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Exploring the Impact of Infotainment Programs on the Political Socialization of Youth

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Abstract

This study examines impact of infotainment programs on young people's political socialization in terms of political awareness, attitudes, and behaviors. In the context of digital media, infotainment is a potent source of political news because it caters to a younger audience and attempts to amuse its patrons while offering a certain amount of political insight. The research aims to understand youth political participation, ideology, and voting, as well as how they use infotainment to disseminate political news while identifying its effects on political cynicism and polarization. Using quantitative methods, the study questions a representative sample of young people aged 18-30 from megacities in Pakistan focusing on their media attitudes, how they consume media, and their general political attitude. Under the theoretical realm of Agenda setting theory and Cultivation theory this study seeks to explain how subjects of infotainment shift political priorities and attention. The results indicate that although students are clearly interested in and involved in politics, concerns about political disinformation and the polarization of public discourse still exist. Social media is also taken into account in this study as a vital tool for increasing the reach of infotainment and the equally significant factor of information education vs young information manipulation. In order to achieve a more substantial balance, this research provides a set of proposals that seek to improve media impact through education.

Keywords:: *Infotainment, political socialization, youth, political awareness, social media, political engagement, media literacy, polarization, voting behavior.*

Introduction

Media growth has influenced the political aspect of communication over the past decade. Of these, the one that is most easily identified is the infotainment programs; these talk shows bear information and entertainment, and many of the programs are politically satirical, which are humorously or wittily presented. The nature of technology has enhanced different types of programs to air, and the new generation mainly depends on infotainment programs only. Such issues include the entrenchment of political matters in entertainment; this helps make the populace have no choice but to follow the present shows; it even makes political information more straightforward to take sometimes (Cohen, Tsftati, & Sheafer, 2008; J. P. Jones, Baym, & Day, 2012).

Since most youths use these platforms for news and political information, infotainment thus definitively influences political socialization (Bennett & Iyengar, 2010). As defined, political socialization is the process by which individuals decide on the political stance they hold today through their formative years; in the old days, this was shaped by family, friends, and education (M. X. D. Carpini & Keeter, 2016).

However, new ends of political communication technologies from media technologies have emerged in which young people acquire political socialization differently. In the above-mentioned effective ways, infotainment is the best example of how media convergence plays an important role in shaping the political socialization of people. The reason is that since infotainment shows have expressive tones of humor and satire, such a viewer, particularly a youth who finds it more challenging to sit through standard newscasts, will likely be pulled to the show.

As for the effects of direct and indirect political socialization, infotainment has two dimensions: citizens can positively or negatively influence political activities. The infotainment shows are praised here: they present political information, increase political awareness, and offer succinct political humor that calls for Greenberg and Burgoon's analysis. Many of them also act as gateways through which students interface political information. As a result, these programs help young people, till adults, grasp such complex topics in political science much better (Rowe, 2022). Moreover, the relation to the political categories of settings is also comprehensively explained, thus attracting people to the show by Jon Stewart and initiated by John Olivera.

It can make politics as a career look attractive to young people who do not fancy being in politics or waiting for the regular news these stations broadcast (Bosshart & Hellmuller, 2009). However, for that reason, a host of political cynicism may be generated by infotainment since it enhances the agenda of distorting facts and opinions and provides biased coverage of key political issues. Namely, satire and politically humorous representation can begin discrediting the public's approval of serious political discussions (Elenbaas & De Vreese, 2008; Zaller, 2003). However, the critics refer to infotainment because it selects a portion from news and provides short opinions and debates and mainly comments and discusses scandals instead of highlighting the political analysis; the intent of entertainment may negatively affect the way youth gain their contemporary political knowledge (Li, Kauffman, & Dai, 2017). Interactive or infotainment has now come up with the development of new social networks: Facebook, Twitter, and YouTube.

Protecting viral materials, these channels deliver material to a vastly wider audience than the audience of routine television (Castelló, 2009). Moreover, as one generation incorporates facets of digital entertainment into their lives, the inclination and action of the youth choosing online media substantially determines their political predisposition. However, other research on the effects of exposure to entertainment, especially by Turnšek and Jankowski (2010), shows that entertainment on the internet has deep implications for young peoples' politics and knowledge, though they are still political. Infotainment transmits political messages in a personalized manner; therefore, it can either affirm or negate other political stances as offered by the algorithm used on the material (Schudson, 1995). It implies that if infotainment is rife, it assumes the important role of enhancing or changing the organization of political initiatives, views, and emotions.

Since most infotainment shows are strongly inclined towards a particular political orientation, most infotainment shows will, in most certainty, give rise to politically sensitive programs. For example, The O'Reilly Factor, which has a politically conservative audience alignment, practices similar infotainment strategies even if it associates with a different market segment. On the other hand, programs like The Daily Show and Last Week Tonight claim to be liberals (De Ridder, 2022). It may frame how youths perceive the 'political scene because it typically establishes more opinion concurrency circles that replicate similar political perspectives to the displayed position (Holbert, Hill, & Lee, 2014). Also, the viewers are trained to disrespect other political actors or tone them in scorn or

ridicule since most Infotainment programs contain elements of comedy and, occasionally, satire (Wei & Xu, 2019). Such concerns should not be mistaken for evidence that infotainment no longer significantly impacts the political socialization of the youths. More specifically and urgently, we must learn how entertainment constitutes and motivates political personality and action as the media platform environment changes.

Delli Carpini and Williams (2001) defined infotainment as the fusion of amusement with "serious" information that blurs the lines between news and entertainment to the point that distinguishing between the two is no longer possible. According to this, infotainment is best seen as a phenomenon of border-crossing that challenges the widespread belief that news is always accurate and objective information, while entertainment has little informative value.

For instance, there is disagreement on when infotainment first appeared on television. According to Stark (1997), the phenomena started in the 1970s when American commercial broadcasters started incorporating aspects from prime-time fiction and modified it for local newscasts. Similarly, Brants (1998) found early instances of infotainment on talk programs where Dutch politicians participated throughout the 1970s.

Over the next ten years, American talk shows like Larry King Live and Oprah Winfrey became notable television shows that combined entertainment with educational content. Later, television news began to include more entertainment elements, such as presenting news articles as dramatic events to keep viewers interested (Marinov, 2020). Infotainment is the umbrella term that covers the fusion of entertainment and journalism within different media genres. Infotainment, a linguistic blend of information and entertainment, can be understood as two related developments: news becoming more entertaining and entertainment taking up political topics. Thus, infotainment should not be understood as one separate news genre. Instead, infotainment is an umbrella term for various genres that provide a softened form of political communication by combining information and entertainment within one outlet (Otto, Glogger, & Boukes, 2017). Infotainment is not a genre but a construct encompassing various underlying genres that represent entertaining formats of political information. There are five infotainment genres in the media landscape and academic work: soft news, opinionated news, political satire, entertainment talk shows, and political fiction.

This study establishes how youths perceive and are politically socialized toward and by infotainment programs to support the impacts of infotainment programs on political socialization. This work contributes to developing debates on progressive democracy and participation in digital media, pointing out the advantages and disadvantages of infotainment (Möller, 2013). It also indicates the potential of demonstrating how the present media can explain the political socialization of the young generation. The subsequent chapters describe the methods and outcomes of influence, entertainment, and political socialization in detail. They will also endeavor to classify young people based on presumed parameters such as media regulation and consumption, political affiliation and orientation, and entertainment-infotainment consumption. Additionally, this research captures what entertainment does to youth's political socialization and paint the picture of how media prepares the post-modern citizen-activist-voter (Hoffman & Thomson, 2009).

Research Objectives

1. To find out the impact of infotainment programs on the voting behavior of the youth.
2. To explore a change in the political opinion of youth due to these political infotainment programs.

Research Questions

RQ1: Does the infotainment program have an impact on the voting behavior of the youth?

RQ2: Does the political infotainment program create change in the political opinion of youth?

Literature Review

Many communication academics believe that young people's media consumption and civic involvement pose a threat to the survival of a democracy. Survey research often must report higher levels of young civic involvement, political knowledge, and news media consumption (Delli Carpini, 2000; Pasek et al., 2006; Putnam, 2000b).

According to one school of thought, people are increasingly engrossed in entertainment and escapist programs. Numerous sources with varying degrees of worry have issued dire warnings about the destructive effects of information technology on democratic societies (Bennett & Entman, 2000; Bennett & Iyengar, 2008; Graber, 1996; Rasul, 2010). One major issue is how a citizen's capacity for "informed citizenship," or making judgments about their community's affairs, is

influenced by the breadth of their political knowledge (Perloff, 2019). The capacity of infotainment shows to explain complicated political subjects while retaining viewer interest has drawn much attention. These programs are distinguished by their amusing and captivating delivery of political information. In Western settings, shows like *The Daily Show* and *Last Week Tonight with John Oliver* and other regional programs combine humor, satire, and factual reporting. Younger audiences who may find standard news forms unattractive or inaccessible will particularly like these presentations (Kertzer, 2023).

Research indicates that these shows educate and amuse, raising young viewers' political consciousness and promoting civic participation (D. G. Young & Tisinger, 2006). With changing media consumption patterns, Infotainment's function in political socialization has become more prominent. According to research, younger audiences are increasingly getting their political knowledge from digital platforms like Instagram, TikTok, and YouTube, where infotainment material is quite popular (van der Meer & Hameleers, 2022). This tendency begs the issue of how political learning, attitudes, and behaviors are influenced by entertainment. For example, some academics contend that Infotainment encourages critical thinking and participation (Xenos & Becker, 2009), while others warn that it might oversimplify problems or breed mistrust of democratic institutions (Boukes & Boomgaarden, 2015). Numerous factors, such as friends, family, schools, and, more and more, the media, influence this process. Among media impacts, infotainment programs, a combination of fun and information, have become decisive in influencing younger viewers' political awareness (Holbert, 2005).

Social media has become a key infotainment platform, changing how entertainment and information are created and consumed. Real-time sharing of material that blends educational value with entertaining components is made possible by platforms such as Facebook, Instagram, TikTok, and Twitter. Social media influencers and content producers often use infotainment techniques to draw in and hold onto their audience (Abidin, 2018). For example, trending hashtags, viral memes, and sarcastic comments on current events have made Twitter a centre for infotainment (Ott, 2017). Similar to this, users may combine informative material with visual storytelling on Instagram and TikTok, creating new kinds of interaction (Highfield & Leaver, 2016). According to earlier studies on mass media, TikTok may have an impact on political beliefs and actions.

Platform platforms such as Netflix and Hulu have produced infotainment documentaries that strike a mix between factual narrative and visual appeal (Nichols, 2017). Because they provide in-depth analyses of subjects in an approachable manner, podcasts have brought long-form infotainment back into vogue (Spinelli & Dann, 2019b). Facebook is a significant entertainment platform that provides users with various videos, memes, and news articles curated by algorithms to suit their unique tastes.

Late-night political parody programs significantly impact Audiences' political involvement (Leicht, 2023). According to a Pew Centre survey, young people are interested in political satire programs to get more trustworthy political information (Tims, 2018). Additionally, by urging viewers to challenge official narratives and media framing, political infotainment promotes critical thinking (C. Jones, Ramanau, Cross, & Healing, 2010). Critics counter that these programs' sarcastic tone may trivialize significant topics by obfuscating the distinction between amusement and critical examination (Painter & Hodges, 2010). Cable news shows like Hannity and The O'Reilly Factor use opinionated commentary and sensationalized storytelling to create emotionally compelling stories that captivate viewers (Hallin, 2004; Kellner, 2015).

Methodology

This study uses quantitative method to establish the impact of infotainment programs on youth's political socialization. The audience for this study consists of young people up to 30 years old because this segment remains the most politically socialized. The research data was gathered from 501 participants using structured Likert and dichotomous scale questionnaires. Most survey participants were 18-25-year-olds belonging to the male gender who had attained higher education levels while showing heavy concentration in urban areas. The respondents were selected for survey using random-strict sampling technique.

Results and findings

Q.No.1 If you missed your favorite infotainment programs by which source did you watch them?

Table 1: Missed favorite infotainment programs watched through which source

Items	Frequency	Percent	Mean	Standard Deviation
Facebook	174	34.7	2.10	1.032
You tube	174	34.7		
Twitter	83	16.6		
Other	70	14.0		

Total	501	100.0
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A data set on what people watch of their favourite infotainment programs when they miss it shows that 34.7% (174 respondents) prefer to watch them on Facebook and YouTube. As for catching up on missed programs, both platforms are equally preferred. 16.6 per cent, 83 respondents, or more than 16 per cent, watch such programs via Twitter, while 14.0 per cent, or 70 respondents (slightly less than 14 per cent), depend on other sources. Given the mean score of 2.10, Facebook and YouTube are the top two platforms where people go, although slightly more people would prefer to use Facebook. The 1.032 standard deviation implies a moderate variation in the platform choice, meaning that, while Facebook and YouTube were the most prominent options, a good part of students also watch content they have missed from platforms other than Twitter.

Q.No.2. Do you agree that Infotainment programs are presenting a true picture of our Pakistani politicians?

Table 2: Infotainment programs as presenters of the true picture of our Pakistani politicians

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	130	25.9		
Agree	116	23.2		
Neutral	134	26.7	2.56	1.231
Disagree	88	17.6		
Strongly Disagree	33	6.6		
Total	501	100.0		

Data shows respondents hold various perspectives regarding how healthy infotainment programs portray Pakistani politicians. The majority of respondents who totalled 246 out of 501 (49.1%) either strongly agreed (25.9%) or agreed (23.2%) that infotainment programs deliver genuine depictions of Pakistani politics. The data shows a neutral standpoint from 26.7% (134 individuals) regarding the accuracy of infotainment content. A significant portion of 24.2% (121 respondents) disagrees with the accuracy of such programs, either to a weak degree (17.6%) or a substantial extent (6.6%). The scores averaged 2.56, indicating slight disagreement but weak agreement with the midpoint of 3. The 1.231 standard deviation demonstrates that public opinion about this subject is divided to a moderate extent.

Q.No.3 Do you agree that Infotainment programs inform us that politicians are responsible for bad Governance in Pakistan?

Table 3: infotainment programs informing about bad governance due to politicians

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	164	32.7	2.18	1.115
Agree	172	34.3		
Neutral	92	18.4		
Disagree	55	11.0		
Strongly Disagree	18	3.6		
Total	501	100.0		

Most people agree that infotainment programs broadcast information about political responsibility in Pakistan's dysfunctional governance systems. 67 percent (336 out of 501) of the respondents strongly agree that these programs emphasize politicians' role in governance issues. Ninety-two respondents (18.4%) maintain a neutral position regarding whether infotainment programs indicate politicians' responsibility for poor governance in Pakistan. The view that infotainment programs favor politicians in governance discussions receives no clear disapproval from 14.6% (73 people), according to survey respondents. The study shows a consensus among respondents when rating infotainment programs at 2.18 on a 5-point scale, thus confirming their portrayal of politicians' accountability in governance issues. The standard deviation of 1.115 indicates moderate response variability, showing individual differences, but most people agree.

Q.No.4 Do you believe that the voting behavior of viewers can be changed due to these infotainment shows?

Table 4: Voting behavior of viewers due to infotainment shows

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	94	18.8	2.78	1.282
Agree	135	26.9		
Neutral	120	24.0		
Disagree	91	18.2		
Strongly Disagree	61	12.2		
Total	501	100.0		

Different scholarly studies establish how infotainment programs influence electorates during voting elections. The survey data revealed 45.7% agreement from 229 participants who validated that infotainment directly influences voting decision processes during the study (n=501). The data shows that 24.0% or 120 respondents were ambivalent about infotainment since they recognized how electoral decisions create voting uncertainties. The research participants lacked

certainty regarding how infotainment could influence permanent changes in voting patterns. The research findings revealed that 152 out of the 301 respondents stated that infotainment programs have no impact on voting behavior by choosing between the disagreement and strongly disagree categories, which amounted to 30.4% of the total responses. The evaluation measures demonstrate an average rating that sits in the middle while remaining neutral because the average grade approaches 2.78. Different viewpoints about the impact of infotainment on political voting exist strongly within civilian society, according to the standard deviation rating of 1.282.

Q.No.5 Do you think that Infotainment programmers are useful for the awareness of youth?

Table 5: Infotainment programs useful for awareness of youth

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	121	24.2		
Agree	132	26.3		
Neutral	102	20.4		
Disagree	83	16.6	2.67	1.339
Strongly Disagree	63	12.6		
Total	501	100.0		

A significant portion of 50.5% of 501 respondents expresses different viewpoints about the usefulness of infotainment programs in youth awareness. 50.5% (253 out of 501) rightly affirm that youth awareness gets enhanced through such entertainment programs. The 20.4% (102 individuals) who expressed neutrality showed either doubt about infotainment program effectiveness or believed that such programs operate differently among youth. Among all respondents, 146 individuals doubted the usefulness of these programs, with 16.6% disagreeing and another 12.6% strongly disagreeing. The overall score of 2.67 shows a slight agreement toward these programs, although many people express no firm commitment. The moderate variation in opinions regarding infotainment program effectiveness as a youth information tool emerges from the standard deviation value of 1.339.

Q.No.6 In your opinion which theme is predominant in the infotainment program?

Table 6: Dominant themes in infotainment programs

Items	Frequency	Percent	Mean	Standard Deviation
Information	98	19.6	2.49	0.981
Entertainment	141	28.1		
Both	182	36.3		
Political Socialization	80	16.0		
Total	501	100.0		

Analysis of infotainment shows reveals that combined entertainment and information make up the main focus during these programming segments. Among the participants, 36.3 percent selected the option of infotainment containing elements of information and entertainment (182 out of 501). The latest survey results show that entertainment activities hold the second position, with 28.1% (141 respondents) indicating that these television shows' central focus remains on entertainment purposes. Viewers rank information as the third major category (19.6% or 98 respondents), yet this theme is behind entertainment and information combined. The category of political socialization (16.0%, 80 respondents) receives the least selection, indicating that people regard infotainment programs as less impactful on their political beliefs and values. A score average of 2.49 points toward equal entertainment distribution to information, with a standard deviation of 0.981, shows moderate distribution regarding the primary emphasis that respondents view in infotainment programs.

Q.No.7 Do you believe that these political infotainment programs served as a tool for development the development the societies and their overall awareness?

Table 7: Do infotainment programs serve as tools for the development of society

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	134	26.7	2.41	1.169
Agree	149	29.7		
Neutral	121	24.2		
Disagree	72	14.4		
Strongly Disagree	25	5.0		
Total	501	100.0		

The study results about political infotainment programs as developmental tools for society show split opinions from participants. More than half of those surveyed approach these programs positively for societal development and awareness because they either strongly agree or agree (283 respondents out of 501). A large number of 24.2% (121 individuals) show neutrality towards these programs since

they either doubt their impact or believe they affect society minimally. Society's awareness development through these programs has negative impressions in the minds of 19.4% (97) of participants because they either disagree with this concept (14.4%) or strongly disagree (5.0%). Results indicate a slight agreement that these programs function developmentally, which is evident in the mean score of 2.41, below the midpoint of 3. Opinion variability among respondents is moderate based on the examined data, with a standard deviation of 1.169.

Q.No.8. Do you think that infotainment programs are increasing political awareness in society?

Table 8: Infotainment programs increasing political awareness in society

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	106	21.2	2.56	1.199
Agree	164	32.7		
Neutral	109	21.8		
Disagree	87	17.4		
Strongly Disagree	35	7.0		
Total	501	100.0		

The survey participants tended to be positively disposed toward infotainment programs and their effect on social-political awareness, but their opinions varied somewhat. According to survey results, political infotainment programs boost social-political awareness in the minds of 53.9% of those participants who said they either strongly agree or agree with their purpose (270 out of 501 respondents). The participants demonstrated a mid-range opinion on whether infotainment programs enhance political knowledge by serving at 21.8% (109 out of 501 respondents). A significant proportion of 24.4% (122 people) dissociates from the idea that infotainment raises political awareness through them disagree and strongly disagree responses. Survey respondents scored 2.56 on average because they somewhat support infotainment shows' ability to increase political awareness, although their ratings are below the scale midpoint of 3. People disagree about the effectiveness of infotainment programs in raising political awareness because their responses show a 1.199 standard deviation in this medium range.

Q.No.9. Do you think that infotainment programs help understand the facts behind a political issue?

Table 9: Understanding the facts behind a political issue by Infotainment programs

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	113	22.6	2.56	1.196
Agree	140	27.9		
Neutral	141	28.1		
Disagree	69	13.8		
Strongly Disagree	38	7.6		
Total	501	100.0		

Responses to whether infotainment helps people understand political facts show partial agreement among participants. The results show that half of the respondents, 50.5% (253 out of 501), agree that infotainment programs help people understand political issues. The 28.1% (141 out of 500 respondents) expressed impartiality regarding infotainment programs' capacity to provide clarification, although not consistently. The ability of infotainment programs to disclose political facts receives doubt from 21.4% (107 respondents) of the respondents who either disagreed (13.8%) or strongly disagreed (7.6%). Survey results indicate a slight inclination toward agreement that infotainment programs help people understand political matters since the average response score is 2.56, which falls below the midpoint of 3. The 1.196 standard deviation indicates moderate response variation regarding public opinions about the success of infotainment programs' presentation of political matters.

Q.No.10 Do you think that infotainment programs can change the perception of youth about political affiliation?

Table 10: Change in the perception of youth about political affiliation by infotainment programs

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	126	25.1	2.56	1.252
Agree	132	26.3		
Neutral	123	24.6		
Disagree	78	15.6		
Strongly Disagree	42	8.4		
Total	501	100.0		

The research findings regarding infotainment show mixed results about how youth view political parties. Public opinion indicates that infotainment programs can shift youth political understanding among 258 respondents, who comprise 51.4% of the 501 survey participants. A significant portion of 24.6% (123

individuals) expresses neutral views regarding the impact of infotainment programs on altering political affiliation perceptions of youth. The other perspective voiced by 24.0% (120 respondents) includes individuals who disagree (15.6%) together with those who strongly disagree (8.4%) about the programs' power to change youth's political standings. Many participants indicated agreement with programs that influence youth political affiliations by registering a mean score of 2.56, which slightly falls below the neutral rating of 3. This impact receives variable acceptance across the study participants. The level of variability measured by a standard deviation of 1.252 shows respondents hold different perspectives about whether infotainment programs affect political perception in young audiences.

Q.No.11. What kind of effects Pakistani infotainment political programs are spreading in our society?

Table 11: Effects of Infotainment programs on our society

Items	Frequency	Percent	Mean	Standard Deviation
Positive Awareness	113	22.6	2.12	0.746
Negative Awareness	216	43.1		
Neutral	172	34.3		
Total	501	100.0		

The research findings about Pakistani infotainment political programs in society display mainly negative impacts. Survey participants demonstrating negative awareness reached 43.1% out of 501 total respondents in the study, thus indicating that most people view such shows as causing wrong political comprehension. The data demonstrates that favorable awareness propagation occurs through infotainment programs, according to 113 participants out of 500 surveyed during the study. One hundred seventy-two respondents among 501 showed no particular bias about these programs, which equates to 34.3% of participants. The responses indicated that subjects viewed infotainment programs in a poor light for political awareness since their average numbers placed them comparatively close to the negative side of the scale. Public agreement regarding adverse programming effects is evident due to the standard deviation of 0.746, which indicates minimal data variation.

Q.No.12. In your opinion, can infotainment programs change the behavior of youth regarding politics?

Table 12: Details of opinion on changing youth political behavior due to infotainment

Items	Frequency	Percent	Mean	Standard Deviation
Strongly Agree	148	29.5	2.40	1.238
Agree	138	27.5		
Neutral	120	24.0		
Disagree	55	11.0		
Strongly Disagree	40	8.0		
Total	501	100.0		

Research findings show that infotainment programs positively impact youth political activities, though opinions among people vary. Most 501 people surveyed through this research demonstrate that infotainment programs can steer youth political actions since 57.0% (286 participants) either agreed or strongly agreed with this potential role. Research data demonstrates that about 24.0% or 120 participants were neutral toward the infotainment program's weak or unpredictable nature's effects on youth political conduct. Less than one-fifth, or 19.0 % of 95 participants, were skeptical about these programs, yet 11.0 % disagreed with their ability. Results from the survey demonstrate that participants exhibit mild agreement regarding the ability of political infotainment programs to modify youth political conduct. However, their ratings fall just below the survey midpoint of 3. The standard deviation of 1.238 points to moderate response variability among study participants regarding how infotainment affects the political actions of youths.

Discussion

This research aimed to assess how entertainment initiatives affect political involvement and awareness. Using a descriptive research design, the study used a survey approach to collect data from the general population. Five hundred-one individuals answered a standardized questionnaire distributed via digital channels. Both Likert and dichotomous scale items were included in the survey, and SPSS software was used to analyze the results. Mean scores, averages, and standard deviations were used to draw insightful findings. According to the demographic study, 61.5% of the respondents were male, and 38.5% were female, with the majority (62.1%) being between 18 and 25. 66.5% of the sample as a whole consisted of urban respondents.

According to statistics, social media has surpassed conventional media, such as print, radio, and television, as the primary source of information consumption.

Media consumption was driven mainly by entertainment (38.7%), education (26.7%), and information (22.2%). With 39.5% of respondents viewing infotainment shows daily, the survey also showed high engagement with these shows. Given that 60.7% of respondents said they were more interested in political topics, the influence of entertainment shows on political awareness was clear. However, views differed on the clarity of political information offered in entertainment shows. 39.9% of respondents thought these programs were confusing, whilst 34.7% thought they were clear. A sizable percentage (40.9%) said that entertainment shows did not affect their political beliefs, whilst 30.5% said that exposure to such material had changed their views.

Furthermore, another important topic examined in the research was political activity. The results showed that after viewing infotainment shows, 66.5% of respondents indicated an interest in becoming involved in politics. Nonetheless, 42.7% of respondents expressed doubts about the veracity of the material provided, indicating that worries over the legitimacy of entertainment content remained. With 59.5% of respondents believing that infotainment shows impacted public voting habits, the survey also examined how these programs affected voting behavior. These results underline the need for media literacy and responsible content development by demonstrating how entertainment shows may promote political awareness and spread false information.

Conclusion

Research data manifest a continuous rising significance of entertainment initiatives toward political consciousness development and societal participation levels. Social media has become the main platform for infotainment content, so people no longer need television or radio entertainment. The survey reveals that respondents mostly watch infotainment for enjoyment purposes, yet numerous viewers still use such programs to gain political knowledge.

This research demonstrates that entertainment programs affect how people understand politics differently. Most people acknowledge how entertainment shows promote political interest, yet concerns exist about biased presentations, false information, and political framing. The audience was divided on entertainment programs' educational value, as some viewers found them informative, but others felt they caused political misinterpretation.

Many listeners showed evidence of political involvement because entertainment programs motivated them to participate in both political discussions and activities. Many viewers doubt the unbiased nature of infotainment shows

because they perceive these programs as favouring particular political stances. Thus, viewers need to use media responsibly and with critical thinking skills. The study shows that entertainment news shows play a part in transforming how viewers vote. Multiple respondents declared their political viewpoints changed due to infotainment shows, while additional respondents indicated entertainment exhibitions had little influence on their political choices. How entertainers showed politicians was debated among research participants because some felt it portrayed realness, yet others saw deliberate exaggeration and distortions regarding political figures.

The collected data demonstrate that infotainment produces simultaneous positive and negative results in political discussions. As a source of political information, they remain accessible, yet developers must conduct thorough evaluations to stop the spread of disinformation or intensify partisan disputes. Developing a well-informed electorate depends heavily on improving media literacy and implementing fair reporting standards at infotainment shows.

Recommendations

- Media organizations and educators should collaborate to develop media literacy initiatives that assist viewers in distinguishing between factual news, opinion, and satire and in critically evaluating entertainment material.
- Media outlets should ensure that infotainment shows don't promote biased storylines but instead reflect a range of political viewpoints.
- Supporting Initiatives for Fact-Checking: Fact-checking groups should monitor infotainment shows closely to spot and rectify false material.

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