total	100%

Q8. Mimic characters in TV political comedy shows try to provide the politicians' true level of efficiency in solving the relevant issues

EFFICIENCY OF POLITICIANS IN POLITICAL COMEDY SHOWS

The results regarding authenticity of the efficiency of politicians as portrayed by TV political comedy programs show that majority (38%) of the respondents agree that these shows provide true picture of politician's efficiency. 8% strongly agree and 29% were found neutral. 19% disagree and 6% of the respondents strongly disagree as shown in table.

Categories	Frequency%
strongly disagree	6%
Disagree	19%
Neutral	29%
Agree	38%
strongly agree	8%
Total	100%

Q9. What is the common characteristic of all Pakistani politicians portrayed by these political comedy shows?

HOMOGENY PERSONALITY FEATURE AMONG POLITICIANS

The result of the homogeny personality feature portrayed by TV political comedy shows illustrates that majority 39% considers incompetency, failure in protecting sovereignty, disloyalty and inefficiency common among all the Pakistani politicians. According to 24% of the respondent disloyalty, 15% failure in protecting sovereignty, 13% inefficiency and 9% incompetency is the homogenous character among all politicians.

Categories	Frequency%
A	9%
B	15%
C	24%
D	13%
E	39%
Total	100%

Q10. Through TV political comedy shows can easily get the true picture of political scenario in Pakistan?

JUDGEMENT OF POLITICAL SITUATION

The results illustrates that majority 54% of the respondents agree that TV political comedy shows are quick source for audience to get the true picture of political issues in Pakistan and 18% strongly agree to it. 14% are neutral about this statement followed by 8% of the respondents who disagree and 6% who strongly disagree.

Categories	Frequency%
strongly disagree	6%
Disagree	8%
Neutral	14%
Agree	54%
strongly agree	18%
Total	100%

Q11. One can better judge the character and personal qualities of politicians through the TV comedy political shows than news and current affair programs?

POLITICAL COMEDY SHOWS, NEWS AND CURRENT AFFAIR PROGRAMS

As shown in Table 5.11 majority (41%) of the respondents agree, 13% strongly agree with the statement that TV political comedy shows provide more judgmental content than news and current affair programs. 22% disagree, 16% are neutral and 8% strongly disagree to it. According to the results TV political comedy shows are more effective than news and current affair programs in providing the information about character and personal qualities of politicians.

Categories	Frequency%
Strongly Disagree	8%
Disagree	22%
Neutral	16%
Agree	41%
Strongly Agree	13%
Total	100%

Q12. Do you think that these political comedy shows are more effective than the political campaigns in building the audience perception about the Pakistani politicians' capabilities?

POLITICAL COMEDY SHOWS AND POLITICAL CAMPAIGNS

According to the results majority (40%) of the respondents agree that political comedy shows are effective than the political campaigns in building audience perception about politicians' capabilities while 15% strongly agree to it. 20% are neutral 17% disagree and 8% strongly disagree with the statement mentioned above.

Categories	Frequency%
strongly disagree	8%
Disagree	17%
Neutral	20%
Agree	40%
strongly agree	15%
Total	100%

Q13. Do the mimic characters (who make parody) affect the political views of audience?

ROLE OF MIMIC CHARACTERS

Results regarding the role of mimic character in affecting political views of audience show that 47% agree mimic characters have strong impression on audience minds while 9% strongly agree. 22% are neutral, 12% disagree and 10% strongly disagree. This is shown in Table 5.13.

Categories	Frequency%
Strongly Disagree	10%
Disagree	12%
Neutral	22%
Agree	47%
Strongly Agree	9%
Total	100%

Q14. The mimicry of politicians in the political comedy shows can bring huge changes in the country's politics

ROLE OF POLITICAL COMEDY SHOWS IN COUNTRY'S POLITICS

As shown in Table 5.14 30% of the respondents are of the view that mimicry of politicians in TV political comedy shows can bring change in the political environment of Pakistan. Majority 32% are neutral, 22% disagree, 9% strongly disagree and 7% of the respondents strongly agree.

Categories	Frequency%
Strongly disagree	9%
Disagree	22%
Neutral	32%
Agree	30%
Strongly agree	7%
Total	100%

DISCUSSION

The media industry is growing faster in Pakistan. The effects of media on political perception of viewers are very strong. The political comedy shows have the essence of humor, entertainment as well as information. The audience prefers watching these programs to satisfy their all needs of watching television, particularly, entertainment. As mass media has potential to grab the attention of people and comedy shows work as persuasive tool to influence people's mind. Though comedy shows are old form of entertainment in media but political comedy shows are emerging as new tool of agenda setting by controlling peoples' minds. The focus of this study was on the impact of mimicry of politicians in political comedy shows on the political perception of audience. The study was conducted to document the significant effects of comedy shows, particularly in terms of judgment of politicians' characters and their capabilities. As the comedy programs like *Hum Sab UmeedSe Hain*, *Hasb-e-Haal*, *Khabarnaak*, and *Banana News Network* involve political satire and humor by making parodies of politicians in each episode and then comparing social crisis that a common man is facing due to their incompetency in inoffensive way. Hence the content of these shows gratifies the frustrated viewers. The response to the question that for which purpose do you watch political comedy shows revealed that entertainment is the reason for which most of the respondents watch political comedy shows on television.

Apart from gratification, another dimension of the findings of the study is that viewers need to be constantly updated with the current political issues. The credit for preference of these shows over news for information goes to the content of the program. The programs usually involve different segments to deliver the information about national and international affairs of Pakistan. Other segments attract viewers by making mimicry of politicians and simultaneously show their capabilities. On the base of this study, it was also observed that exposure to political comedy shows influenced the viewers' political perception by providing them the true image of politicians. The response of the respondents to the question that are the political comedy shows providing the true image of politicians revealed that majority agree to it.

The hypothesis of this study was "more the viewers interested in political comedy shows, more they will have the ability to recognize the Pakistani politicians' character". It was observed that political comedy shows make the politicians untrustworthy. As these shows unveil the politicians' activity and their response towards social issues in a very light and humorous way. The politicians are merely mouth speakers. They do not fulfill their promises that they do with the public, as shown in many of the comedy shows. In the response of a question that do you think political comedy shows make the politicians untrustworthy, majority agreed to it.

The content of political comedy shows is so produced that it enhances viewers understanding about politics. As it has been shown in many of the political comedy shows that Pakistani politicians are not what they appear to be in front of the nation. Therefore, viewers consider the politicians are not loyal to their nation. It was observed through the findings of the study that majority donot consider politicians faithful to their country. Most of the politicians are in politics only because they consider politics is the way of earning money. Politicians are playing with the future of Pakistan - to achieve the money and enjoy the powers. The response of the students to the question that after watching TV political comedy shows do you think that most of the politicians have greed for money and power

revealed that respondents consider them greedy for lust of power and money. The empirical evidences supported the hypothesis that “more the viewers interested in political comedy shows, more they will have the ability to recognize the Pakistani politicians’ character”.

The role of opinion leaders in our society has always been negligible and appreciable. Many of the people in Pakistan do not have much knowledge about politics. On the one hand, due to the feudal system and low literacy rate in certain areas of Pakistan, people vote their representatives unknowingly. People do not have ability to form their opinion and take decisions of their choice. This kind of people mostly considers their PANCHAIT or CHAUDHARYS as opinion leaders. On the other hand, the people who are free of any feudal pressure and have freedom to vote for their choice, consider media in forming their opinion. As this study is concerned with the role of mimic characters as well. Mimic characters are trustworthy for the viewers. The viewer stable out the reality of politicians’ because of the host (mimic character). Therefore the role of mimic character in characterizing the politician’s true level of efficiency towards the solution of critical issues is appreciated by the viewers. The study results also depicted that common characteristic among all the Pakistani politicians is incompetency, failure in protecting sovereignty, disloyalty, and inefficiency.

The content of the news is considered boring and tiresome to listen for long time. It is a general perception that when the content is conveyed in serious style, it doesn’t attract its viewers to stay connected for long time. But when the same content is presented via the political comedy shows with songs and parody, it attracts many of the viewers and viewers can easily get the true picture of political scenario in the country. The parody segment is common in almost all political comedy shows. As the personal interaction is foremost requirement to judge once personality. The public (viewers) can not personally interact with the political personalities. The mimic characters appear in different getups, pretending to be a political table show the personality of the pretended table. This helps viewers in better judgment of the character and personal qualities of politicians than news and current affairs programs.

Normally it has been seen that every politician is arranging conferences, public meetings and campaigns for their recognition among public and to show off their super appreciated activities. But media is no far in playing its role in introducing these personalities through political comedy shows without being biased. Again the thing is humorous style which convinces the viewers to trust the content of these shows. The response of the respondents to the question that do you think these political comedy shows are more effective than the political campaigns in building the audience perception about the Pakistani politician’s capabilities revealed that majority agreed to it. In response to the question that the do the mimic character affect the political views of audience, it was revealed that mimic characters definitely affect the political views of audience. Another hypothesis of this study was “more the viewers are exposed to the TV political comedy shows, more they will be informed about politics, politicians and their political activities”. This hypothesis was supported by the findings of the study that the majority of the respondents significantly consider political comedy shows a better source to get information about politics, politicians and their political activities.

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