

Role of Traditional vs. Digital Media in Determining Psychological Nationalism and Patriotism among Pakistani Youth

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Abstract: The current study explores the role of different types of media and their psychosocial impact in determining nationalism and patriotism. This has been only a decade's back narration to include patriotism and nationalism in Psychological jargon. With the inclusion of digital innovations, the psychosocial role of traditional vs. social media in the promotion of nationalism and patriotism among Pakistani youth has become inevitable to be studied. Nationalism and patriotism among university students has become a topic of concern as there is massive trend of brain drain, wherein, the university students strive to move abroad in pursuits of better opportunities, thereby, leaving their homeland as they receive some higher education degree. Thus, brain-drain from Pakistan has been looming as an imminent threat and there is a dire need to examine the underlying dimensions that reduce nationalism and patriotism among youth. This study is, therefore, designed with the main goal of studying the impact of traditional vs. digital media in promoting nationalism and patriotism among Pakistani youth. This is hypothesized that psychosocial impact of media types is likely to be related with promotion of nationalism and patriotism. Employing cross-sectional research design, a detailed questionnaire with significant psychometric strength (entailing significant validation and reliability coefficient) is devised. The sample, comprised of 300 respondents, selected through purposive sampling strategy. The findings, both descriptive and inferential, reveal that digital media are more significant in raising awareness regarding global identity and are a bigger challenge in developing nationalism and patriotism in youth.

Keywords: Nationalism, Patriotism, Pakistani Youth, Digital Media, Traditional Media.

Introduction

Traditional media mainly consists of TV and newspapers that have relied on a one-to-many paradigm. These traditional mediums have been the avenues that involved minimal interaction among media stakeholders. The media houses are prolific grounds for devising and spreading national agendas. They create a message that is transmitted to the masses at large through the systematic process of broadcast,

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print, radio, or signage, and therefore, their responsibility in promoting nationalists' messages increases multi-fold. The reciprocal communication or dynamic communication in terms of consumers' feedback has been minimal in traditional media, though, their significance in terms of impact on consumers is widely established. Therefore, traditional media have largely been regarded as somehow stagnant, steady and one-way mode of communication system that does not lead to build any sense of engagement in consumers.

Traditional media have been concisely termed as prompting the promotion of word of mouth. In contrast, social networking based media target the goal of active involvement of media consumers, thereby, catering a dynamic platform of communication and interaction. There is reciprocity of reactions not only among media consumers, but among key media stakeholders. Digital media have, in fact, introduced a wider new realm of influences as their distinctive role of reciprocity inherently delves onto a two-way communication system that empowers the consumer. There is no blind array of messages that one may receive; rather there are well-defined and differentiated messages confronted by media consumers. On such digital platforms, friends prompt recommendations in the form of re-sharing and endorsing posts, which decommercializes brand communication. Decommmercialization is, in fact, an important facet in communication and this involves a set of broad messages that no longer carry patina of the brand; rather they reflect the endorsement of public, acquaintances, or mostly from the friends.¹

Psychological Nationalism

The concept of nationalism can probably be traced back to century's old origin, but the recent focus in this construct somehow descends it to the level of psychological nationalism. Thus, psychological nationalism, being recent phenomenon, has scanty literature. There are, still, some theoretical illustrations that help in differentiating it from patriotism. Psychological vocabulary and jargon has used nationalism as formal construct, requiring formal inquiry, and investigation. Active contribution in this domain has been manifested by Social and Political Psychology domains. Latin Americans are usually regarded as the chief originator of this term. They illustrated this as combination of passion and notions; entailing the concepts of nation-state, ideology, and national identity. Nationalism overlaps main elements of patriotism. Psychological Nationalism has been illustrated as the adherence of national ideology, notions, identity in such a manner that an individual's thoughts and actions are amalgamated in its behaviour.

In the current research venture, nationalism and patriotism among Pakistani youth are examined in an effort to understand the evidential declaration by youth as becoming less patriotic and nationalists. There have been multifarious theoretical

illustrations mainly in the Social Psychology domain based on the theories of social representation, i.e., Social Cognition Theory and Attitudinal theories that extend theoretical clarity of nationalism among youth. Today is an era of divisive political ideologies. There is a concept of global culture due to high speed internet-based communications. In this prevalent perspective, contemporary nationalism markedly differs from the nineteenth and early twentieth-century concept of nationalism. Though, nationalism is rooted deeply in different political cultures yet the very idea of nationalism has been belied, and biased out, somehow, by the journalists and media organizations. They tend to select and portray the news stories about national-collective-identities and the national-“others as out groups”. Therefore, this deeply held ethnocentric approach has been deviated in the current investigation and a systematic shift towards a polycentric approach has been adopted for the sake of current investigation.

Habermas's concept of Constitutional Patriotism is a recent step or phase in evolution of psychological patriotism. Habermas has been significant figure in developing, contextualizing and spreading the notion of statutory and legitimate patriotism. By legitimate or sometimes referred by him as constitutional patriotism, he referred patriotism as the potential of getting interpreted in a variety of ways, thus, providing a range of positions within a larger group. On one end, there are stances that the individual is a novel being carrying identification to a supranational entity; while, on the other hand, there is a focus on understanding that the attachment in terms of freedom over ethnicity could be relied.²

The dissection of the spirit of nationalism in chronicles of evolution, leads us to construe it as an evolutionary outgrowth of our natural historically maintained tribal passions. These rationalities were inherited from our ancestors as pivotal element of human repertoires from millions of years, and somehow or the other, they have stayed largely imprinted in the human psyche. Humans have largely maintained figurative thought in which they faced central challenges of ensuring the social association and cooperation within the group. This social association facet safeguarded the communal well-being and ensured the survival of the group. This also helped in promoting cooperation and sacrifice in them. Among humans, this association and cooperation have been partially accomplished by mixing progressed and primate behaviours. Moreover, the role of cultural adaptations in the realm of religions, ideologies, and cultures cannot be negated at all.³

Nationalism and patriotism are such intriguingly overlapping concepts that they are most often used interchangeably; but their deeper delayering implies that they carry different connotations. Nationalism involves much deeper, profound and systematic patterns of loyalty towards a broad social group. With this broad social

group, one tends to share not only physical features, but also the culture, ideology and cherished common symbols.⁴ The concept further encompasses within it the deeper desire for a common, national state in which one could make survival and growth in befitting manner. Patriotism, on the other hand, is not only the involvement or attachment to a country rather this is an entity that includes both social group and existing norms and institutions, which are the underpinning for the existing state.⁵

Identity Theories and Nationalism

Nationalism can be viewed as construal illustration of identity theories from socio-political paradigm. In this tradition, nationalism is interpreted as inherent identity, shared culture, celebrated traditions, and state possessing, the most powerful container of politics. Nationalism is an identity related construct that can aptly be regarded as more contorted and complex; a multidimensional concept that may include sharing of mutual identification. It's another dimension is civic nationalism or more precisely termed as liberal nationalism, which is operationalized as an attachment of people towards their nation by dint of their ancestral association and cognitive arbitration. The ideology of nationalism has been propagated as a deeper feeling of belongingness that exists and gets nurtured among the individuals of a nation. It has its roots deeply entwined within the roots of religion, language, and ethnic origins.

In Pakistan, the ideology of nationalism was initiated as freedom movement led to its liberation; an idea that was triggered from Islam as being the unified and single religion.⁶ With this initiating spirit, nationalism was brought forward as platform under which the nation stood unified to achieve its goals. In fact, this had been viewed as spirit by dint of which the nation upheld itself as together under a single ideology irrespective of cast and creed.⁷ Historians have maintained that Islamic ideology carried psychological and emotional dimensions and stances of nationalism, thus, formed and unified all Pakistanis as one nation. Similarly, this has been observed that government and media in Pakistan have continuously attempted to spread the values of nationalism among Pakistani citizens.⁸

Viability of Nationalism and Digital World

The viability of nationalism is under major debate as this has been realized with inclusion of digital media that the impact of globalization is likely to change the psychological patriotism and national identity panorama among youth. The academic examination of cultural collision due to social networking media reveals that hybridity is the only solution available for the resolution of phenomenon. While, this may surge as organic and peaceful, it can also pose colossal threat to nationalism

and patriotism. This research investigation has primarily focused on empirical analysis of media types in order to evaluate their contribution in determining the spirit of nationalism and patriotism. Thus, the solutions of homogenization or heterogenization are considered, and the psychological adjustment of the phenomenon known as assimilation and hybridity of national identity is speculated.⁹

Nationalism and patriotism are overtly xenophobic and violent forms, but in actual context, they are the dissemination of unconsciously replicating stereotypes and do not necessarily equate fundamentalism. One of the largest bodies of literature has reviewed the relationship between the psychological identity and nationalism, and the involvement of mass media in determining or enhancing it.¹⁰ This has been evident that much of the empirical investigation, in this regard, has stressed the traditional role of mass communication, which mainly ranges from press to television; although, some studies have emphatically addressed the role of digital or Internet communication.¹¹

Some of the empirical investigations regarding psychosocial role of media on nationalism and patriotism have been insightful in directing the line of direction of current research. Manne has illustrated that media is assumed as one of the most elemental force with its diverse facets to contribute its role in promoting nationalism in Pakistan.¹² Traditional media, such as, Television and radio is assumed as prominent sources that influence the spirit of nationalism. Since nationalism and patriotisms have features of group evaluation and pride, they are mostly associated positively in term of their conceptual foundations and in their empirical implications.¹³

A quantitative survey research on elements of patriotism and nationalism, conducted during a period of 1-week in late September 2001 with two respondent groups, revealed that the social identity is one's sense of belonging to one's own country, i.e., national identity. The samples-one in this investigation belonged to the Ohio State University, and the other sample group hailed from a small community group from Columbus, Ohio.¹⁴

National Identity

Cook defines national identity as the individual's feeling of belonging, attachment, love, and loyalty to a national community.¹⁵ Therefore, it raises the understanding of the responsibilities and duties of being a citizen of that nation. For instance, Moskalenko et al. measured the level of college students' identification with five different groups (country, family, ethnic group, religious group, university) before and after the 9/11 attacks.¹⁶ They found that, after 9/11 attacks, students' social identity as American became strongly activated and momentarily salient compared

to other group identities. Furthermore, participants rated significantly higher on the importance of country right after 9/11 than before or 18 months later.¹⁷ This result verifies the assertion that social cues can lead to the activation of a specific social identity in one's mind. Smith et al. found a significant effect of diverse emotions on behaviours, but feelings of anger towards out-group or positive feelings shared by in-group emerged as two of the strongest predictors for group actions. Specifically, the positive emotion raised by identifying oneself as Americans, significantly increased one's desire to support their nation.¹⁸

An experimental study, conducted by Lee and Aaker, deepens understanding that builds appropriate message strategies and media planning on national event and psychological mechanism toward patriotic advertising and media contents covered in the media environment incorporating the concept of social identity activation, intergroup emotion and nationalist-regulatory fit. Furthermore, this research provides a better understanding of how different types of shared emotion raised by nationality works with regulatory focus.¹⁹

Cultivation Theory and Nationalism

The Theory of Cultivation by Gerbner and Gross provides the theoretical framework for current investigation. The Cultivation Theory suggests that contents on nationalism and patriotism can be an important factor in promoting solidarity and integrity among the media consumers and is likely to help in influencing the behaviour of the individuals, who spend significant amount of time on digital media.²⁰ The Social Identity Theory, developed by Tajfel and Turner in 1979, also provides the theoretical perspective to current investigation. This theory was originally developed in order to determine the psychological basis of intergroup discrimination.

According to this theory, one tends to categorize objects in order to understand, classify and identify them. Belonging to a specific category, in fact, enables people to make their environment comprehensive and adaptive so much so that their lives start becoming predictable and smooth. In order to illustrate this phenomenon, example of social categories, such as, black, white, Australian, Christian, Muslim, student, and bus driver, can be taken, because these social roles based categories enable us to differentiate people from one another. In the second stage of nationalism gaining, the social identification dominates and people tend to carry the identity of the group to which one has categorized itself to be belonging to.²¹ For instance, if one has categorized itself as an army official, the chances are there that one would be adopting the identity of an army official and would begin to feel and act in a way that one believes an ideal army official must act (and conform to the norms of the group).²² There will always be latent, yet deeply felt and sensed

emotional significance to the one's identified within a group, and this would lead to inflate one's self-esteem. This inflated self-esteem is termed to be the result of belonging to a group.²³

Psychosocial Role of Media in Nationalism

The conceptual ideology of nationalism in the nineteenth and early twentieth century had been quite different from present-day concept of nationalism. These days, there is rapid and deeply penetrating influence of the recent influx of technologies in communication. This has led to the disruptive nationalist ideologies in wake of transition involving globalization.²⁴ Now-a-days, it has been observed that nationalism is wedged phenomenon and this gets amplified by reciprocated irreconcilability between local and global world. Mainly, traditional and social media are attributed as key factor in determining this irreconcilability. This has been observed that through different posts and feeds, social media have the potential to promote the concept of nationalism and patriotism among its users, a strategic hack that has been neglected widely so far.²⁵ The psychosocial role of media, in this instance, for upholding the national integrity and solidarity is very critical. Pakistan is passing through a phase of transition in terms of socio-politics and there is greater influx of new and traditional media in the country than it used to be few decades back.

National integrity and solidarity have been the core national issues of Pakistan and by the advent of technologies and proliferation of social media, these issues have emerged as challenging threats. Therefore, there is a dire need for generating the public awareness on such pivotal concerns.²⁶ However, this has been observed that Pakistani electronic and digital media has long been missing its place to make significant influence to create national values. There has been an ideological setup in Pakistan that has survived for many decades with amalgam of varied trends of ethnicity, culture and religion. At the wake of all these challenges, the state has ventured much harder to sustain its integrity. Yet, it has been observed by various key stakeholders that media have not been playing its significant role and have been under the direct influence of government. Pakistani government has never succeeded in devising a consistent promotional policy for endorsing and perpetuating nationalism and patriotism, though; in other countries such policies have proved efficacious.²⁷

Objectives of the Study

Following objectives were investigated in the current research: to explore the role of media in promoting nationalism and patriotism among Pakistani students; to cross-validate and juxtapose the role of traditional and digital media in the promotion of

nationalism and patriotism among students; to highlight the role of media in integrating the society through the promotion of nationalism; and to explore the changes as induced by digital media in determining the nationalistic and patriotic behaviours of the respondents.

Hypotheses

Following hypotheses were investigated in the current research: Traditional and digital media are likely to carry significant role in promoting nationalism and patriotism. Reported levels of patriotism and nationalism are likely to vary across male and females. Demographics are likely to be significant predictors of nationalism and patriotism.

Method

Research Design

A quantitative, cross-sectional research design was employed through survey strategy in order to investigate the role of traditional media and digital media in promoting nationalism and patriotism among Pakistani youth.

Sample and Sampling Strategy

Non-probability purposive sampling strategy was used in order to draw out sample. The respondents within age, ranges from 17 to 25 years, were taken. Likewise, those, enrolled in regular universities' programs, were included. The sample size of the present research comprised of 300 respondents from both gender groups, taken from government sector universities of Lahore.

Measures

Following measures were incorporated for data collection in the current investigation:

Demographic Information Sheet

In order to collect the demographic elements of the participants, an indigenous demographic information sheet was formulated.

Traditional and Digital Media Consumption Scales

These scales comprised of patterns, intensity and frequency of digital media usage.

Nationalism Scale

This scale was developed by following the factor-structure format in order to determine the nationalism among the respondents. Nationalism has been operationalized in this investigation as consistent loyalty and devotion to one's own

nation; specifically, in terms of a sense of national consciousness. The sentiments and behaviour of an individual targeted at exalting a nation above all others, and main goals of laying primary emphasis on promotion of its culture and interests as opposed to those of other nations. The scale comprised of three dimensions of the construct by entailing into it the elements of psychological, affective and behavioural components.

Patriotism Scale

Patriotism, however, has more to do with belongingness. This is, in fact, an attachment to one's own homeland that can be viewed in terms of different topographies related to the country. These topographies may include ethnic, social, cultural, political or historical features. The major elements of patriotism may include blind patriotism and constructive patriotism.

Traditional Media

Traditional media refer to the orthodox conventional media that are conveying information from many decades, like television channels.

Digital Media

Social media have been elaborated and operationalized as the computer-mediated tools that let people create, exchange and share the information, interests, ideas, etc., in modes of virtual communications. Thus, such virtual communities and networks act as active platforms of messages promotion. These channels also enjoy the liberty of being more open, unrestricted and participatory in nature.

Procedure

The permission and authority letter was sorted from the Research Approval Committee in order to fulfil the ethical guidelines of the Advance Research Board. The data was accessed after the formal permission was granted. The research topic was introduced to the participants one-by-one, and measures were individually administered. All ethical research requisites were fulfilled. The participants were ensured on anonymity and confidentiality. It was also ascertained that research participants could withdraw, if he or she felt uncomfortable. The average time consumed in completing the questionnaire was 25 to 30 minutes. All measures were administered on one-to-one basis.

Statistical Analysis

The data was analysed by using SPSS version 24.00. Descriptive and inferential analyses were executed.

Results

Table 1.1: Descriptive Statistics of Demographic Variables (N = 300)

Characteristics	f	%age
Age Groups		
17-20	150	50
21-25	150	50
Education Level		
MA/MSc	125	41
MPhil	50	18
BS (Hons)	125	41
Urban/Rural		
Urban	150	50
Rural	150	50

Table 1.2: Reliability Coefficients of the Scales used in the Present Study (N=300)

Variables	M	SD	K	α
NATIONALISM SCALE	82.11	13.92	60	.81
Psychological	17.76	5.43	20	.73
Affective	18.25	6.34	20	.79
Behavioural	16.25	3.02	20	.68
PATRIOTISM SCALE	19.93	4.19	6	.72
Blind Patriotism	18.65	4.10	6	.71
Constructive Patriotism	18.14	5.10	6	.64
DMCS	76.23	13.11	20	.73
TMCS	68.25	7.23	20	.69

Note: K = No of Items; α = Cronbach’s Alpha; M = Mean; SD = Standard Deviation; DMCS = Digital Media Consumption Scale; and TMCS=Traditional Media Consumption Scale.

Table 1.3: Pearson Product Moment Correlations showing the Relationship in the Study Variables (n=300)

Study Variables	1	2	3	4	5	6	7
Nationalism Scale							
Psychological		.76**					
Affective			.67**	.56	.66**	.73**	.67
Behavioral			.78**	.82**	.56	.34**	.52**
Patriotism Scale				.34	.72**	.53**	.56
Blind Patriotism					.43	.56	.46**
Constructive Patriotism						.67**	.76
DMCS							.56
TMCS							

Note: **=P<.05

Table 1.4: Independent Samples t-test and Gender Groups (N=300)

Variables	Boys (n=150)		Girls (n=150)		t (174)	P	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Nationalism Scale									
Psychological	89.43	4.25	21.06	4.01	.58	.53	- .86	1.69	0.07
Affective	19.98	4.03	29.88	4.36	.16	.01	- 1.14	1.44	0.08
Behavioural	18.52	4.24	21.78	3.98	-.42	.54	- 1.48	.97	0.17
Patriotism Scale	17.78	4.15	21.50	5.91	-.92	.43	- 2.23	.93	0.13
Blind Patriotism	19.43	4.25	21.11	4.01	.58	.45	- .86	1.45	0.05
Constructive Patriotism	19.98	4.03	22.13	4.36	.16	.00	- 1.14	1.43	0.06
DMCS	19.52	4.24	21.78	3.98	-.42	.63	- 1.48	.87	0.19
TMCS	18.43	4.15	22.12	5.91	-.92	.32	- 2.23	.78	0.17

Table 1.5: Independent Samples t-test with Reference to Regional Affiliation Groups (N=300)

Variables	Urban (n=150)		Rural (n=150)		t (174)	P	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Nationalism Scale									
Psychological	19.43	4.25	22.16	2.01	.45	.43	- .65	1.43	0.08
Affective	19.98	4.03	24.12	0.23	.24	.00	- 1.03	1.23	0.09
Behavioural	18.52	4.24	20.11	2.23	-.32	.34	- 1.18	.67	0.16
Patriotism Scale	17.78	4.15	20.15	2.64	-.67	.44	- 1.04	.76	0.14
Blind Patriotism	19.43	4.25	19.06	1.03	.45	.66	- .77	1.32	0.08
Constructive Patriotism	19.98	4.03	29.88	1.03	.34	.00	- 1.12	1.12	0.09
DMCS	18.52	4.24	22.14	1.67	-.34	.72	- 1.13	.78	0.16
TMCS	17.78	4.15	23.65	2.41	-.71	.65	- 2.03	.73	0.14

Discussion

The current study was designed to explore the role of traditional media and social media in the promotion of nationalism and patriotism. A detailed literature review was carried out to witness all sorts of programs and coverage given to the issue. Moreover, for the current study, a detailed survey instrument was prepared with enriched psychometric strength in order to collect the data from respondents, who get exposed to the contents of social media and traditional media.

This research targeted its first hypothesis that it is more likely that traditional media play significant role in promoting nationalism and patriotism among Pakistani university students. Digital media emerged significantly in determining its role in psychological, affective and behavioural nationalism, while, it had no significant relationship with blind patriotism. Constructive patriotism was positively and significantly related with digital media consumption. Findings of the study fully support this hypothesis, which is also in lines with what Akhtar indicated that media can be considered as one of the most essential source playing its key role in the nationalism of Pakistan in different aspects.²⁸

This finding also leads to derive that there are potent options for using material symbols of nationhood in order to persuade some country's nationals towards patriotic and nationalists' spirits. There are multifarious sources available to any state to develop and promote such narrative through the stronger media forums to create narratives and circulate images favourable to its preferred national story. The systematic affinity towards state is mostly reflected by the national anthem and the flag and these symbols and emblems stay significantly resourceful in persuading its nationals towards patriotism and nationalism.

Media, in its traditional or digital form, can be easily sued to promote this message. This is because of the fact that, whenever, media consumers reflect of media messages, they usually perceived televised public service more as affective message than the one involving their cognitive involvement. Just like so many of the political parties that involve and engage their follower by suggesting and inducing them the rhetoric messages and leading them to contemplate the least for certain issues. This mutually determined dialogue happens to be pertinent and significant. Mass media have long been used to persuade the masses at large. Out of many modern persuasive techniques, emotion appeal and transfer appeal work out as successful. Not just negative propaganda can be woven out, but also the positive one; the one having patriotism and nationalism messages. There are widely prevalent options of filter bubbles in digital media due to which this has become so easy to drive the nationalistic spirit and patriotism and the above stated findings are very much in alignment of these findings.²⁹

Independent samples t-test was conducted to find the difference for nationalism and patriotism across boys and girls (i.e., university students). The findings revealed that girls outperformed on the scales of patriotism and nationalism, exhibiting significantly higher dimensions on patriotism and nationalism. Cohen's *d* showed that there is significant effect size of all elements of patriotism and nationalism, which means that there are systematic differences across two age groups. Girls-group has been found to be standing significantly higher in terms of their mean scores on all dimensions of patriotism and nationalism. These findings are substantially getting corroborated from various empirical findings.³⁰ This difference, indigenously interpreted, is probably attributable to the relative socially determined female role in Pakistani society; boys getting exposed to practical economic challenges, somehow, tend to harbor less nationalist and patriotic elements than girls. Furthermore, it is also not in line with the research findings of the Li and Brewer; the social identity of interest, in this study, is one's sense of belonging to one's own country: national identity. Therefore, it can be concluded from the findings that male or female students of the University of Sargodha (Lahore Campus) are both equally patriotic.³¹

Nations, these days, are assumed as sub-groups of ideologies and shared cultures or more precisely termed as imaginary communities at the wake of real challenges. The symbolic signifiers tend to act differently on members of different gender groups. Just as McClintock explains that an "organic unity of interests" (original emphasis) tends to promote a sense of horizontal community in a sharing group. Historical analysis reflects that the emergence of modern conceptualizations of the nation was infused with bourgeois concerns over respectability and that this resulted in the celebration of heterosexuality as the bedrock of the nation. The phenomenon of nationalism and patriotism was also explored for diverse regional affiliation that divulges clearly that students hailing from rustic or rural setups, or specifically stating the respondents from rural affiliation region, demonstrated statistically significant and empirically higher mean scores on nationalism and patriotism. This can be justified through the perspective that articulated, materially judged and reciprocally evaluated cognitive mindsets are less likely to be found among students from rural setups as established by some of the researches.

This is hard to establish some unified media consumer these days due to the fact that same consumer is indulging in a lot many transient sorts of media.³² Modern consumers have wider options to traverse various means of digital communications in the spur of moments due to which they get massively exposed to global messages that can change their perceived ideologies patterns. The digital media happen to offer a broader, flexible and more receptive two-way communication platform, thus, ensuring that messages also get generated by other

consumers, and that are likely to persuade and influence other consumers; although this cannot be ignored that the phenomenon of subjectivity supersedes here. Digital Nationalism, therefore, is likely to contribute to our thoughtful nationalism spirits in this information age. These dynamics of public discourse in an emergent power are likely to play dynamic role for new generations of digital world. It is implicated to show how ICTs can develop as effective vehicles for nationalism, and how countenance can be manipulated in order to build a sense of community. This may outgrow at the expense of diversity and intercultural acceptance.³³

Conclusion

This research gives insight that media, may it be traditional or social media (new media), play significant role in the promotion of nationalism and patriotism among the consumers or its users. Male and female population of universities significantly varies in reports of patriotism and nationalism. Furthermore, in order to gain a complete understanding of the role of media in promotion of nationalism and patriotism, it is necessary to conduct a qualitative in-depth study that could examine all aspects of nationalism and patriotism. Patriotic consumerism is the approach that this finding draws towards, so that citizen and nationals of any country could be made much more patriotic, infused with nationalist spirits. Certain limitations are being observed in the current research, but not limited to few aspects being covered and with small sample size. Still the findings carry significant insightful contribution for media policymakers, politicians, administrators, educationists and leaders alike in determining the beneficial and befitting use of various media types in promoting nationalism and patriotism.

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