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## **Measuring Correlations between Media Agenda and Public Agenda: The Case of Cable Channels in Pakistan**

### **ABSTRACT**

*Four national issues were analyzed to tap the relationship between media agenda and public agenda on two mainstream cable channels; Express News and Geo News. This study involved the random selection of talk shows and news bulletins broadcast during prime time over the course of a year. The study adopted a mixed methodology approach and the information collated was centered on matters of law and order, corruption, democracy, as well as memo-gate scandal, in terms of content analysis. At the same time, 500 TV viewers were analyzed via a survey to obtain an understanding of the valences and connections on these subjects. In total, there were 312 news bulletins and also 312 talk shows that were utilized in the study. As part of the analysis, theories of framing and agenda setting were key mechanisms deployed in order to assess the project's initial thesis. The project's conclusions demonstrated a significant Results of the study indicated strong link between the public's issues and the*

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*media's issues agenda on all matters save for memo-gate scandal. Correlations varied from +.20 to +.92, the p values being lower than .001. Furthermore, the findings suggested a substantial alignment between the stance taken on matters on the shows and the stance of the TV viewers, again with the exception of memo-gate scandal.*

**Key Words:** *Media Agenda, Public Agenda, Correlations, Cable Channels, National Issues.*