

CRITICAL ANALYSIS OF EDUCATIONAL ISSUES DISCUSSED IN THE NEWS INTERNATIONAL

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ABSTRACT

This research paper is aimed to analyze the article, editorials and news-posts of “The News International”, a leading English newspaper of Pakistan. Content analysis was the main chosen technique for the analysis of the newspaper contents. The year of 2012 was selected as the period of focus for the scholastic study. The research study highlighted the problems of education sector and its importance in English newspapers. The study exposed that the book addicted were not satisfied from publication of pedagogic problems in the News Inter-Nation which is one the most demanded and circulated newspaper of English language.

INTRODUCTION

In the light of Aristotles predicable of classification, John Melvil Dewey classified the world knowledge into ten main categories, one category was specifically specified for Languages. Language is the most powerful tools and invention for the expression of thoughts that gives a vent to the suppressed and celebrating minds to release the worries and contentment. No doubt, language controls the flow of thoughts and feeling from orator to recipient. It basically performs three functions: cognition, expression and connation. Language is a perfect and only way to preserve, enjoy and transfer the culture to the generations to come. Our future children will know about us through the language that will speak in the form of written pieces left behind in the form of print and electronic media. Life is lifeless without language, just imagine a T.V. without speakers, lifeless animations deaf and dumb. We know about our forefathers through a language and our grandchildren will discuss us through it. The scholastic researcher has opted to probe the area of English language as “Lingua Franca” and language of the office in the backdrop of Pakistan. It shifts the cultures and norms into next generation. We use it to communicate with every other human being. The researcher has chosen this study as English is lingua franca and official language of Pakistan. 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).

Newspaper is a source that keeps us informed and shapes the future agendas in the light of previous events, in addition to that it also drafts and organizes shapes people's point of view in the shade of their executive schemas. It is a hard believe of the common masses that newspapers extract profits out of the interests of general masses. It is said that "What is seen that is sold" on the mainstream print media. Newspaper used to publish only chosen and selected content after a strict process of scrutiny in past, but the increase in the number of newspapers has directly affected the content value being published in the newspapers. The meager resources and limited income changes the policy and track of the main stream print media in order to cope their routine expenditures of staffing, raw material and other related consumptions. News agencies often deviate from their defined code of conduct and policies. Audience attraction and attention is the principal focus of newspapers. McCombs opined back in 2002 that many of the newspaper organizations avoid to publish one third of possible news. Space utilization is another hindrance in the publishing of the news by the newspapers offices. Often, new stories are published, the main focus is to target maximum circles of the public in order to enhance the circulation of the newspapers. Biasness is another factor in addition to political pressures. It is alarming to mention that few of the newspapers are sponsored by the strong and influential groups of the civil society. Financial restraints are serious obstacles to overcome, it deviated the focus and attention of the news agencies in the development of quality content. Furthermore, quality content is not for free, those who write good, demand better and those who write better demand best in terms of financial gains. In return they develop the positive image of their sponsors and sometime even defame their opponents (Raza, 2008). Before publishing news is gathered and then reports are processed before it appears in front of the public. Fabrication changes upside down in the course of selection of news for the newspapers (Bass, 1969). The reporters and photographers are less influenced in their choice than the editors (Shoemaker and Reese, 1991). The news media shapes their news according to their priorities and broadcasts the only issues which are considered duly important (McCombs and Shaw, 1972).

LITERATURE REVIEW

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. But the modern researchers, Shoemaker & Reese (1996),

believe that the media gives preference to the specific issues and other issues are neglected. They disagree with the passive role of media and favor the active role of media. Journalists also have an effect on the news according to their religious and political affiliations. In United States of America a survey was conducted and there were only 5% of the journalists who presented the news without any manipulation (Leyland, 1999). Ideology also influences the agenda of the newspaper organizations. Becker defines the ideology in following words: "an ideology is an integrated set of frames of reference through which each of us sees the world and to which all of us adjust our actions". The images are brief statements of the knowledge based on belief and reality. The social and political images are labeled as "world outside and pictures in our minds". The image as the "total cognitive, effective and evaluative structure of the behavior unit or its internal view of itself and the universe". Image of a nation is also created by organizational ideology, corporate and government's pressure. The Daily Dawn has proved itself among the leading newspapers of Pakistan in English language, concurrently published in the metropolitans of Islamabad, Lahore and Karachi. Herald publications hold the rights of its publishing and distribution. It also holds the honor that Quaid-e-Azam himself acted as the trustee of Daily Dawn. Daily Dawn initiated its regular publishing from Delhi, India.

Another important English language newspaper printed in Pakistan is the News International. It also holds a distinction of an ABC licensed circulation of 140,000 copies. The News is printed from Karachi Islamabad, Rawalpindi, and Lahore at the same time. Its access ranges from inland to overseas countries and it is published from London and plans are in pipeline at present for the launch of newspaper from New York, United States of America. Jang Group of Newspapers publishes The News. Jang Group of Newspapers publishes the Daily Jang also. It is the largest Urdu Newspaper of Pakistan. The founder of the newspaper was Mir Khalil-ur-Rehman. Mir Shakil-ur-Rehman holds the office of the News (Wikipedia, 2012).

PURPOSE OF THE STUDY

The broader and specific purpose of the research paper was to assess the profits of reading the articles of English newspapers and the intensity of the communal concerns discoursed by the leading English newspapers (The Dawn & The News) and their impact on the viewers, furthermore, to make recommendations for the improvement of the effectiveness in the light of the research paper discoveries. The newspaper articles enlighten the viewers with the ample faculty of discourse about pedagogic issues.

JUSTIFICATION

- It will assist in progression of knowledge.
- It provides people with information about communal concerns.

- It also assists the concerned authorities (the editors of the newspapers) to take the appropriate measures for the development of the newspapers.
- It assists the editors to improve the adaptability of the newspaper articles on the pedagogic issues pitched according to the demand and choice of public.

1.2 SCOPE OF THE STUDY

The scope of the research was limited to the articles published in the important newspapers of Pakistan (the Dawn and the News), their readers and editors of the newspapers.

METHODOLOGY

The researcher adopted mixed research strategy. The population of the study consisted of all the readers of Karachi who read the articles of important English newspapers of Pakistan. The News International is an ABC licensed circulation of copies of 140,000. It is printed from Lahore, Karachi, and Rawalpindi/Islamabad. It is published from London and plans are in progress at the moment to start the newspaper in New York City, USA. The circulation of the Dawn is 138,000 (Wikipedia.com). The researcher analyzed the articles published in important English newspapers during the years 2012-2011. The researcher calculated the articles about social issues discussed in the Daily Dawn and in the News International during the years 2012-2011. Every social issue was dealt separately. The researcher calculated the monthly and yearly numbers of articles about social issues.

RESULTS

Table 4.1.1

Distribution of readers by gender

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	121	60.5	60.5	60.5
Female	79	39.5	39.5	100.0
Total	200	100.0	100.0	

It is clear from the table that 60.5% readers were male and 39.5% were female.

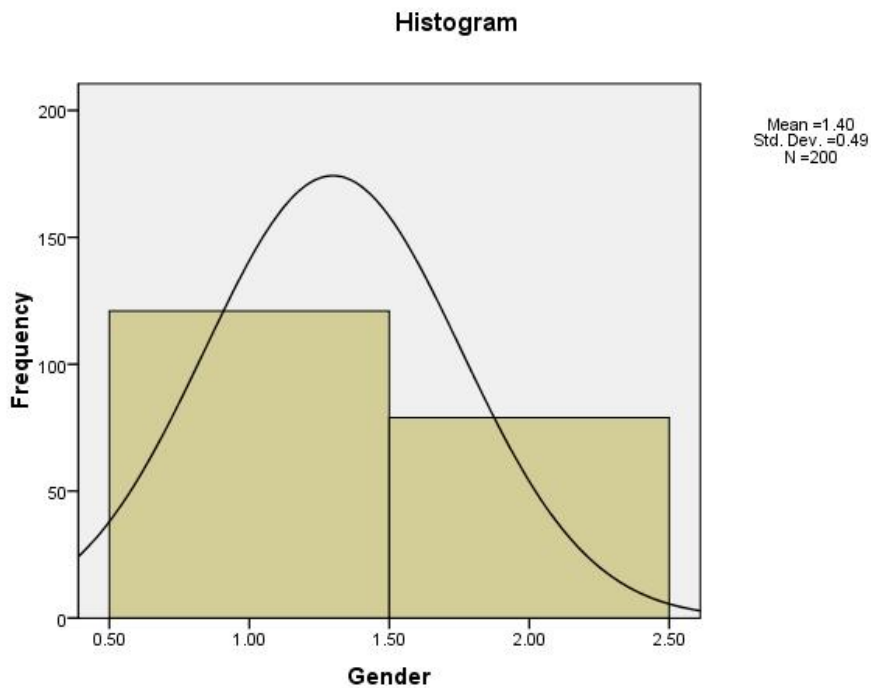


Table 1.2.1 shows the distribution of readers by age

Table 4.1.2

Distribution of readers by age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	88	44.0	44.0	44.0
	Above 25	112	56.0	56.0	100.0
	Total	200	100.0	100.0	

It is clear from the table that age of the readers were 44% of below 25 years, 56% of above 25 years.

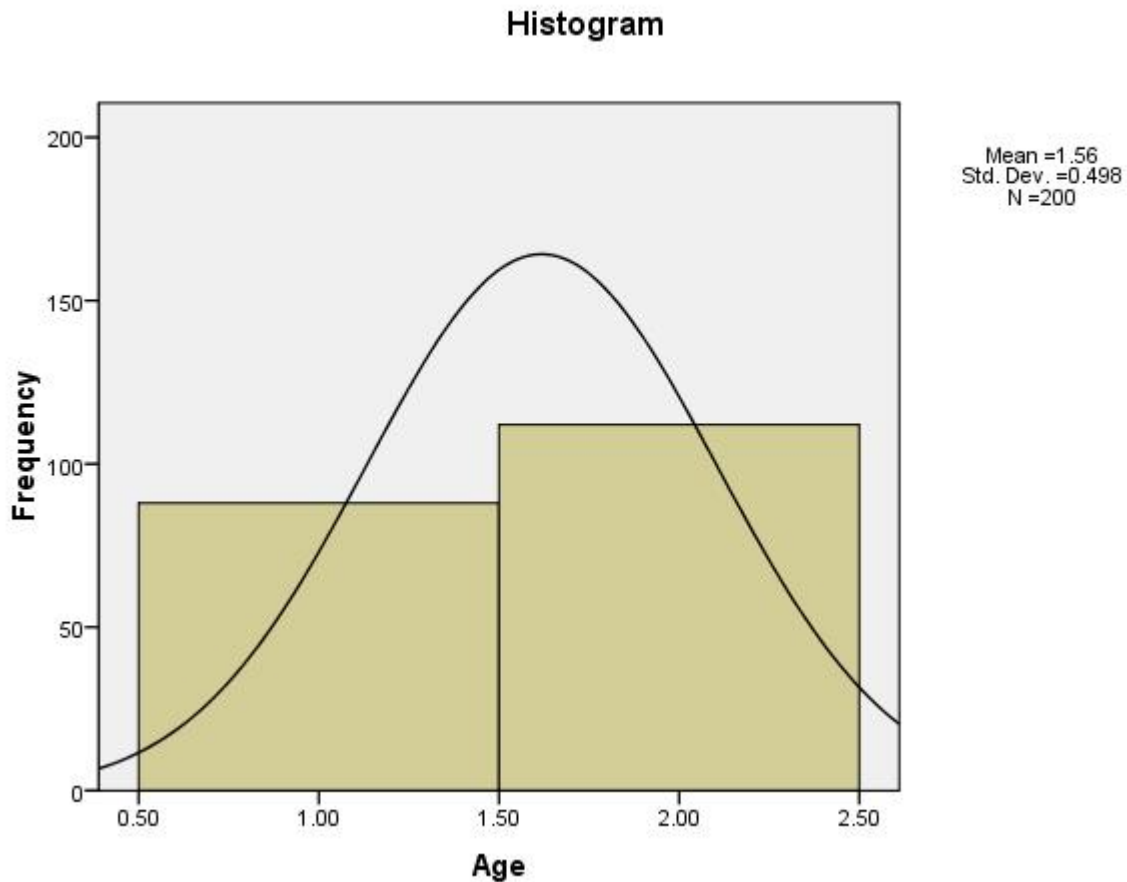


Table 1.3.1 shows the distribution of readers by marital status

Table 4.1.3

Distribution of readers by marital status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	125	62.5	62.5	62.5
	Married	75	37.5	37.5	100.0
	Total	200	100.0	100.0	

It is clear from the table that 62.5% readers were single and 37.5% were married.

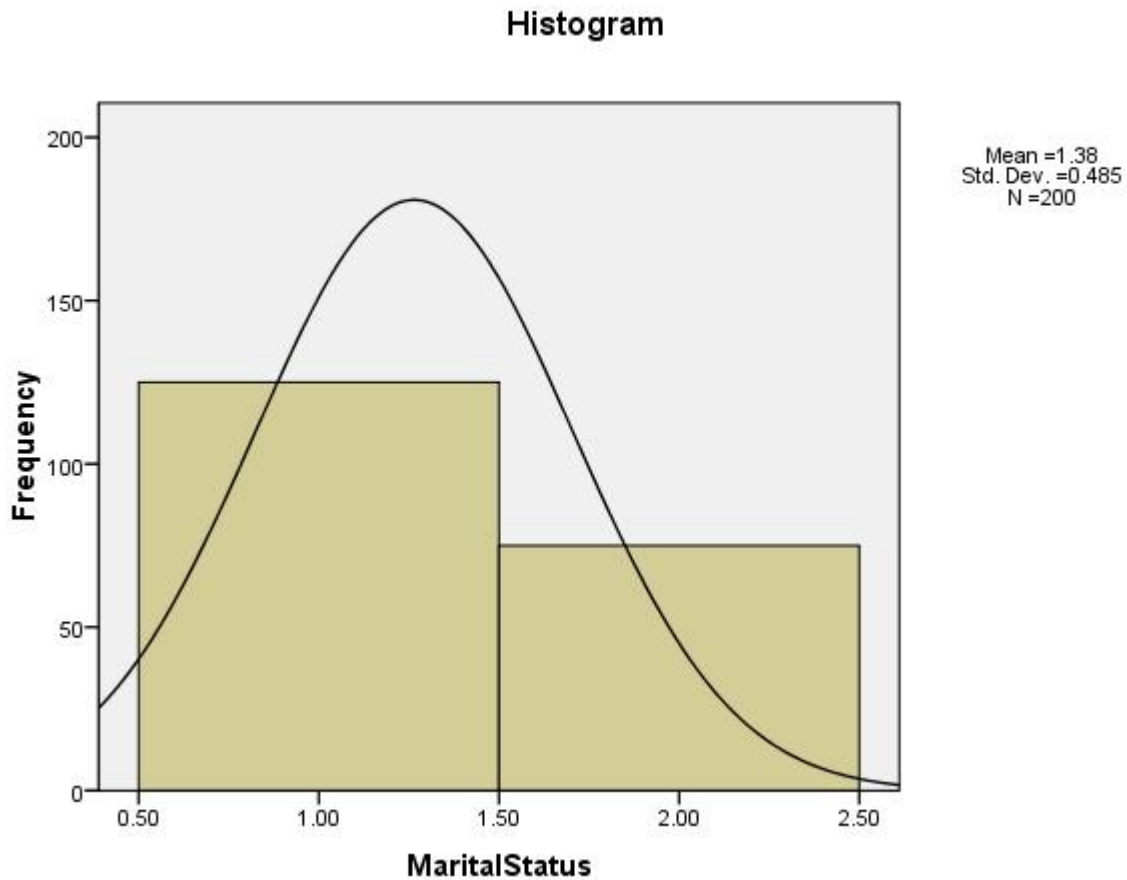


Table 1.5.1 shows the Academic Qualification of readers

Table 4.1.4

Distribution of readers by Academic Qualification

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	81	40.5	40.5	40.5
	Graduated and above	119	59.5	59.5	100.0
	Total	200	100.0	100.0	

It is clear from the table that 40.5% readers were undergraduates, 59.5% were graduated and above.

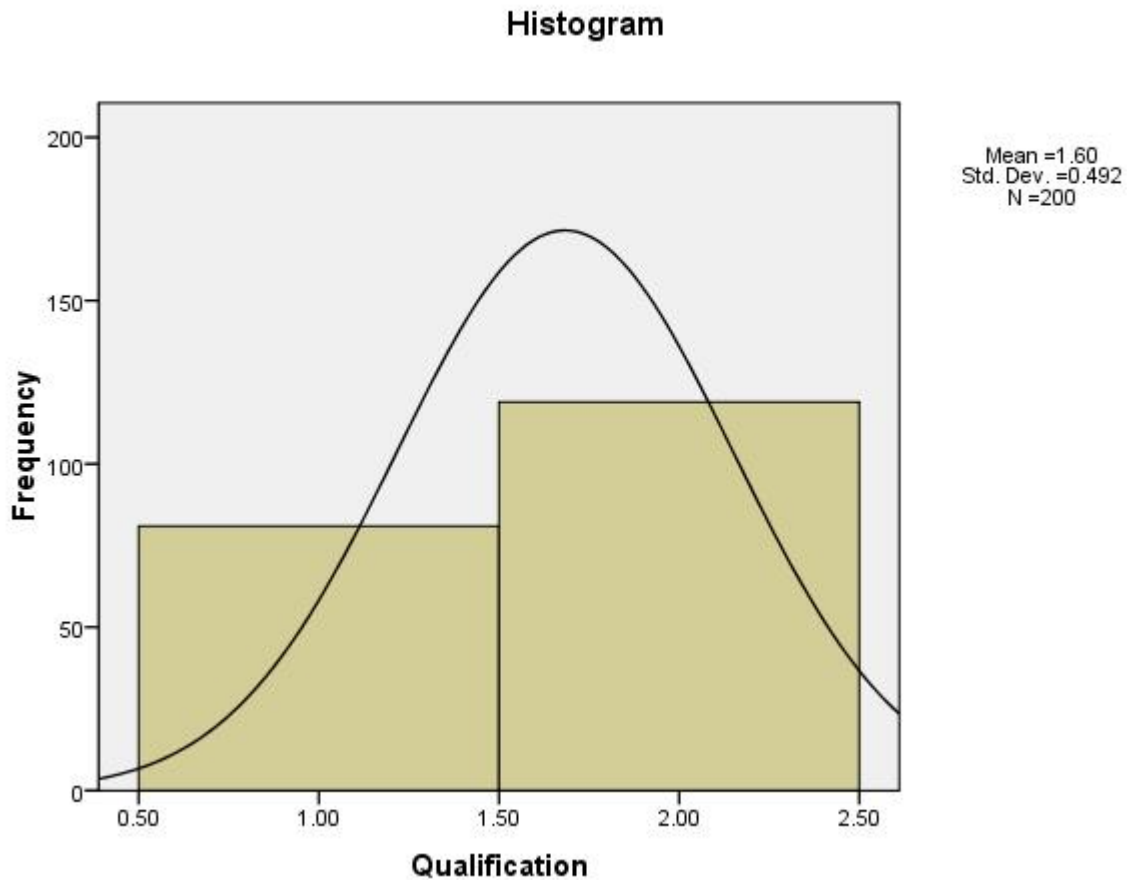


Table 1.5.2 shows the experience of readers

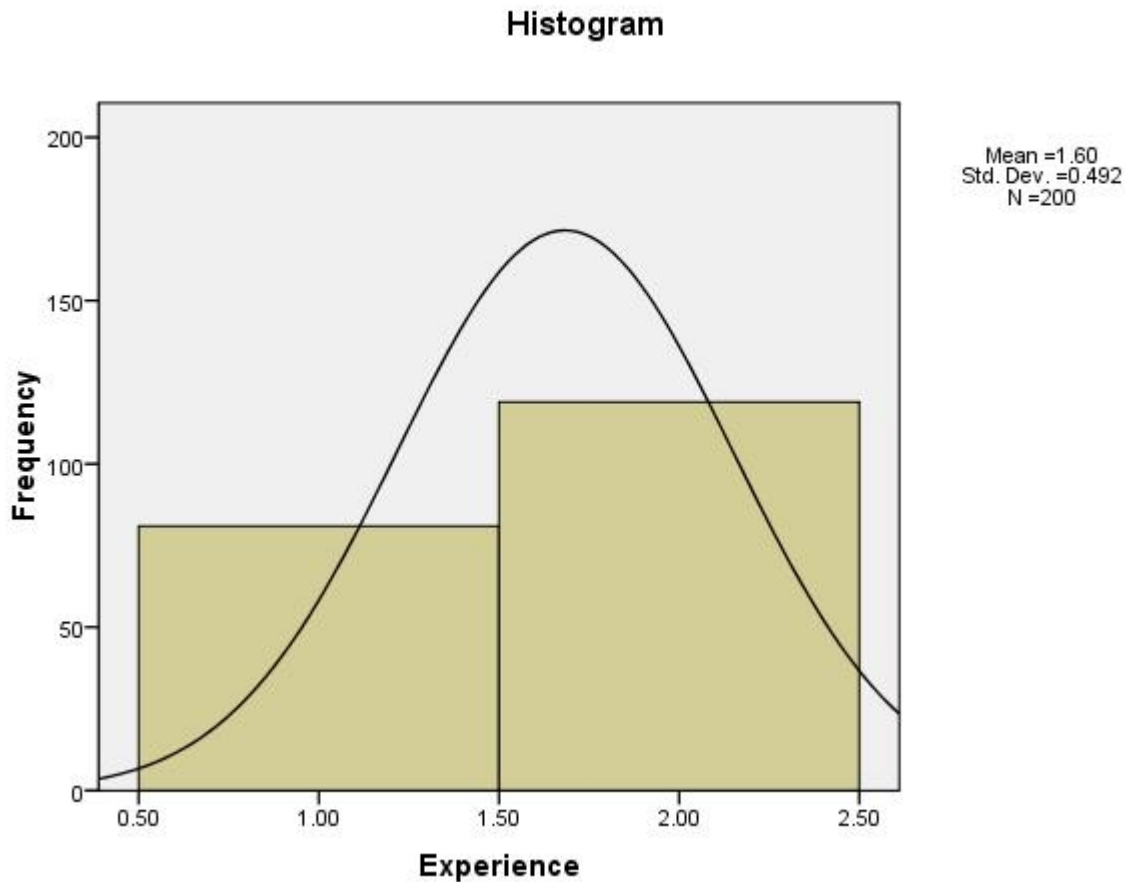
Table 4.1.5

Distribution of readers by experience

Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10 Years	81	40.5	40.5	40.5
	Above 10 Years	119	59.5	59.5	100.0
	Total	200	100.0	100.0	

It is clear from the table that 40.5% readers had below 10 years of experience, 59.5% had above 10 years of experience.



It consists of, Literacy, School corporal punishment, school destroyed in KPK, career counseling for students at secondary schools, examination system, neglect of spirit in education, suicide due to low grades, education policy, shortage of books in markets, laptops for students by Punjab Government, book fairs, national songs in schools, book reading campaigns, violence in universities, holidays, closure of educational institutes due to strikes, problems in admission abroad, budget for education, admission fiasco in good reputation institutes, religious education, restriction on students to read few writers' articles, problems of universities, academic research in social sciences, politicians and education, fake degrees, ghost schools, marking system, plagiarism, educational problems in Pakistan, opening of S. M. University, women education for better future, librarian, summer camps, education for all, monitoring system in education, anti-education attitude approach to knowledge must be empirical, analytical and rational, dying Urdu, business for students, book shops eliminated, universities scams, hate-filled books, literature festivals, education Expo, presentation skills in education, politics in colleges, public private partnership for education, computer in classrooms and children and education.

In January, 2012 total articles published on education:

Total articles on social issues	324
Total articles on education	31
Letters to the editors	22
Editorials	3
Opinions	6

The Dawn published 9.56 % articles about education during the month of January, 2012.

In February, 2012 total articles published on education:

Total articles on social issues	430
Total articles on education	69
Letters to the editors	22
Editorials	5
Opinions	42

The Dawn published 16.04 % articles about education during the month of February, 2012.

In March, 2012 total articles published on education:

Total articles on social issues	423
Total articles on education	57
Letters to the editors	37
Editorials	3
Opinions	17

The Dawn published 13.47 % articles about education during the month of March, 2012.

In April, 2012 total articles published on education:

Total articles on social issues	386
Total articles on education	51
Letters to the editors	28
Editorials	1
Opinions	22

The Dawn published 13.21 % articles about education during the month of April, 2012.

In May, 2012 total articles published on education:

Total articles on social issues	380
Total articles on education	66

Letters to the editors	46
Editorials	1
Opinions	19

The Dawn published 17.36 % articles about education during the month of May, 2012.

In June, 2012 total articles published on education:

Total articles on social issues	395
Total articles on education	64
Letters to the editors	45
Editorials	1
Opinions	18

The Dawn published 16.20 % articles about education during the month of June, 2012.

In July, 2012 total articles published on education:

Total articles on social issues	399
Total articles on education	46
Letters to the editors	25
Editorials	1
Opinions	20

The Dawn published 11.52 % articles about education during the month of July, 2012.

In August, 2012 total articles published on education:

Total articles on social issues	361
Total articles on education	39
Letters to the editors	18
Editorials	2
Opinions	19

The Dawn published 10.80 % articles about education during the month of August, 2012.

In September, 2012 total articles published on education:

Total articles on social issues	393
Total articles on education	40
Letters to the editors	13
Editorials	2
Opinions	25

The Dawn published 10.17 % articles about education during the month of September, 2012.

In October, 2012 total articles published on education:

Total articles on social issues	405
Total articles on education	34
Letters to the editors	19
Editorials	0
Opinions	15

The Dawn published 8.39 % articles about education during the month of October, 2012.

In November, 2012 total articles published on education:

Total articles on social issues	406
Total articles on education	53
Letters to the editors	38
Editorials	1
Opinions	14

The Dawn published 13.05 % articles about education during the month of November, 2012.

In December, 2012 total articles published on education:

Total articles on social issues	409
Total articles on education	48
Letters to the editors	26
Editorials	3
Opinions	19

The Dawn published 11.73 % articles about education during the month of December, 2012.

In the year 2012 total articles published on education.

Total articles on social issues	4711
Total articles on education	598
Letters to the editors	339
Editorials	23
Opinions	236

The Dawn published 12.69 % articles about education during the month of January, 2012.

CONCLUSION

The principal aim of the scholastic research was to analyze the articles published in leading Pakistani newspaper utilize English language as the medium of communication, and recommend further developments and cognizance concerning the quality of the articles specifically published in the “Daily Dawn” and “The News” leading International English newspapers. Range of the research paper was limited to a population of readers of the English newspapers and their editors. The overall plan of the present study was amalgamated approach of research. The population of the study consisted of all the readers of the important English newspapers in the city of Karachi. After this study, I have had an opportunity to assess the position and status the articles of the important English newspapers of Pakistan. There are a number of findings from this study that demands further debate. It is recommended that the authorities of important English newspapers should pay heed towards the publication of information of educational issues and special articles for the learning of English language of the readers. The study found that readers are not satisfied regarding the knowledge of educational problems. The purpose of the study was to analyses the article, editorials and news posts of The News International, a leading English newspaper of Pakistan. Content analysis was the main technique to analyze the newspaper contents. The year of 2012 was selected for the study. The study highlighted the problems of education sector and its importance in English newspapers. The study exposed that the readers was not satisfied from the publication of educational problems in the News International which is one the most demanded and circulated newspaper of English language.

TOPIC FOR FURTHER RESEARCH

1. A critical analysis of gender issues discussed in important English newspapers of Pakistan.
2. A critical analysis of child labor issues discussed in important English newspapers of Pakistan.
3. A critical analysis of English language issues discussed in important English newspapers of Pakistan.

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