

COVERAGE OF EDUCATIONAL ISSUES IN PAKISTAN BY DAILY DAWN AND THE NEWS: SEPTEMBER 2015-DECEMBER 2015

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ABSTRACT: Newspapers are considered as major medium to keep masses aware about messages, point of views and information. Everyone can have an easy access to newspapers. Most important aspect newspapers hold with them is their accessibility to runners of state. This study aims to know a) coverage given by Daily Dawn and the Daily News to educational issues in Pakistan b) to explore which aspect was covered by both the newspapers in education sector in Pakistan and c) to highlight importance of newspapers in education. Mixed-method in the research has been used. Four months' newspapers as a sample have been used for research. The result shows that Daily Dawn covered issue of education to great extent as compared to the Daily News. Only for two months the Daily News covered curriculum news more than that of daily Dawn.

Key Words: Newspapers, Education issues, mixed method research, Pakistan, Daily Dawn, Daily News

INTRODUCTION

Media are very important because it is the represents of society. Media, nowadays, become a need of a society because it gives a society an information and education. In country like Pakistan, governments have not been beneficial for the society due to corruption in it and have been found in Pakistan to influence and control media: the watch dog of society, only to hide their weakness or project their view point on their demand. Media is viewed as subversive force and the corrupt people consider that it should be under their control [1] When, they are unable to control media through their tactics such as giving bribe or advertisement(s) to media to oblige media to project their image positively, they work on states' media for the projection of their views. But they don't know that Public demands true facts and timely information from all media. They don't care whether such media are public or private [2]. Public want from media to play its role in the betterment of society by giving coverage to areas those are important for the development of the country for example education, economy, health etc. Of all those areas of development, education is called basic tool for change in the society. Education is said to be very important for the development of the country as it is called as third eye of a man.

Education sector in Pakistan needs proper concentration therefore state must make an effort to improve quality of education. Efforts are needed in many areas from funding, training of teachers to even free books etc because students often cannot afford them [3]. All media is very important and can play important role in development of society whether it is electronic, social or print media. But it is commonly considered that English print media is a press for elite class and for those who have an influence in policy making. The reason of the importance of the English newspaper is that the readers of English press are those who have an authority and power or at least influence in policy making. When an English newspaper gives coverage to any issue they divert the attention of authority who can eradicate that problem. The English newspapers are an effective tool and also it can provide a platform from where one can raise voice about issues. Daily Dawn and The Daily News are firm roots of English press in Pakistan and both the papers that can play a role in the national development by giving coverage to

education sector. Researcher(s) considering the importance of print media select the two, the most popular newspapers to know exactly the coverage of educational issue by the newspapers.

Rationale for selection of two dailies: Daily Dawn and the Daily News

Dawn is the Pakistan's largest selling and most influential English language newspaper by virtue of its coverage, credibility and distribution networks, Dawn newspaper has grown into a national institution. The newspaper's influence is founded on an unblemished track record of credible, solid and impartial reporting and the presence. It is printed and published simultaneously in Karachi, Lahore and Islamabad and distributed throughout the Pakistan on daily basis. The newspaper has regional offices throughout the country. In 1996, in response to the growth of the internet in the country, it became the first newspaper in Pakistan to be available on the internet. It comes as a complete information package that includes national, city and district news, business, sports and international affairs; features on science and the environment, management and marketing, health, education and editorial. The newspaper also publishes the *Herald*, the country's most influential monthly current affairs magazine. In 1998, the newspaper launched *Aurora*, Pakistan's very first marketing, media and advertising magazine. This was followed by another publishing initiative, with the launch of *Spider*.

DAWN and Education Programmes

'Dawn in Education Teacher's' Manual aimed at assisting teachers while formulating lessons using Daily Dawn as the key information resource in the classrooms. A manual was developed in collaboration with the Teacher's Resource Centre (TRC). 'Dawn in Education School Trips' allows and facilitates schools to visit its offices across Pakistan and learn how a newspaper is put together every day. 'Dawn in Education Quality Cultural Events' provides students an opportunity to attend famous cultural events in Karachi, Lahore and Islamabad. World famous Bolshoi Ballet, Kara Film Festival and various theatrical productions have provided students interested in the performing arts with a chance to attend, participate and learn from them. 'Karachi - City of Our Future Contest' was held in 2003 under the umbrella of Daily Dawn. The unique event aimed at finding

solutions for the city’s urban problems through a collective effort made by Karachi’s school-going children. ‘*Dawn Education Expo*’ organised in big cities of Pakistan as Karachi, Lahore and Islamabad, annually facilitated for the admission of Pakistani students into the best local and foreign colleges and universities. It has been recognised as being a highly successful and prestigious event all over Pakistan and is considered as a perfect public opportunity for students to meet representatives from education institutions at one platform.

‘*Dawn Symposiums and Seminars*’ brought global iconic figures within the reach of educational and decision making institutes. Prominent activists like Noam Chomsky and Ghada Karmi also spoke to select audiences under the Dawn banner.

The News

The News sees the fame in English newspapers in Pakistan. Circulation of the paper is also comes after Dawn newspaper. The News was started in debut from Lahore, a sister newspaper of ‘The Daily Jang’ on 11th February 1991 under the Mir Shakil-ur-Rahman’s editorship. The newspaper adopted many novelties and got many achievements utilizing its vast economical resources. The owner of the daily in an interview with ‘Far Eastern Economic Review’, said: “Our policy is not to have a specific policy; we are an organization which aims at imparting neutral and authentic information to the people”[4].

Both the newspapers (Daily Dawn and The News) are known big English newspapers in Pakistan. The reason for choice of this topic was to know what type of role has been played by these selected dailies; Dawn and The News.

LITERATURE REVIEW

The present investigation was designed to research the educational news in Daily Dawn and The News. It is aimed to find out what extent Dawn and the News newspapers covers 1, Ministry of Education; June 2011-2013-The News

education sector news. Keeping the above aspects in view, the relevant literatures have been reviewed and presented below:

Hassan [5] revealed that for development of a society, role of newspapers is very important because it acts as a watchdog of the whole society. It acts both as a check and balance. Higher the standard of press, higher will be the capacity of newspapers to serve the purpose of development of a society. Napoli [6] informs that the press can serve most usefully in the development process. It can serve by calling attention to all those factors that prevent the nation from achieving its development goal.

Dionne [7] writes that the Americans want more media coverage of their local schools. In particular, they want more information than they are currently receiving about teacher performance, student academic achievement, crime, and violence in their schools – and more as well about curricula, finances and reform efforts.

Lynd [8] writes that it had been ensured in September 2000 in Pakistan that every child will be, at least, primary qualified by 2015, but Mukhtar [9] confirms that the literacy rate had improved slightly and Pakistan has not been able to meet its medium term target and would mostly likely to miss the Millennium Development Goal as well because Khalid [10] revealed Pakistani government had also proved itself insincere and inefficient because the expenditure(s) on education and health as a percentage of GDP was supposed to double between 2005 and 2015 but no increase in budget. Global Monitoring Report (2013-2014) gave the fact that education is very necessary for the development of Pakistan, yet, regretfully, Pakistan has 72 per cent illiterate adults.

Source: UNESCO Macro Trends in Financing of Education, National Final Report Education Analysis. Years 2007-2011.Government of Pakistan; 2007-201

Required versus Actual change in Educational Expenditure as a % of GDP

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Required	2.2	2.4	2.6	2.8	3	3.2	3.4	3.7	3.9	4.1	4.3
Actual	2.2	2.2	2.5	2.47	2.1	2.5	1.4	1.8	1.9	1.9	

Percentage of GDP allocated to the education sector of Pakistan

YEAR(s)	BUDGET ALLOCATED TO EDUCATION
2007-2008	2.47
2008-2009	2.1
2009-2010	2.5
2010-2011	2.37
2011-2012	1.4
2012-2013	1.8
2013-2014	1.9

Source: Economic Survey of Pakistan 2009-2010, years 2007-2010.June 2011-2013-The News

Siddiqui [11] discloses that there is a need of hard working on teachers. Teachers in our society lacks the best qualities that should be in them. Trained and well-equipped teacher can lead to improvement. Teacher training can play very important role in improvement of education.

Siddiqui [11] informs that the lack of training or a little bit training of teachers has created professional, moral and sometimes ethical deficiencies in them. Most of the cases teachers punish their students physically. Sometimes teachers have been found doing unethical and sexual behavior with their students. Those kinds of news reach to us consistently. Interestingly, there is no school, no mosques, and no madressah in Pakistan that has program or self-defense strategies to save children from rape.

STATEMENT OF THE PROBLEM

The problem to be investigated through this research study is to explore the role of Dawn and the News in coverage of educational issues in Pakistan.

OBJECTIVES OF THE STUDY

- Coverage given by Daily dawn and the News to educational issues in Pakistan
- To explore which aspect was covered by both the newspapers in education sector in Pakistan and
- To highlight importance of newspapers in education.

METHODOLOGY

The research is Mixed-method (Quantitative and Qualitative) in nature as quantifying the news and content analyzing to see the type and aspect of news is there. Four months newspapers from September 2015 to December 2015 took as sampling. Daily newspapers have been used in the research: not selective or random. Four months are enough to judge approach of both the newspapers about the educational issue. This four months sampling for data analysis would give plain

proof of extension and approach to coverage to the issue of education by the dailies.

DATA ANALYSIS

The Month of September 2015

In this month News on Higher Education are 34 & 11; High School is 01 & 00; SSC are 05 & 01; Primary are 03 & 01; Technical Education are 06 & 00; Science are 04 & 01; Infrastructure are 07 and 03; Curriculum are 03 & 01; Private Education is 01 & 00; Commerce is 01 & 00 by Daily Dawn and the News respectively. Total number of news is 65& 18 respectively by Daily Dawn and the News.

03 & 03; Technical Education are 05 & 06; Science are 04 & 04; Infrastructure are 07 and 05; Curriculum are 03 & 04; Private Education is 01 & 01; Commerce is 03 & 01 by Daily Dawn and the News respectively. Total number of news is 68& 31 respectively by Daily Dawn and the News.

Table: 1: Coverage given to education in the month of September 2015.

Paper	Higher Edu	High School	SSC	Primary	Technical	Science	Infra-structure	Curriculum	Private Edu	Commerce	Total
Daily Dawn	34	1	5	3	6	4	7	3	1	1	65
The News	11	0	1	1	0	1	3	1	0	0	18

Table: 4: Coverage given to education in the month of December 2015.

Paper	Higher Education	High School	SSC	Primary	Technical	Science	Infra-structure	Curriculum	Private Education	Commerce	Total
Daily Dawn	32	4	7	3	5	4	7	3	1	3	68
The News	1	2	4	3	6	4	5	4	1	1	31

DISCUSSION AND CONCLUSION

Analysis shows that the News has given less important to most important sectors. Higher education has been given a little coverage in these four months particularly by the news. Curriculum has covered little bit better than Dawn. Unfortunately the News has not taken the issue of education unless it has been politicized. That discloses that the News remained away from neutrality. Though the owner of the paper in interview with 'Far Eastern Economic Review' said, 'Our policy is not a specific policy, we are an organization, aims at imparting neutral and authentic information to the people'. It usually, in given period, provided the place for educational material a little place while on the other hand, Dawn carried largest material in it.

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