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A Critical Analysis of Social Issues Discussed In Important English Newspapers of Pakistan

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Abstract: *The purpose of the study was to analyze the newspaper articles published in the Daily Dawn and the Daily News International during the year 2012-2011. The researcher analyzed the articles from different aspects e.g. knowledge of social issues, enriching English language etc. so as to enhance the level of awareness regarding social issues and learning skills of English language of the readers. One hypotheses was formulated. The scope of the study was limited to the articles published in the important English newspapers of Pakistan (the Daily Dawn and the Daily News) and their readers in Karachi. Mixed research approach was adopted. The population was comprised of all the readers of the selected articles of the Daily Dawn and the Daily News newspapers published during the year 2012-2011 in Karachi. The researcher used the stratified random sampling design along with purposive sampling design was adopted. The mode of determining the role of English newspapers was through a close and careful analysis of the newspaper articles. Questionnaires and interview protocol were major techniques used for data collection. Data was analyzed qualitatively and quantitatively. Content analysis of the articles revealed the level of social issues discussed in important newspapers. It has created an impact specifically on the authorities of the newspaper organizations and generally in the public. It was a sort of litmus test. It was found knowledge related to social issues was available for the readers. On the basis of findings concrete recommendations were made.*

Keywords: *Social Issues, Newspapers*

I. Introduction

Pakistan is developing country and people of Pakistan are facing social issues which are disturbing the social life and peace of mind of the people. People are too confused to solve these problems by themselves as it is the duty of the government to solve it and too costly to be solved by any individual. Everybody is affected by these issues. Most of the population of Pakistan is from middle and lower middle class. The social issues which are discussed in the Dawn and the News International are Corruption, Power Crisis, Education, Justice & Law, Population, Target Killing, Security, Inflation, Poverty, Traffic, Pollution, Religion/Sectarian, Child Rights, Senior Citizens, Gender, Agricultural facilities, Kidnappings, Health, Employment, Holidays, Forest, Water, CNG, Land Mafia, Terrorism, Decease, Natural Disaster, Medicines, Recreation, Sanitation, Crimes, Smoking, Futile Traditions, Morality, Road Block, Holiday, Diminishing Cultures (McCombs, 2002).

The newspapers organizations play very important role in the development of the image of the people. The Daily Dawn is an important English newspaper of Pakistan which is published from Karachi, Lahore and Islamabad simultaneously (Riaz, 2008). The newspaper shapes the thoughts of the people as per their organizational agendas. It is accepted that only those news are broadcasted which gives benefits to the newspaper organizations or which inclines to grasp the interests of the people. Only selective substance is published in the newspapers. It may be due to financial limitations and economic problems with the newspaper organizations which tend them to run their organizations according to particular and preferred ways. Most part of the newspapers is formulated by keeping in view the preferences of the audience. Most of the newspaper organizations do not publish more than 75% of the potential news (McCombs, 2002).

According to Young (1981) the media is assumed as the body through which information are flowing without any modification. According to the null effects model the media displays the real picture of the stories or it alters the news at a minute level. Journalists also have an effect on the news according to their religious and political affiliations. The overall purpose of the study was to assess the benefits of reading the English newspapers articles, the intensity of the social issues discussed by the important English newspapers. One major hypothesis was formulated;

There is no significant difference in the adequacies of information related to current social issues among the readers.

The scope of the study was limited to the articles published in the important English newspapers of Pakistan, the Daily Dawn and the Daily News, and their readers in Karachi. The overall purpose of the study was to assess the benefits of reading the English newspapers articles in the intensity of the social issues discussed by the important English newspapers.

II. Literature Review

Newspapers are the only media which provide necessary knowledge to the public just in few minutes. Newspaper articles play very important role in the learning of the readers. Electronic learning is yet not in the access of everybody. Only few chosen seeds can afford it. Development in education is also inclining towards mobilized, convenient and portable luxuries. In this way learning is shifting from conventional to mobile learning (Ting, 2005).

English is the language of computer and it is the most prominent language of internet. The editors of the newspapers keeps in mind the likes and dislikes of the people. Different approaches are used to convey the news to the public Newspapers depict the relationship of specific events with the large area of present actions. Discoveries and innovations caused the development in ideas (Naz, 2007). Many literary scholars regarded the trend of interdisciplinary in literary studies as a healthy and optimistic thought. Literary thinkers are trying their best to make the useful links between literature and cultural studies, literature and political economy and literature and psychology. Feminist literary theory, Marxist literary theory, cognitive poetics, postcolonial literary theory, psychoanalysis are common examples of it (Eagleton, 1996).

The importance of newspapers cannot be ignored as due to the advancement in technology as the radio and TV. The thirst and hunger to acquire the real news is not satisfied till the people read the newspaper daily. The News International and the daily Dawn are the important English dailies mostly revolve among the readers in Pakistan. A holiday is bad in newspaper organizations. The newspapers facilitates us with the latest news on the time of prayers, the time of the trains, the time of sunrise and sunset, the time of the trains, airplanes, the radio and television programs, weather reports and important telephone numbers of police, ambulance, hospitals, fire brigades station. The newspapers take no price of it. The announcement of seminars, conferences, books launching ceremonies and symposiums. Newspapers play very important role in the documentation and publication of the history. (Khawaja, 1995).

Editorial pages of the newspapers do represent bias and political ideology. And at the same time editorials are valuables and they appeal to the intellect. These show us breaking dawn issues. Editorials are heart and soul of newspapers and conscious of community. The editorials cares what we do (Hillock, 2007). The importance of social issues cannot be ignored. It is a distinction of American sociology as science must remain in touch with the real life and its exigencies. No nation of the world can race with the American sociologist in delivering day to day minute information. The sociologist must pay heed towards each matter separately and totality of given society. He is of the view that it is not only the family and state which changes but whole sphere of spiritual life. A Russian sociologist, Peterlovov stated that the starting point of his sociology was man, who advances together with the explanation of society. He is of the view that morality is not intrinsic. The inner eminence of man is struggling after his wishes (Ali, 1969).

Newspapers are predetermined to support traditional learning approaches. The editors would come to know about the performance of their newspaper articles. The newspaper Editors will plan well for their future as how much material is added or deleted in their newspapers to attract the attention of the public. Media influences the behavior of the children and teenagers. It also alters their social norms (Bandura and Walters 1963). Media can educate positively and can mislead the people, simultaneously, whatever the standard is employed. Most underprivileged classes of society achieve least out of education. Atmosphere at home has profound influence on the performance of the child at the school and in approaching the higher education. Advantaged people prosper more than the disadvantaged (Howlitt, 1982).

The perspective of the dominance of the men to influence the news more than the women may change because, by the time, more women join this profession (Peiser, 2000). The articles published in the newspapers are placed in a proper manner. The placement of articles depends upon the numbers of the news and their importance (Antunes, et al., 2009). The editorials of the News International and the Daily Dawn play very imperative role in formulating the opinion of the public. The editorials presented the image of the editors of the newspapers but now the range of editorials is far-reaching The articles published in newspapers depict the policy of that organization towards a specific issue. These pages show the image of whole the organization not of any single figure individually (Saleem, 2007).

Major newspapers always help a lot to develop a strong base to investigate questions for research concerning media contents. In an era of modern and advanced communication technologies newspapers still provide model and essential professional journalistic ethics across all media. Generally, the quality press gives prominence to foreign news, especially diplomatic, political and international news (Nossek, 2004). The role of the press cannot under estimated by limiting it to communication only. The newspapers organizations played a feedback role as well. For example they work as a government outsider institution to react the foreign policy, and image making (Daris, 1992).

More or the less, every society has the social issues. Association for Social Studies Education Research (ASSER) and Journal for Social Studies Education Research (JSSER) highlights the social issues such as poverty, citizenship, social and economic equality and justice. Extreme poverty is an important issue in

developing world. Social studies educators need to take responsibility to educate and advocate people in the world to make poverty history. We can control the difficulties of social issues with the common beliefs and values. In the time of such issues we could get together and help each other without taking into account our ethical and regional disparities. It is witnessed through media that a small group of people pays efforts to weaken our bonds of brotherhood by using our ethical and regional differences. Therefore, we should educate our citizens (Ozturk, 2012).

III. Methodology

Stratified random sampling was used. Total sample size was 200 readers. Mixed research approach was adopted. The population was comprised of all the readers of the selected articles of the Daily Dawn and the Daily News newspapers published during the year 2012-2011 in Karachi. The researcher used the stratified random sampling design along with purposive sampling design. The mode of determining the role of English newspapers was through a close and careful analysis of the newspaper articles. Questionnaire was major techniques used for data collection. Data was collected through personal visits. Data was analyzed qualitatively and quantitatively. Questionnaire and record analysis were main research instruments. Questionnaire was used for collection of data. Questionnaire was comprised of 31 items. The researcher has used primary and secondary sources for data collection. The reliability of the research instruments was ensured. Cronbach Alpha determined reliability based in average correlation among items and it is commonly used for this purpose. Record Analysis of the articles published in January 2012 to December 2012 in the important newspapers was carried out.

Reliability of Research

Cronbach's Alpha	N of Items
.841	21

The calculated value of “r” of social issues was .841. The validity and reliability of the items were found satisfactory. Data was analyzed qualitatively and quantitatively. The data was analyzed by using SPSS.17 Software. Tables with the frequencies and percentages were used. t-test was used to test hypothesis.

IV. Findings And Conclusion

The purpose of the study was to analyze the articles published in important English newspapers, and make recommendations for further development and awareness regarding the quality of the articles published in the daily Dawn and in the News English newspapers. The scope of the study was limited to the readers of the English newspapers and editors of the newspapers.

After this study, I have had an opportunity to assess the position and status of the articles of the leading English newspapers of Pakistan. The study critically analyzed social issues published in the article of the Dawn and the News with 31 item-wise one major hypothesis. The item-wise analysis showed that one major hypothesis was rejected as viewed by the readers. The result shows that the readers are not satisfied about the publications of the information concerning the social issues. The study discovered that there is no significant difference in the adequacies of information related to current social issues. One major hypothesis and 31 items were formed to analyze the performance of the articles published in leading English newspapers of Pakistan.

One Major accepted hypothesis:-

There is no significant difference in the adequacies of information related to current social issues.

Mixed opinions were found in respect of all the items of the questionnaire:-

1. English newspapers publish the articles about lawlessness in our society.
2. English newspapers publish the articles about corruption in our society.
3. English newspapers articles are showing the truth about social issues.
4. The articles of English newspapers depict the bad forces of society.
5. There is equal importance for both genders (male/female) issues in articles of English newspapers.
6. The issue of child labor is discussed in the article of English newspapers.
7. Corruption in different institutes is discussed in English newspapers articles.
8. The issue of Terrorism is discussed in English newspapers articles.
9. The issue of Target Killings is highlighted in the articles of English newspapers.
10. By reading English newspapers articles the readers acquire the ability to criticize the social issues of Pakistani society.

V. Recommendations

The study found that readers are not satisfied regarding the knowledge of social issues. It is recommended that the authorities of leading English newspapers should pay heed towards the publication of information of social issues.

- Newspapers organizations should publish the articles about corruption.
- Newspapers organizations should publish the articles about terrorism.
- Newspapers organizations should publish the articles about safe water.
- Newspapers organizations should publish the articles about child labor.
- Newspapers organizations should publish the articles about lawlessness.
- Newspapers organizations should publish the articles about target killing.

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