

Significance Of Morning Programmes In Raising Health Awareness Among Females In Pakistan

Dr. Sobia Usman¹, Dr. Muhammad Umair Chaudhary (Corresponding author)², Dr. Fatima Hatim Anjary³, Dr. Usman Farooq⁴

Abstracts

The present study on the significance of morning programmes in raising health awareness among females in Pakistan explores the impact of TV morning shows on raising health awareness among females in Pakistan. The research investigates many facets of morning programmes, including their function in fostering knowledge about public health, fitness concerns, and particular ailments such as Hepatitis, Dengue, COVID-19, and others. Surveys were conducted to gather data, explicitly targeting respondents' opinions on the efficacy of morning programmes in addressing health-related subjects, the level of informational value provided by expert interviews, and the overall influence of these shows on health standards and viewership. The results suggest that TV morning programmes are a widely preferred medium for obtaining health information since an overwhelming majority (98%) of participants reported viewing them to stay informed about health matters. A considerable proportion of participants regard the performances as effectively raising awareness of health concerns in society, namely in domains such as child and maternal health, as well as public health.

Nevertheless, there is a divergence of viewpoints about the efficacy of the shows in addressing fitness concerns specific to women and enhancing health standards. A significant number of respondents maintain a neutral or sceptical stance. The study's findings indicate that TV morning programmes significantly increase health awareness among Pakistan's women. However, some areas may be further enhanced. It is advisable to enhance the quality of TV morning programmes. Morning programmes should address health concerns. Further endeavours to augment constructive dialogues and tackle apprehensions about partiality and impartiality might bolster the positive influence of morning programmes on promoting health awareness and upholding standards.

Keywords: Morning programs, awareness, Female, Health, Pakistan.

Introduction

The study of the significance of morning programmes in raising health awareness among females in Pakistan highlights the critical role of TV morning shows in disseminating information on various topics, including health. TV morning shows are ¹a popular source of entertainment and information for many viewers, and they often feature segments on health issues, interviews with experts, and discussions on public health and wellness topics.

Health knowledge is pre-requisite for improved health outcomes. Health literacy is an undeveloped topic in Pakistan. This research aims to examine concept-based health literacy level in the adult population of Karachi. The health literacy was limited in the majority (82.4%) of the population. Health Promotion domain scored least independent of gender, age, education, and career. Most of the respondents (70%) had difficulties in locating and

¹Assistant Professor, Department of Media Sciences, SZABIST University, Karachi.

²Individual Researcher, PhD (Media Studies)

³Assistant Professor, Department of Media Sciences, SZABIST University, Karachi.

⁴Assistant Professor, Faculty of Communication & Design, Indus University Karachi.

interpreting health information for their well-being. The health care professionals may play a vital role in assisting to develop the health literacy and serve as an advocate for health education (Ahmed et al. 2018).

The research investigates how viewers feel about TV morning programmes about fitness concerns, health standards, and health awareness. It also highlights how TV morning programmes can shape viewers' health-related information, attitudes, and habits. These shows may be effective venues for encouraging healthy habits and increasing health awareness among the general public, especially women, because of their accessibility and large audience. Health communication is a significant concern on TV morning programmes. It is a means of engaging with individuals and the community to disseminate health information and cultivate an ideal view of health. Since health communication is used in many businesses, it may take time to draw limits (Ur Rehman, 2018).

A variety of media are used in health communication initiatives. Television is utilized the most. Health information may be found on television in several ways. Health information products that are most seen include newscasts, daytime shows, documentaries, ads, and public service announcements. In particular, daytime women's programmes provide health-related content and are crucial for disseminating health information (Malik, 2019).

Since morning programmes highlight luxury companies and encourage luxury spending nationwide, they are also a source of commercial promotion. They also help women recognize brands better. These morning broadcasts also discuss health-related topics. However, they also use these early broadcasts to market their goods (Basit et al., 2019).

Pakistani television Television morning programmes have widespread popularity across all age groups. The majority of women are intrigued by morning programming. This research will examine the impact of morning programmes on promoting health awareness in society. Pakistan has a multitude of television morning programmes that are shown on various networks. They engage in conversations on various topics. They provide crucial information via many means. Morning programmes provide both amusement and knowledge. Pakistani television morning shows are well appreciated by viewers, especially women, due to their comprehensive coverage of health-related topics. Women exhibit a significant level of interest in matters of health. The spectators are drawn to the dress, accessories, make-up, jewellery, and shoes of the new style. The guests are the most attractive feature of these events for women. Women comprise the bulk of viewers for these programmes. The presenter and guests strategically use their fancy clothing, branded make-up, and jewellery as a lure to attract a predominantly female audience (Hussain et al., 2021).

Electronic media, specifically Television broadcasting has become an essential component of contemporary and vibrant society, playing a crucial role in the widespread sharing of information and education. Ever since its establishment in Pakistan, Pakistan Television (PTV) has garnered a significant viewership from people of all age categories, including males and females. Television plays a significant role in our everyday lives and has become an integral element of the fundamental family structure. Television has a profound influence on the general populace. It has significantly altered the lifestyle of the inhabitants and has grown increasingly prominent in public and societal contexts (Chaudhary et al., 2021).

Morning programmes are widely acknowledged as an excellent source of information on style, fashion, and upcoming trends. As to the report "Future of Pakistani Morning Shows," every morning show competes for the highest ranking position in terms of TRP (Top Ranking Position). In order to get the most significant television rating points (TRP), they are more inclined to include wedding ceremonies in their broadcasts. Most female viewers want to emulate the presenters of these morning programmes, leading them to be enticed

by expensive, vibrant outfits and captivating accessories, resulting in increased spending (Raza et al., 2022).

Manufacturers have always advertised their brands via the media. Brand placement is a widely utilized strategy marketers use to advertise in different broadcasts. Brand placements are often seen in movies, dramas, and food programmes. Nevertheless, marketers now devote significant attention to early programming. These programmes are appealing for promoting items because they specifically target women. They provide a new opportunity to increase brand recognition among the most critical client group, women (Ifthikhar & Awais, 2022).

We now live in an era characterized by promoting women's empowerment, which entails encouraging women to actively participate in several domains such as politics, commerce, trade, entrepreneurship, education, health, and sports. They have attained prominent positions in Pakistani society's social and economic spheres. Their function has substantially expanded during the last two decades in Pakistan. Morning television programmes play a significant role in promoting health awareness (Khan & Adil, 2022).

Research Objectives

1. To investigate the impact of TV morning programs on promoting health awareness in Pakistan.
2. To assess the degree of satisfaction among viewers of TV morning programs on the shows' effectiveness in addressing and resolving health problems experienced by people.
3. To assess the potential benefits of TV morning programs in enhancing the health standards of mothers in Pakistan.

Research Questions

1. How does the PTV morning programme play a significant role in fostering health awareness in society?
2. How does the PTV morning programme contribute to promoting health awareness in society?

Significance of study

The present study is significant. This research has the potential to provide accurate results about the effectiveness of morning programmes. This will elucidate the significance of these early broadcasts. It will demonstrate how these initiatives promote our culture and societal standards. This research aims to address the challenges faced by women. It will enhance the health status of women.

Literature Review

According to Malik (2019), health is the predominant topic of discussion on TV morning programmes in all facets of life. The importance of communication in acquiring precise health information and effectively expressing oneself about health is evident. Communication is used in all of these activities in our everyday existence. During morning broadcasts, guests often discuss health problems due to the high level of interest from the audience.

Coyne (2020) said that several research have shown a correlation between the duration of social media use and mental health concerns, such as melancholy and anxiety.

Nevertheless, the current body of research is hindered by the use of cross-sectional studies and a lack of analytical methods that investigate individual changes over a period of time. Individual-level analysis of the data showed no correlation between increasing time spent on social media and a rise in mental health difficulties throughout different stages of development. These insights have the potential to propel the field of study beyond its previous emphasis on screen time.

According to Jan (2020), the media has acquired a prominent position in society due to the influence of postmodernism. Television morning programmes are prevalent. They function as the medium through which messages are sent to the public. Since 2002, Pakistan has seen a significant surge in commercial television channels. Subsequently, there has been a discernible inclination towards growth in several domains, including sports, music, and plays, among other areas. Every entertainment TV network airs morning programmes mainly intended to entertain the audience. Most morning television watchers are women who are usually situated in their households.

According to Mustafa et al. (2020) the possibilities and difficulties associated with establishing solutions for maternal health in economically disadvantaged areas with limited resources were analyzed and observed that patriarchal and religious beliefs play a significant role. We expose the widespread dissemination of false information among mothers and health professionals, the influence of power dynamics within households on maternal health, and the profound connection between maternal health and religious beliefs. In addition, we demonstrate the inadequate alignment of existing maternal health care treatments with this particular setting, and provide alternative design suggestions to better address the maternal health requirements of these women.

Syed et al. (2020) said that the Western food patterns, together with a lack of physical activity, are likely factors in the high occurrence and fast growth of obesity in Saudi Arabia. The objective of this research was to examine the correlation between the weight status of students and their eating behaviours and practices. Another objective was to evaluate students' knowledge of the health hazards linked to obesity. The research sample exhibited a significant prevalence of obesity and overweight, which were influenced by many variables associated with the eating behaviours and practices of the students. This highlights the need for intensive and regular health education interventions about good eating habits and dietary practices, with a focus on the significance of embracing a physically active and healthy way of life.

Butt et al. (2021) stated that urban women in Pakistan's major cities mostly spend their time watching morning television programming. The brain may exhibit a preference for certain television shows. The variety of programming and discussions included in early morning broadcasts attracts people.

According to Khan & Adil (2022) longevity and optimal health are major concerns in contemporary medicine. TV morning programs provide a plethora of health-related information. The primary challenges to achieving a long and healthy life are increasing populations and the prevalence of different illnesses. However, improvements in technology within the healthcare industry provide several possibilities for individuals to enhance their lifespan and overall well-being.

Raza et al. (2022) asserts that morning television programmes are an effective promotional medium for hairdressers and fashion designers. The primary goal of these events has shifted from providing training to promoting and marketing due to the influence of marketers and sponsors. Women are attracted and captivated by these performances' alluring and thrilling atmosphere. Certain specialists and designers get advantages by enticing ladies with the promise that their goods would enhance their youthfulness and attractiveness. Consequently, their products gain popularity, leading to an increase in price.

Theoretical framework

The theoretical framework provides a foundation for the study by drawing on existing theories and concepts related to health communication, media influence, and public health education. The following theories are more relevant to the study: health communication, media influence, agenda-setting theory, and uses and gratifications theory. The following theories are more pertinent to the current study: The topics covered in this text include Health Communication, Agenda-Setting Theory, and Uses and Gratifications theory.

Health Communication

Health communication theories explore the transmission of health information via various media platforms, such as television shows. These ideas examine the influence of media material on audiences' knowledge, attitudes, and actions about health.

Agenda-Setting Theory

The research employs media impact theories, such as agenda-setting theory, to comprehend how TV morning programs mould viewers' opinions about health matters. Media sources can shape the significance of certain subjects, focusing on specific health concerns.

Uses and Gratifications Theory

This theory explores how consumers proactively seek media material to satisfy specific needs. The research examines how television morning programs fulfil viewers' need for health information, entertainment, and education. The study article thoroughly examines the impact of TV morning programs on promoting health awareness among women in Pakistan by including several theoretical viewpoints. The study's analysis is guided by the theoretical framework, which explores the effect of morning programs on viewers' health knowledge, attitudes, and behaviours and the possible consequences for public health outcomes.

Research Methodology

The study's research methodology on the relevance of morning programs in boosting health awareness among females in Pakistan elucidates the technique used by the researchers to examine the impact of TV morning shows in enhancing health awareness among females in Pakistan. The study used a descriptive research approach to investigate the views and attitudes of viewers towards TV morning programmes and their influence on health awareness. The design is to comprehensively comprehend viewers' perspectives on several facets of health-related TV morning programs. The study uses surveys as the primary way of collecting data. The study investigation used a questionnaire instrument. Surveys are handed out to a selected group of women in Pakistan to collect information on their television watching patterns, their thoughts on morning TV programs, and their views on how successful these shows are in promoting health awareness. The research chooses a demographically diverse sample of women from various age cohorts and origins across Pakistan. The study included a cohort of 200 Pakistani women who were keenly interested in morning television programmes. The sample size and sampling procedure are carefully selected to guarantee that the data acquired may apply to Pakistan's more prominent female population. The survey questionnaire includes a variety of inquiries that centre on the respondents' patterns of watching TV morning programs, their evaluations of the content's quality and dependability, and their viewpoints on the shows' efficacy in promoting health awareness. The questions are structured to gather both quantitative and qualitative data.

Data Analysis and Interpretation

Analyzed data is subjected to statistical techniques to detect trends, patterns, and correlations in the responses provided by the respondents. Descriptive statistics, such as frequencies and percentages, concisely summarise the data. Inferential statistics may be used to analyze the connections between variables and make inferences about the whole population. The research guarantees the accuracy and consistency of the data-gathering procedure by conducting a preliminary test of the questionnaire and making any required modifications. It helps guarantee that the questions precisely assess the intended constructions and that the gathered data is coherent. The study also follows ethical research protocols, such as getting informed permission from participants, guaranteeing confidentiality and anonymity of responses, and giving them the freedom to withdraw from the study at any point. This research technique intends to thoroughly investigate the function of TV morning programs in promoting health awareness among women in Pakistan. The study seeks to provide significant insights into the influence of TV morning programs on public health knowledge and habits by using a methodical approach to collecting and analyzing data.

Demographical Variables

1. Gender

Male	000.00%
Female	100.00%

2. Age Group

20-30	15.00%
30-40	27.00%
40 and above	58.00%

Table No. 1 Do you watch TV morning shows for health awareness?

	Yes	No	Neutral
f	196	00	04
%	98%	0%	2%

Most respondents (98%) watch TV morning shows for health awareness. None of the respondents (0%) said they do not watch TV morning shows for health awareness. A tiny minority (2%) of respondents remained neutral. This data indicates that TV morning shows are a significant source of health awareness for females in Pakistan, as nearly all respondents reported watching these shows for this purpose. The high percentage suggests that morning shows are a vital medium through which health information is disseminated to the population.

Table No.2 Do you think that TV morning shows create awareness about health in Society?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	28	26	12	76	58
%	14%	13%	6%	38%	29%

The table reveals the following: A majority of respondents (67% combined) either agree (38%) or strongly agree (29%) that TV morning shows create awareness about health in society. A small portion of respondents (14%) strongly disagree, and (13%) disagree with the statement, indicating some scepticism regarding the role of morning shows in raising health awareness in society. Only 6% of respondents remain neutral on the topic. Overall, the data suggests that TV morning shows are perceived positively regarding their role in raising health awareness in society. Most respondents agree that these shows are an effective medium for disseminating health information and promoting health awareness within the community.

Table No.3 Do you think interviews with Health Experts are very informative?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	26	36	18	58	62
%	13%	18%	9%	29%	31%

The table presents the following data: A majority of respondents (60% combined) either agree (29%) or strongly agree (31%) that interviews of health experts on TV morning shows are very informative. Many respondents (13% strongly disagree and 18% disagree) must find the interviews more informative. It suggests there is some level of disagreement with the statement. A smaller portion of respondents (9%) remain neutral. In summary, while most respondents find interviews with health experts on TV morning shows informative, a notable segment disagrees with this view. This could suggest varying perceptions of the quality or usefulness of the information provided by health experts on these shows.

Table No.4 Do you think that TV Morning Shows have an essential role in TV shows for creating awareness of fitness in society?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	28	30	66	18	58
%	14%	15%	33%	9%	29%

The table presents the following data: 38% of respondents either agree (9%) or strongly agree (29%) that TV morning shows are essential in creating awareness of fitness in society. A significant portion of respondents (33%) remain neutral, indicating uncertainty or a lack of strong opinion about the role of morning shows in fitness awareness. Meanwhile, 29% of respondents either strongly disagree (14%) or disagree (15%) with the statement, suggesting some scepticism about the importance of TV morning shows in promoting fitness awareness. In summary, the responses reflect mixed opinions about the role of TV morning shows in raising fitness awareness in society. While a significant portion of respondents recognize the importance of these shows in this area, there is also a notable amount of disagreement and neutrality, suggesting that opinions on this topic are divided.

Table No.5 Do you think that morning Shows discuss fitness issues of females that are very effective.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	30	34	58	22	56
%	15%	17%	29%	11%	28%

The table presents the following data: Nearly one-third of respondents (28%) strongly agree, and 11% agree that morning shows effectively discuss the fitness issues of females. A significant portion of respondents (29%) remains neutral on the topic, indicating a lack of strong opinion about the effectiveness of morning shows in discussing female fitness issues. On the other hand, a combined 32% either strongly disagree (15%) or disagree (17%) with the statement, suggesting some scepticism regarding the effectiveness of morning shows in addressing these issues. In summary, the responses indicate mixed opinions about the effectiveness of TV morning shows in discussing the fitness issues of females. While some agree that the shows are influential, some respondents disagree or remain neutral, pointing to divided views on the quality of discussions about female fitness issues in morning shows.

Table No.6 Does TV morning shows in Pakistan present a healthy and constructive debate about child and mother health issues?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	34	22	52	26	66
%	17%	11%	26%	13%	33%

The table presents the following data: A combined majority of respondents (46%) either strongly agree (33%) or agree (13%) that TV morning shows in Pakistan present healthy and constructive debates about child and mother health issues. A significant portion of respondents (26%) remain neutral on the topic, suggesting uncertainty or a lack of strong opinion on the effectiveness of morning shows in presenting debates on these health issues. A smaller segment of respondents either strongly disagree (17%) or disagree (11%) with the statement, indicating some scepticism about the show's ability to effectively present healthy and constructive debates on child and mother health issues. In summary, while there is general agreement that TV morning shows in Pakistan offer healthy and constructive debates on child and mother health issues, there remains considerable neutrality and some disagreement. While many perceive the shows positively, there is still some uncertainty or differing opinions about their effectiveness in discussing these topics.

Table No.7 Do you think that TV morning shows are biased?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	37	25	62	30	46
%	19%	13%	31%	15%	23%

The table presents the following data: A majority of respondents (31%) remain neutral on the question of bias, suggesting a lack of a strong opinion or certainty about the presence of bias in TV morning shows. There is a nearly even split in opinions regarding bias: 19% strongly disagree, and 13% disagree, indicating a total of 32% of respondents believe the shows are not biased. On the other hand, 15% agree, and 23% strongly agree with the statement, indicating that 38% of respondents believe the shows are biased. In summary, the data shows a range of opinions on bias in TV morning shows. Most respondents perceive the shows as biased, while others do not. Additionally, many respondents remain neutral, suggesting uncertainty or mixed views about the presence of bias in the content of morning shows.

Table No.8 Does TV morning shows create awareness about hepatitis, Dengue Covid, etc. in society?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	35	29	66	18	52
%	18%	15%	33%	9%	26%

The table presents the following data: A combined majority of respondents (35%) either agree (9%) or strongly agree (26%) that TV morning shows create awareness about Dengue, COVID-19, and other diseases in society. A significant portion of respondents (33%) remain neutral on the topic, indicating uncertainty or a lack of strong opinion about the effectiveness of morning shows in raising awareness of these diseases. A combined 33% of respondents either strongly disagree (18%) or disagree (15%) with the statement, suggesting scepticism regarding the role of TV morning shows in creating awareness about these health issues. In summary, the responses indicate mixed opinions about the effectiveness of TV morning shows in raising awareness about diseases such as Dengue and COVID-19. While some agree that the shows contribute to awareness, a significant portion of respondents are either neutral or disagree, pointing to varied views on the role of TV morning shows in this area.

Table No.9 Does health information on TV programs help improve mothers' health standards in Pakistan?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	23	35	58	34	50
%	12%	18%	29%	17%	25%

The table presents the following data: A combined majority of respondents (42%) either agree (17%) or strongly agree (25%) that health information on TV programs helps improve the health standards of mothers in Pakistan. A significant portion of respondents (29%) remain neutral on the topic, indicating uncertainty or a lack of strong opinion about the impact of TV programs on the health standards of mothers. A combined 30% of respondents either strongly disagree (12%) or disagree (18%) with the statement, suggesting some scepticism regarding the effectiveness of TV programs in improving the health standards of mothers. In summary, the responses reflect a generally positive perception of the role of health information on TV programs in improving the health standards of mothers in Pakistan. However, a notable portion of respondents remain neutral or disagree, pointing to mixed opinions on the effectiveness of these programs in this context.

Table No.10 Do you think that TV morning shows create awareness about public health?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	35	27	54	38	46
%	18%	14%	27%	19%	23%

The table presents the following data: A combined majority of respondents (42%) either agree (19%) or strongly agree (23%) that TV morning shows create awareness about public health. A significant portion of respondents (27%) remain neutral on the topic, suggesting uncertainty or a lack of strong opinion about the effectiveness of morning shows in raising public health awareness. A combined 32% of respondents either strongly disagree (18%) or disagree (14%) with the statement, indicating some scepticism regarding TV morning shows' role in creating public health awareness. In summary, while most respondents perceive TV morning shows as effective in creating awareness about public health, a significant portion still disagree or remain neutral. It suggests that opinions on the impact of TV morning shows on public health awareness are mixed, with some uncertainty or scepticism present.

Table No.11 Do you think that TV morning shows should continue their struggle to improve health talks?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	39	22	51	25	63
%	20%	11%	26%	13%	32%

The table presents the following data: A combined majority of respondents (45%) either agree (13%) or strongly agree (32%) that TV morning shows should continue their efforts to improve healthy discussions about health. A significant portion of respondents (26%) remain neutral on the topic, suggesting uncertainty or a lack of strong opinion about the direction of morning shows' efforts in healthy talks about health. A combined 31% of respondents either strongly disagree (20%) or disagree (11%) with the statement, indicating some scepticism regarding the ongoing efforts of TV morning shows in this area. In summary, the responses reflect a generally positive perception of TV morning shows continuing their struggle to improve healthy talks about health, with a notable majority supporting this effort. However, a significant portion of respondents remain neutral or disagree, pointing to differing opinions on whether these efforts should continue and how effectively they are being carried out.

Table No.12 Do you like TV morning shows because they have solved your health issues?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	20	34	50	44	52
%	10%	17%	25%	22%	26%

The table presents the following data: A combined majority of respondents (48%) either agree (22%) or strongly agree (26%) that they like TV morning shows because these shows have solved their health issues. A notable portion of respondents (25%) remain neutral on the topic, indicating uncertainty or a lack of strong opinion about the impact of morning shows on solving health issues. A combined 27% of respondents either strongly disagree (10%) or disagree (17%) with the statement, suggesting some scepticism about whether morning shows have effectively solved respondents' health issues. In summary, while most respondents liked TV morning shows because they believed they solved their health issues, a notable portion remained neutral or disagreed. It points to varied opinions on the effectiveness of TV morning shows in directly addressing and solving individuals' health issues.

Table No.13 Do you think TV morning shows are improving their standards and reliability?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
f	22	27	59	35	57
%	11%	14%	30%	18%	29%

The table presents that a combined majority of respondents (47%) either agree (18%) or strongly agree (29%) that TV morning shows are improving their standards and reliability. Many respondents (30%) remain neutral, suggesting uncertainty or a lack of strong opinion about improving TV morning shows' standards and reliability. A combined 25% of respondents either strongly disagree (11%) or disagree (14%) with the statement, indicating some scepticism regarding improving TV morning shows' standards and reliability. In summary, while most respondents perceive TV morning shows as improving their standards and reliability, a significant portion remain neutral or disagree. It suggests mixed opinions on how much TV morning shows have improved their standards and reliability.

Table No. 14 Do you think TV morning shows on health issues positively impact their viewership?

	Yes	No	Neutral
f	162	24	14
%	81%	12%	7%

The table presents the following data: Most respondents (81%) believe that TV morning shows on health issues positively impact their viewership. A smaller portion of respondents (12%) disagree, believing that TV morning shows on health issues do not positively impact their viewership. An even smaller portion (7%) remain neutral on the topic. In summary, the responses suggest a strong positive perception of the impact of TV morning shows on health issues among their viewership. Most respondents believe these shows contribute positively to viewers, while only a few disagree or remain neutral. It indicates that TV morning shows are widely perceived as beneficial for viewers regarding health issues.

Discussion

The research examines the importance of morning programs in Pakistan for increasing health awareness among women. It also provides insights into many features of TV morning shows, such as their efficacy in promoting health awareness and their influence on societal health norms. The discussion will focus on the results reported in the tables.

The data shown in Table No. 1 indicates that an overwhelming majority (98%) of participants watch morning TV programs to learn about health-related matters. It suggests a significant level of interest and dependence on morning shows as a primary source of health information.

Based on the data shown in Table No. 2, a significant majority of respondents (67% in total, including those who agree and strongly agree) believe that TV morning programs are crucial in raising awareness about health within society. This implies that these programs substantially impact the spread of health information to the general audience.

According to Table No. 3, most respondents (60% in total, including those who agree and strongly agree) believe conversations with health experts on TV morning programs to be very instructive. Expert interviews are regarded as a critical component of the broadcasts.

Table No. 4 presents contrasting viewpoints about the impact of TV morning programs on promoting fitness awareness in society. 38% of respondents agree or strongly agree that the programs substantially impact raising awareness about fitness, while 33% stay indifferent.

Table No. 5 displays diverse viewpoints about the efficacy of TV morning programs in addressing women's physical health. Although a significant proportion of respondents (39% in total, including those who agree and strongly agree) see the programs as successful, there is also a noteworthy segment who have a different opinion or stay impartial.

Table No. 6 indicates that a significant majority of respondents (46% agree and strongly agree) believe that TV morning programs provide beneficial and productive discussions on child and mother health matters.

Table No. 7 presents contrasting opinions on bias in TV morning programs, with almost similar percentages of participants seeing the shows as biased (38%) and unbiased (32%), while 31% maintain a neutral stance.

Table No. 8 displays a range of viewpoints about the efficacy of TV morning programs in increasing knowledge of illnesses such as Dengue and COVID-19. The majority (35% combined agree and strongly agree) supports this claim, while a substantial number (33%) remain impartial.

Table No. 9 presents a variety of viewpoints about the impact of health information on television programs in enhancing the health standards of mothers in Pakistan. Although 42% of individuals agree or strongly agree with the statement, a substantial proportion of respondents (29%) remain indifferent.

According to Table No. 10, a significant proportion of respondents (42% combined agree and strongly agree) believe that TV morning programs contribute to raising awareness about public health.

According to Table No. 11, there is overall support for TV morning programs to continue their efforts in enhancing meaningful talks about health. A total of 45% of respondents agreed or strongly agreed with this statement.

Table No. 12 presents a combination of viewpoints about the extent to which TV morning programs have successfully addressed the health concerns of the respondents. Although 48% of respondents agree strongly or somewhat with the statement, many individuals have opposing views or stay impartial.

According to Table No. 13, a significant proportion of respondents (47%, including those who agree and strongly agree) believe that TV morning programs enhance their standards and dependability.

According to Table No. 14, there is a significant favourable perspective on the influence of TV morning programs on their audience. Specifically, 81% of respondents believe that these shows have a beneficial effect on their viewership. To summarize, the data presented in these tables indicate that TV morning programs significantly impact increasing health consciousness among women in Pakistan. Nevertheless, there is a divergence of viewpoints about specific topics, such as fitness concerns and health criteria, with some participants adopting a neutral or suspicious stance towards the shows' efficacy in these domains.

Conclusion

Based on the data provided in the tables from the study regarding the significance of morning programmes in raising health awareness among females in Pakistan, we can make the following findings. Most (98%) participants tune in to morning television programs to stay informed on health matters, underscoring these broadcasts' substantial impact as a conduit of health-related knowledge. TV morning programs are often recognized for raising awareness about societal health concerns, including illnesses such as Hepatitis, Dengue, and COVID-19. Most participants believe these presentations favourably influence their audience and help enhance knowledge about public health. Most respondents perceive interviews with health experts to be helpful, highlighting the significance of expert insights in morning programs. Although there is support for the impact of TV morning programs in raising awareness about fitness in society, views are more varied about the efficacy of these shows in addressing fitness concerns specific to ladies. Most respondents saw TV morning programs as providing beneficial and productive discussions on child and maternal health problems. Opinions on the bias of TV morning programs are divided, with some respondents experiencing bias while others do not. There is a divergence of opinions on the extent to which TV programs enhance the health standards of mothers in Pakistan. Some respondents believe these programs have a beneficial influence, while others maintain a neutral stance. TV morning programs are generally supported in their efforts to enhance meaningful talks about health. However, there is still potential for development in maintaining higher standards and trustworthiness. Ultimately, morning television programs substantially impact the promotion of health consciousness among women in Pakistan. Although these programs are generally supported and acknowledged for their excellent influence, there are still varying viewpoints and areas that may be improved, notably in the debates around fitness concerns and health criteria. In summary, our results indicate that TV morning programs may still be an effective platform for health education as long as they can effectively address the doubts and concerns expressed by viewers.

References

- Ahmed, W., Shaikh, Z. N., Soomro, J. A., Qazi, H. A., & Soomro, A. K. (2018). Assessment of health literacy in adult population of Karachi: a preliminary investigation for concept-based evidence. *International Journal of Health Promotion and Education*, 56(2), 95-104.
- Amin, S., Juni, M. S., & Ali, A. (2014). An analysis of Pakistan Television Corporation entertainment programs and their effects on youth. *Asian Journal of Empirical Research*, 4(5), 279-292.
- Basit, A., Fawwad, A., & Baqa, K. (2019). Pakistan and diabetes-A country on the edge. *Diabetes research and clinical practice*, 147, 166-168.
- Butt, B. I., Abbas, N., Ashiq, U., & Sarfaraz, A. (2021). Projection of Women Education and Empowerment Status in Pakistan: A Direct Observation Analysis of Pakistani Dramas. *Review of Education, Administration & Law*, 4(3), 601-608.

434 *Significance Of Morning Programmes In Raising Health Awareness Among Females In Pakistan*

- Coyne, S. M., Rogers, A. A., Zurcher, J. D., Stockdale, L., & Booth, M. (2020). Does time spent using social media impact mental health?: An eight year longitudinal study. *Computers in human behavior*, 104, 106160.
- Chaudhary, M. U., Ghani, A., Usman, S., & Farooq, U. (2021). Impact of Pakistan Television's infotainment program Bazm-E-Tariq Aziz on youth education. *Humanities & Social Sciences Reviews*, 9(2), 598-606.
- Hussain, S., Jullandhry, S., & Hassan, T. U. (2021). Is there any relationship between TV morning shows and urban women's empowerment in Pakistan? A case study from Lahore. *Quality & Quantity*, 1-31.
- Iftikhar, A., & Awais, M. (2022). Code-Switching as a Marker of Identity: A Linguistic Analysis of Pakistani TV Morning Shows. *Research Journal of Language and Literary Studies*, 2(2), 68-100.
- Jan, A., Khan, T. A., & Mahsud, M. I. (2020). The climate change awareness and literacy in Pakistan: Role of media and social actors. *Liberal Arts and Social Sciences International Journal (LASSIJ)*, 4(2), 256-266.
- Khan, F., & Aadil, M. (2022). Pragmatic Approach: A Study of Politeness Strategies in Pakistani Morning Shows. *sjesr*, 5(3), 9-21.
- Malik, A. (2019). Transnational feminist edutainment television in Pakistan: Udaari as a case study. *BioScope: South Asian Screen Studies*, 10(2), 129-144.
- Mustafa, M., Batool, A., Fatima, B., Nawaz, F., Toyama, K., & Raza, A. A. (2020, April). Patriarchy, maternal health and spiritual healing: Designing maternal health interventions in Pakistan. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems* (pp. 1-13).
- Raza, S. Y., Shahid, R., & Hameed, B. (2022). Effects of TV morning shows on the domestic women: A case study of Bahawalpur. *Pakistan Journal of Social Research*, 4(04), 135-142.
- Syed, N. K., Syed, M. H., Meraya, A. M., Albarraq, A. A., Al-Kasim, M. A., Alqahtani, S., ... & Elnaem, M. H. (2020). The association of dietary behaviors and practices with overweight and obesity parameters among Saudi university students. *PLoS One*, 15(9), e0238458.
- Ur Rehman, S., Saeed, S. A., Khan, S., Mufti, O., Ahmad, A., & Sultan, T. (2018). Express TV: Competing In a Cluttered World of Media for Consumer Preferences and Viewership Patterns. *International Journal of Experiential Learning & Case Studies*, 3(1), 18-32.