



RESEARCH PAPER

Patriotism, Persuasion and Attitude Change: Effects of Mediated Motivational Videos on Pakistani Viewers

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ABSTRACT

The study investigated prospective effects of mediated videos of motivational speakers on the patriotic feelings intended for proliferation of positive perception and patriotism in young consumers of Pakistan. The study has drawn theoretical foundations from Elaboration likelihood model to explore the effects of persuasive stimulus material of popular Pakistani scholars for bringing significant changes in the behaviours of young consumers. Quantitative (Pre-Test) and (Post Test) experimental design has been utilized to accumulate observations using simple random technique for sampling on a sample of 100 young respondents. The findings of study have validated the proposed hypothesis with 0.00 p value corroborating that there is a significant difference between the scores of Patriotism of respondents before and after getting exposed to the stimulus material Motivational speakers. Persuasive communication techniques can serve as strong stimulus by motivational speakers to enhance positivity among people for Pakistan. Youngsters are mostly found to be negative and disappointed due to the socio-economic crisis and disrupted legal and political system. The power of persuasion ought to be used by influential leaders, clerics, politicians and anyone who can stimulate positive attitudes among youngsters and encourage them to come forward and serve their country and prove their patriotic feelings with pragmatic approach.

KEYWORDS Attitude Changes, Pakistan, Patriotism, Persuasive Communication

Introduction

Persuasive communication serves as transformative approach and powerful strategy to converse rhetoric effectively. It helps leaders and different communication experts to understand their audience and to employ techniques and strategies of persuasive communication to transfer their rhetoric effectively (Bhartiya, 2023; & Hunter, 2018). Influential people, leaders, motivational speakers, religious clerics and anyone who wants to persuade people use these techniques to bring changes in the attitudes of people (Cherry, 2023).

This communication is targeted to motivate others and intended to bring some changes in their thoughts, attitudes and behaviours as well (Gordon, 2023). Persuasion is utilized by communication experts in various aspects including religious, political, social moral, nationalistic and patriotic contexts. It plays central role in bringing up revolutions because the scope of persuasive communication is powerful and extensively pervasive.

Popular leaders use persuasive communication as their potential technique to have influence on their followers. It has been recognized as one of the most popular and oldest approach used by Greeks and other civilizations (Molok, et al 2018). The strategies and techniques of persuasive communication are used by nationalistic and patriot leaders to stimulate nationalist and patriotic feelings among people. Rhetoric communication of nationalist and patriotic leaders employ persuasive communication to gain support from people (Baturo & Tolstrup, 2024).

Patriotism plays central role in shaping rhetoric of popular leaders and motivational speakers due to the fact that love for homeland is considered as one of the most fundamental instinct of human nature. They use their emotional attachment to their country as potential theme of their communication. Joshanloo (2019) reported findings of his study conducted on 295933 people and concluded that most of the people have exceptional emotional attachment with their religion and country or homeland. They are one among the most important essentials of their lives. This attachment to religion and country makes them the most stimulating thing when they hear someone talks about their country or religion. This emotional attachment becomes even more powerful and strong when it is observed in youngsters. The level of enthusiasm and patriotism of youngsters has the potential power to bring revolutions and inspired by leaders they can present best examples of true patriotism and their sincere dedication can contribute for betterment of their country as well.

Petty and Cacioppo (1986) presented Elaboration Likelihood model to explain the process of persuasion and communication, proposed two routes towards information processing and persuasion. This model suggested that any persuasive message has to pass through two routes of persuasion to bring up any change in attitude. A central or peripheral route of persuasion determines the level of elaboration and motivation. Influential people use certain words, slogans and symbols to target their audiences (Perloff, 2023). This model presents a precise interpretation to analyse how persuasive messages are being designed and used by leaders to inspire patriotic feelings in people in their speeches and motivational videos.

ELM offers precise theoretical framework to observe how motivational videos inspire people to adopt certain behaviour and attitudes. The motivational speaking is considered to be one of the most popular genre of communication in today's era and has gained exceptional popularity in recent years in Pakistani context. A motivational speaker uses persuasive communication to inspire others, offer counselling, and help them to excel in their personal and professional life. Motivational speakers are gaining incredible popularity and followership in Pakistan. These speakers have powerful influence on youngsters and their speeches have been proven as catalyst for change of mind-set and attitudes, and inspiration for millions (Qasim, 2021). The undertaken research study has thus explored the role of mediated motivational content of videos in affecting the level of patriotism in the youngsters of Pakistan.

Love for homeland is instilled in human nature and an independent homeland is considered to be one of the most significant blessings of Almighty. It is being recognized to have significant importance and respect in all civilizations and for all creatures. Nations prosper only when they have sincere sense of nationalism and patriotism for their countries. A country which provides its citizens right to live as an independent inhabitant has certain rights to its people as well (Sohrabi & Omarzai, 2023).

Martin (2024) inferred that attachment plays central role in interpreting their identity as an individual. This interprets that attachment to one's homeland plays vital

role in interpretation of themselves as an independent citizen. Pakistan has been facing hard times for its survival as a state right from its independence. The economic crisis, political instability, disrupted law and order and other issues have affected the level of patriotism in its people and particularly the youngsters. The traditional enthusiasm and patriotism is diminishing with each passing day among Pakistani youngsters and this raises serious concerns. There is a dire need to enlighten these young minds to recuperate their spirit for their country and to contribute for its betterment as a true patriot (Rehman, 2023).

Literature Review

Persuasive communication is used as an approach of communication employing certain techniques and strategies by people in daily life to persuade others, to engage them, to bring particular change in their attitude and behaviour Smith (2018). Persuasive communication plays a central role in transmission of ideas among people. Communication experts, political figures, leaders, religious clerics, revolutionaries, activists use persuasive communication techniques to communicate and gain support from their followers. This communication has potential power to bring significant changes in behaviours of people (Valentzas & Broni, 2018).

Keyton (2011) asserted that persuasive communication techniques are believed to be predictor of new changes and to acquire a sense of empathy, harmony, cohesion and coherence among people. This communication become incredibly powerful if it is being employed within the themes and contexts of religion, patriotism or nationalism. Because these are the sensitive areas of emotional attachment for people.

The terms nationalism and patriotism are often used interchangeably but there are few distinctive points which define the both concepts exclusively and clear the misperceptions. But somehow intellectuals term patriotism as more positive term as compared with nationalism. Patriots are democratic, value laden and responsible whereas nationalists are contemptuous, mostly fanatic and autocratic (Singh, 2018). Nationalism refers to feeling of belongingness and preservation of specific national distinct identity. Whereas patriotism refers to sincere devotion, loyalty and affection for country. It is value laden approach and aspiration to contribute for development and prosperity of country (Mina, 2023).

Patriotism is referred to be the feeling of positive affiliation, sense of belonging, love and Loyalty towards your country even in the most cynical and difficult times, being positive about your country with high patriotic level and no matter what the circumstances are. Reed (2003) stated a powerful statement about the true meaning of patriotism by saying my patriotic feelings are never being affected negatively by failure of my favourite politician, or any shortcomings or flaws in the governmental policies, or higher or lower state of my country's economy.

Patriotism and level of patriotic feelings have two dynamics. People have sentiments of attachment towards their country with two approaches, either a person is absolute or contingent in his patriotic feelings about his country. People with contingent approach in their feelings of patriotic attachment towards their country will only be high in their patriotic feelings in case of having high level of satisfaction and favourable conditions in country. When the political system is according to their desired wishes, the country is having a better economic condition and they are enjoying better life in their country. But the absolute level of patriotism shall be found in the people who have patriotic sense of attachment with their country as a constant value the positive feelings of support will be observed in their attitudes without getting any significant negative

effect due to performance of their government or conditions of their country. (NincicAnd Ramos 2009).

Patriotism is one of the most fundamental elements in a person's or a nation's life. Tal (1997). A social psychological perspective of patriotism is the sense of belonging towards one's group nation or country they reside in. The spirit of patriotism is reflected in feelings, emotions, thoughts, attitudes and behaviours of people. Their social, cultural, political identification relates with their patriotism. It is the fundamental spirit of patriotism that makes crowds a united nation. Considering this it can be said that People with different religious backgrounds, cultural differences, and political conflicts all get a one unit nation when it comes to their patriotic concerns.

Sardoc (2017) stated that conceptually and historically patriotism is the foundational essence of ones feeling of love, devotion, affiliation, identification, faithfulness to a community. The feeling which is strong enough to make one love his armed forces and ignite the spirit of willingness to die for his country. The contextual interpretation of patriotism is the moral, civic and epistemic phenomenon which makes people so enthusiastic and warm hearted in terms of their love for their community or country. The motivational factors to love their country are their emotional attachment to their land, the spirit of independence, freedom and identification. If the core concept of patriotism is taken into consideration as said by Sardoc and applied on Pakistanis it can be said that Pakistanis love their country because their ancestors got independence by sacrificing everything. The blood is deep rooted in the foundations of this homeland. This affection and affiliation with one's country can be used for initiating positive attitudes in people towards their country by using persuasive communication. Persuasion is scientific way of influencing people by modifying their beliefs, attitudes and behaviours (Simons, 1976).

Salazar (2023) argued that certainly it is natural that every individual loves their country being citizen. But this love for their country and the level of their patriotism highly depends on tertian factors. The findings of his study concluded that patriotic feelings and ones attachment to their country highly depends on the satisfaction level of citizens with their country and its system. It argues that more the citizens are satisfied with their country and government more they will be emotionally attached and their patriotism level will be high.

Patriotism is a natural feeling of ownership, respect, love, pride, and loyalty among nations which make them dedicate sincere efforts for betterment, defense and development of their country. Sincere patriots take pride in their national identity and express their patriotic feeling by defending their country from every evil. True patriotism demand sacrifices and sincere dedication. This particular innate belongingness can be used as strong stimulus by influential leaders and communication experts to make people sincere contributions for their country (Akhmaddhian, et al 2020). As Sadeghi (2022) claimed that words have potential and magical power to shape belief systems among people. The persuasion can be used as powerful tool for promoting positive feelings of patriotism in youngsters of Pakistan.

Austin (2019) analysed science of Persuasion in the context of Social Influence and inferred that the leaders possessing efficient communication skills have profound expertise in using power of words and persuasive communication. They have comprehensive understanding of process of information processing and they know how to select right material for their messages as stimuli and right time and medium as well for their communication. They use sensitive stimuli for exerting influence on their

audiences and a single message by an expert can inspire millions of people if they employ a right time, an accurate method and appropriate medium.

It has been clearly evident that one of the most fundamental reasons of Imran Khan's popularity among youngsters is the fact that youth idealizes him as true patriot and a revolutionary leader. His speeches have magical effects on young minds because they get inspiration from him and his words serve as source of motivation for them. One may agree or disagree with Khan's politics but he has been a source of encouragement, appreciation and motivation for youngsters of Pakistan not only due to his leadership skills but his expertise as a communication expert (Images, 2020). Greenfield and Shahid (2024) reported that Khan enjoys the status of the most popular and influential leader among youngsters of Pakistan even after being dethroned due to his role as and motivation and inspiration for youngsters. This demonstrated that motivational rhetoric has long term effects on consumers and this has strong influence on attitudes of people.

Attachment of a person to itself, their surroundings and atmosphere plays central role in their personality development and attitude formation (Martin, 2024). This interprets that people have special attachment to their homelands and the atmosphere of their surrounding play a critical role in shaping their attitudes and behaviours as individuals. Attachment to one's religion and homeland have been recognized among the most essential and indispensable parts of life for people. Patriotic feelings serve as strong predictors of attachment, enthusiasm affection to one's state (Joshnloo, 2019).

Several experiments have been conducted by scientists to explore the role of persuasive communication in shaping attitude changes among people and have concluded that persuasive communication serve as strong predictor of changes in people. These persuasive messages may use any sensitive piece of information as stimuli to stimuli certain behaviours in people (Cacioppo & Petty, 1989). Patriotism may serve as strong stimuli in such persuasive messages to affect people. Consistent motivation may initiate and promote changes in the mind-sets of people (Kasten, 2019).

The reviewed literature has helped to interpret the problem under investigation in detail and it has been concluded that there has been immense research on how persuasive communication serves as strategic technique for communication. But there has been a research gap to analyse how persuasion and attitude changes affects different aspects in humans. There is a dire need to use theoretical concepts of persuasive communication employing models such as ELM to explore how this persuasion works to affect, change and reinforce attitudes of people in modelling their feelings towards their country.

Hypotheses

- H1** There is a significant difference between the scores of Patriotism of respondents before and after getting exposed to the stimulus material Motivational speakers.
- H2** There is a significant difference between the central score objective approach and peripheral score subjective approach of respondents towards motivational speakers
- H3** There is a significant difference between the preconceived images about the motivational speakers' scores of respondents with the logical objective evaluation central route score of the respondents.

Theoretical Framework

The study had to use interdisciplinary approach to gauge the whole process of changes in the behaviours of participants treated by stimulus material by following the principles of Elaboration Likelihood Model (ELM).

The Elaboration Likelihood model enlightens effects of stimuli in affecting and changing attitudes of people. The stimuli affects the cognition and the potential person takes one of two routes for persuasion. The theory proposed that a message has to pass through a process of information processing and forms, changes, reinforces or even shapes certain attitudes and behaviours among people who are being treated with that stimulus material or being communicated that particular message (Petty & Cacioppo, 1986).

Rationale for taking ELM as theoretical framework. Numerous social scientists, communication experts and psychologists have acknowledged that media has attained the status of most influential and powerful source of persuasion and attitude change among people (Brino & Petty, 2009). This phenomenon of attitude change could only be efficiently observed by employing a method which explained the whole process of persuasion and attitude change not only theoretically but also interpreting its practical progression as well. ELM has been recognized as one of the most effective, accurate and precise theoretical framework to study attitude changes and persuasion in people (Philip et al, 2014)

Persuasive communication can be analysed precisely using ELM model as it effectively explains and interpret role of media in bringing up significant changes in the attitudes and behaviours of its consumers (Teng et al 2015). Therefore the study selected persuasive videos of Pakistani motivational speakers to analyse the process of persuasion and attitude changes in participants. These lectures were aimed to enhance positive perception about Pakistan in youngsters. The motivational speakers used persuasive communication techniques and strategies to inspire young consumers for being grateful for living in an independent state and increasing sense of patriotism among them. ELM can be used as the most accurate theoretical framework to analyse media effects as it explains science of persuasion (Slater, 2009). Henceforth, ELM served as the best approach for analysis and interpretation of observing the whole process of persuasion and its effects on changing attitudes of people in the context of patriotism.

Material and Methods

Cacioppo, Petty and Rodrigues (1986) used experimental designs as research design in numerous research studies to test effects of stimulus material on the participants. The method has been recognized as valid and effective by researchers and scholars in collection and analysis of observations to interpret the effects of stimulus material on consumers. Subsequent to the affectivity of this research design, the current research has opted experiment design for collection and compilation of observations from a sample of young participants.

A popular Pre-Test, Post-Test design has been selected as experimental design for study. The selected experiment collected data for first observation referred as (O1), Pre Test in first phase of observation and data collection, and used selected content of motivational speakers as stimulus material referred as (X) for manipulation in second phase and finally collected data for (O2) Post- Test.

Population and Sampling

All youngsters of Pakistan have been considered as population for this study. The study had to extract a sample for conducting experiment as per scientific research protocols so a sample of hundred young university students have been taken as sample for study employing simple random sampling technique.

Tool of data collection

A closed ended questionnaire with five point Likert scale has been used for collecting responses from selected participants for experiment.

Ethical considerations

All the selected participants were briefed comprehensively about the details and sensitive aspects of this research. The responses has been used for academic research of this study only. The names, personal details and opinions of participants have been kept confidential. An approval has been taken from the department of university, faculty members and participants for conducting experiment.

Stimulus Material

The stimulus material included selected video content of two popular leaders; Maulana Tariq Jameel and Qasim Ali Shah. Both the videos had emotional content about Pakistan and its history. The narration of sacrifices made by nation in the freedom movement for an independent country and the wakeup call for youngsters to realize and rethink about their patriotic feelings.

Rationale for selection of video for stimulus

The rationale for selecting video content of these scholars as stimulus was their popularity as motivational speakers and positive inspiration in Pakistani youngsters. Shah has been selected as motivational speaker for 3.75 million plus subscribers and considered as symbol of positive inspiration among youngsters of Pakistan. Whereas Maulana Tariq Jameel has more than 16 million plus subscribers and consumption of his videos has reached more than 1.92 billion views, he is being repeatedly recognized as the most admired and popular man of Pakistan (Timol, 2023 & Khan, 2021).

Pre-Test and Post-Test Experimental Design (R O1 X O2)

The undertaken research has employed "Pre-Test and Post-Test Experimental Design (R O1 X O2)" as experimental design (Stanley & Campbell, 1963).

In the selected experimental design,

- **R** refers to the sample used for collection of data in experiment. A sample of 100 university students has been selected through simple random sampling for this study. The rationale for taking students as sample was to collect data from youngsters as the study fundamentally aimed to explore effects of motivational videos on patriotic feelings of young Pakistanis.
- **X** represents the stimulus material used by researchers for manipulation and measurement of variables. The stimulus material used selected content from videos of two popular leaders; Maulana Tariq Jameel and Qasim Ali Shah.

- refers to the process of observation followed in experiment by researchers. The participants were given questionnaires in different phases to conduct experiment for Pre-Test and Post-Test. Later, their responses were collected and analysed for results.

Results and Discussion

Measure of Patriotism (Pre-Test and Post-Test)

**Table 1
Paired Samples Test**

		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Patriotism Pre-Test - Patriotism Post-Test	-.762	.390	.055	-.873	-.651	13.811	49	.000

The Paired sample T test was applied on data to investigate presence of significant difference between the scores of Patriotism of respondents before and after getting expose to the stimulus material of Motivational Videos of scholars. There was a statistical difference increase in Pre-test scores from (M= 2.79) to Post-test (M=3.55), $p < 0.005$ (two-tailed). The mean increase in 0.76 with a 95% confidential interval ranging from -.873 to -.651. The eta squared statistics (0.79) indicated a large effect of size. This proved that the stimulus material of persuasive motivational videos made a difference in the attitudes as seen in the post test.

Central score objective approach and Peripheral score subjective approach

**Table 2
Paired Samples Test**

		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Central Route Towards Persuasion - Peripheral Route Towards Persuasion	-.488	.64762	.11824	-.731	-.248	-4.135	29	.000

The Paired sample T test was applied on data to investigate presence of significant difference between the central score objective approach and peripheral score subjective approach of respondents towards motivational speakers. There was a statistical difference increase in Pre-test scores from (M= 3.76) to Post-test (M=4.24), $p < 0.005$ (two-tailed). The mean increase in 0.48 with a 95% confidential interval ranging from -.731 to -.248. The eta squared statistics (0.26) indicated a large effect of size. This has shown that consumers of motivational content of motivational speakers mostly take peripheral route to persuasion.

Preconceived images

**Table 3
Paired Samples Test**

		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			

Pair 1	Preconceived image about motivational speakers – Central Route of Persuasion of motivational speakers	.424	.668	.122	.175	.674	3.478	29	.002

The Paired sample T test was applied on data to investigate presence of significant difference between the preconceived images about the motivational speakers' scores of respondents with the logical objective evaluation central route score of the respondents. There was a statistical difference decrease in Pre-test scores from (M= 4.18) to Post-test (M=3.76), $p < 0.005$ (two-tailed). The mean decrease in 0.42 with a 95% confidential interval ranging from .175 to .674. The eta squared statistics (0.18) indicated a large effect of size. This interprets that even in the patriotic terms, the preconceived images of people which were mostly based on personal liking had a strong impact in persuasion process.

Discussion

Pre-Test Measure of patriotism

Measure of patriotism in the pre-test revealed that majority people and especially youth of Pakistan may feel love or attachment and proud to be a Pakistani but at the same time are drowning in the feelings of despair, frustration and disappointment from Pakistan. The reasons are weak economic system, political instability, ever increasing rate of inflation, unemployment, corruption and crime. Majority criticise Pakistan for its adverse condition. Every Pakistani has some broken images of their dreams and majority keep complaining and this was validated by the measure of patriotism in the pre-test experiment. So when asked about strong sense of love, belonging and attachment for Pakistan only (22.0%) disagreed and majority responded positively but on the questions which were designed technically in a way to determine the level of devotion, contribution towards Pakistan the measure was quite low.

As on a response about strong commitment towards Pakistan (22.0%) strongly disagreed with the statement that no matter how adverse the situations are, their commitment to Pakistan always remains strong and positive, (18.0%) disagreed, (36.0%) were undecided, (20.0%) agreed and only (4.0%) strongly agreed. This showed that their patriotic feelings vary with the consequences and their love depends on their favourable conditions of Pakistan, but at the same time when asked about if they are being asked to serve Pakistan to change the adverse conditions for betterment as shown in table 28 about (2.0%) disagreed, (62.0%) were undecided, only (8.0%) agreed so majority complain Pakistan for its adverse condition but they do not want to contribute their part for its betterment as well. Because (38.0%) agreed (20.0%) strongly agreed to the fact that with such economic crisis, instability and poor conditions Pakistan cannot emerge as strong country but still even realizing this majority expect changes from outsources, government not from inside or from inner selves. They do not believe that every individual contribute to make nations and countries great as per results of table 30 almost (14.0%) strongly disagreed with the statement that their actions matter as an individual Pakistani and they can make any significant difference for the betterment of Pakistan, (38.0%) disagreed, (36.0%) were undecided, only (12.0%) agreed. Even a segment of majority idealise other countries especially the western world more than Pakistan as shown in table 31 about (26.0%) strongly disagreed with the statement that they have no any desire to leave Pakistan and emigrate to any other country ever, twenty two (44.0%) disagreed.

As per the findings of study more than (28.0%) people do not have any positive hopes and (42.0%) are undecided for having any optimistic hopes from future of Pakistan. Still at the time when (36.0%) are not willing to serve their country results of table 34 showed that still (32.0%) people feel good, happy, nationalistic, and motivated whenever they listen to national anthem, any motivational video about Pakistan.

So majority sing national songs and claim that they feel a sense of belonging towards Pakistan or even the love for their homeland but some tricky questions were asked to check the level of their commitment and devotion to their country in order to determine that their claim of love and belonging is just an emotional statement of does it have any practical, logical rationale approach too. Are they contingent in their love for their country or they are absolute. According to the findings and interpretations majority people complain about the adverse conditions of Pakistan but they are not ready to make any positive contribution at the same time.

Because majority of Pakistanis are passive, disappointed, hopeless about the future of their country and believe that there are no hopes for better future in Pakistan. They idealize other countries, particularly the western world because they think life is much better there. But they do not realize that countries do not make great nations but grate nations make great country. They complain more and feel gratitude less they want from Pakistan but they are not ready to give their potential contribution to Pakistan.

Post-Test

The selected stimulus material (video with national anthem, patriotic videos of Molana Tariq and Qasim Shah with background music of national songs) used persuasion and exactly hit the point making audience realised that just singing national songs is not enough to be patriotic Pakistani but to feel gratitude for having an independent country and contribute their part to move it towards betterment. In the video where Qasim Ali Shah was congratulating his audience for being an independent nation and urged them to realize the value of this blessing and contributing more and complain less as a gratitude made an persuasive impact on audience to rethink their feelings about Pakistan. The true practical implication behind their patriotic ideology and feelings. In the next video Molana was discussing the time of independence and the miseries which were faced by the ancestors of Pakistani youth in order to get Pakistan as an independent Islamic state it made audience emotional at the same time making an impact on their patriotic feelings a significant change was observed. People responded quite differently to the same questions that were asked to measure their patriotism initially in the pre-test of patriotism. Not all demonstrated a complete new response to the questions but still a significant impact or persuasive communication's impact has been evident.

Significantly being influenced by patriotic stimulus material about (56.0%) agreed and (26.0%) strongly agreed that the feelings of belonging, love and attachment for Pakistan is a heartfelt emotion for them. As shown in table 36 about (54.0%) agreed that they feel pride and satisfied for having Pakistani identity. (36.0%) responded that their commitment will be strong irrelevant to the conditions as shown in table 38 about (40.0%) agreed that they feel determined to serve their country. Taking the impact of persuasive stimulus (34%) believed that yes they can matter as an individual and can make significant difference to bring positive changes in Pakistan. About (38%) said that they will not leave Pakistan and (48.0%) agreed for having positive hopes from the future of Pakistan

The results of post-test analysed that positive image building of Pakistan by the motivational and persuasive communication experts can make Pakistanis believe in the positivity and enhance their level of patriotism. So those who are active consumers of these positively inspiring motivational videos would certainly have high level of patriotism as compared with those who do not get any positive inspiration. This validated the statement of Nikolov, (2014) reported that communication experts can inspire people using strategic approach of persuasive communication to adopt certain life changing beliefs, attitudes and behaviours. The results were also being confirmed by testing of hypothesis and consequently the significant value of 0.00 proved that the undertaken hypothesis is proved that there is a significant difference between the scores (Patriotism) of respondents before and after getting exposed to the stimulus material of motivational speakers showing that the level of patriotic feelings have a positive correlation with motivational videos and level of patriotism is high among the consumers of positive motivational content of motivational speakers like Molana Tariq and Qasim Shah.

As the previous two experiments confirmed that motivational speakers have a persuasive impact on Pakistani audience Experiment 3 was conducted to study the phenomenon of personality likelihood of motivational speakers in Pakistani audience where audience was given choice to select any of the two motivational speakers. So half of the audience selected Molana Tariq Jameel and the other half selected Qasim Ali Shah.

The findings and interpretations of this experiment demonstrated that (56.7%) agreed and (20.0%) strongly agreed that about Molana Tariq Jameel and (63%) for Qasim Ali Shah that they are role models for Pakistani nation and influential, motivational speakers. (60.0%) agreed for Molana and more than (50%) agreed that their persuasive communication has power to influence and change attitudes of people indicating if they say something people are going to believe and act upon this validated the point of Schaus (2019) that great leaders have incredible power to inspire nations with their persuasive communication and they can bring great changes with their inspirational vision.

It is a natural fact that people seek for positivity in order to have peace of mind so a reason of popularity of these two motivational speakers is their positive approach as demonstrated by the results of table 48 (63.2%) for Molana and more than (53%) respondents for Qasim Shah believed that they promote positive image of Pakistan so listening to them is a relaxing experience this makes them a positive inspiration for Pakistani nation as confirmed by the results of table 64 and 49.

The findings and interpretations mentioned above analysed that people listen to these motivational speakers because they get positive inspiration from them, listening to them is sometimes a soulful, spiritually relaxing experience for consumers so they listen to them and get persuaded considering them as role models. Contemporarily when their life is full of chaos and stress they get spiritual enlightenment as well optimistic hopes from these motivational speakers this makes them popular as well as positive inspiration for Pakistani people. So this has been confirmed that persuasive communication of motivational speakers have a strong influence on people and they get persuasion as well as spiritual enlightenment from them. This has also proved the hypothesis that more is the positive perception about motivational speakers, more will be effect on the attitude of consumers. Austin (2019) asserted the same that a communication expert can inspire millions with using right strategy and right medium of communication.

But the same time as projected by Salazar (2023) the level of patriotism strongly depends on the level of satisfaction youngsters have with their government, country and

socio-political system. The trust of citizens in the system of their country is strongly bound with their feelings of patriotism.

Rehman (2023) reported that patriotism is diminishing among young Pakistanis due to the poor socio-economic conditions and it is clearly evident that most of the youngsters are negative about their country today in Pakistan due to the disrupted law and order, conflicts and political instability. Mina (2023) highlighted an important concern that being a nationalist only focuses on specific domestic belongingness and distinctive identity but a true patriot takes pride in contributing sincere efforts for development and prosperity of their country.

Conclusion

The study aimed to explore the role of mediated motivational videos in affecting patriotic levels in the behaviours of youngsters in Pakistan. Certainly the youth is considered as potential asset of any nation their sincere dedication can lead nations towards progress and development. It is a fact that Pakistan is facing dark times and hard-hitting circumstances due to grim socio-economic crisis and political instability. But still there is hope and youngsters must take inspiration from their history. These youngsters are today breathing in as independent country as result of indefatigable efforts and sacrifices of their past generations. The founder of Pakistan, Quaid-e-Azam, Muhammad Ali Jinnah set a symbolic example of patriotism for today's generation and inspired them to contribute sincere dedication and efforts for their nation. There is a dire need of positively inspiring motivational speakers to enlighten youngsters in order to adopt positive behaviour for contributing towards progression and development of their country. The study has analysed that these motivational videos can serve as strong predictor for bringing up positive changes in youngsters and to change their mind-sets from disappointed to optimistic, progressive and responsible patriot. The analysis of findings in the light of Elaboration likelihood model also concluded that patriotism is a natural, sensitive, stimulating feeling for people, people take inspiration from positive public figures if their country and if persuasive communication techniques are used positively by these public figures and communication experts they can bring incredible positive changes in the attitudes of youngsters of Pakistan.

Recommendations

Few recommendations have been presented by authors in light of this study:

Communication has a magical power to stimulate attitude changes in people, so it must be used by national leaders, government officials and motivational speakers to promote positive behavioural attributes in youngsters regarding their country. Pakistani youngsters are mostly negative and disappointed due to the socio-economic crisis and disrupted legal and political system. The power of persuasion ought to be used by influential leaders, clerics, politicians and anyone who can stimulate positive attitudes among youngsters and encourage them to come forward and serve their country and prove their patriotic feelings with pragmatic approach.

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