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Journalism in Pakistan - Training Needs Assessment

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Training Needs Assessment Report

Based on Major News Bulletins of Selected News Media Channels and Newspapers during October 2015

News Channels
Geo News
Dawn News
ARY News
KTN News (Sindhi)
AVT Khyber (Pushto)
Vsh News (Balochi)

Newspapers
Daily Jang
The News
Dawn
Daily Qudrat (Quetta)
Daily Kawish (Sindhi)
Daily Wahdat (Pushto)

Radio
Samaa FM 107.4

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Glossary

Geo News	A private news channel
Dawn News	A private news channel
ARY News	A private news channel
KTN	A private Sindhi language news channel
Khyber TV	A private Pushto language news channel
Vsh	A private Urdu and Balochi language news channel from Balochistan
Daily Jang	A private Urdu language newspaper
The News	A private English language newspaper
Dawn	A private English language newspaper
Daily Qudrat	A private newspaper from Quetta
Daily Kawish	A private Sindhi language newspaper
Daily Wahdat	A private Pushto language newspaper
Samaa FM 107.4	A private FM channel
RNN	A Private Radio News Agency
Development Journalism	One of domains for data collection, which deals with news related to various development areas like: • Infrastructural development • Development related policies • Social justice (including positive stories on human rights, minority rights, children rights etc.)
Democracy and Governance	This domain of our data collection deals with issues and stories related to democracy and governance. The main areas include are: • Elections • Political rallies • Assemblies • Press conferences • Corruption • Other
Conflict Reporting	Reporting on conflict various areas, which may include: • Balochistan conflict • Operation Zarb e Azb • Sindhi-Muhajir conflict • Sectarian conflict • Taliban issue • Minorities issues • Regional issues • Social justice (including negative stories on human rights, minority rights, children rights etc.)
Gender Biased Reporting	Gender specific reporting including: • Social empowerment • Cultural empowerment • Political empowerment • Domestic violence • Other

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Preface

The journalism training need assessment (TNA) looks specifically in to the current practices of journalists in Pakistan in order to identify skills that need to be focused on while designing trainings. The sample size for this study was shortlisted after various consultative meetings and focus group discussions (FGDs) with about 82 media stakeholders, along with 60 Key Information Influencers. The sample also included a cross section of 14 media outlets from national and vernacular media consisting of both the print and electronic media representing English, Urdu, Sindhi, Pushto, and other regional languages.

The data set for evaluation was collected by conducting surveys in each province and gathering the pertinent media content generated at regional and national level. The compiled report is based on a qualitative and quantitative study of the research dimensions which can identify an astute picture of the current practices of the various media outlets across Pakistan. The report identifies gaps amongst medium, skills, and themes. The Medium was further subdivided in to Radio, TV, and Print. Similarly, skills were further quantified in terms of reporting skills, editing, production, management, and photojournalism. The third pillar of the research , themes, were narrowed down to development journalism, democracy & governance, conflict, rights and gender reporting. The TNA report produced by Mishal Pakistan also identifies journalistic practices that can be improved through trainings, and proposes recommendations to be taken in to account for designing and conducting journalism trainings in each province. The key objective of this research was to study and measure the existing journalism practices as well as the limitations faced by journalists in Pakistan at national and regional level. In addition to this, the TNA report highlights the areas, that regional and national journalists need to be trained in to improve the professional skills of regional language journalists in the four provinces of Pakistan.

Mishal Pakistan is grateful to all the stakeholders who have contributed in developing this knowledge resource, especially the representatives of the regulatory bodies at Pakistan Electronic Media Regulatory Authority (PEMRA), Press Council of Pakistan (PCP), Pakistan Federal Union of Journalists (PFUJ), and Media Sciences/Journalism Departments at various universities across Pakistan. Mishal Pakistan would also like to thank Dr. Zafar Iqbal, Chairman Department of Mass Communication at the International Islamic University Islamabad (IUII). The research team is also obliged to the team of International Media Support (IMS) for their technical and financial support to undertake this study.

Mishal Pakistan believes that this is a step towards identifying the basic elements required to raise the bar of editorial standards for a more informed and interconnected society in Pakistan and beyond.

Mishal Pakistan Team

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SUMMARY

Mass media, in contemporary times, are central to every social system. Their development paves the way for the development of every organ of the society. The reverse of it is also somewhat true as we live in a time when realities are the media construction. Thus, it becomes all the way important to improve media contents to construct a better world around us. This study aims at evaluating as how mass media in Pakistan are performing and what major problems areas are, and what kind of training do we need to impart to ameliorate the rather worsening situation.

This study has attempted to explore mass media contents in four main domains including Development Journalism, Democracy and Governance, Conflict Reporting and Gender Biased Reporting patterns. Each single domain has multiple sub-dimensions making it all encompassing to study the problem in depth.

Our chosen four main domains are evaluated further in four media related dynamics, which include Reporting Dynamics, Editing Dynamics, Management Dynamics, Photojournalism for print media evaluation only, and Production Dynamics for electronic media only. Four media dynamics were further deconstructed into a multi-prong analysis to make the need assessment more comprehensive.

The data have been collected using various measurement levels like nominal, ordinal and ratio, wherein we have tried to make the data collection mechanism scientific. The variables measured at nominal level are either dichotomic or at places trichotomic. Some of the variables have been measured using Thurston scale as they were ordinal (having intrinsic rank order) in them.

Another important aspect of data collection has been the use of metaphors and adjectives. This is based on the assumption that our media are less careful in using strong adjectives in headlines, and metaphors for personalities, places and events without knowing the meanings in them and the consequences that may result from their use.
The mass media selected for the study are categorized into three main sections - print media, electronic media and FM radio. The print media include national (Urdu and English) and regional newspapers - Daily Jang (Urdu), The News (English), Dawn (English), Daily Qudrat (Balochi), Daily Kawsih (Sindhi), Daily Wahdat (Pushto). The electronic media segment includes Geo News, ARY News, Dawn News, KTN (Sindhi), Khyber TV (Pushto), and Vsh (Balochi). Only one FM radio has been included in the study to understand the tenor of FM radio new pattern. Efforts have been made to include newspapers and news channels representing the whole country and all major languages. The data collected from these news media (print and electronic) were of one month only, i.e. October 2015.

The study has concluded that most of the news channels of national stature mainly cover the development related news of policy levels, and are least inclined in giving time and space to infrastructural development news stories. Nonetheless, the situation is almost reverse for the regional news channels, wherein they give relatively more time and space to news stories of infrastructural developments. Furthermore, there is a difference of reporting patterns of both levels of news channels. National level news channels place the stories of development when there is a prominent personality on the scene like prime minister or chief of army staff etc. Hence, reporting of the event or details of the development story surrounds more about the personality and less about the project(s). On the other hand, regional level news channels with their narrow focus have been found to be giving enough time and space to infrastructural development stories. Editing, production and management dynamics are evaluated of relatively low standards among the regional news channels, and their professionals need to be given high level trainings enabling them to dispense their responsibilities meeting needs of the profession. Though national news channels are performing relatively better in this regard; nevertheless, reporting and editing issues need serious attention.

Electronic media channels have been found to be extremely political in their news coverage. Over 50% of the time, space and efforts are focused on politics and political affairs, political leaders leaving many other important segments of news apart. During the month under analysis, local body elections were in progress and by-elections also happened to take place; hence, it was quite natural for the media to shift to political discussions and rallies. But, as these are quite easy assignments for the media professionals and requiring less logistics and investigation, thus huge media contents were politics related. Regional news channels were also suffering from politics fever during the month of October.

Conflict related news stories were more often related to either Operation Zarb e Azb or Taliban, that too relying mainly on ISPR statements and tweets or international news agencies.

We have found news media channels' serious indifference towards gender related news stories. If there were any news story in the bulletins, that was often a story of domestic violence. Their production quality was also poor and investigation was seldom done by the reporters, while ethics largely compromised.

Newspapers of national stature like Daily Jang, Dawn, The News etc. mainly covered stories of infrastructural development on their city pages only despite the fact that some of them were of national significance. However, most of them put them

on the upper portion of their city pages. Investigative aspects were among the serious lacking on part of Urdu newspapers though English language newspapers were also not enjoying a viable state, but have been found much better than Urdu language newspapers. Regional newspapers have focused only on infrastructural level development stories, especially when CMs' of the respective province was involved in the stories.

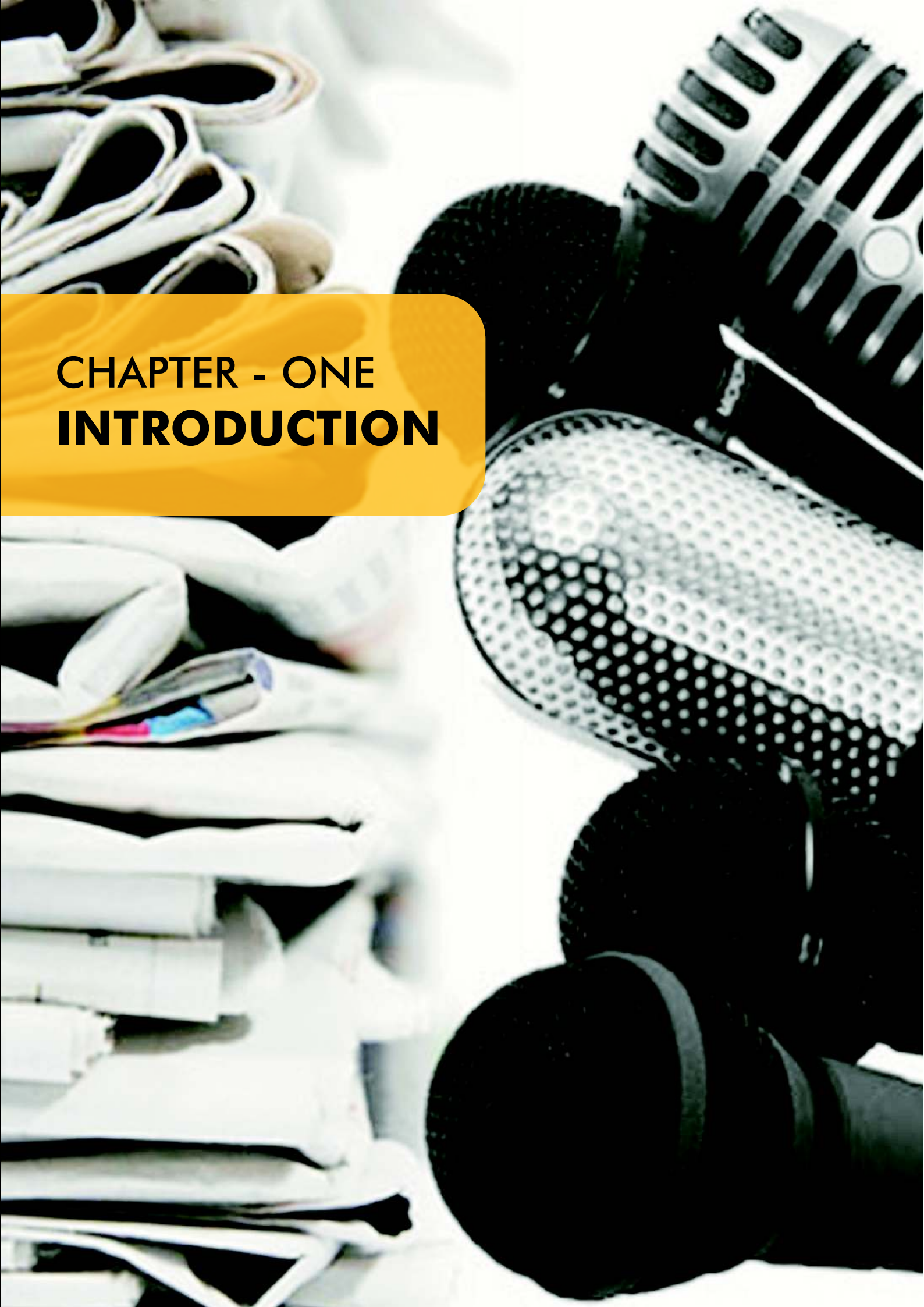
Democracy and governance stories of national level as well as regional level newspapers mainly covered politics and political affairs. It has been found that quality of reporting and editing was poor in the regional level newspapers. There have been found a little conflict at management level between the journalists and the proprietors while covering various issues as proprietors at regional level are more often deeply involved in micro-level management of their papers.

We could hardly find stories dealing with gender and focusing on social, cultural and political empowerment of women in our society. Though national level newspapers have covered some stories due to the fact that they are operating from urban centres where gender related social activities take place, but regional newspapers have least cognizance of such issues. However, the quality of news stories in terms of production, editing and reporting need improvement.

Following are just a few examples of metaphors used by the media for various persons/places/occasions etc:

Newspaper	Metaphors	Adjectives
Dawn	"Think big gentleman" for Aleem Khan "Bhai Jan" used for woman truck drive "Don't tease the lion" used for PMLN "Harassment/Punishment Bulldozed bill" Hindutva "Mafia state" "Self styled" "Takht e Lahore" "Insafians" for PTI workers	Dramatic raid Gravest Provocation Thinly veiled reference Trumpeted accountability
The News	"Leg puller" for PT "Man of action" used for Shahbaz Sharif "Nail biting contest" for PMLN-PTI contest "Sacred cows" for agencies "Cancer" used for corruption	Heavy fighting
Daily Wahdat	"Man of action" used for Shahbaz Sharif	
Geo News	"Action Khatam" "1 nahin, 2 nahin, poorey 53" "Bhabhi" for Reham Khan "Bachoon ka khail"	
ARY News	"Sher aur Junoon" for PMLN "Awami Taqat"	
Dawn News	"aish kada"	"Bara siasi marka" Bharpur Bhoot sawar
Vsh News	"prosht for prosh"	
KTN		
Khyber TV	"sawal-gar corruptareen, ghal-kawalo"	
Vsh	"dabang entry"	
Samaa FM 107.4		Bijli, na paani Buri tarah

The recommendations for training includes modules on development journalism, constructing a balanced and objective news stories with impartial headlines and intros, ingredients of gender sensitive reporting, conflict journalism and how to avoid becoming part of a conflict while reporting it, interpretive reporting, investigative reporting, dealing with official sources, how to avoid using strong adjectives and metaphors in news writing, issues in editing for newspaper and tv, quality production techniques, to include a few.



CHAPTER - ONE
INTRODUCTION

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INTRODUCTION

Journalists play a vital role in shaping public opinion. Journalists and journalism in general are considered and supposed to serve multiple roles in a social system. They have a direct influence on people's mind for shaping their opinion on issues ranging from government's policies to common problems. As Guthrie (1979) said, 'when citizens read a news magazine, they form a view, an opinion' (p.264).

This power makes them one of the most influential elements of the society. Nonetheless, this unrestrained authority with the journalists, on the other hand, asks for a greater sense of responsibility too at the same time.

People expect news stories to be factual and something to be trusted. So while journalists enjoy this unlimited power of injecting their views and opinions to the public, it becomes the public's right to question journalists - who are the source of providing them information and helping them construct opinions on vital issues of their system. Their education level, salary, job satisfaction, political or religious affiliations etc., and these all characteristics affect the type of story they construct and present to the public. Thus, these attributes should essentially be considered while studying journalists.

Mass media are pervasive and have become increasingly important in contemporary societies. Among them, news media have become the main source of information for the majority of people. And in news media, journalists play a tremendous role in shaping the public's agenda (McCombs, 1972). Despite expanding media houses and growing interest in journalism studies and journalists' role as the main source of information in modern societies, quite a few empirical studies on journalists and their impacts on journalism have been conducted, particularly in Pakistan.

Today with oodles of newspapers and TV stations owned by political and well-heeled people while contents of the media channels are often questioned to inspect their authenticity, there must be a mechanism of seeking information about the journalists who develop these contents. Certainly, they must be educated and well trained in their beats to accomplish this vital responsibility.

Shoemaker & Reese (1996) identified several influences on journalists which have great bearings on the media contents. They categorized these influences into micro-level; personal, demographic and attitudinal variables and macro-level; societal values and ideologies. The findings of these approaches inferred that they have a direct impact on journalists' individual values, media routines, organizational values, extra-media influences, and ideology.

One of the most important aspects which is generally overlooked in Pakistan is the journalists' level of job satisfaction. This dimension includes their likeness towards their job, their personal assessment about the working conditions, degree of autonomy, relationship to their supervisors and satisfaction with what they are (monetarily) compensated. In other words, tangible benefits such as salary, benefits and other perks combine with professional rewards like job autonomy and respect form job satisfaction.

Job dissatisfaction in term of various factors mentioned above and others such as poor working conditions, worst

financial conditions and the dangers and threats they face during the dispensation of their authorized errands, are leading to a culture in which complaints and suspicions about the integrity of newsmen may arise easily.

Defining a Journalist

It is extremely important to understand who is a journalist and what does journalism mean before moving ahead. Some of the well-known definitions are discussed in the following lines.

A journalist collects and disseminates information about current events, people, trends and issues. His work is acknowledged as journalism. Reporters, editors, photographers working in newspapers, television, radio, magazines or news agencies all fall into this category. They are expected to report in the most objective and unbiased way to serve the public good. A columnist is also journalist who writes pieces that appear regularly in newspapers or magazines[1].

Another definition says, "A person who writes news stories or articles for a newspaper or magazine or broadcasts them on radio or television"[2] . A curious, sharp and vigilant observer with an exact memory makes a competent journalist. S/he must also have a grip on general knowledge and literature, and must develop an accurate, impartial and effective expression. S/he must be an educated person and his commitment should be to his work alone.

According to the instructional curriculum, devised for district correspondents by the Pakistan Press International and the Pakistan Press Foundation, a journalist must meet the criteria of minimum education, maximum general knowledge, language proficiency, news sense, professional honesty, neutrality and diligence[3].

A pure presentation of the facts is more the essence of journalism; it is the direct transfer of events into written or spoken words, without involving your emotions and then leaving it to the audience to decide that themselves[4].

Basically, journalism doesn't have a concrete definition (aside from what the Dictionary says). Sometimes, it requires people to put aside their own personal beliefs for the sake of fair reporting for the public. It requires cutting certain parts of a story out keeping in view the interests of organization's policy.

It is a balance that every individual has to find. Finding this balance is a sensitive and difficult art that is why journalists have a crucial importance in a society. They require ability to go out in public and spend extended periods of time talking to complete strangers as well as the ability to sit alone for hours and write and rewrite something to make it appealing and interesting to readers.

Why Knowing Journalists is Important?

The news media exert significant influence on our perceptions of what are the most salient issues of the day. Bernard Cohen says about the news media that it could not be successful in telling people what to think, but without any doubt they are successful in inspiring them what to think about (Cohen, 1963). Media can set the agenda for public thought and discussion.

Walter Lippmann and American philosopher John Dewey debated over the role of journalism in a democracy (1920)[5]. They opine that a role of journalists is more than just 'to pass on information'. They must be aware of their crucial importance in shaping public opinion, so the repercussions must be calculated wisely before writing anything.
This idea of journalism identified as 'community journalism' gave an insight as to how journalists perceive their roles in society and then how common public build trust and count on them.

In America, a general expectation from journalists is that they should serve as watchdogs on government, businesses and other actors, enabling people to make informed decisions on the issues of the time[6].

Despite professionalization and objective methods, journalism remains an impossibly complex practice because, among other things, it deals with the human perception and evaluation of events and the relaying of those events in language (spoken and written) and pictures. These things make it imperative that journalists who have such a vital role in society must be known to people who are being influenced by their writings.

OBJECTIVES OF THE STUDY

This study aims at analyzing the media contents produced by the journalists in dispensation of their professional duties, and then identifying the problems areas that might need training of the journalists. Following objectives have been devised for the study:

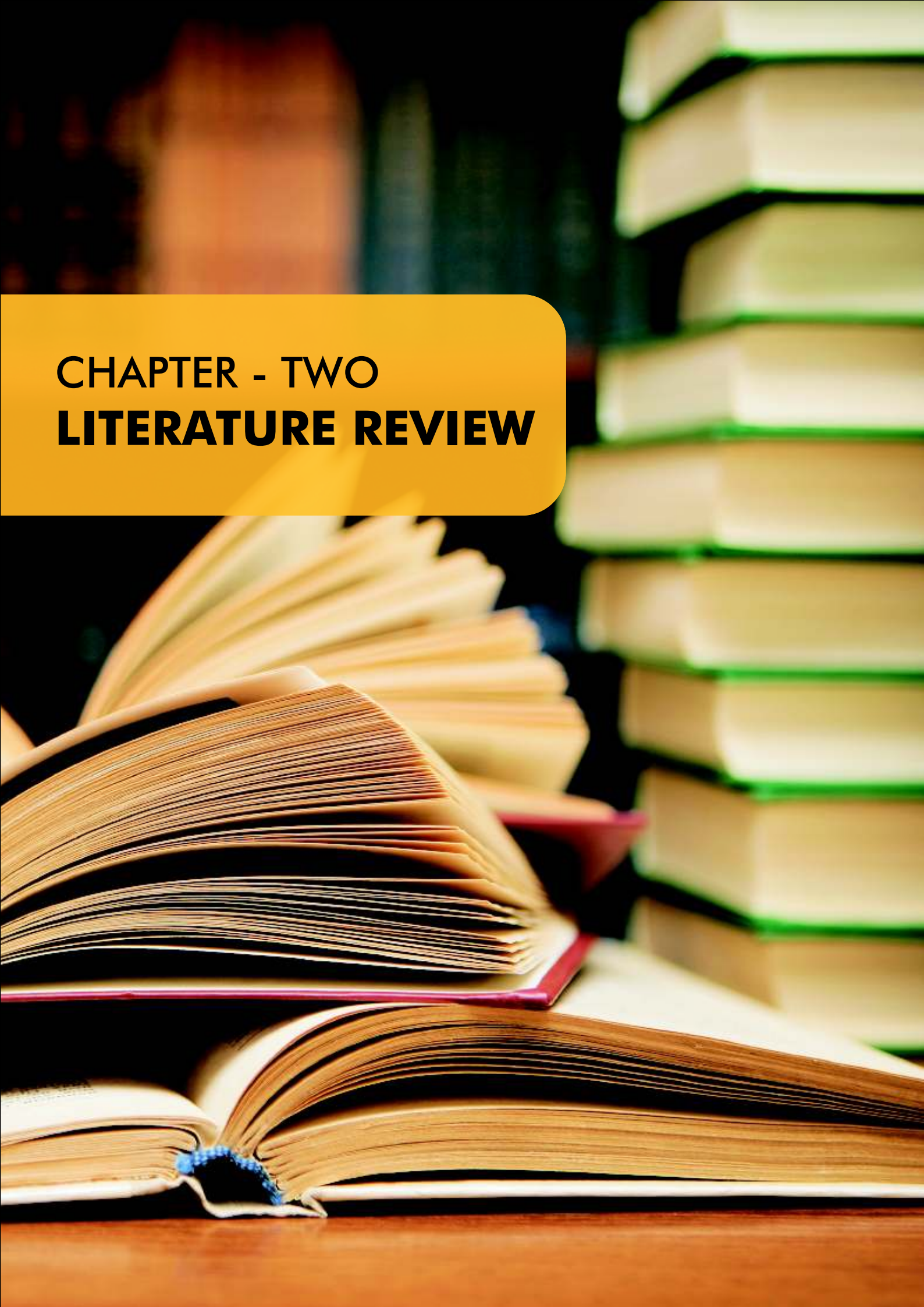
- To find out as how the issues related to democracy and governance are being framed and covered by the media of various genre in Pakistan;
- To find out as how the stories of physical and policy level development are treated by the selected media;
- To find out as how the conflict related issues are reported including ethnic conflict, regional conflicts and other forms of conflict are reported;

1. http://en.wikipedia.org/wiki/Journalists, retrieved on November 16, 2009
2. http://dictionary.cambridge.org/define.asp?key=42952&dict=CALD&topic=the-press-and-news-reporting, retrieved on December 14, 2009.
3. http://www.pakistanpressfoundation.org/useraboutus.asp, retrieved on October 12,2009
4. http://freakangels.com/whitechapel/comments.php?DiscussionID=3263, retrieved on August, 2009
5. http://journalistjournal-emike.blogspot.com/2008/01/role-of-journalism-in-democracy.html Retrieved on September 12 (2009).
6. http://en.wikipedia.org/wiki/Journalism#Role_of_journalism_in_a_democracy Retrieved on September 12 (2009).

- To find out as how reporting on gender related issues is done by the journalists and identifying the problem areas in contemporary journalism practices, which may need training of the potential reporters;

- To find out as what are the most problematic areas of reporting on the issues mentioned above including identifying the issues related to reporting, management, production, photojournalism and editing;

- To suggest ways to improving quality of reporting on the selected themes and sub-themes in the selected professional areas in the selected media of Pakistan.



CHAPTER - TWO
LITERATURE REVIEW

CHAPTER - TWO
LITERATURE REVIEW

Journalism and journalists have always been the interest of sociologists because the writing of the journalists tends to affect the lives of the people in society. Journalists play a special role in society by providing us the information we need, guiding people in making decisions about their lives and about society at large. This information and guidance influence is at every level i.e. personal, organizational and societal level (Dickinson, 2008). Information about society can be obtained through many ways 'journalism' and 'sociology' are among the most important while painting, sculpture, film, photography, theatre, and literary fiction are some of the others (Becker, 2007). Becker further explained that journalism has got much importance because of its objectivity and truthfulness.

Dickinson argued that there had been a shift on scholarly research for journalists as 'sociology of the news worker have become less common' while description on other broader areas are highly emphasized. 'Our sociological understanding of how and why journalists act is limited; the theoretical move to social structures, processes and institutions has left the sociology of journalistic practice far behind' (Dickinson, 2008, p.1385).

Recent researches on journalists' job satisfaction brought some unexpected facts as Reinard (2007) studied institutional and personal issues that influence overall job satisfaction of newspaper employees. It was observed that overall job satisfaction has strong relationship with organizational support and moderate relationship with social support. The population of the study constituted editors and managing editors of the daily newspapers. The data also revealed that about 25% of the journalists intend to leave the profession and the major reason found behind this were industry issues and work environment. Journalists were contacted through emails for getting their responses, this type of methodology may be adopted in a few countries where journalists use emails more often otherwise there is always a danger that the questionnaire may go unnoticed by the receiver.

How journalists' conception of their professional role possibly affects the way they write news originated in the twentieth century when Weaver and Wilhoit first studied it in 1986, however, after then the idea has been a topic of different researches in different countries for the scholars.

Journalistic role conception was studied by (Vos, 2005) exploring the linkage between journalistic role conception and construction of news. The basic definition of journalistic role conception refers to the way journalists perform and act in society. Although this definition is very brief in nature but still it contains quite a wide range that is why other recent studies have used this term.

Journalistic role conception was studied by different scholars in different contexts. For example Weaver and Wilhoit (1986, 1996) examined it in the context of journalistic professionalism while Johnstone, Slawski, and Bowman (1976) conducted a study on this subject in the context of journalistic responsibility. However journalistic responsibility is also referred to an indicator of professionalism, while Weaver and Wilhoit examined "roles, values, ethics" as indicators of professionalism (Weaver &Wilhoit, 1986, p. 104).

So professionalism in journalism has been a source of debate from a long time as "whether journalism rose to the level of a profession" (Vos, 2005).

How journalists perceive their functions has been studied by different researchers and the comparison of the different countries show that these roles do vary in different countries with diverse ethnic backgrounds. Weaver et al. (1996, 2003) studied American journalists and described that most important roles found were "Interpreter", "Disseminator" and "Investigator". The majority believed that they should "investigate government claims" and "get information to the public quickly." Second category had the opinion that they should "provide analysis of complex problems." The role of journalists as "Adversary" to the government was found among the lowest level while their role as a "Populist Mobilizer" was the least among these roles. Similarity of the results found in a study on Canadian journalists by Robinson and Saint-Jean (1996) shows that the role of interpreter is considered more important.

Itai and Yehiel also examined the functional perceptions on the individual journalist's level, on levels of the media organizations and the media institution. The functional perceptions of journalists were studied as they appear in codes of ethics perceived as the "professional compass" (Allison, 1986). The results of the study showed that overall, the journalistic functional approach, as reflected in the codes of ethics, 'are low both on the involvement and on the adversary sequences,'

Although a relationship does exist between personal values and professional roles of journalists, 'research on both topics have remained distinct and the relationship between the two has not been explored in a systematic way' (Plaisance, Skewes, 2003). Patrick and Elizabeth have tried to explore this relationship and that how journalists rank these values against the roles they embrace, and whether factors like age, their job period and designation affect the way they rank these values and perform roles?

The population of the survey constituted the naïve reporters to veteran executive and managing editors. It was observed that a 'journalist's years in journalism years in the community and number of news organizations seemed to be more consistently correlated to his or her role conceptions.' The results divulge that 'Honest' was ranked the most important value by most journalists followed by 'Fair' and the others came as 'Responsible' and 'Capable'.

Factors of subjectivity i.e. influence of individuals' characteristics on the kind of work they produce is researched and has been proved over time. Organizational influence on news construction also has its base in research, as Shoemaker and Reese (1996) said that an individual journalist does not have an effect on news content as compared to organizations and social systems. However the influence of individual journalists is obvious in shaping of a news story in what he or she thinks is important.

Research about the sociology of the journalists is relatively new in Pakistan although many studies have been done in worldwide regarding the job satisfaction of the journalists, their demographic profiles, journalistic role conception, journalists' societal role and the social status of journalists. Malik (2000) in his report which covered the information about professional lives and working conditions of 4,500 journalists around the country (Pakistan) described that only seven per cent of the journalists are under the age of 25.

About 52 per cent are in the 25 to 35 years of category. Thirty three per cent are between 35 and 45 years old. Six percent are above 45 years but below 55 years and about two per cent of the country's urban journalists are above 55 years old. The data revealed that very few journalists are recorded who work under wage ward system; a large majority denied the existence of wage board application in their pay packages. Rural journalists are in very deplorable conditions as not even paid by their employees, while urban journalists too, are not found better off.

Robinson and Kohut (Robinson & Kohut, 1988) conducted a survey research about the believability ratings of 39 news organizations and news personalities. According to McGrath (1985), 'three fourth of the public' keeps some reservation about the credibility of the press, and media on the whole is faced with the image problem. Later it was argued that McGrath developed a very broad approach in defining 'credibility' when this term was narrowed down to the believability of specific news organizations, the results showed some obvious differences. As the general trend found in the research study of (Robinson & Kohut, 1988) that most of the people trust media and they get from it in the form of news information. Another important fact drawn from the survey was that 'believability' of people towards media organizations and media personalities does not affect due to the demographic attributes. Similarly grouping media organizations does exist but this grouping has not been made on the basis of 'dichotomy' of print and electronic media. Around 2,014 adults were interviewed in this study with 150 questions based on 4 points scale.

A very surprising fact found in the survey was that people give more point of believability to hard news organizations as compared to soft news organizations. While investigating the believability level for press and political leaders, it was also seen that press had clearly got more points that political leaders.

THEORETICAL FRAMEWORK

The term 'media sociology' is increasingly applied to the studies which look at why the contents of the media are the way they are (Shoemaker, 1996). This is an increasingly popular area of research with a wide variety of studies finding interesting results and offering a number of explanations of those results.

To comprehend the media's influences on audiences, tests on five media sociological theoretical approaches were conducted. Those approaches included the (1) mirror approach which was based on the assumption that media accurately presents the reality, other four approaches were

based on theoretical perspectives i.e. (2) routines of newsgathering, (3) the journalist-centered approach, (4) social/institutional influence, and (5) the hegemony approach, these all approaches proposed different interpretations of how media contents suffer objectivity.

Routines of news gathering approach

Among these approaches theoretical perspective which is routines of newsgathering approach is more relevant to the present study. This approach looks at how news organizations' habits and routines affect the kind of stories that are written, published or broadcast. Routines may be type of:

- Deadline: which make the journalists stop seeking information in order to file the story within time.
- Available sources are more likely to be institutional and this makes it difficult for individual and special interest groups to get media access.
- Event orientation of most media stories, especially in television where good visuals are easier with events than with issues.
- Inverted pyramid style of writing news stories which conveys the journalists' assessment of importance to the reader.
- Gate keeping which covers the selection, shaping and timing of the stories.

Several researchers have studied newsgathering habits including Gilton, Goldenberg, Tuchman and Gans. Most of the studies of the routines of newsgathering supported the notion that news is shaped by organizational habits. Thus the present research study can be approached with this theoretical perspective as working environment and working habits of the media tend to affect the process of news writing.

This early research forced scholars to think about journalists as part of an environment inhabited by other people, resources, agendas, pressures, and interests. It started with a consideration of the finite and identifiable practices involved in journalistic work and gradually expanded to examine the larger settings in which journalists interacted with each other. Another stage of sociologically motivated inquiries, from the late 1960s onward, looked toward broad organizational settings as a way to examine the patterns of interaction among journalists (Ettema and Whitney, 1982). Although as early as (Rosten, 1937) looked at the settings in which journalists worked through a sociological lens in The Washington Correspondents, here organizational theory, and particularly the ethnography of work places, became a favored perspective, particularly in the United States, for considering journalistic practice and journalism.

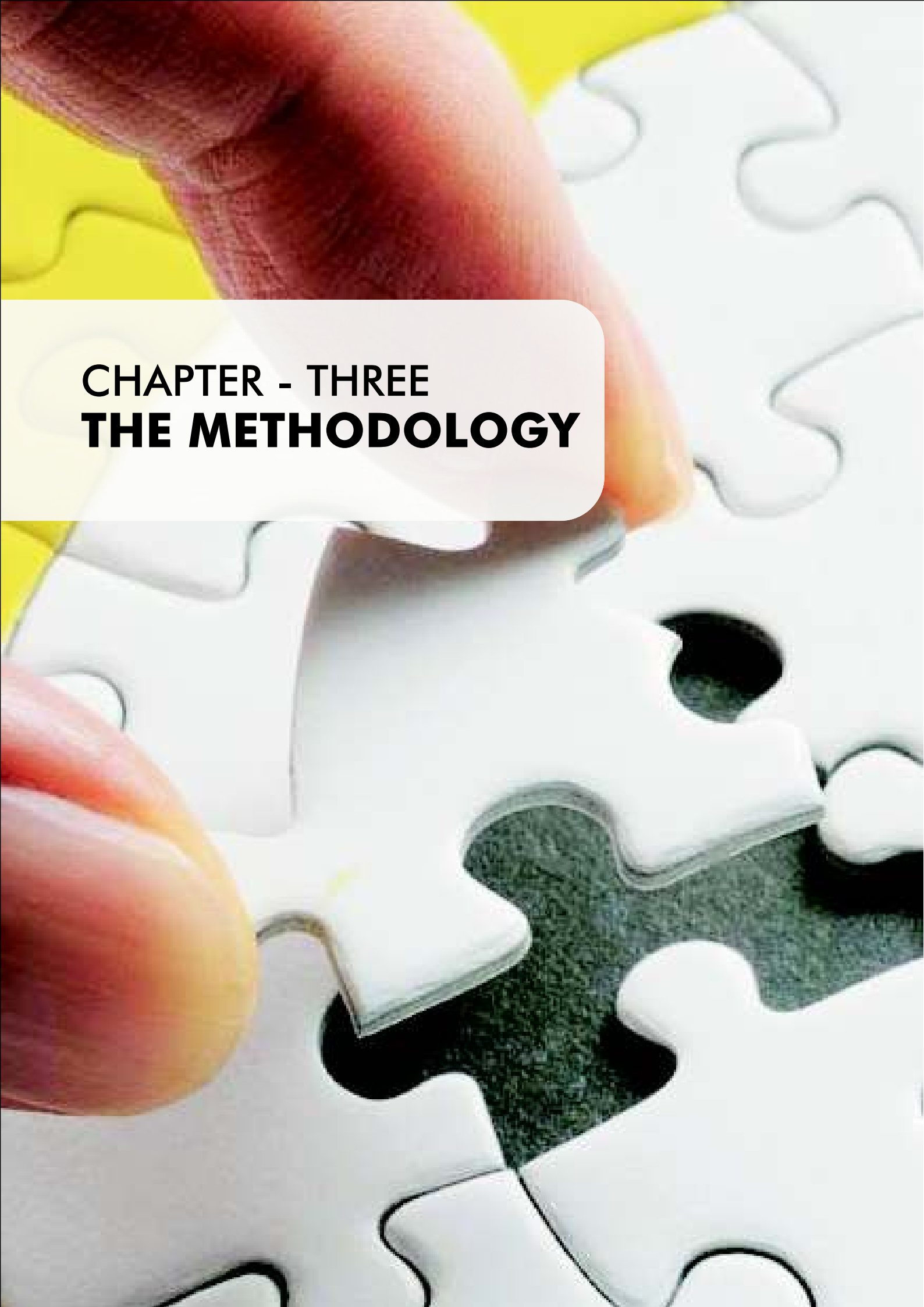
Organizational Theory

The earliest studies in this vein used social control as a means to explain journalistic interaction within an organizational setting (Warner, 1971). The first extensive study of journalism, utilizing in part organizational theory, was in 'News from Nowhere' (Epstein, 1973). He suggested that organizational and technical constraints managed the making of news. Staking his claim on organizational theory, Epstein argued that most of what we regard as news was derived from the organizational tensions involved in producing news. So-called news norms needed to be accomplished through organizational routines: A time bias, for instance, was resolved by dividing news pieces into types (such as spot news or delayed news), while a bias toward the unexpected depended on covering routine events (such as press conferences). This theory also has an implication on this research study as an overall work environment and work pressures do influence work and make the perception towards job environment and job satisfaction.

Job Characteristics Theory

Job characteristics theory (Hackman and Oldham 1975, 1980) is based on the relationship between characteristics and employees' responses. Theme of theory states that workers experience greater job satisfaction when the task process has five main attributes: skill variety, task identity, task significance, autonomy and job feedback. These all factors are related to how individuals are predicted to prosper in their work.

Among these five attributes autonomy and job feedback variables are the part of this research study. These variables are included and researched that how these factors affect the journalists' performance in their professions.



CHAPTER - THREE
THE METHODOLOGY

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THE METHODOLOGY

The study is to investigate and explore as what problems are there in the news coverage of leading national and regional print and electronic media of Pakistan. This not only includes Urdu and English language but also include the Sindhi, Pashto and Balochi.

This study focuses on four main variables, wherein it aimed at analyzing the standards of reporting, editing, photojournalism and production qualitatively and quantitatively the contents of electronic as well as print media. These four variables include

1. **Development Journalism**
2. **Democracy and Governance**
3. **Conflict Reporting**
4. **Gender Biased Reporting**

Development journalism

Developmental journalism in the media, print and broadcast, is part of the larger notion of using mass media s tools of national development, so the construct of development journalism may well be measured by looking at:

Infrastructural development

- Here, the news about the infrastructure being developed by government would be considered for analysis. For example work on dams, roads, building, bridges, tunnel etc.

Development policies

- The announcement by the government about any upcoming projects etc. will be considered t paced under this category of news. Similarly, budget allocations, announcements of new development plans etc. will also become part of this domain.

Social development

- The stories of human rights or any positive development on rights will be analyzed under this variable. Negative news like human rights violation will not be discussed under this category.

Democracy and Governance

Similarly, the construct of Democracy and Governance is divided into six sub-categories, election, political parties, assemblies, political rallies, press conferences and corruption.

Election

- Election is the most fundamental part of democracy; hence measuring it is considered necessary to know the construct of Democracy and Governance.

Political parties

- A political party is defined as an organized group of people with at least roughly similar political aims and opinions, that seeks to influence public policy by getting its candidates elected to public office. In political parties all the activities of politician regarding politics are included. Similarly, the statements of political leader are also given place in this category.

Assemblies
- The proceeding of National assembly, Senate and all the four provincial assemblies are included in this category and the statement by any politician on the assembly floor is placed here.

Political rallies
- Any mass gatherings by political leaders or political parties are included in the category of political rallies. These gathering may be in the favor or against any policy of the government, but only of political nature. Any non political gathering or rallies would is not include in this variable.

Press conferences
- Most of the politicians are in contact with public through the press conferences. So press conference is one of the political tools to make an announcement or to answer the journalists. Here, only the press conferences of politician are given value to measure our construct of democracy and governance.

Corruption
- Corruption means dishonest or fraudulent conduct by those in power. The last thing which is included in this construct is corruption, but here corruption means the corruption of politician.

Conflict Reporting

The other important construct is conflict reporting. After the start of war against terror, the conflict news reporting has increased, especially in Pakistan when we find great insurgency in FATA and Balochistan.

Our construct of conflict reporting is based on the following:

Balochistan Conflict
- The news regarding Balochistan insurgency or terrorist activities in Balochistan is placed here. The quantitative and qualitative analyses will be done.

Zarb e Azab
- Under this variable, focus will mainly be on the operation going on in FATA. Especially the strikes by army there and attacks on military or paramilitary forces will be included. The army chief visits to FATA or any other related statement of military personal regarding the operation Zarb e Azab will also be the part of this variable.

Sindhi-Muhajir Conflict
- In this variable focus will be on MQM and Sindhi nationalist parties and PPP, especially the demand of division of Sindh on the bases of administrative power by MQM.

Sectarian conflict
- This variable will be focus on news stories of Sunny-Shia conflict. The attacks on Shia, suicide attacks on Shia gathering will also be the highlighted feature of this segment. The controversial statement against the belief of any sect will also be included.

Taliban issue
- Terrorist activity by Talibans in the entire country will be fall here. Any terrorist activity in the country except FATA will be recorded under this variable. The terrorist attacks in Balochistan those who were accepted by Taliban authorities will also fall in the ambit of this variable.

Minorities Issues
- The minority's issue, like the problems of Christian and Hindus will be recorded here. Violence or conflict against the minorities will be reported under this variable. The protest of minorities against any policy or issue will also be covered in this variable.

Regional conflict
- In regional conflict, the attention is given to the problems between the two countries, like Pakistan - Afghanistan problem regarding terrorism or borders issue. Similarly the conflict between India and Pakistan will also be highlighted in this variable. However the internal problems of country are not discussed here. Only the matters between two states will be given space in this variable.

Social Justice
- The violation of human rights or any negative news regarding Human right will fall here. For instance, a students or child is tortured or killed by somebody, maltreatment of servant or subordinates etc. The women rights violation will not fall under this variables.

Gender Biased Reporting

Following four indicators / sub-variables form gender biased media treatment:

Social Empowerment

Social empowerment is the process of accessing opportunities and resources in order to make personal choices (e.g. choosing what to eat, what to wear, what neighborhood to live in etc.) and have some control over our environment. In this variable, the news related to social empowerment to the women will be considered. Like, women of Islamabad who is driving a truck to earn the money.

Cultural Empowerment

Women living in their traditional rigid societal environment but still doing something for positive change will be considered here.

Political Empowerment
- Women political empowerment news is given the place in this variable. Like the women of Rahim Yar Khan became the Member of Parliament in Canada. The women in politics will fall in the political empowerment domain. The statements of women politician will also be included.

Domestic violence
- Any kind of violence against women whether in physical form or in any other form will be considered here.

To measure quantitatively these four news variables, first it is investigated as how many number of time a news event occurred; secondly it has been investigated as how much time / space is given to each news variable.

To do the qualitative and quantitative analyses, Thurston scale is used. First measurement is done in the reporting domain. In reporting, incorporation of 5W, objectivity, timeliness, how the story was framed; whether he framed the positively or negatively; and lastly how much balance was the reporting?

Second media domain to judge the quality of news was editing. It is done by investigating as how headline was constructed and what kind of intro was given, how words were used and what was the structure of the sentence? The placement of news is also very important in the editing portion. For example, whether a news was placed on front page or back page or city page? If it is placed on front page then whether is it placed on upper part of the newspaper or lower part of the newspaper?

Third media domain is management related matters. In this regard, it is seen as whether proper logistic were provided to cover a story, whether media used the primary sources or secondary sources, or was there appear to have any ideological conflict with the organizational interests or not?

The last media related domain was different for electronic media and print media. The print media was having photojournalism and electronic media contents were seen in terms of production. In production, it has been seen as how much duration is given to a single news. Quality of production, whether sound bites were combined with visual or package was having only sound bites, did the channel use the camera and light or did they take the footage from social media or a mobile footage etc were considered important. Similarly, for the print media photojournalism included whether the placement of the photo was relevant, the photo was ethical etc. For example, if a photo is having such image which is showing blood then it was considered as unethical. Did the image have visibility depending on the size of the picture; how caption was written etc were also important part of photojournalism regime.

Two different sheets were used for electronic media and print media. Both the sheet were divided into four different segments, three segments were common, like reporting, editing, management. Only difference was in one segment; i.e. the electronic media sheet contained the segment of production whereas the print media sheet was having photojournalism.



CHAPTER - FOUR
RESULTS AND FINDINGS

CHAPTER - FOUR
RESULTS AND FINDINGS

Mass media in Pakistan has witnessed turbulent times in the last 65 years. From military regimes to exploitation by the pressure groups, and lately the snatching of journalistic autonomy by the profiteering designs of media owners, the media and media men have more often been under stress. This remorse state of affairs in Pakistan has resulted in multi-faceted problems in the institution of journalism and its professionals. One among them is deprivation of the most sacred asset of media that is the responsibility to society they (media and media men) serve. Conflict in the social system has dragged the whole media system into its ambit, leaving almost no space for professional journalistic practices. Thus, the mass media landscape seems oblique and obscure wherein media doesn't seem to be performing up to the normal standards of the profession. In addition to this, media organizations appear to be partisans in their approaches; the journalists are ill-skilled and devoid of the sense of being responsible for their deeds to the society. Similarly, media owners are either conflict mongers or hunting for influence and profits. These are some of the outcomes of the problems that media in Pakistan have been observed confronting.

During this study, print media was observed to suffer the most due to problems in polity and in mass media as an institution. At present, newspapers do not seem to share common grounds with the professional journalism and rather work in tandem. The print media organizations, at national level, have differing professional ideologies and tenets to follow in the process of dispensing their responsibilities. The trait that appears to be professional and ethical for one organization does not enjoy the same status by another. On the other hand, at the regional level, regional languages are not just the medium of delivery of information and news but a circumference which divides the print media organizations into different entities. Therefore, the spread of this culture of differing professional and political ideologies to regions has affected the regional newspapers too. Consequently, regional and local media, instead of unanimously defining journalism and journalistic practices for all involved, operate having different sets of responsibilities and objectives for journalists. This state has been adversely affected the journalistic approaches and skills at various levels, and the most significant tenets of journalism have been jeopardized and compromised in the hands of media organizations and their rat race of mustering more and more profits out of their businesses, where the most compromising commodity remain the media ethics. Nonetheless, electronic media also lagged behind in receiving the adversaries on media ethics. The elite of the system, interested in securing more influence, jumped into media profession and started building media conglomerations to create strong socio-political safety firewalls around their personal and professional interests. Hence, for such media owners, holding the reins of a media organization only meant having control and power in the system. As a result, in such a state, professional journalism became the ultimate casualty. The study for journalism training need assessment (TNA) also observed that the electronic media lacks an insight about its role in a society and media personnel are devoid of journalistic principles that is most desired one in the current democratic setup. The worrying situation doesn't end here, it's negative fall outs plagued the regional electronic

media too. The study also finds that when the regional and local media organizations find nothing sensational to increase their ratings, they resort to giving hype to national and international level media discourses, bringing the (dis)information to masses.

Radio broadcast is also not very different from print and television media. The negligence of regulatory bodies has allowed the broadcasters to be an entertainer, news caster and an accountability institution instead of producing license specific content. Hence, the radio broadcasters are continually suffering from serious problems of non-professionalism.

The Lack of appreciation mechanisms in the media ecosystem for ethical journalism is an important factor for encouraging non-professionalism in the industry. Negative or un-ethical journalism practices can create nuance value, while ethical journalism can be treated as dull and insipid. Appreciation mechanisms like journalism awards and other recognitions by the industry, in addition to trainings and capacity building initiatives, are some of the interventions that create value for professionalism and ethical journalism.

Overall, owing to the current state of mass communication in Pakistan, it is an opportune time to inculcate professional journalism in the country through meticulously designed trainings. The trainings at national and regional level will promote and facilitate ethical practices among journalists. It goes without saying that unless and until journalists are trained professionally to understand and have a clear sense of their ethical responsibilities, their role as a journalist will remain violated by the profit mongers.

As explained in the methods, the analysis is based on four major variables; viz, Development Journalism, Democracy and Governance, Conflict Reporting and Photojournalism for print media. For electronic media, the photojournalism component was replaced with 'Production' related details. Besides collecting examples from some of the sub-themes on the aforementioned major themes, the selected newspapers have also been evaluated as what kinds of adjectives and metaphors have been employed and for what objects / personalities etc.

The results and analyses section is divided into two major portions based on findings on data collected from print media and electronic media. Further, print and electronic media portions are divided into two main streams -

(i) analysis of each variable for the selected newspapers / channels in terms of their coverage in sub-themes and then

(ii) analysis of various aspects like reporting, editing, management related issues, production and photojournalism (in case of print media) in correspondence with the major themes.

The selected media include:

Print Media:

- Daily Jang, Daily Qudrat (Quetta), Daily Kawish (Sindhi language newspaper) and Daily Wahdat (Pushto langauge newspaper).
- English language newspapers were The News and Dawn.

Electronic Media:

- Geo News, ARY News, Dawn News, KTN (Sindhi Channel), Khyber TV (Pushto Channel) and VSH News (Balochi Channel).

Radio:

- Samaa Channel FM 107.4.

In addition to mainstream media, one radio channel (Samaa FM 107.4) has also been included in the study to give representation to radio news broadcasting. Radio's paltry representation in the study is predominantly due to two reasons - (i) there are only two channels giving news brief in their transmissions (Power 99 and Samaa FM 107.4); and then (ii) radio license is primarily for entertainment under the PEMRA rules. Hence, to make the study comprehensive in nature having representation of all possible media of regional and national levels, Samaa FM 107.4 has also been included for evaluation of its news contents.

Another important aspect of FM broadcasting relates to its reach. Currently available FM channels giving some of their time space to news and current affairs are mainly urban based, and are operating for and from the metropolitan areas. Only possible competing counterpart(s) could be the FM channels of Pakistan Broadcasting Corporation. But, this comparison may not appear to be justified due to the infrastructural base of the competing organizations, besides their ownership dynamics.

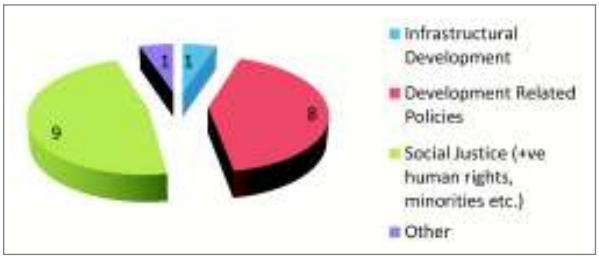
Print Media

Print media component includes Daily Jang, Daily Qudrat (from Balochistan), Daily Kawish (Sindhi language newspaper from Sind) and Daily Wahdat (Pushto language newspaper from KP). English newspapers include The News and Dawn.

Following tables explains the main themes and their sub-dimensions and the way selected newspapers covered / treated them:



Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
1	8	9	1	19

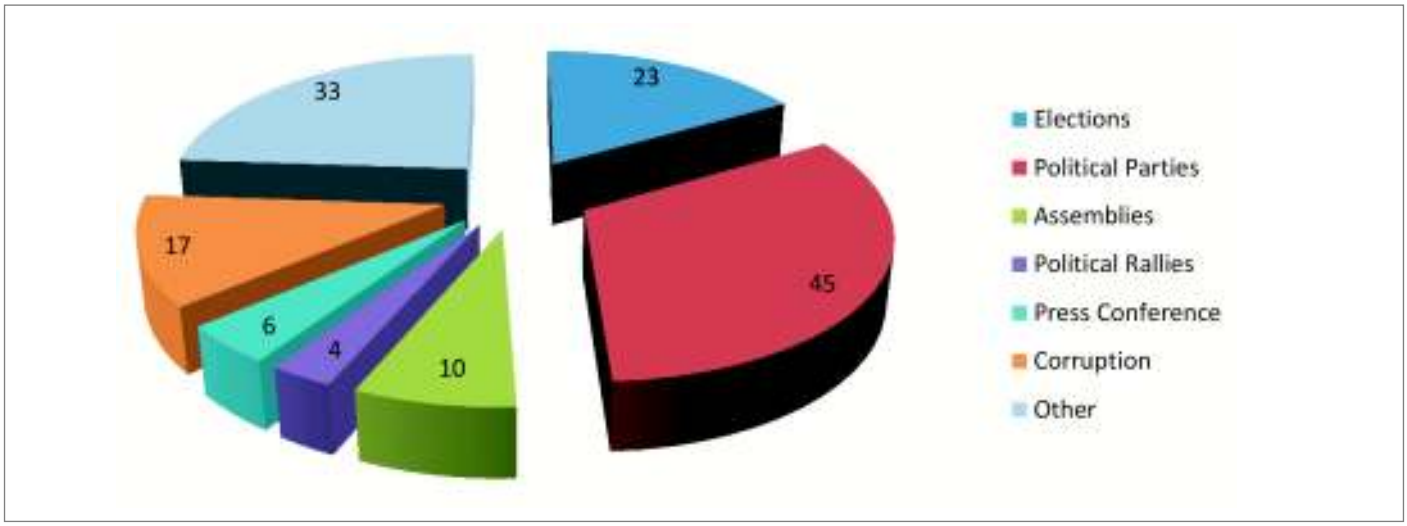


Dawn seems to have special focus for system level development related issues that may include development policies and issues concerning social justice. For instance, 'Breast cancer campaign to start from 2016', a development related news story appeared on15.10.2015, 'After Geeta, focus shift to Pakistani boy in India' (31.10.2015) in human rights perspective and 'Call for improvement in blasphemy law is not objectionable: SC' (06.10.2015) etc.

Overall trend in covering development journalism related issues by the Dawn is relatively good; however, it does not seem to be giving much space to infrastructural development related news stories. It might be due to the fact that most of the infrastructural development stories are city or a limited area specific with a little significance for the entire country.

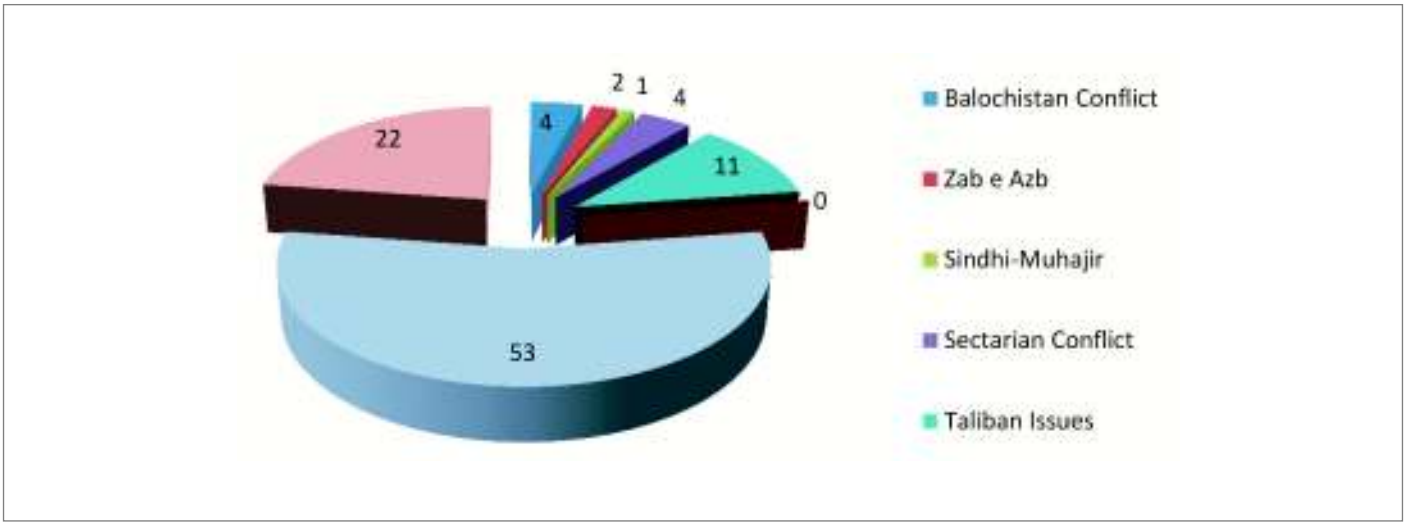
The language used and other editing parameters are of relatively higher standards.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
23	45	10	4	6	17	33	138



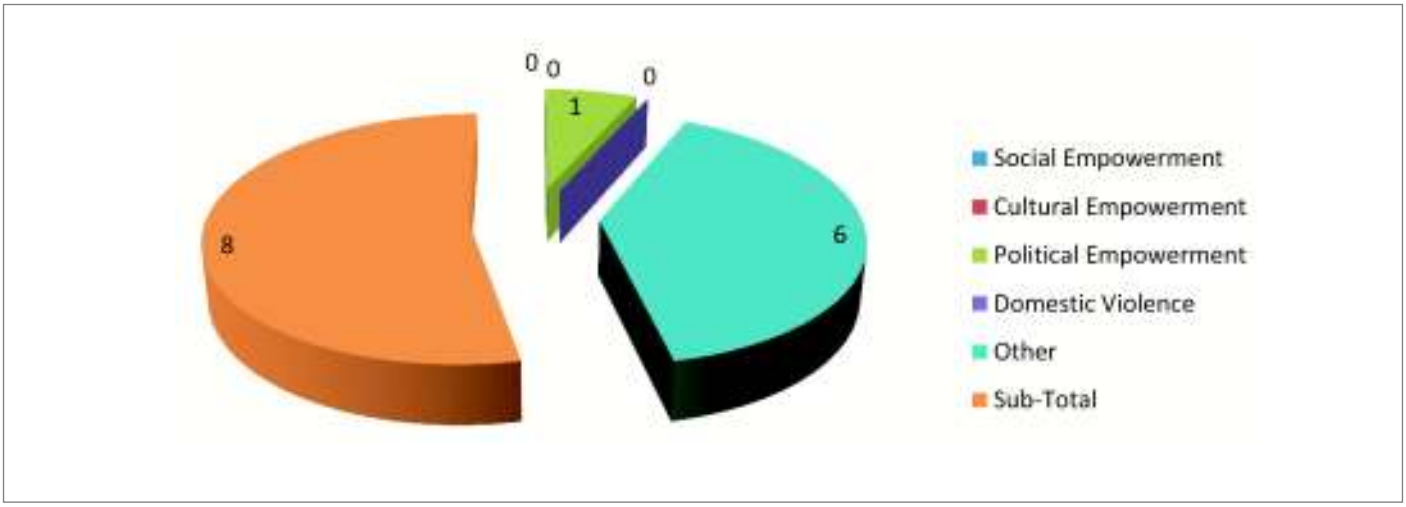
Out of total of 262 news stories analyzed, 138 (52.67%) stories related to issues concerning Democracy and Governance. Within this category, major focus has been political parties, their leaders statements etc. However, as the local bodies elections were in process, hence, sufficient space was allotted to elections reporting as well. There seems to have a balance in the overall coverage of all sub-themes keeping in view the reports that may emanate from these segments and conventionally attended by the media in Pakistan.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
4	2	1	4	11	0	53	22	97



Conflict reporting could get a good amount of coverage from Dawn. This is about 36.64 % (97 news stories), out of which major areas were only two; i.e. Regional Conflicts mainly involving Afghanistan and Kashmir, and then Taliban related news stories. Dawn has taken conflict reporting in system perspective instead dealing with them as issues pertaining to some specific areas only rather the issues that are of great significance for the regional overall.

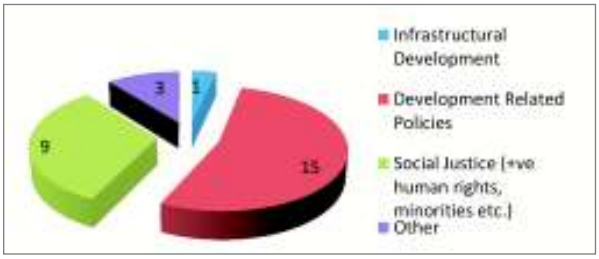
Gender Biased Reporting					Sub-Total	**Grand Total**
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
2	1	0	1	4	8	**262**



Dawn attention towards gender biased reporting has been too minimal, which is about 08 stories overall (3%).

INTERNATIONAL THE NEWS

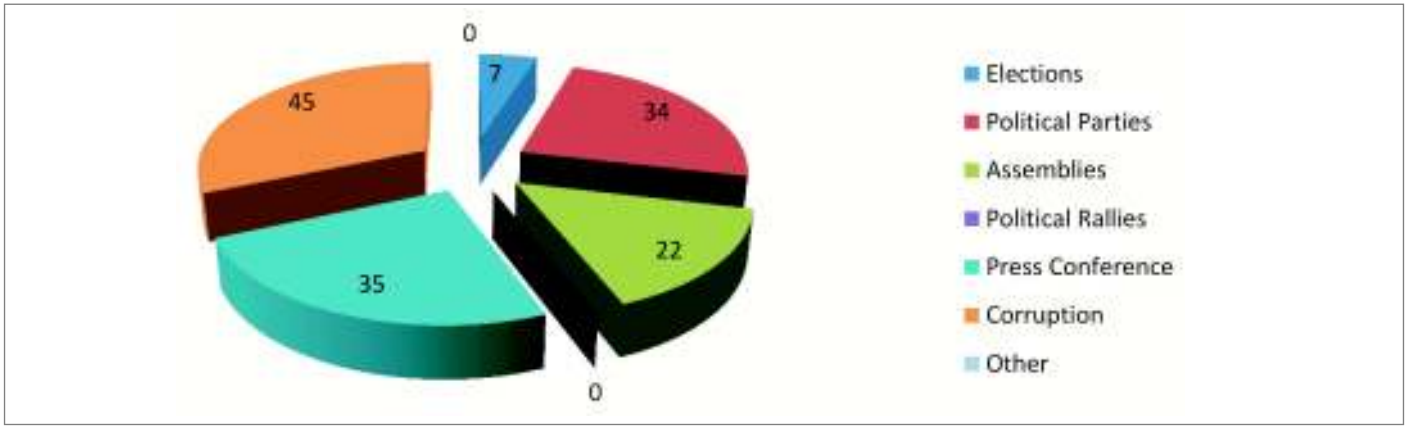
Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
1	15	9	3	28



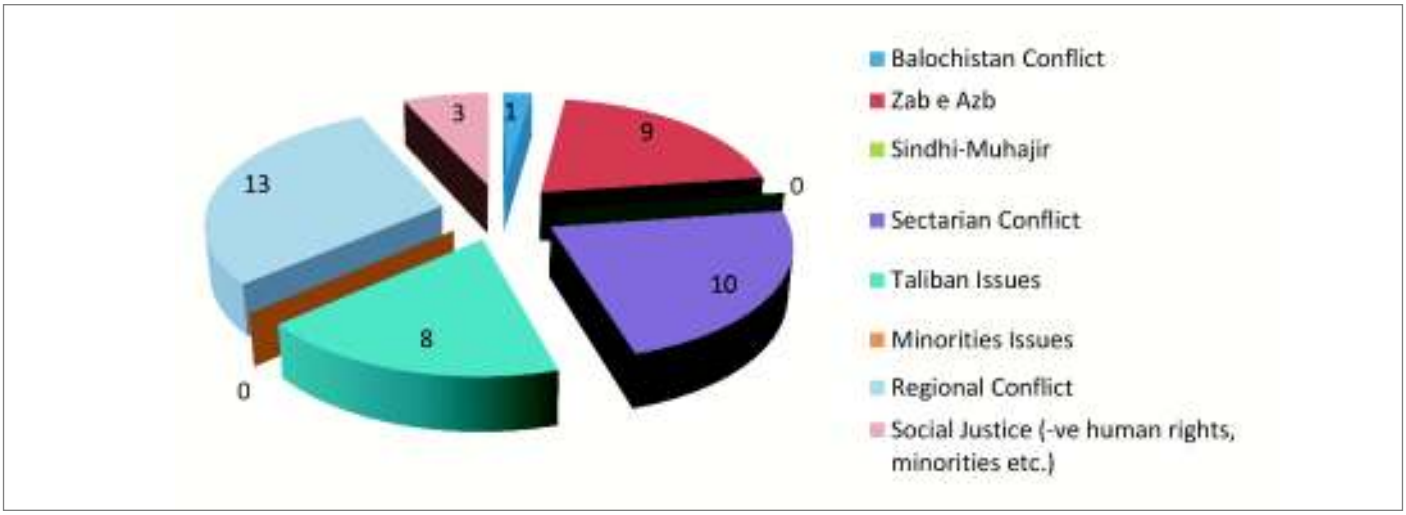
If seen in terms of comparison, The News seems to have given relatively more space and attention to development journalism news stories than Dawn. Out of 260 stories, 28 (32%) stories of The News were covering issues concerning development journalism. Interestingly, major portion of the stories from this theme were dealing with policy related development issues (15 stories out of 28).

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
26	68	12	0	2	14	29	151

58% stories of The News have been dealing with democracy and governance related issues. As the local body's elections are in progress in entire country except KP, hence major coverage was given to political parties and elections.

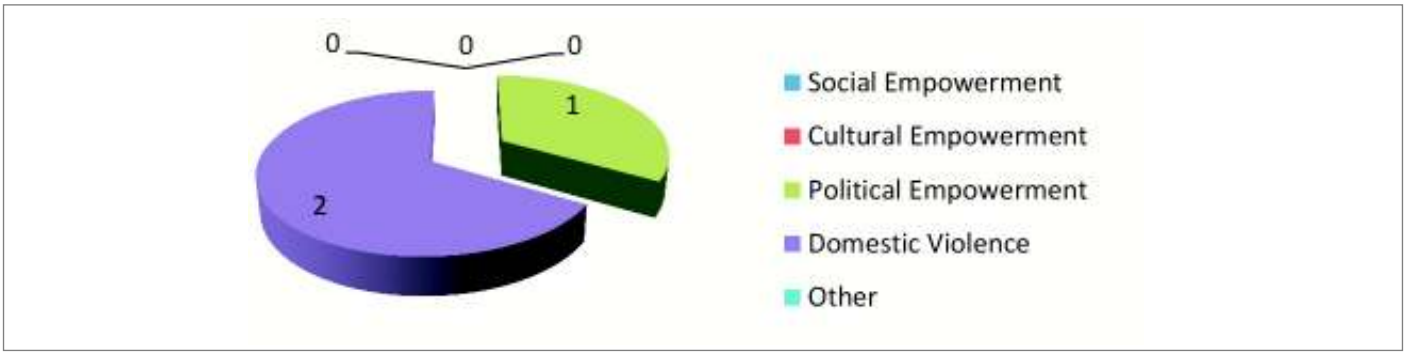


Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
4	5	2	3	10	0	35	16	75



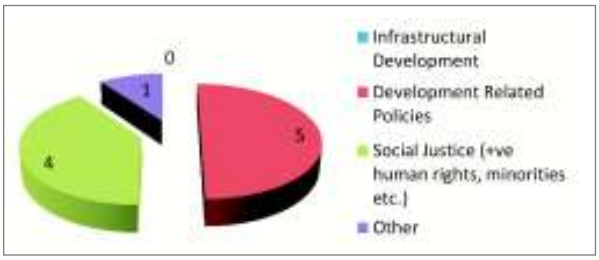
Major portion of conflict reporting covered regional conflict including Afghanistan and Indian held Kashmir with only 10 stories on Talibans by the The News. However, it important to note that The News's coverage of conflict is relatively low as compared to Dawn.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
3	0	1	1	4	6	260



Gender biased reporting could not take much space with an exception to a few stories of social empowerment in The News during October 2015.

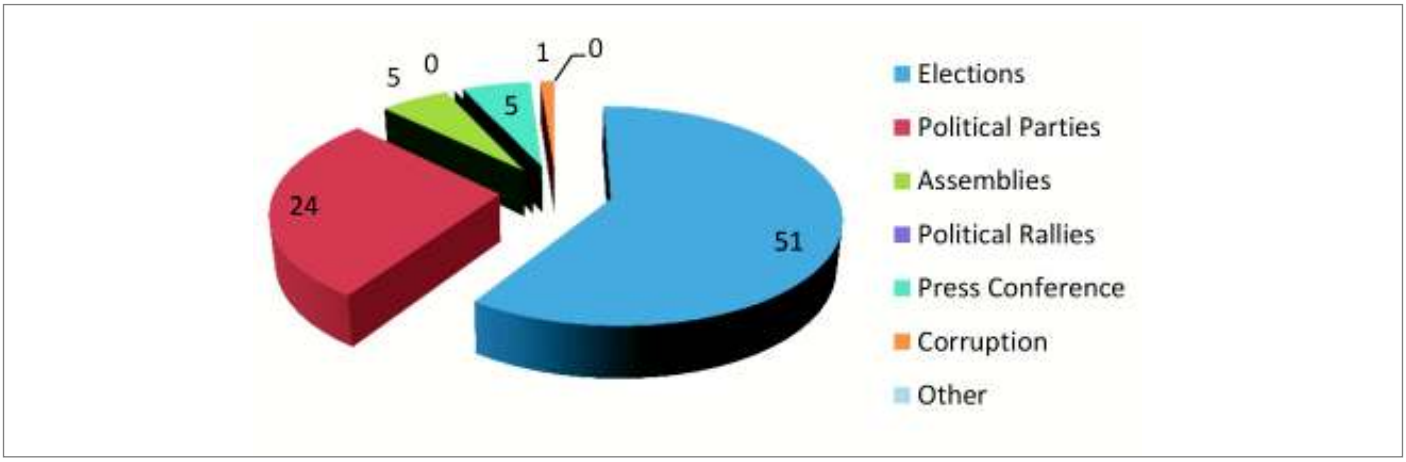
Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
7	20	6	62	95



The share of development journalism stories has been about 40% out of a total of 238 stories of our themes. Unlike English newspapers, Daily Jang has given relatively more space to infrastructural development stories, though news items related to development related policies takes the larger portion.

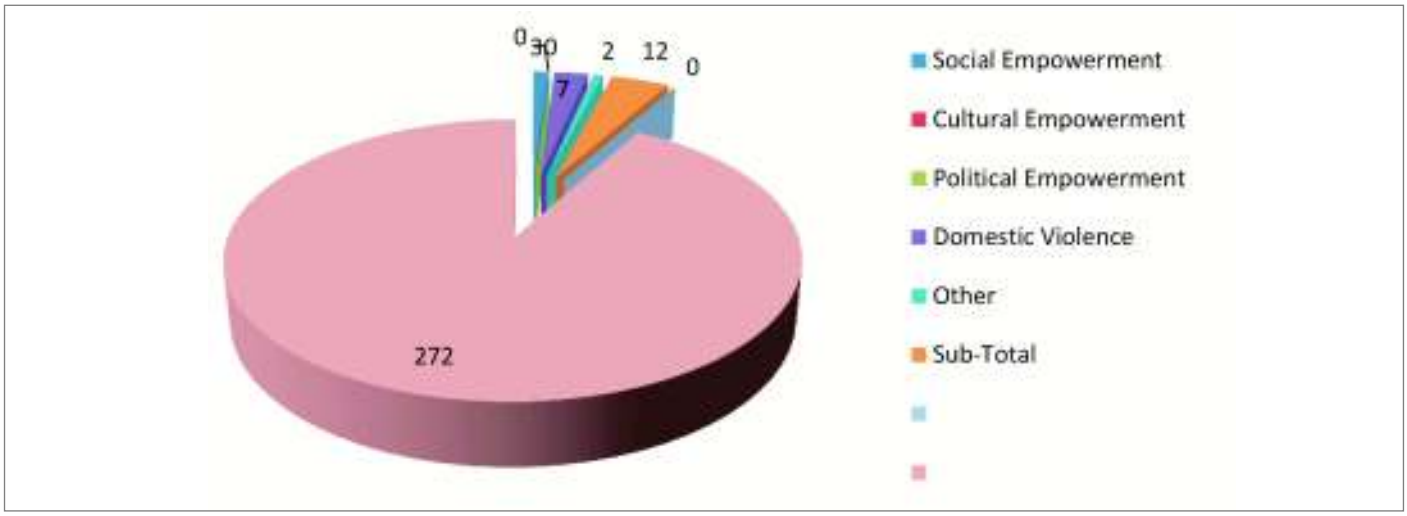
Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
13	21	6	1	19	0	0	60

58% stories of The News have been dealing with democracy and governance related issues. As the local body's elections are in progress in entire country except KP, hence major coverage was given to political parties and elections.



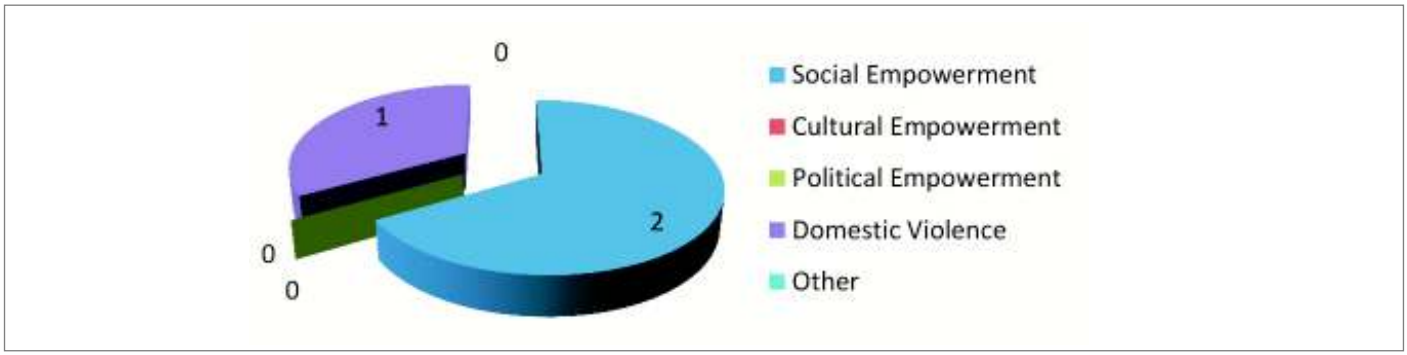
Election, political parties news and press conferences of political leaders have been the major focus of Daily Jang in the democracy and governance theme. No news item on 'corruption' could be seen in the entire month of October.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
7	1	4	7	4	1	28	18	70



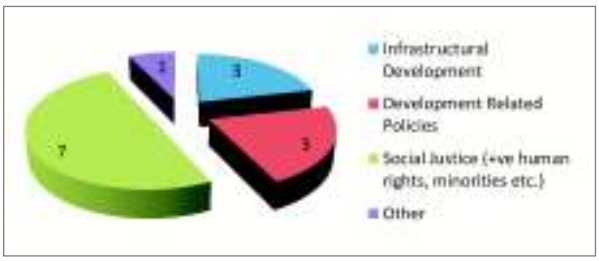
Stories of regional conflict have been the most prominent one in major thematic area of Conflict Reporting. Nonetheless, it is important to note that negative stories related to social justice sub-theme have been much more than English newspapers combined, which came under our analysis.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
5	1	5	0	2	13	238



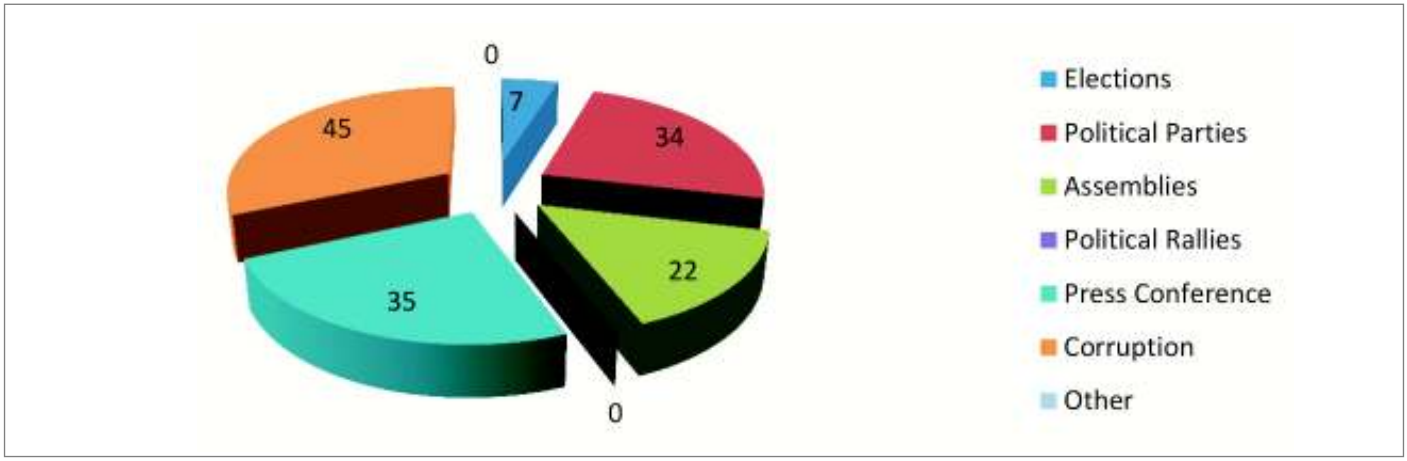
Political and social empowerment stories have mainly been given space in the gender biased reporting theme.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
10	14	18	42	84



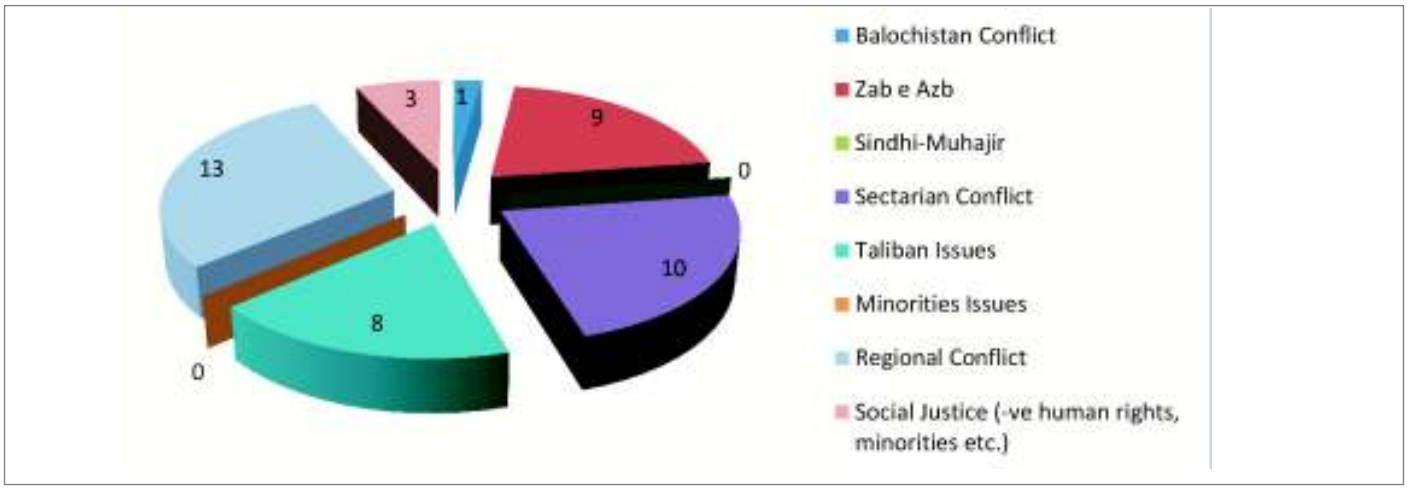
Out of 284 news stories on our chosen themes, Daily Qudrat from Quetta gives 84 (29.57%) news stories on issues concerning development. As expected from a regional paper, a considerable portion of its development news items are related to infrastructural related development stories; however, stories of development policies also did not lag behind. Interesting is the coverage of stories that relate to social justice (positive stories), which is the highest with 18 stories out of 84 total news items.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
2	13	1	2	15	0	0	33



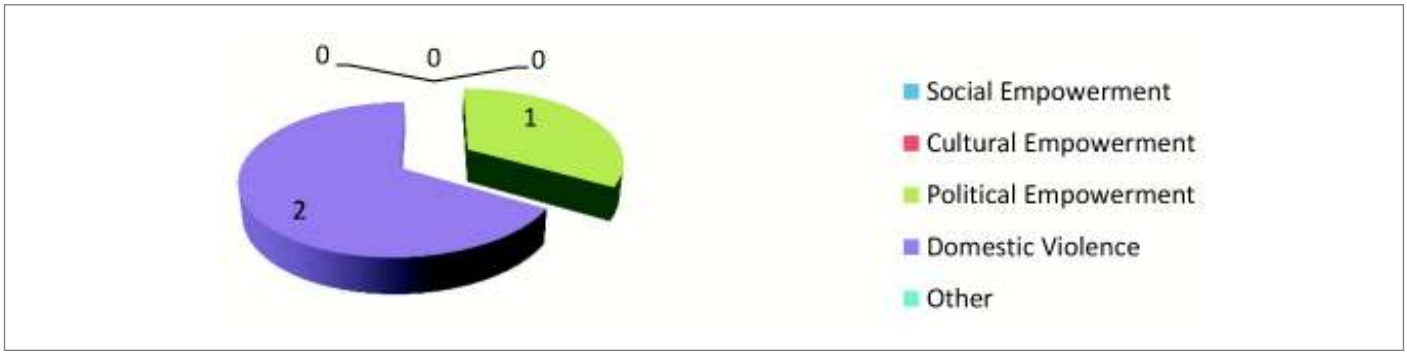
Most of the news stories in democracy and governance themes are related to political parties and press conferences of the political leaders. As local bodies elections were not in progress in Balochistan, hence election related stories of Punjab and Sindh could not much space in Daily Qudrat.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
41	1	0	11	6	0	21	14	94



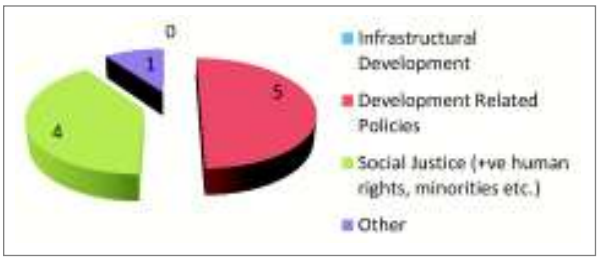
Balochistan conflict is heavily covered in national and international media in their contents, so is reflected in Daily Qudrat that gave 41 news items out of 94 in total to it's the conflict of its province. Second most important segment was related to sectarian crisis that has badly hit the province and so is reflected in contents of the newspaper (11 stories). Negative stories on social justice (14 items) are also noticeable.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
20	3	23	0	7	53	264



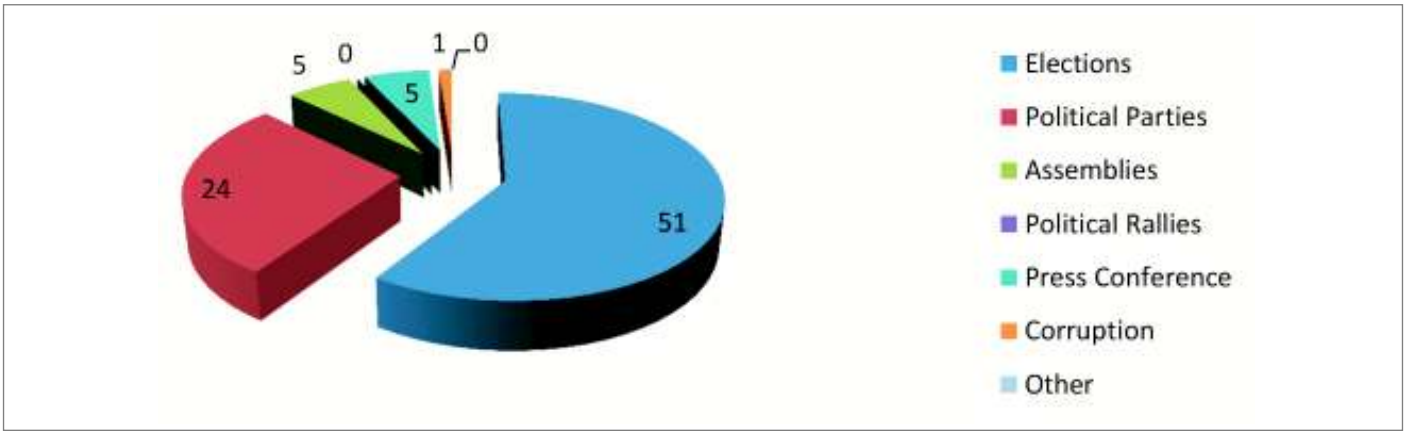
Issues concerning social and political empowerment of female faction are heavily covered in the gender biased reporting segment.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
18	2	0	2	22



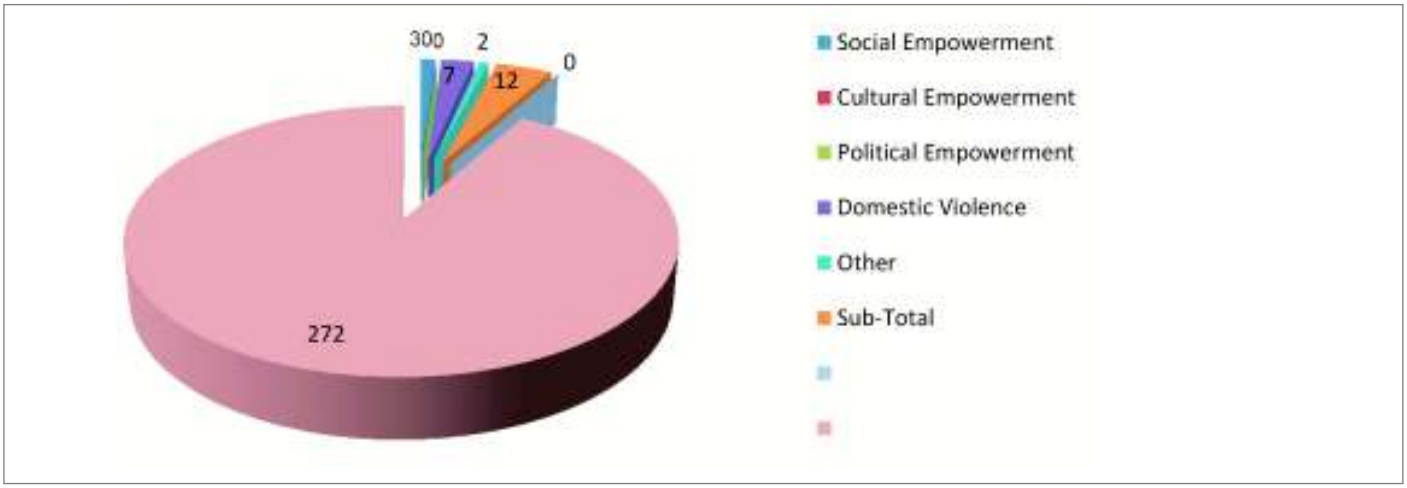
Daily Kawish (a Sindhi newspaper) has been found to be dealing with local level infrastructural development news stories with a great significance to the people it serves. However, it did not seem to be giving any importance to any other sub-theme of Development Journalism.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
7	1	0	1	8	7	0	24



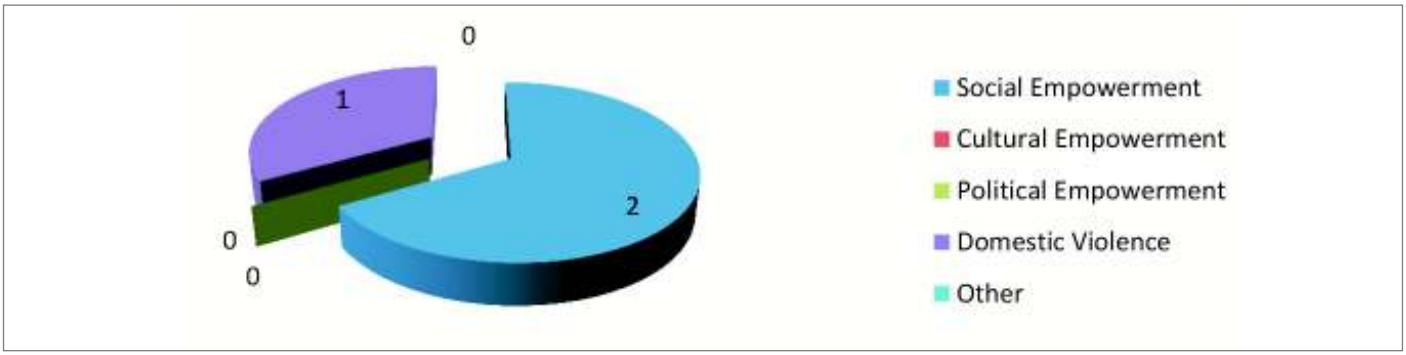
With overall news stories of 84 only on all of our chosen variables, it gave 24 news stories on democracy and governance theme. Main sub-dimensions of our theme that it covered were election related stories, coverage of press conference and some stories on corruption related matters.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
0	1	0	4	1	0	6	0	12



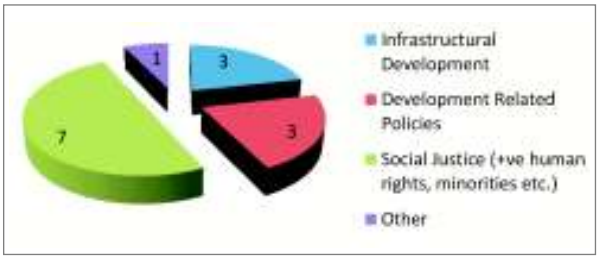
Similarly in conflict reporting regime, Daily Kawish's major focus was on sectarian conflict and some stories on regional conflicts it also covered.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
7	1	1	2	15	26	84



In gender biased reporting, the most visible area has been news stories related to social empowerment only. However, two stories were domestic violence also got some space.

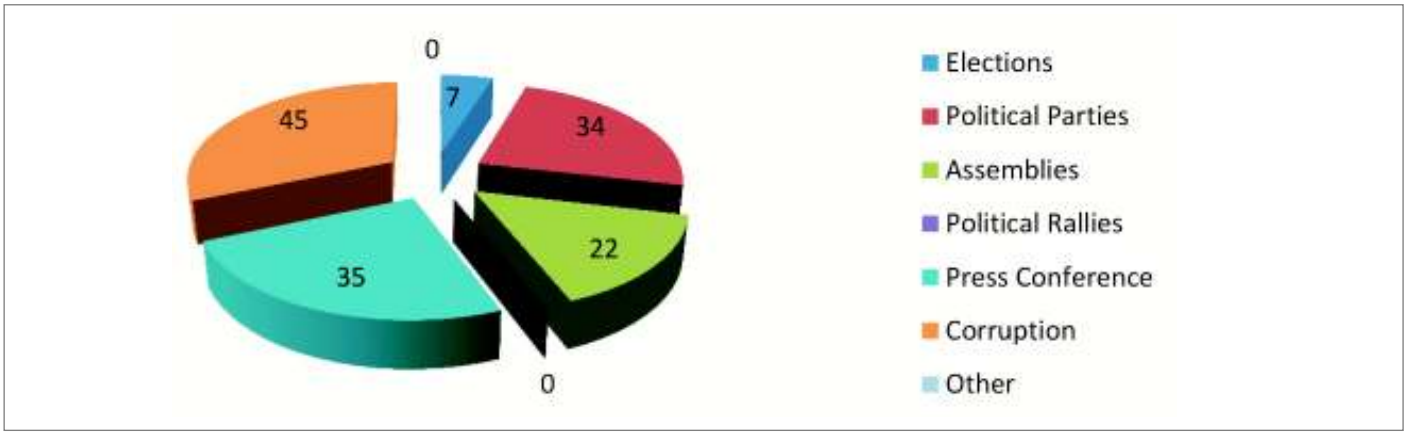
Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
12	12	0	2	26



Following are the findings:

- Twenty six news items (7%) only out of 345 recorded stories during the month of October does not seem enough.
- However, it is interesting to note that Daily Wahdat has given equal coverage to seemingly local and national development projects and policies.

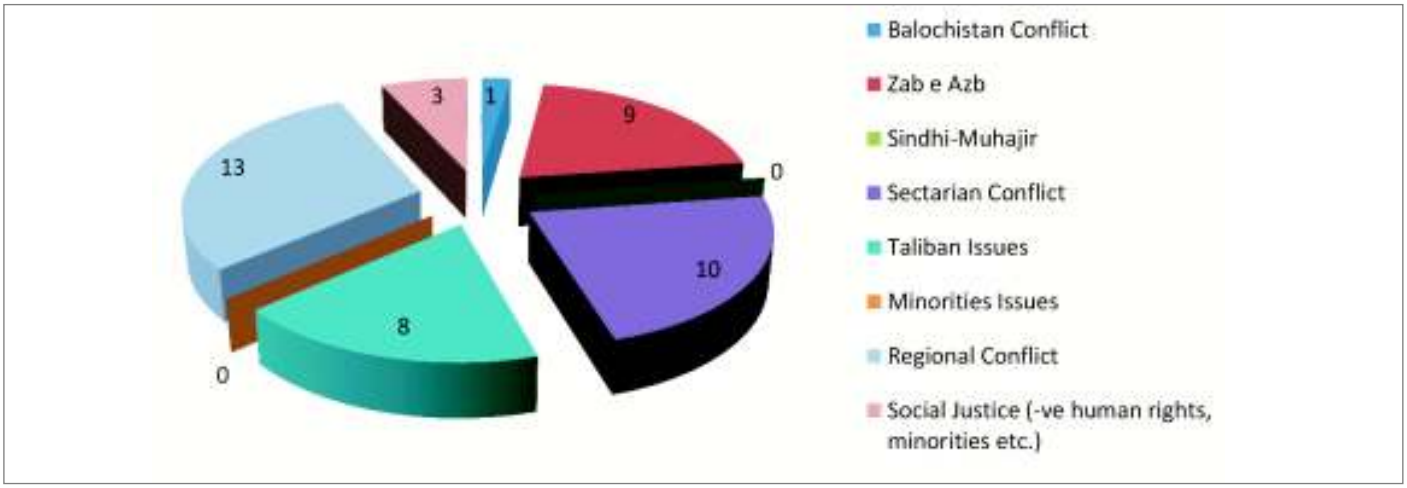
Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
7	34	22	0	35	45	0	24



Following are the findings:

- Main areas of focus in the democracy and governance domain have been news stories on the affairs of political parties, reporting on assembly proceedings and coverage of press conferences.
- Interestingly, a considerable large chunk of coverage was from corruption sub-theme.

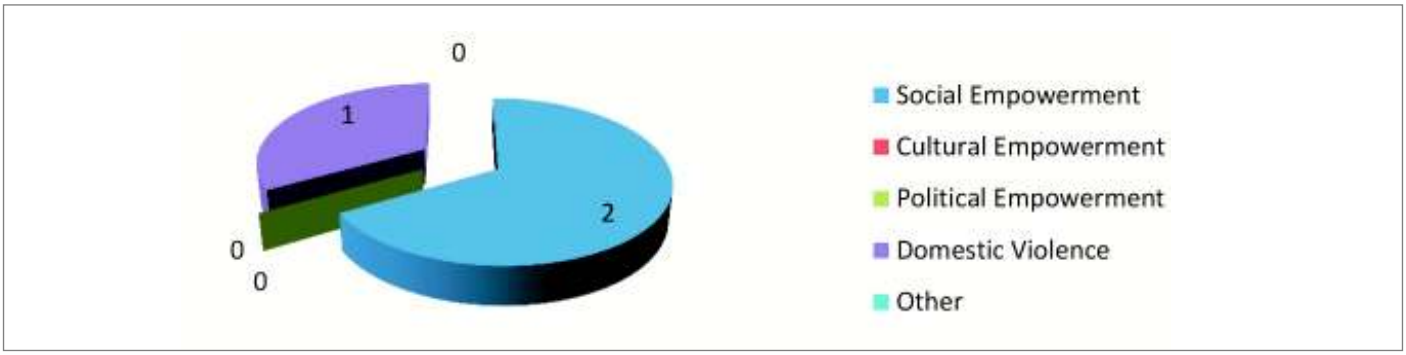
Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
5	3	1	2	149	0	8	1	169



Following are the findings:

- None else could get as much coverage as Taliban issues did in the pages of Daily Wahdat.
- It is interesting to note that not even operation Zarb e Azb could get enough space in the newspaper.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
0	0	1	0	6	7	345



Following are the findings:

- We could not come across any news such on gender in entire month of October 2015.

Analysis of (Print) Media Related Dynamics and Major Themes

For print media, four media dynamics have been studied to identify training needs for media professionals. These dynamics include Reporting, Editing, Management and Photojournalism. They are analyzed separately for each selected newspaper. This analysis is based on news items appeared during October 2015.

Reporting Related Training Needs Assessment

Issues and training needs in reporting domain have been evaluated on seven different variables, which include presence of 5 Ws (what, when, where, why and who), objectivity, timeliness, structure of the news, framing, balance and whether the news item was bylined. The scale used to measure these variables was Thurston ranging from 1 (weak) to 5 (strong).

Reporting Dynamics

Name of the Newspaper			Reporting - 5 Ws			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	4	16	20
		Democracy and Governance	2	28	108	138
		Conflict Reporting	0	7	89	96
		Gender Biased Reporting	0	2	6	8
		Other	0	3	25	28
	Total		**2**	**44**	**244**	**290**
THE NEWS	Main Themes	Development Journalism	0	3	25	28
		Democracy and Governance	0	10	141	151
		Conflict Reporting	0	4	71	75
		Gender Biased Reporting	0	0	6	6
	Total		**0**	**17**	**243**	**260**
جنگ	Main Themes	Development Journalism	0	1	40	41
		Democracy and Governance	0	1	65	66
		Conflict Reporting	0	0	64	64
		Gender Biased Reporting	0	0	5	5
		Other	0	0	62	62
	Total		**0**	**2**	**236**	**238**
قدرت	Main Themes	Development Journalism	0	22	57	79
		Democracy and Governance	1	20	39	60
		Conflict Reporting	1	12	17	30
		Gender Biased Reporting	0	8	18	26
		Other	0	20	49	69
	Total		**2**	**82**	**180**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	2	23	25
		Conflict Reporting	0	1	10	11
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**0**	**3**	**81**	**84**

Following are the findings:

- In development journalism domain, almost all the selected newspapers except Daily Qudrat have been careful in accommodating all the 5 Ws in their news stories.
- English newspapers including Dawn and The News have not been found to be effectively incorporating 5 Ws in their stories covering Democracy and Governance. Same was somewhat right for Daily Qudrat. Other newspapers were quite good at giving details of 5Ws in almost every story.
- In conflict news, Urdu newspapers seem to have performed better than English newspapers.
- In gender biased reporting domain, all of the selected newspapers have performed well and incorporated most of the 5 Ws in their contents.

Name of the Newspaper			Reporting - Objectivity			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	19	20
		Democracy and Governance	3	15	120	138
		Conflict Reporting	0	17	79	96
		Gender Biased Reporting	0	1	7	8
		Other	1	2	25	28
	Total		**4**	**36**	**250**	**290**
THE NEWS	Main Themes	Development Journalism	0	2	26	28
		Democracy and Governance	1	18	132	151
		Conflict Reporting	0	6	69	75
		Gender Biased Reporting	0	1	5	6
	Total		**1**	**27**	**232**	**260**
جنگ	Main Themes	Development Journalism	0	0	41	41
		Democracy and Governance	0	3	63	66
		Conflict Reporting	0	2	62	64
		Gender Biased Reporting	0	0	5	5
		Other	0	0	62	62
	Total		**0**	**5**	**233**	**238**
قدرت	Main Themes	Development Journalism	0	28	51	79
		Democracy and Governance	0	16	44	60
		Conflict Reporting	0	7	23	30
		Gender Biased Reporting	0	5	21	26
		Other	0	19	50	69
	Total		**0**	**75**	**189**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**0**	**0**	**84**	**84**

Following are the findings:

- Except Daily Qudrat, almost all newspapers have been found to be objective in reporting stories in the domain of development journalism. However, there is a little exception in English language newspapers where they are evaluated at moderate level in a considerable number of stories in this domain.

- Objectivity in the democracy and governance domain has been found to be equal among all up to a greater extent with an exception of Dawn, The News and Daily Qudrat. There were quite a good number of stories having been found at moderate level in observing objectivity in the news stories.

- In Conflict Reporting domain, Dawn and The News have somewhat been found to be lagging behind the Urdu newspapers (with an only exception of Daily Qudrat) under the objectivity variable.

- Almost all newspapers have been found to operating well on gender biased reporting domain.

Name of the Newspaper			Reporting - Timeliness			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	19	20
		Democracy and Governance	2	15	121	138
		Conflict Reporting	1	3	92	96
		Gender Biased Reporting	1	2	5	8
		Other	3	1	26	30
	Total		**7**	**22**	**263**	**292**
THE NEWS	Main Themes	Development Journalism	0	5	23	28
		Democracy and Governance	0	10	141	151
		Conflict Reporting	0	5	70	75
		Gender Biased Reporting	0	1	5	6
	Total		**0**	**21**	**239**	**260**
جنگ	Main Themes	Development Journalism	0	0	41	41
		Democracy and Governance	0	0	66	66
		Conflict Reporting	0	0	64	64
		Gender Biased Reporting	0	0	5	5
		Other	0	0	62	62
	Total		**0**	**0**	**238**	**238**
قدرت	Main Themes	Development Journalism	0	13	66	79
		Democracy and Governance	1	13	46	60
		Conflict Reporting	0	5	25	30
		Gender Biased Reporting	0	8	18	26
		Other	0	19	50	69
	Total		**1**	**58**	**205**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	0	25	25
		Conflict Reporting	1	0	10	11
		Gender Biased Reporting	0	0	9	9
		Other	0	1	16	17
	Total		**1**	**1**	**82**	**84**

Following are the findings:

- In development journalism domain, except The News and Daily Qudrat rest all have been reporting the events timely. The case of The News falls a little behind others due to the reason that its stories were mainly investigative in nature wherein journalists did not seem to be caring much for whether the news item they were investigating was still relevant and worth investigating.
- Timeliness as a variable was not much relevant to English dailies in democracy and governance related stories. Quite a good number of news stories have been recorded as moderate.
- In conflict reporting domain, almost all newspapers have been found to be reporting the events in time.
- No significant in gender biased reporting has been recorded except that Daily Qudrat has more often been recorded at moderate level.

Name of the Newspaper			Reporting Structure			Total
			Pyramid	Inverted Pyramid	Double Ended	
DAWN	Main Themes	Development Journalism	0	20	0	20
		Democracy and Governance	6	132	0	138
		Conflict Reporting	2	93	1	96
		Gender Biased Reporting	2	6	0	8
		Other	2	36	0	38
	Total		**12**	**287**	**1**	**300**
THE NEWS	Main Themes	Development Journalism	0	28	0	28
		Democracy and Governance	0	151	0	151
		Conflict Reporting	0	75	0	75
		Gender Biased Reporting	0	6	0	6
	Total		**0**	**260**	**0**	**260**
جنگ	Main Themes	Development Journalism	40	1	0	41
		Democracy and Governance	65	1	0	66
		Conflict Reporting	62	2	0	64
		Gender Biased Reporting	5	0	0	5
		Other	60	2	0	62
	Total		**232**	**6**	**0**	**238**
قدرت	Main Themes	Development Journalism	40	39	0	79
		Democracy and Governance	33	27	0	60
		Conflict Reporting	13	17	0	30
		Gender Biased Reporting	15	8	3	26
		Other	41	25	3	69
	Total		**142**	**116**	**6**	**264**
کاوش	Main Themes	Development Journalism	5	17	0	22
		Democracy and Governance	4	20	1	25
		Conflict Reporting	4	7	0	11
		Gender Biased Reporting	2	5	2	9
		Other	6	11	0	17
	Total		**21**	**60**	**3**	**84**

Following are the findings:

- Almost all stories reported by the English newspapers have inverted pyramid structure, without any exception. However, most of the stories by Urdu newspapers have been reported using pyramid structure, with an exception to a few cases.

Name of the Newspaper			Reporting - Framing			Total
			Positive	Negative	Neutral	
DAWN	Main Themes	Development Journalism	7	1	12	20
		Democracy and Governance	7	14	117	138
		Conflict Reporting	3	3	89	95
		Gender Biased Reporting	1	0	7	8
		Other	3	4	19	26
	Total		**21**	**22**	**244**	**287**
THE NEWS	Main Themes	Development Journalism	17	0	11	28
		Democracy and Governance	39	27	85	151
		Conflict Reporting	5	10	60	75
		Gender Biased Reporting	5	1	0	6
	Total		**66**	**38**	**156**	**260**
جنگ	Main Themes	Development Journalism	7	0	34	41
		Democracy and Governance	5	1	60	66
		Conflict Reporting	4	0	60	64
		Gender Biased Reporting	0	0	5	5
		Other	6	1	55	62
	Total		**22**	**2**	**214**	**238**
قدرت	Main Themes	Development Journalism	12	1	66	79
		Democracy and Governance	14	0	46	60
		Conflict Reporting	1	1	28	30
		Gender Biased Reporting	4	1	21	26
		Other	14	1	54	69
	Total		**45**	**4**	**215**	**264**
کاوش	Main Themes	Development Journalism	6	1	15	22
		Democracy and Governance	3	2	20	25
		Conflict Reporting	3	0	8	11
		Gender Biased Reporting	1	0	8	9
		Other	1	0	16	17
	Total		**14**	**3**	**67**	**84**

Following are the findings:

- Though major portion of news stories has neutral positioning by Dawn, but in case of democracy and governance, and conflict reporting it has been recorded as tilting the stories in negative.
- The News is also following the same line as that of Dawn.
- However, Urdu newspapers in majority are framing all segments heavily in neutral fashion, with a considerable number constructing the news items positively.

Name of the Newspaper			Reporting - Balance			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	3	17	20
		Democracy and Governance	1	34	103	138
		Conflict Reporting	2	30	64	96
		Gender Biased Reporting	0	5	3	8
		Other	2	10	14	26
	Total		**5**	**82**	**201**	**288**
THE NEWS	Main Themes	Development Journalism	0	3	25	28
		Democracy and Governance	2	20	129	151
		Conflict Reporting	0	13	62	75
		Gender Biased Reporting	0	0	6	6
	Total		**2**	**36**	**222**	**260**
جنگ	Main Themes	Development Journalism	0	3	38	41
		Democracy and Governance	0	11	55	66
		Conflict Reporting	0	7	57	64
		Gender Biased Reporting	0	0	5	5
		Other	0	6	56	62
	Total		**0**	**27**	**211**	**238**
قدرت	Main Themes	Development Journalism	0	16	63	79
		Democracy and Governance	0	15	45	60
		Conflict Reporting	1	9	20	30
		Gender Biased Reporting	0	7	19	26
		Other	0	17	52	69
	Total		**1**	**64**	**199**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	1	10	11
		Gender Biased Reporting	0	0	9	9
		Other	0	1	16	17
	Total		**0**	**2**	**82**	**84**

Following are the findings:

- Dawn and The News are mostly putting the stories in balance by covering them from multiple angles; however, about 25-30% news stories have been recorded having balance at moderate level.

- Interestingly, Urdu newspapers appears to be more balanced in covering different sides of a story in their contents and more importantly is the state of regional press, which seems relatively either at par with the national press or a little better.

Name of the Newspaper			Reporting - Byline			Total
			Yes	No	Wire Service	
DAWN	Main Themes	Development Journalism	11	8	1	20
		Democracy and Governance	101	34	3	138
		Conflict Reporting	34	28	34	96
		Gender Biased Reporting	5	3	0	8
		Other	20	5	1	26
	Total		**171**	**78**	**39**	**288**
THE NEWS	Main Themes	Development Journalism	12	14	2	28
		Democracy and Governance	83	60	8	151
		Conflict Reporting	34	19	22	75
		Gender Biased Reporting	2	4	0	6
	Total	**131**	**97**	**32**	**260**	
جنگ	Main Themes	Development Journalism	39	0	2	41
		Democracy and Governance	63	0	3	66
		Conflict Reporting	58	0	6	64
		Gender Biased Reporting	4	0	1	5
		Other	53	0	9	62
	Total	**217**	**0**	**21**	**238**	
قدرت	Main Themes	Development Journalism	31	0	48	79
		Democracy and Governance	17	0	43	60
		Conflict Reporting	5	2	23	30
		Gender Biased Reporting	10	1	15	26
		Other	26	0	43	69
	Total		**89**	**3**	**172**	**264**
کاوش	Main Themes	Development Journalism	21	0	1	22
		Democracy and Governance	24	0	1	25
		Conflict Reporting	10	0	1	11
		Gender Biased Reporting	9	0	0	9
		Other	15	2	0	17
	Total		**79**	**2**	**3**	**84**

Following are the findings:

- Almost all newspapers have stories filed by their reporters and correspondents except the stories on conflict, and somewhat democracy and governance.

- Urdu newspapers seem heavily replying on wire services for democracy and governance and conflict reporting. For development news stories, all newspapers have primarily replied on their own sources for the reports.

Editing Dynamics

Name of the Newspaper			Editing - Headlines			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	0	20	20
		Democracy and Governance	4	16	118	138
		Conflict Reporting	1	8	87	96
		Gender Biased Reporting	0	2	6	8
		Other	0	3	23	26
	Total		**5**	**29**	**254**	**288**
THE NEWS	Main Themes	Development Journalism	0	4	24	28
		Democracy and Governance	4	11	136	151
		Conflict Reporting	0	2	73	75
		Gender Biased Reporting	0	0	6	6
	Total		**4**	**17**	**239**	**260**
جنگ	Main Themes	Development Journalism	0	3	38	41
		Democracy and Governance	0	8	58	66
		Conflict Reporting	0	4	60	64
		Gender Biased Reporting	0	0	5	5
		Other	0	5	57	62
	Total		**0**	**20**	**218**	**238**
قدرت	Main Themes	Development Journalism	1	18	60	79
		Democracy and Governance	0	13	47	60
		Conflict Reporting	0	6	24	30
		Gender Biased Reporting	0	9	17	26
		Other	0	17	52	69
	Total		**1**	**63**	**200**	**264**
کاوش	Main Themes	Development Journalism	0	0	21	21
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	0	10	10
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**0**	**0**	**82**	**82**

Following are the findings:

- Headlines for nearly all themes have found to be strong especially when it comes to democracy and governance as most of them they were the lead stories. Some stories by Dawn did not have strong headlines rather very sketchy and one needs to go through the Intro to understand the crux of story.

- Similarly, stories of development journalism and conflict and gender have also been found to be having strong headlines giving maximum details of the event, which can make the skippers understand what is inside of the news item.

Name of the Newspaper			Editing - Intro			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	19	20
		Democracy and Governance	0	14	123	137
		Conflict Reporting	0	2	93	95
		Gender Biased Reporting	0	2	6	8
		Other	0	5	21	26
	Total		**0**	**24**	**262**	**286**
THE NEWS	Main Themes	Development Journalism	0	3	25	28
		Democracy and Governance	0	10	141	151
		Conflict Reporting	0	7	68	75
		Gender Biased Reporting	0	0	6	6
	Total		**0**	**20**	**240**	**260**
جنگ	Main Themes	Development Journalism	0	2	39	41
		Democracy and Governance	0	2	64	66
		Conflict Reporting	0	0	64	64
		Gender Biased Reporting	0	0	5	5
		Other	0	5	57	62
	Total		**0**	**9**	**229**	**238**
قدرت	Main Themes	Development Journalism	1	17	61	79
		Democracy and Governance	1	22	37	60
		Conflict Reporting	1	9	20	30
		Gender Biased Reporting	0	5	21	26
		Other	0	24	45	69
	Total		**3**	**77**	**184**	**264**
کاوش	Main Themes	Development Journalism	0	0	1	1
		Democracy and Governance	0	0	1	1
		Conflict Reporting	0	0	2	2
		Other	0	0	1	1
	Total		**0**	**0**	**5**	**5**

Following are the findings:

- Daily Jang stands distinguished in developing a good intro, while Daily Kawish also seems to be doing good at it.
- However, English language dailies although have been developing good intro of stories on all themes, nonetheless, some stories on democracy and governance segment are found to be at moderate level in intro construction.

Name of the Newspaper			Editing - Kicker			Total
			Weak	Moderate	Strong	
THE NEWS	Main Themes	Development Journalism	0	0	1	1
		Democracy and Governance	0	0	1	1
		Conflict Reporting	0	1	0	1
	Total		**0**	**1**	**2**	**3**
جہاں	Main Themes	Development Journalism	0	1	40	41
		Democracy and Governance	0	4	62	66
		Conflict Reporting	0	7	57	64
		Gender Biased Reporting	0	0	5	5
		Other	0	4	58	62
قدرت	Main Themes	Development Journalism	0	24	55	79
		Democracy and Governance	0	11	49	60
		Conflict Reporting	1	8	21	30
		Gender Biased Reporting	0	9	17	26
		Other	0	17	52	69
	Total		**1**	**69**	**194**	**264**
کاوش	Main Themes	Development Journalism	0	0	1	1
	Total		**0**	**0**	**1**	**1**

Following are the findings:

- Not all English newspapers have kickers or deckers in their headline structure.
- However, Urdu newspapers stand parallel to each other in giving details of the stories in either kickers of deckers as part of the main headline.

Name of the Newspaper			Editing - Word Usage			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	19	20
		Democracy and Governance	2	25	111	138
		Conflict Reporting	2	22	72	96
		Gender Biased Reporting	0	3	5	8
		Other	0	3	23	26
	Total		**4**	**54**	**230**	**288**
THE NEWS	Main Themes	Development Journalism	0	3	25	28
		Democracy and Governance	2	19	130	151
		Conflict Reporting	0	8	67	75
		Gender Biased Reporting	0	2	4	6
	Total		**2**	**32**	**226**	**260**
جنگ	Main Themes	Development Journalism	0	2	39	41
		Democracy and Governance	0	8	58	66
		Conflict Reporting	0	7	57	64
		Gender Biased Reporting	0	0	5	5
		Other	0	4	58	62
	Total		**0**	**21**	**217**	**238**
قدرت	Main Themes	Development Journalism	0	18	61	79
		Democracy and Governance	0	13	47	60
		Conflict Reporting	0	3	27	30
		Gender Biased Reporting	0	8	18	26
		Other	1	17	51	69
	Total		**1**	**59**	**204**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	3	22	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	1	16	17
	Total		**0**	**4**	**80**	**84**

Following are the findings:

- Without much difference, nearly all newspapers have been recorded on using appropriate words in almost all themes except democracy and governance. The major reason for this exception is, in fact, putting the utterances of prominent political personalities in headlines.

- English newspapers have been found to be relatively less careful in the use of words, their difficulty level, and appropriateness especially in democracy and governance domain.

Name of the Newspaper			Editing - Sentence Structure			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	3	17	20
		Democracy and Governance	0	6	131	137
		Conflict Reporting	0	5	90	95
		Gender Biased Reporting	0	0	8	8
		Other	0	4	22	26
	Total		**0**	**18**	**268**	**286**
THE NEWS	Main Themes	Development Journalism	0	2	26	28
		Democracy and Governance	0	13	138	151
		Conflict Reporting	0	4	71	75
		Gender Biased Reporting	0	0	6	6
	Total		**0**	**19**	**241**	**260**
جنگ	Main Themes	Development Journalism	0	4	37	41
		Democracy and Governance	0	13	53	66
		Conflict Reporting	0	6	58	64
		Gender Biased Reporting	0	0	5	5
		Other	0	11	51	62
	Total		**0**	**34**	**204**	**238**
قدرت	Main Themes	Development Journalism	1	17	61	79
		Democracy and Governance	0	18	42	60
		Conflict Reporting	0	6	24	30
		Gender Biased Reporting	0	9	17	26
		Other	0	16	53	69
	Total		**1**	**66**	**197**	**264**
کاوش	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	1	16	17
	Total		**0**	**2**	**82**	**84**

Following are the findings:

- English newspapers' sentence structure for stories in nearly all domains has been recorded to be good, with an exception of some of the stories in democracy and governance.
- Nonetheless, Urdu newspapers have been found to be a little careless in this regard and are using long sentences, whereby losing meanings in some cases.

Name of the Newspaper			Editing Placement						Total
			FP Upper	FP Lower	BP Upper	BP Lower	City Page Upper	City Page Lower	
DAWN	Main Themes	Development Journalism	8	0	0	0	8	4	20
		Democracy and Governance	40	25	5	2	35	31	138
		Conflict Reporting	28	12	25	11	10	10	96
		Gender Biased Reporting	0	1	2	0	3	2	8
		Other	6	7	4	0	3	6	26
	Total		**82**	**45**	**36**	**13**	**59**	**53**	**288**
THE NEWS	Main Themes	Development Journalism	2	2	4	1	8	11	28
		Democracy and Governance	55	21	39	10	11	15	151
		Conflict Reporting	24	11	18	6	11	5	75
		Gender Biased Reporting	1	0	1	0	2	2	6
	Total		**82**	**34**	**62**	**17**	**32**	**33**	**260**
جنگ	Main Themes	Development Journalism	11	5	5	5	7	8	41
		Democracy and Governance	23	7	12	4	14	6	66
		Conflict Reporting	26	6	9	5	14	4	64
		Gender Biased Reporting	1	1	0	0	2	1	5
		Other	16	5	8	7	19	7	62
	Total		**77**	**24**	**34**	**21**	**56**	**26**	**238**
قدرت	Main Themes	Development Journalism	18	13	10	11	13	14	79
		Democracy and Governance	9	11	6	11	14	9	60
		Conflict Reporting	9	6	3	6	2	4	30
		Gender Biased Reporting	4	3	6	4	3	6	26
		Other	9	8	10	13	9	20	69
	Total		**49**	**41**	**35**	**45**	**41**	**53**	**264**
کاوش	Main Themes	Development Journalism	7	1	13	1	0	0	22
		Democracy and Governance	13	0	9	3	0	0	25
		Conflict Reporting	4	0	6	0	0	0	10
		Gender Biased Reporting	1	0	6	2	0	0	9
		Other	1	1	14	1	0	0	17
	Total		**26**	**2**	**48**	**7**	**0**	**0**	**83**

Following are the findings:

- A rather complex picture has appeared while evaluating placement of a news story on the front, back and city pages. For Dawn, stories of local development journalism are placed on the city pages; however, most of them are put up on upper half of the page(s). And, stories of national significance are placed on front and back pages with good headlines and splashing across multiple columns. The News, however, seems to have treated most of the development stories for city pages only.

- Politics being favourite of all have found enough space on front pages of all newspapers, however, Dawn seems to be an exception that is making distinction between political news stories of national or local concerns and is placing them accordingly.

- Most of conflict stories of regional concern are placed by all the newspapers on front pages, and have placed stories of domestic violence etc. on city pages.

- English newspapers are placing the gender based stories on city pages only.

Management Issues

Name of the Newspaper			Management - Journalistic Autonomy			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	3	4	13	20
		Democracy and Governance	31	5	102	138
		Conflict Reporting	41	17	38	96
		Gender Biased Reporting	3	1	4	8
		Other	5	5	16	26
	Total		**83**	**32**	**173**	**288**
THE NEWS	Main Themes	Development Journalism	0	1	27	28
		Democracy and Governance	0	13	138	151
		Conflict Reporting	3	15	57	75
		Gender Biased Reporting	0	0	6	6
	Total		**3**	**29**	**228**	**260**
جنگ	Main Themes	Development Journalism	0	3	38	41
		Democracy and Governance	0	0	66	66
		Conflict Reporting	0	3	61	64
		Gender Biased Reporting	0	0	5	5
		Other	0	2	60	62
	Total		**0**	**8**	**230**	**238**
قدرت	Main Themes	Development Journalism	0	21	58	79
		Democracy and Governance	0	11	49	60
		Conflict Reporting	1	12	17	30
		Gender Biased Reporting	0	7	19	26
		Other	0	12	57	69
	Total		**1**	**63**	**200**	**264**
کاوش	Main Themes	Development Journalism	0	0	20	20
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**0**	**0**	**82**	**82**

Following are the findings:

- Dawn's reporters do not seem to be enjoying enough freedom / autonomy to report on our major themes except development journalism.
- However, rest of the newspapers' reports indicates that there is a huge autonomy with the reporters in selection of the stories and then reporting them.

Name of the Newspaper			Management- Reliance on		Total
			Primary Sources	Secondary Sources	
DAWN	Main Themes	Development Journalism	18	2	20
		Democracy and Governance	129	9	138
		Conflict Reporting	64	32	96
		Gender Biased Reporting	6	2	8
		Other	17	9	26
	Total		**234**	**54**	**288**
THE NEWS	Main Themes	Development Journalism	27	1	28
		Democracy and Governance	150	1	151
		Conflict Reporting	72	3	75
		Gender Biased Reporting	6	0	6
	Total		**255**	**5**	**260**
جنگ	Main Themes	Development Journalism	35	6	41
		Democracy and Governance	58	8	66
		Conflict Reporting	56	8	64
		Gender Biased Reporting	5	0	5
		Other	54	8	62
	Total		**208**	**30**	**238**
قدرت	Main Themes	Development Journalism	26	53	79
		Democracy and Governance	22	38	60
		Conflict Reporting	5	25	30
		Gender Biased Reporting	5	21	26
		Other	17	52	69
	Total		**75**	**189**	**264**
کاوش	Main Themes	Development Journalism	21	0	22
		Democracy and Governance	23	2	25
		Conflict Reporting	8	2	11
		Gender Biased Reporting	9	0	9
		Other	17	0	17
	Total		**78**	**4**	**82**

Following are the findings:

- As expected, the results in the management and administration perspective of national regional media are almost predictable. National media organizations are more often found to be relying on their own resources for reporting events in our chosen domains while regional, due to lack of resources, have been found to be dependent on wire services.

- This is also as per expectations, news stories related to conflict sub-themes are heavily coming from secondary sources including national and international wire services, ISPR and other government offices.

Name of the Newspaper			Management - Professional vs Organizational Conflict			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	20	0	0	20
		Democracy and Governance	136	0	2	138
		Conflict Reporting	91	5	0	96
		Gender Biased Reporting	7	1	0	8
		Other	25	1	0	26
	Total		**279**	**7**	**2**	**288**
THE NEWS	Main Themes	Development Journalism	27	1	0	28
		Democracy and Governance	142	9	0	151
		Conflict Reporting	72	3	0	75
		Gender Biased Reporting	6	0	0	6
	Total		**247**	**13**	**0**	**260**
جنگ	Main Themes	Development Journalism	0	0	41	41
		Democracy and Governance	0	3	63	66
		Conflict Reporting	0	1	63	64
		Gender Biased Reporting	0	1	4	5
		Other	0	0	62	62
	Total		**0**	**5**	**233**	**238**
قدرت	Main Themes	Development Journalism	3	20	56	79
		Democracy and Governance	1	18	41	60
		Conflict Reporting	2	10	18	30
		Gender Biased Reporting	0	8	18	26
		Other	0	10	59	69
	Total		**6**	**66**	**192**	**264**
کاوش	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	1	1	23	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**1**	**1**	**82**	**84**

Following are the findings:

- Conflict of interest between the organizational objectives and professional preferences of journalists is an important point of concern for media world over. Here in our case, it has been found that the level of conflict between the preferences of media organizations and media professionals is found at a minimum level; however, it exists to a greater extent in the regional media organizations.

- It can be inferred from some of other studies conducted in the area that regional media organizations are not huge in size and their proprietors are usually involved in micro-level management of their media contents; hence, conflict is a natural outcome, unlike the national and huge media organizations.

Name of the Newspaper			Management - Logistics			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	1	4	15	20
		Democracy and Governance	9	20	109	138
		Conflict Reporting	35	19	42	96
		Gender Biased Reporting	2	2	4	8
		Other	8	7	11	26
	Total		**55**	**52**	**181**	**288**
THE NEWS	Main Themes	Development Journalism	2	4	22	28
		Democracy and Governance	6	13	132	151
		Conflict Reporting	20	12	43	75
		Gender Biased Reporting	2	0	4	6
	Total		**30**	**29**	**201**	**260**
جنگ	Main Themes	Development Journalism	0	0	41	41
		Democracy and Governance	0	2	64	66
		Conflict Reporting	0	4	60	64
		Gender Biased Reporting	0	0	5	5
		Other	0	0	62	62
	Total		**0**	**6**	**232**	**238**
قدرت	Main Themes	Development Journalism	0	7	72	79
		Democracy and Governance	0	10	50	60
		Conflict Reporting	0	12	18	30
		Gender Biased Reporting	0	6	20	26
		Other	0	9	60	69
	Total		**0**	**44**	**220**	**264**
کاوش	Main Themes	Development Journalism	0	2	20	22
		Democracy and Governance	0	1	24	25
		Conflict Reporting	0	0	11	11
		Gender Biased Reporting	0	0	9	9
		Other	0	0	17	17
	Total		**0**	**3**	**81**	**84**

Following are the findings:

- We have found that the provision of logistics for covering events and developing investigative reports is a problem for regional and national media alike.

- Interestingly, reporting conflict does not seem to be a problem area in many of the cases. Probably, the main reason for this finding is access to conflict ridden areas; hence, usually it is hardly desired and demanded by the journalists to provide with them the necessary logistics, transports etc. to cover the stories in the conflict zones. Additionally, the stories of conflict from Balochistan, FATA and Afghanistan are mainly received from both official sources and international agencies, and scantly from the correspondents from the regions.

Name of the Newspaper			Management - Topic Selection		Total
			Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	20	20
		Democracy and Governance	13	125	138
		Conflict Reporting	9	87	96
		Gender Biased Reporting	2	6	8
		Other	4	22	26
	Total		**28**	**260**	**288**
THE NEWS	Main Themes	Development Journalism	1	26	27
		Democracy and Governance	7	144	151
		Conflict Reporting	3	72	75
		Gender Biased Reporting	0	6	6
	Total		**11**	**248**	**259**
جنگ	Main Themes	Development Journalism	0	41	41
		Democracy and Governance	0	66	66
		Conflict Reporting	0	64	64
		Gender Biased Reporting	0	5	5
		Other	0	62	62
	Total		**0**	**238**	**238**
قدرت	Main Themes	Development Journalism	21	58	79
		Democracy and Governance	8	52	60
		Conflict Reporting	4	26	30
		Gender Biased Reporting	5	21	26
		Other	22	47	69
	Total		**60**	**204**	**264**
کاوش	Main Themes	Development Journalism	1	21	22
		Democracy and Governance	3	22	25
		Conflict Reporting	1	10	11
		Gender Biased Reporting	0	9	9
		Other	1	16	17
	Total		**6**	**78**	**84**

Following are the findings:

- Selection of topics for reporting in the respective areas of journalists has not been found to be a major concern.

Name of the Newspaper			Management - Space given to news contents vs advertisements			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	4	16	20
		Democracy and Governance	4	27	107	138
		Conflict Reporting	8	38	50	96
		Gender Biased Reporting	2	5	1	8
		Other	1	8	17	26
	Total		**15**	**82**	**191**	**288**
THE NEWS	Main Themes	Development Journalism	4	7	17	28
		Democracy and Governance	41	72	38	151
		Conflict Reporting	24	28	23	75
		Gender Biased Reporting	0	3	3	6
	Total		**69**	**110**	**81**	**260**
جنگ	Main Themes	Development Journalism	0	4	37	41
		Democracy and Governance	0	2	64	66
		Conflict Reporting	0	5	59	64
		Gender Biased Reporting	0	1	4	5
		Other	0	2	60	62
	Total		**0**	**14**	**224**	**238**
قدرت	Main Themes	Development Journalism	2	19	58	79
		Democracy and Governance	0	16	44	60
		Conflict Reporting	0	9	21	30
		Gender Biased Reporting	0	5	21	26
		Other	1	19	49	69
	Total		**3**	**68**	**193**	**264**
کاوش	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	0	25	25
		Conflict Reporting	0	1	10	11
		Gender Biased Reporting	0	0	9	9
		Other	0	2	15	17
	Total		**0**	**4**	**80**	**84**

Following are the findings:

- Except The News, problem of space for news in comparison with advertisement has not been found to be a major problem area. Majority of the newspapers have been seen in a balance in terms of space allocated to news hole and advertisement hole.

Photojournalism

Name of the Newspaper			Photo Journalism - Relevance			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	2	1	4	7
		Democracy and Governance	26	1	17	44
		Conflict Reporting	4	1	21	26
		Gender Biased Reporting	1	0	1	2
		Other	2	0	3	5
	Total		**35**	**3**	**46**	**84**
THE NEWS	Main Themes	Development Journalism	4	1	2	7
		Democracy and Governance	9	1	10	20
		Conflict Reporting	4	2	9	15
	Total		**17**	**4**	**21**	**42**
جہاں	Main Themes	Democracy and Governance	0	0	2	2
		Conflict Reporting	0	0	3	3
		Other	0	0	1	1
	Total		**0**	**0**	**6**	**6**
قدرت	Main Themes	Development Journalism	0	0	2	2
		Democracy and Governance	0	1	3	4
		Conflict Reporting	0	1	0	1
		Gender Biased Reporting	0	0	2	2
		Other	0	0	1	1
	Total		**0**	**2**	**8**	**10**
کاوش	Main Themes	Development Journalism	0	0	5	5
		Democracy and Governance	0	0	3	3
		Conflict Reporting	0	0	3	3
		Other	0	0	3	3
	Total		**0**	**0**	**14**	**14**

Following are the findings:

- Dawn, in use of photos for the reports, does not seem to be strong when it comes to placing right photos for the right news stories, especially in the domain of democracy and governance. In the domain of conflict reporting, it is found to be performing better.
- The News and other newspapers are also facing the same problems in terms of placing right photo for the right story.
- Nonetheless, regional newspapers do not have enough photos for their stories; hence, they have not relied much on photojournalism.

Name of the Newspaper			Photo Journalism - Visibility			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	4	40	44
		Conflict Reporting	1	2	23	26
		Gender Biased Reporting	0	0	2	2
		Other	0	1	4	5
	Total		**1**	**7**	**76**	**84**
THE NEWS	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	2	18	20
		Conflict Reporting	0	1	14	15
	Total		**0**	**3**	**39**	**42**
جنگ	Main Themes	Democracy and Governance	0	0	2	2
		Conflict Reporting	0	0	3	3
		Other	0	0	1	1
	Total		**0**	**0**	**6**	**6**
قدرت	Main Themes	Development Journalism	0	1	1	2
		Democracy and Governance	0	0	4	4
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	1	1	2
		Other	0	0	1	1
	Total		**0**	**2**	**8**	**10**
کاوش	Main Themes	Development Journalism	0	0	5	5
		Democracy and Governance	0	1	2	3
		Conflict Reporting	0	0	3	3
		Other	0	0	3	3
	Total		**0**	**1**	**13**	**14**

Following are the findings:

- Nearly all newspapers have been seen performing better in making the photos visible to readers, once placed with any story.

Name of the Newspaper			Photo Journalism - Caption			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	6	7
		Democracy and Governance	0	4	40	44
		Conflict Reporting	1	0	25	26
		Gender Biased Reporting	0	0	2	2
		Other	0	0	5	5
	Total		**1**	**5**	**78**	**84**
THE NEWS	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	1	19	20
		Conflict Reporting	0	0	15	15
	Total		**0**	**1**	**41**	**42**
جنگ	Main Themes	Democracy and Governance	0	0	2	2
		Conflict Reporting	0	0	3	3
		Other	0	0	1	1
	Total		**0**	**0**	**6**	**6**
قدرت	Main Themes	Development Journalism	0	0	2	2
		Democracy and Governance	0	0	4	4
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	2	2
		Other	0	0	1	1
	Total		**0**	**0**	**10**	**10**
کاوش	Main Themes	Development Journalism	0	0	5	5
		Democracy and Governance	0	0	3	3
		Conflict Reporting	0	0	3	3
		Other	0	0	3	3
	Total		**0**	**0**	**14**	**14**

Following are the findings:

- National newspapers are performing well in constructing good captions for the photos placed with the stories.
- However, the regional media needs to be trained in developing strong captions, placing appropriate words capable of communicating meaningful messages to their readers.

Name of the Newspaper			Photo Journalism - Caption			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	6	7
		Democracy and Governance	0	0	44	44
		Conflict Reporting	0	7	19	26
		Gender Biased Reporting	0	0	2	2
		Other	0	1	4	5
	Total		**0**	**9**	**75**	**84**
THE NEWS	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	1	2	17	20
		Conflict Reporting	0	3	12	15
	Total		**1**	**5**	**36**	**42**
جنگ	Main Themes	Democracy and Governance	0	0	2	2
		Conflict Reporting	0	0	3	3
		Other	0	0	1	1
	Total		**0**	**0**	**6**	**6**
قدرت	Main Themes	Development Journalism	0	1	1	2
		Democracy and Governance	0	0	4	4
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	2	2
		Other	0	0	1	1
	Total		**0**	**1**	**9**	**10**
کاوش	Main Themes	Development Journalism	0	0	5	5
		Democracy and Governance	0	0	3	3
		Conflict Reporting	0	0	3	3
		Other	0	0	3	3
	Total		**0**	**0**	**14**	**14**

Following are the findings:

- With quite a few exceptions, nearly all newspapers have demonstrated a greater degree of responsibility towards putting the photos caring ethics.

Name of the Newspaper			Photo Journalism - Caption			Total
			Weak	Moderate	Strong	
DAWN	Main Themes	Development Journalism	0	1	6	7
		Democracy and Governance	0	6	38	44
		Conflict Reporting	1	1	24	26
		Gender Biased Reporting	0	0	2	2
		Other	0	2	3	5
	Total		**1**	**10**	**73**	**84**
THE NEWS	Main Themes	Development Journalism	0	1	6	7
		Democracy and Governance	0	2	21	23
		Conflict Reporting	0	0	13	13
	Total		**0**	**3**	**40**	**43**
جنگ	Main Themes	Democracy and Governance	0	0	2	2
		Conflict Reporting	0	0	3	3
		Other	0	0	1	1
	Total		**0**	**0**	**6**	**6**
قدرت	Main Themes	Development Journalism	0	0	2	2
		Democracy and Governance	0	0	4	4
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	2	2
		Other	0	1	0	1
	Total		**0**	**1**	**9**	**10**
کاوش	Main Themes	Development Journalism	0	0	5	5
		Democracy and Governance	0	0	3	3
		Conflict Reporting	0	0	3	3
		Other	0	0	3	3
	Total		**0**	**0**	**14**	**14**

Following are the findings:

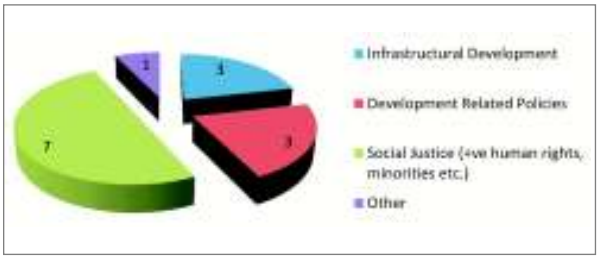
- There does not seem to have any noticeable problem with the newspapers in terms of placement of the photos.

ELECTRONIC MEDIA

Electronic media component includes 9'o (pm) clock bulletins of Geo News, ARY News, Dan News, KTN News (Sindhi), Khyber News (Pushto) and VSH News (Baochi). One radio bulletin of 107.4, Samaa Radio has also been included to assess the training needs of journalists.

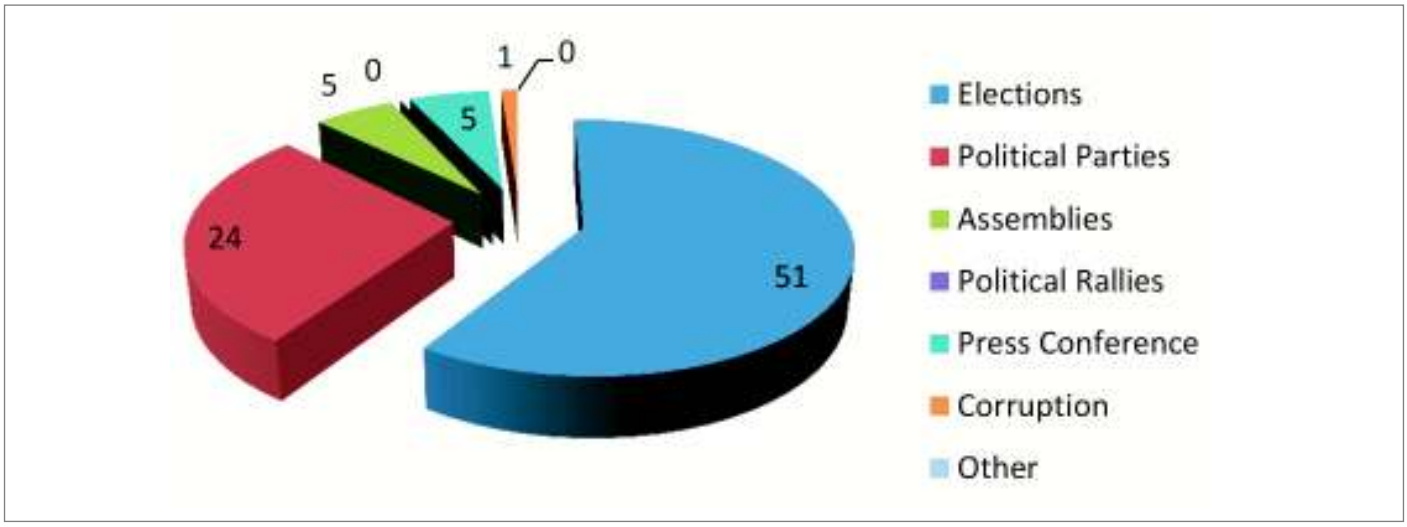
Following tables explains the main themes and their sub-dimensions and the way our chosen channels covered / treated them:

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
5	5	1	12	23



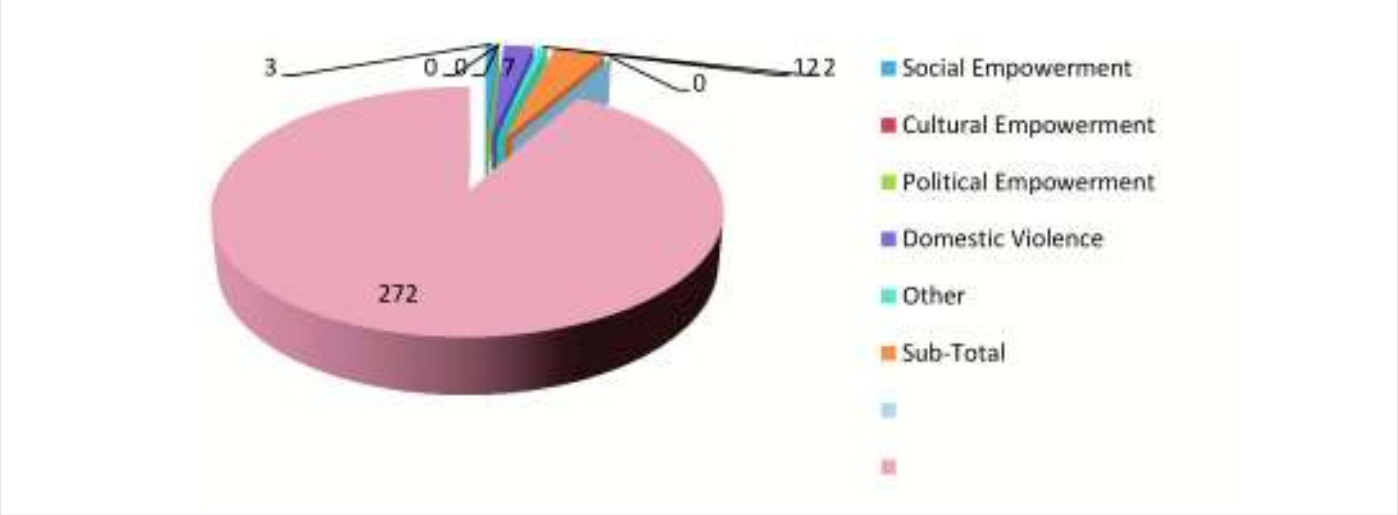
Geo News has given equal coverage to infrastructural development and development related policies. Out of 23 news items, 10 news combines were from infrastructure development and development related polices. The most neglected area was social justice as only one news item was given space out of 23. Overall a satisfactory trend Geo News demonstrated towards the development journalism. About 8.4 % coverage was given to development journalism. It looked little lesser but we have to see that two big election campaigns of local bodies election and NA 122 by-election were also there in this month.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
44	58	5	1	28	15	0	151



Out of a total of 272 news items, 151 (55.5%) news are from the democracy and governance domain, which shows that a very strong coverage is given to Democracy and Governance. Within this category, the main focus is on political parties, their leaders and their statements. The other highlighting feature of this variable is elections news. NA 122 election news remained at top in this variable. As this was not an ordinary by-election, the leadership of two big parties was deeply involved in it so this might be one of the reasons for extensive coverage of election news.

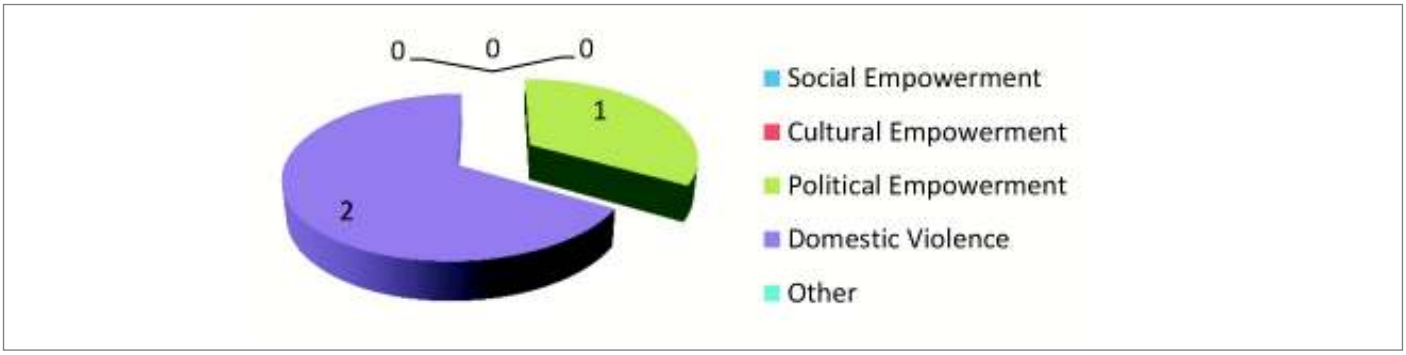
Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
5	11	1	10	4	1	26	28	86



Out of 272 news items, 86 (31.61 %) are from conflict reporting domain. After democracy and governance, the most covered area by Geo News is conflict reporting. Within this domain, the most covered area is social justice, of which most of the time was given to news about the violation of human rights. Another area which got more attention in this variable was from regional conflict (26 news items). However, operation Zarb e Azab and Sectarian conflict got almost equal attention.

In conflict reporting regime, the channel relied mainly on secondary resources (ISPR, wires services etc.). Specially in Zarb e Azab, Balochistan conflict and Taliban issues, more reliance was on ISPR tweets and statement from the government officials. For instance, 'first Pakistan drone plane strikes North Waziristan and killed five people', which was on based only on ISPR tweet/statement.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
3	0	0	7	2	12	**272**



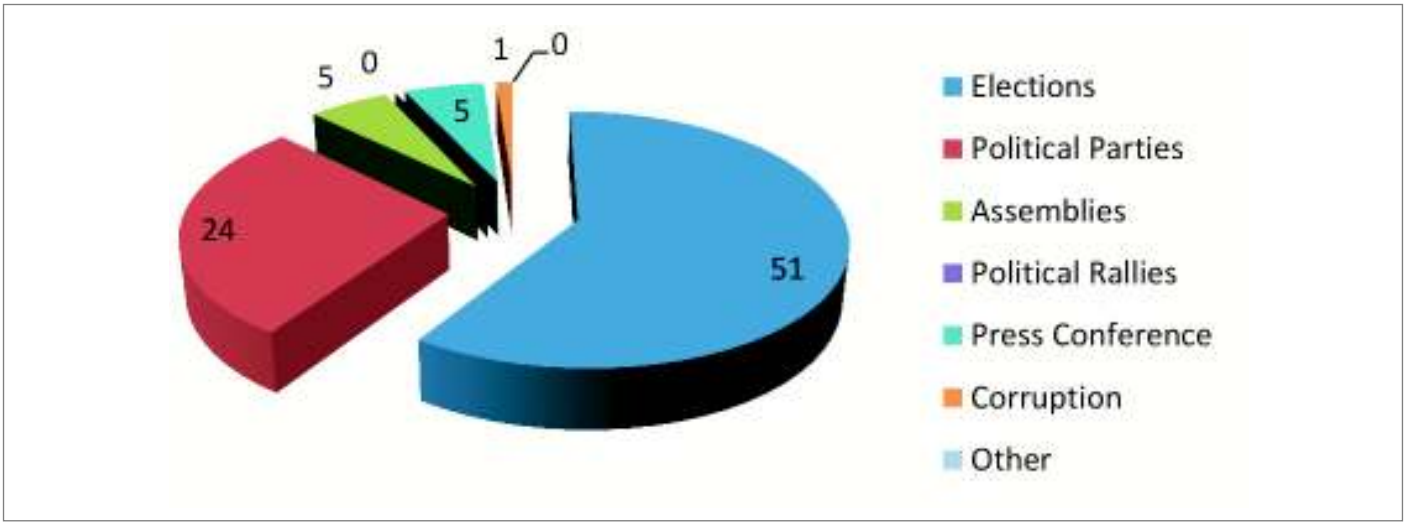
Gender biased reporting was less covered area among the four variables. Geo News covered only 12 (4.41 %) news items from gender biased reporting. The main area which got attention is this variable was domestic violence. Seven news items (58.33 %) of news were from 12 news items, which shows that domestic violence had precedence over kinds of issues. However, less coverage is given to social empowerment and most neglected news from this variable was issues related to cultural and political empowerment.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
3	2	3	18	26



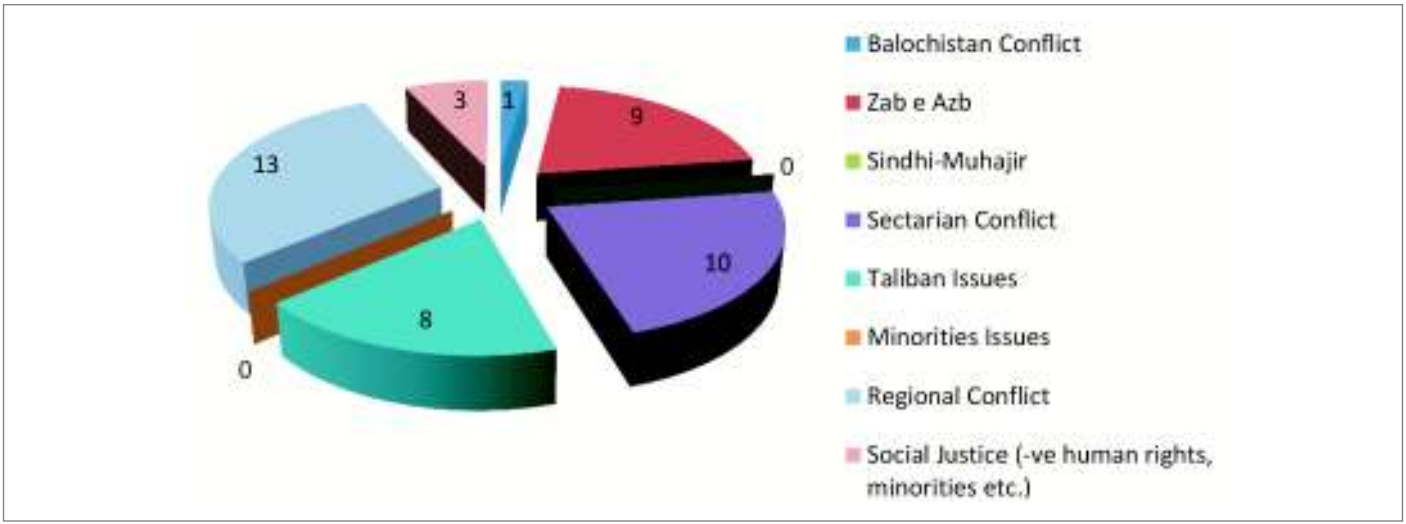
Out of 146 news items, only 26 (17.80 %) news items are related to development journalism. However, infrastructural development news was 11.56 percent of the total stories of development journalism. Similarly, development related policies got lesser coverage than infrastructure development. The portion of other is very higher, one of the reasons for higher frequency of other is the earth quake related news and policies for earth quake recoveries were placed there.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
14	21	3	14	9	3	9	73



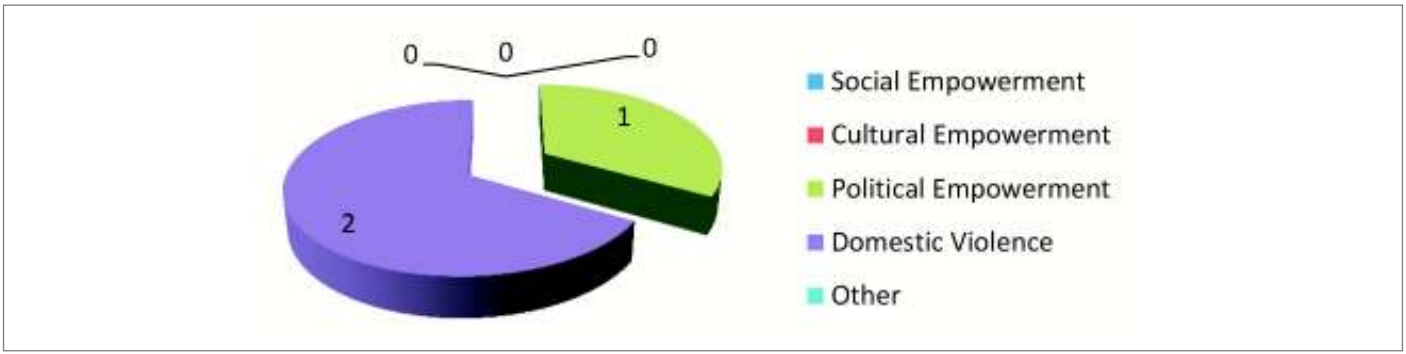
ARY News broadcasting about democracy and governance was also higher. 73 news stories (50 %) out of 146 total news items were from democracy and governance. Among the sub variables, election news coverage and political parties were given extensive coverage within this domain. 35 news items (47 %) out of 73 were related to election and political parties.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
1	9	0	10	8	0	13	3	44



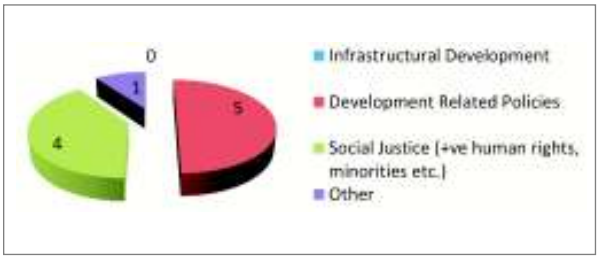
44 news stories (30 %) out of 146 were concerning conflict news. After democracy and governance domain, conflict reporting got healthy attention. ARY News, however, gave less attention to Balochistan conflict. Similarly, minority issues did not get any coverage from ARY News. Like Geo News, ARY News was also more focused on regional conflict and Zarb e Azab.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
0	0	1	2	0	3	146



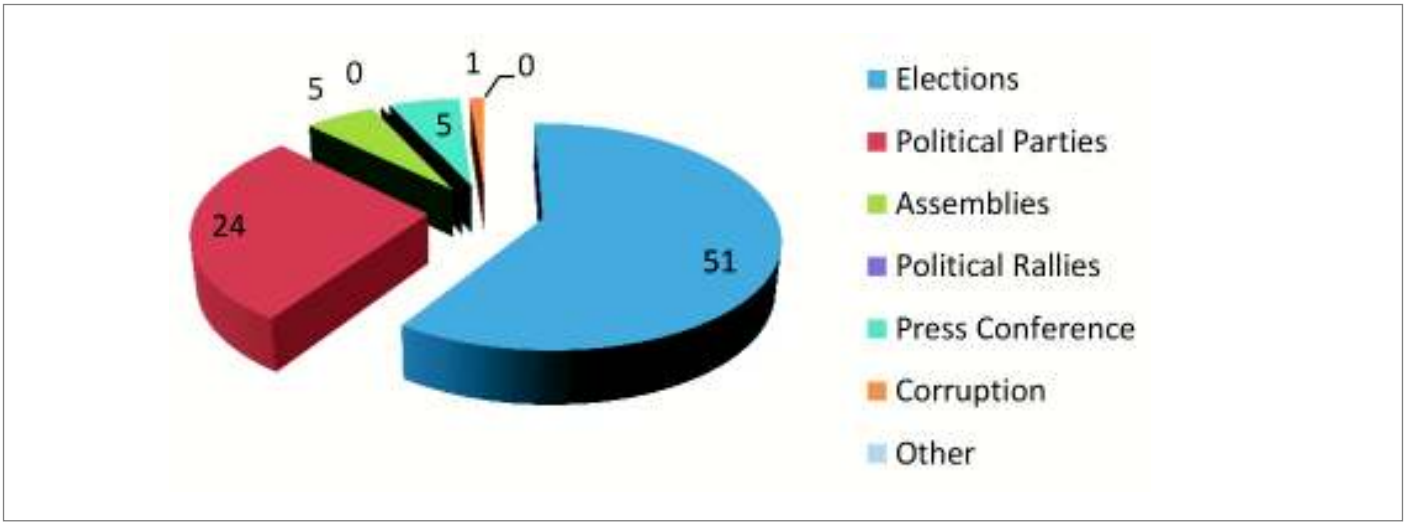
Again the same pattern is being observed in this variable. The gender biased reporting got the lesser coverage among the entire four variables. Three stories (2.05 percent) only from gender biased reporting were included in this variable, which again shows that women related news were the most neglected portion of this variable. We do not find any single news items from social and cultural empowerment of women. Among the sub-variables of this, class domestic violence is most covered area. Two news stories (66.66 percent) out of 3 were from domestic violence. So it looks obvious that women got more place in news when they are victims of domestic violence.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
0	5	4	1	10



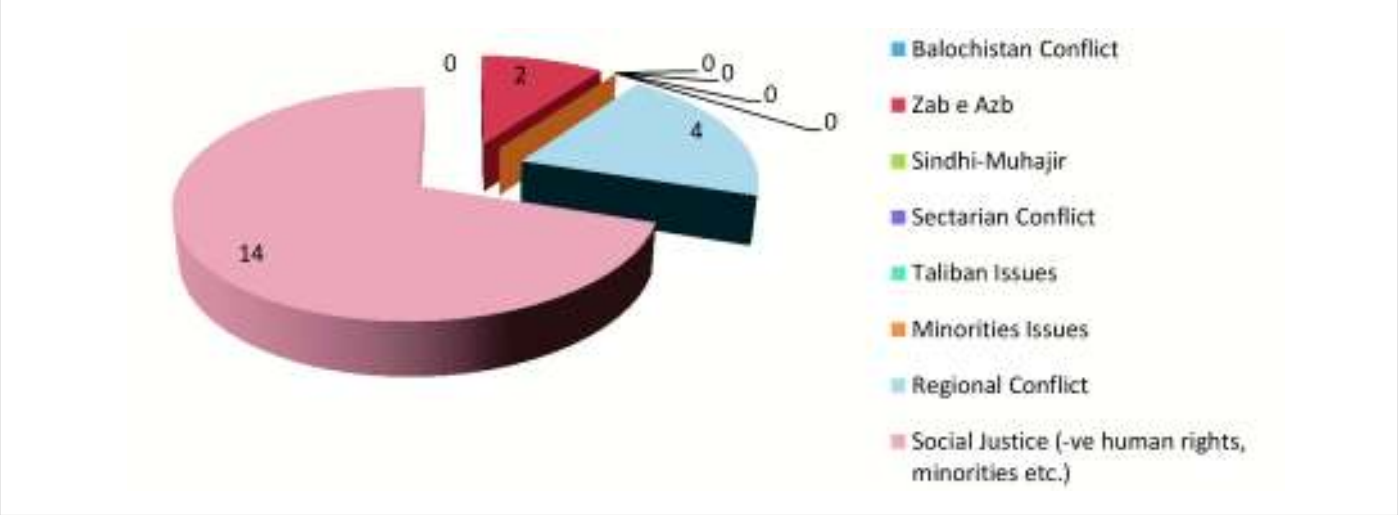
Out of 129 news items, 10 (7.75 %) were from the development journalism. However, it looks that Dawn News highlighted Development related policies but neglected infrastructure Development. Five stories (50 percent) out of 10 are related to development related policies. The main reason, probably, was by-election of Lahore, which forced the government to announce more development related policies.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
19	11	7	0	13	3	0	53



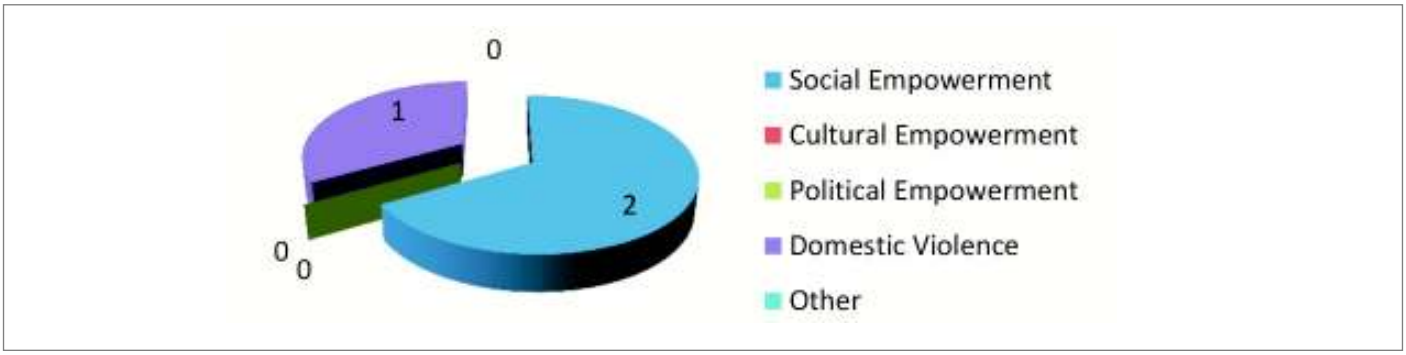
53 news stories (41 %) of Dawn News were related to the variable Democracy and Governance. The main areas election, political parties, press conference got 70 % reporting in this variable. However, corruption news got little space (5 %) and attention.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
0	6	1	4	9	5	18	9	52



Dawn news gave high coverage to conflict News. 52 news items (40 %) out of 129 are related to conflict news. However, conflict news of Dawn News are much higher than the ARY and Geo News. Geo News and ARY News gave about 30% coverage to conflict News. Other trends are almost the same, regional conflict are at top.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
2	3	0	8	1	14	129



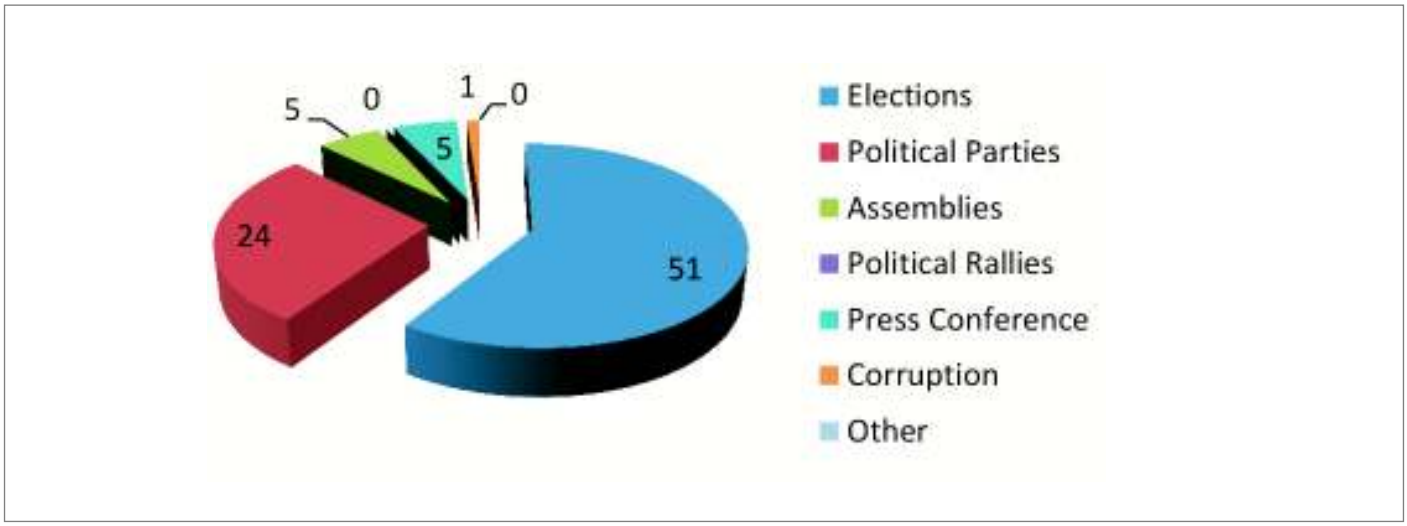
Gender Biased reports were 14 (10 %) out of 129, which are very high as compare to ARY News and Geo News. Geo News gave almost 4 % coverage to gender related issues. Similarly, ARY News has given 2% coverage to gender and conflict news. However, Dawn News of this variable is much higher as compare to ARY News and Geo News. Dawn News gave some coverage to cultural Empowerment also. One thing is common in all the news channels that Dawn News, ARY News, and ARY News gave highest coverage to domestic violence.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
0	23	0	32	55



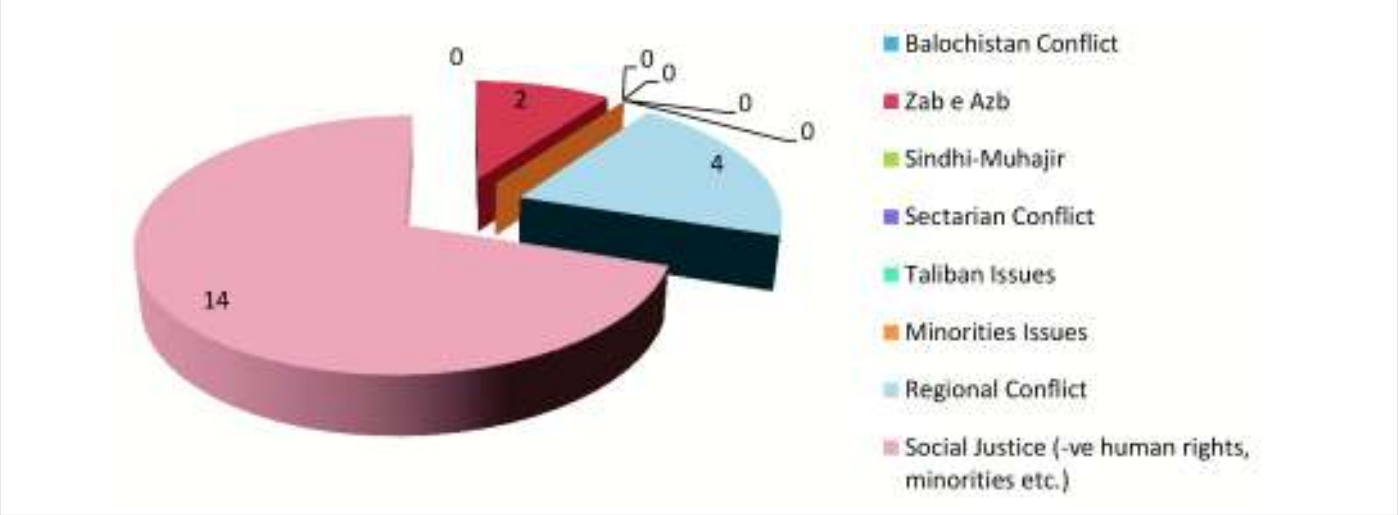
Out of 215 news items, 55 (25%) are related to development issues. The development related policies remained at top, but infrastructural developments news was not given enough coverage. This is unlike regional newspapers trend.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
25	36	8	0	10	0	0	79



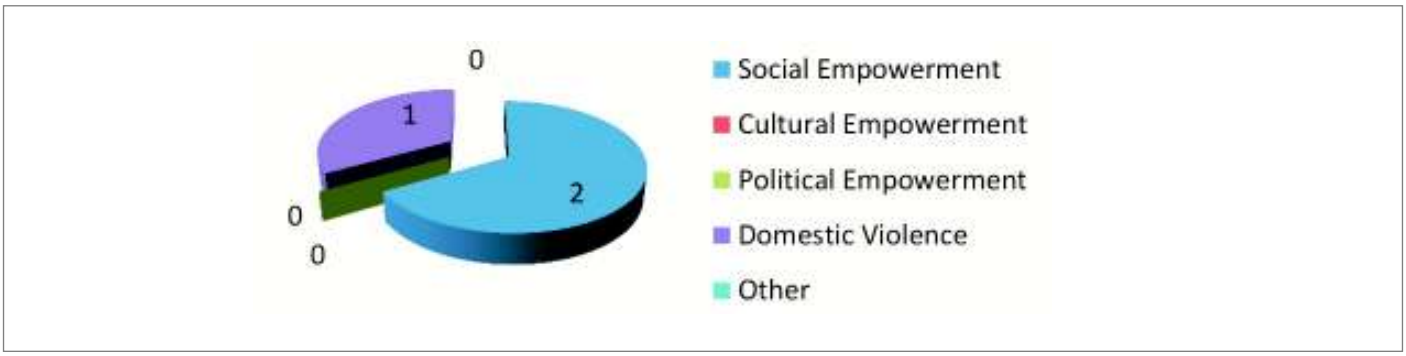
79 news items (36.74%) out of 215 were from Democracy and Governance domain. Again election and political parties' coverage are at the top. So, it looks that main stream Urdu News channels and Balochi language channel VSH gave equal importance to Democracy and Governance.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
19	5	19	12	1	0	20	22	79



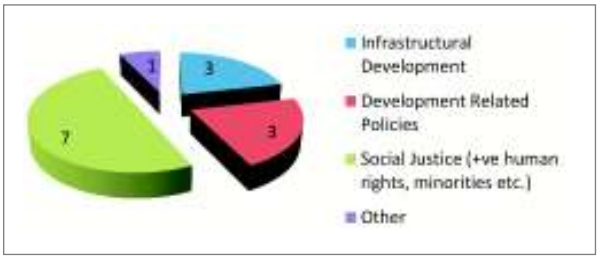
In conflict news domain again coverage is about 36.74%. However, Balochistan conflict got very high attention on VSH News. The sectarian conflict also got high coverage as compare to Urdu News channel. Like Urdu News channels, the regional conflict in Balochi News channel is also relatively high. Minority issues are also missing as is done by national Urdu news channels.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
2	0	0	0	0	2	215



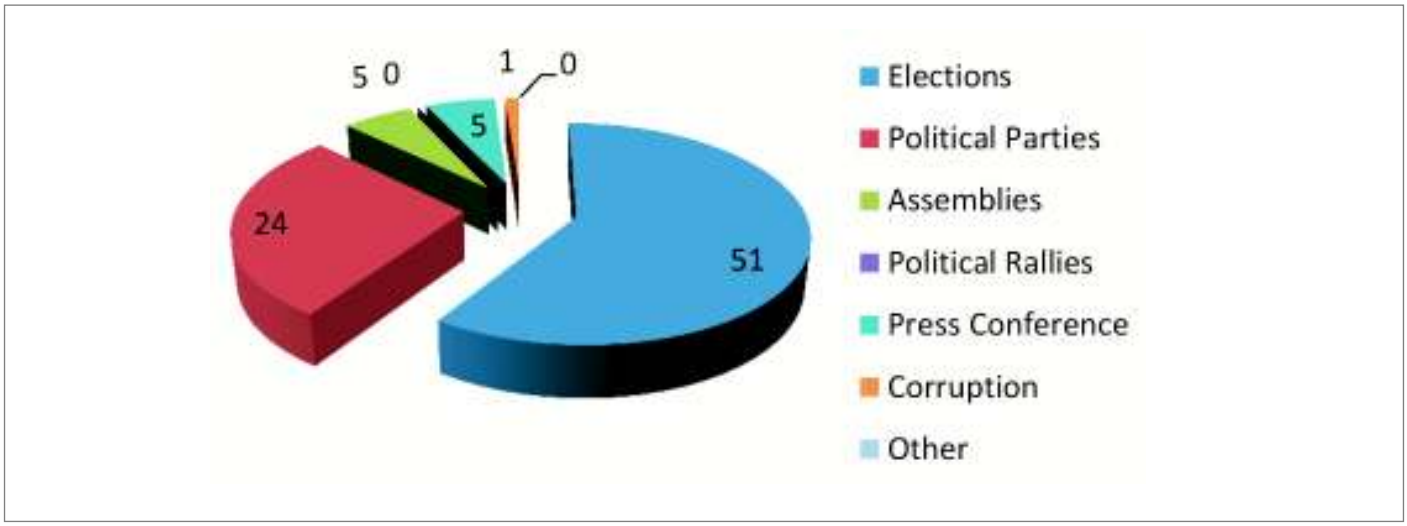
VSH reporting on gender biased issue is very low. Only two news items (0.93%) out of 215 are placed under gender biased reporting. However, no report or coverage is given to domestic violence. Interestingly, the issues related to social empowerment got space. Most neglected parts of this variable were the cultural and political empowerment related news stories.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
2	2	0	11	15



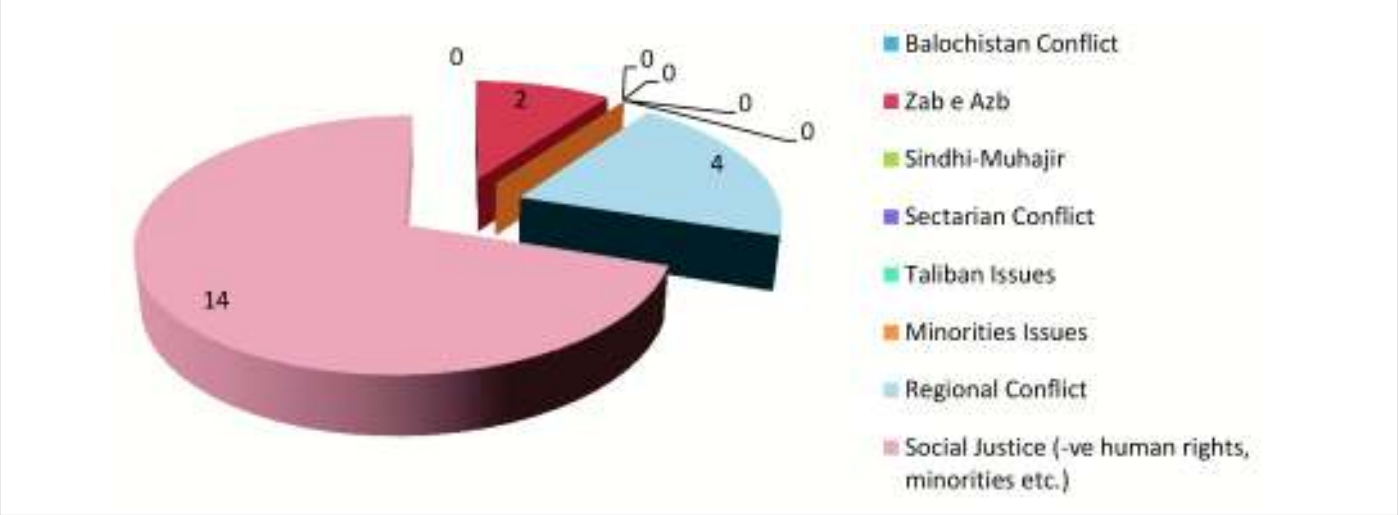
About 50% of the news stories of KTN have been found to be related to development journalism. However, hardly a few news stories are from the core areas of development journalism; i.e. infrastructural development and development related policies stories.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
2	3	0	1	0	3	0	9



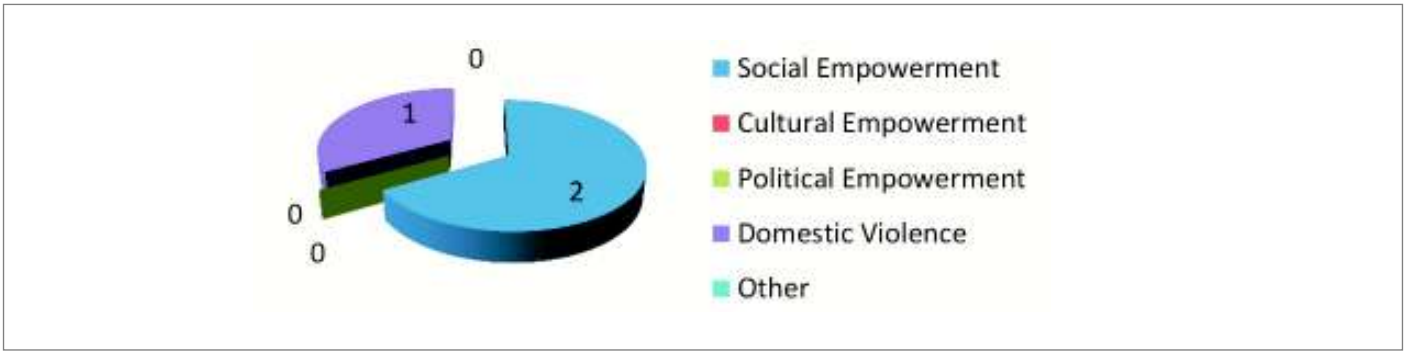
For KTN, democracy and governance related issues were of great concern as about 32% of news stories related to this domain. This is not much different what other channels have demonstrated. Overall quality of coverage was also good.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
0	0	0	0	0	0	0	1	1



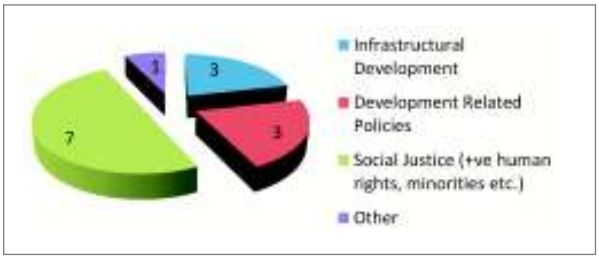
Surprisingly, KTN was least interested to report on conflict related issues, especially Balochistan and operation Zarb e Azb etc.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
1	0	0	3	2	6	31



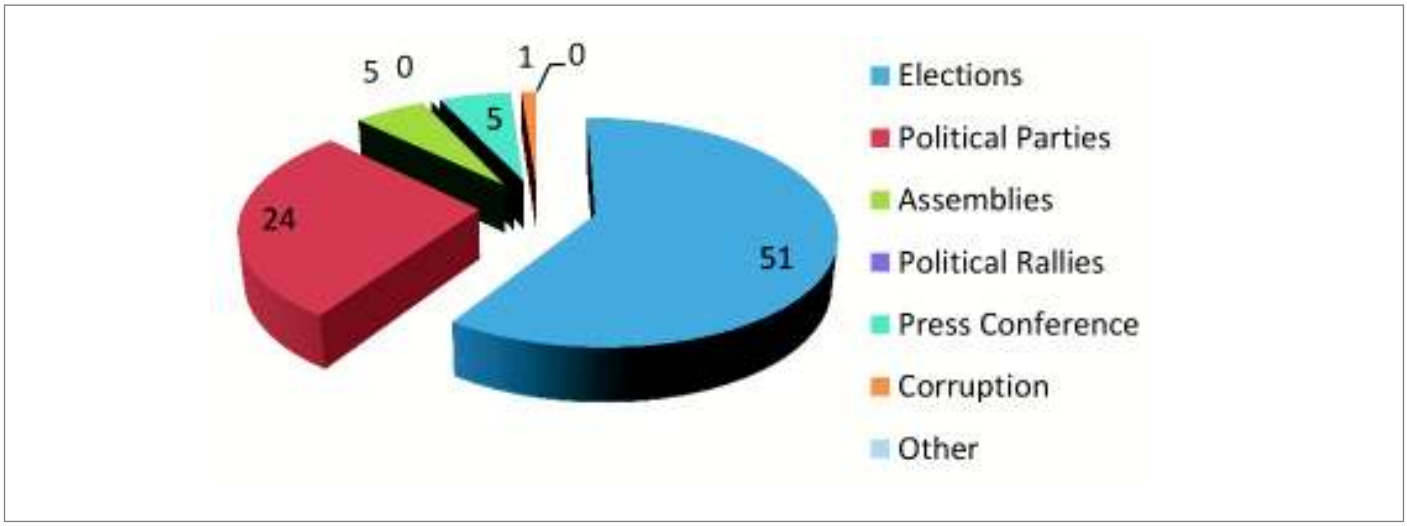
More than any other segment of this domain (gender biased reporting), domestic violence was the preferred area for the reporters of KTN, though there was one reported case of social empowerment of women too.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
7	5	1	2	15



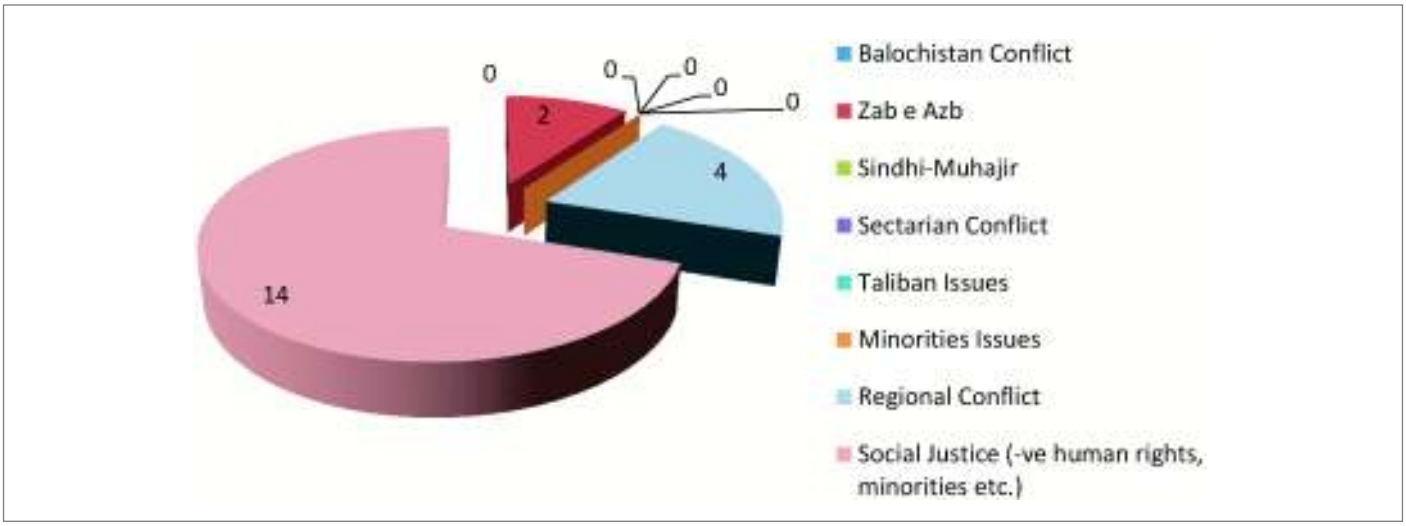
Though infrastructural development have been found to be at the top for a regional channel like Khyber TV, however, it has given enough space and time to development related policies too. This happened to be primarily due to debates on water/dams issues, Pak-China Corridor moots etc.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
34	9	21	1	26	17	0	108



Elections and press conference took a lead on every other aspect of democracy and governance related issues. But, unlike many other channels, Khyber TV gave sufficient coverage and time to corruption issues and cases. As the assembly session was also on during the time period of our analysis, quite visible coverage to assembly session can also be seen.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
6	12	9	14	40	1	14	7	103

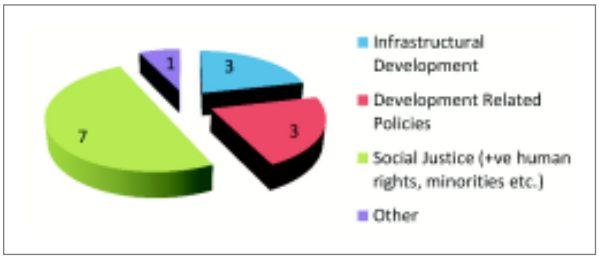


KP being a conflict hit area, the same is visible in its reporting wherein operation Zarb e Azb, Taliban issue, regional conflict related to Afghanistan and also the sectarian crisis, all are heavily covered in its main news bulletins. Out of total of 226 news stories, 103 stories were on conflict on Khyber TV.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
0	0	0	0	0	0	**226**

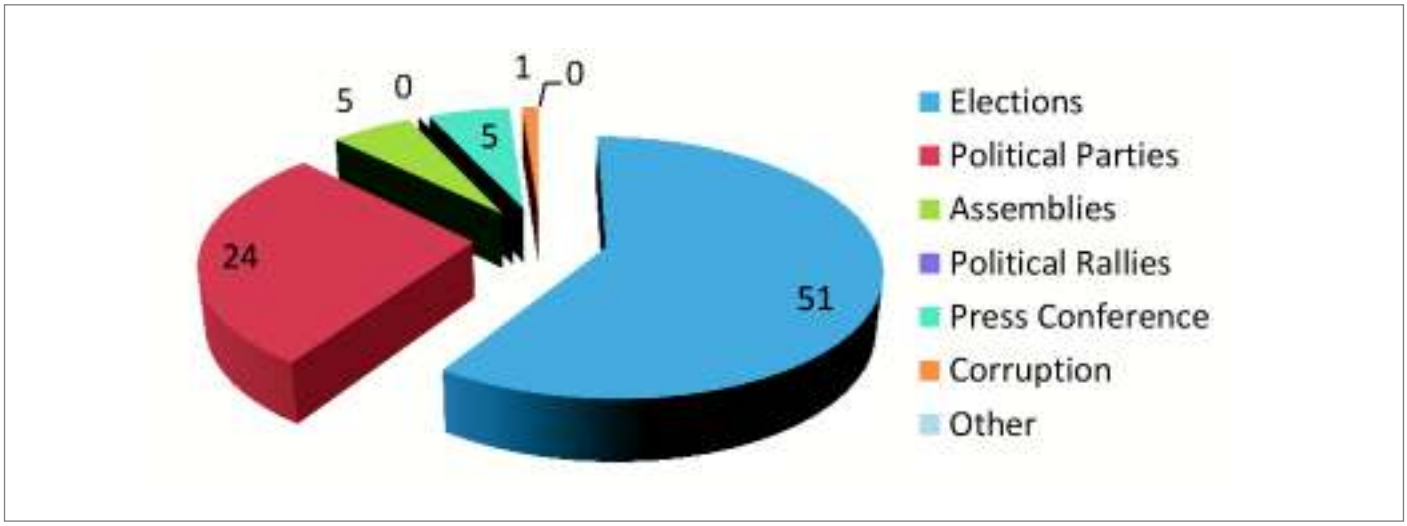
We could not record any report on gender related issues during the month of October 2015.

Development Journalism				
Infrastructural Development	Development Related Policies	Social Justice (+ve human rights, minorities etc.)	Other	Sub-Total
3	3	7	1	14



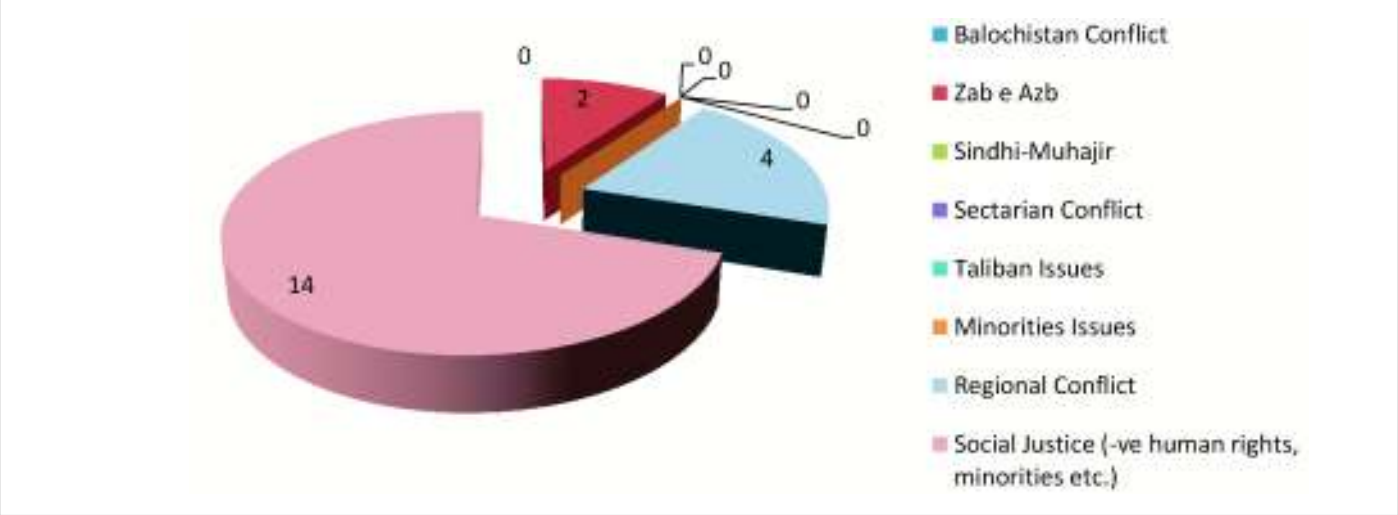
Samaa FM gives headlines of its national TV bulletins only. Looking at the data we retrieved, it is evident that development journalism is covered at national and regional level alike, i.e. news on infrastructural development and development policies (usually long term development plans) alike. However, it has been interesting to note that social justice sub-domain carries relatively a good number of news stories.

Democracy and Governance							
Elections	Political Parties	Assemblies	Political Rallies	Press Conference	Corruption	Other	Sub-Total
51	24	5	0	5	1	0	86



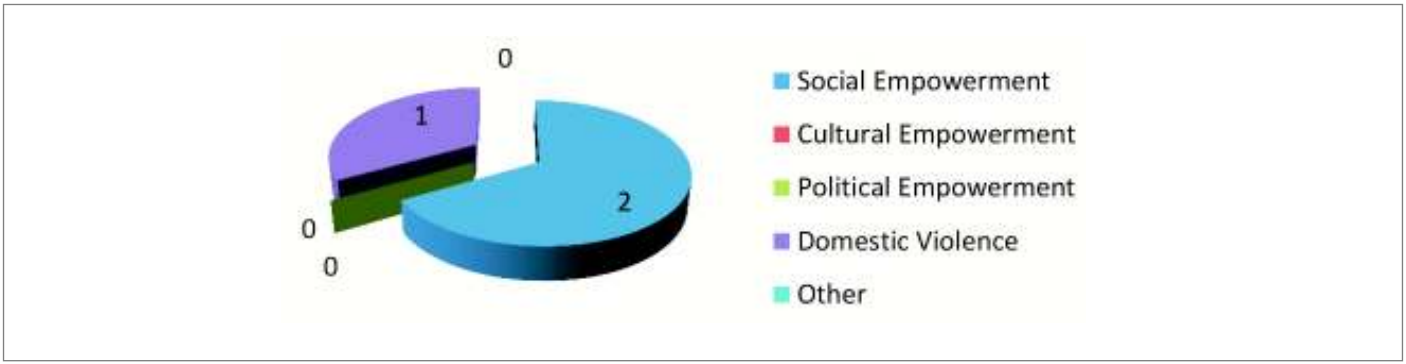
Out of 123 total news stories, 86 (70%) are devoted to democracy and governance domain; meaning by news bulletins are heavily dominated by the stories concerning politics, elections etc. Corruption related stories, which more often need rigorous investigations do not seem to be getting attention of the media.

Conflict Reporting								
Balochistan Conflict	Zab e Azb	Sindhi-Muhajir	Sectarian Conflict	Taliban Issues	Minorities Issues	Regional Conflict	Social Justice (-ve human rights, minorities etc.)	Sub-Total
0	2	0	0	0	0	4	14	20



Social justice domain carries 14 news stories out of 20 total from this theme. This indicates that Samaa gives consideration importance to issues like human rights, minorities etc. Hence, least efforts are required to make the journalists of this organization sensitive to this area.

Gender Biased Reporting					Sub-Total	Grand Total
Social Empowerment	Cultural Empowerment	Political Empowerment	Domestic Violence	Other		
2	0	0	1	0	3	123



One of the neglected areas has been gender related news stories by the Samaa radio. Training modules need to sensitize the media practitioners to identify and report issues related to gender in an amiable fashion.

Analysis of Electronic Media Related Dynamics and Major Themes

For electronic media, four media dynamics have been studied to identify training needs for media professionals. These dynamics include Reporting, Editing, Management and Production. They are analyzed separately for each selected newspaper. This analysis is based on news items appeared during October 2015.

Reporting Dynamics

Name of the News Channel			Reporting - 5 Ws			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	21	21
		Democracy and Governance	0	0	165	165
		Conflict Reporting	0	2	71	73
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**2**	**285**	**287**
	Main Themes	Development Journalism	1	3	22	26
		Democracy and Governance	3	7	63	73
		Conflict Reporting	0	1	43	44
		Gender Biased Reporting	0	0	3	3
		Other	0	1	8	9
	Total		**4**	**12**	**139**	**155**
	Main Themes	Development Journalism	0	4	5	9
		Democracy and Governance	1	3	49	53
		Conflict Reporting	7	13	33	53
		Gender Biased Reporting	2	3	9	14
		Other	1	1	2	4
	Total		**11**	**24**	**98**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	107	107
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**233**	**233**
	Main Themes	Development Journalism	0	15	40	55
		Democracy and Governance	0	12	67	79
		Conflict Reporting	0	14	65	79
		Gender Biased Reporting	0	1	1	2
	Total		**0**	**42**	**173**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Following are the findings:

- In development journalism domain, Geo and ARY News have been found very effective in explaining 5 Ws in their reporting but Dawn News and VSH News have been found moderate in Explaining 5 Ws.
- All selected news channels except VSH News have performed better incorporating 5 Ws in reporting Democracy and Governance.
- In conflict news, Dawn News has found bit weaker in explaining 5 Ws while other channels performed well.
- In gender biased reporting domain, all the news channels except Dawn News have incorporated most of the 5Ws in their reporting.

Name of the News Channel			Reporting - Objectivity			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	0	164	164
		Conflict Reporting	0	1	73	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**1**	**287**	**288**
	Main Themes	Development Journalism	1	4	21	26
		Democracy and Governance	2	11	60	73
		Conflict Reporting	1	1	42	44
		Gender Biased Reporting	0	1	2	3
		Other	0	1	8	9
	Total		**4**	**18**	**133**	**155**
	Main Themes	Development Journalism	2	3	4	9
		Democracy and Governance	2	2	49	53
		Conflict Reporting	9	8	36	53
		Gender Biased Reporting	5	4	5	14
		Other	2	1	1	4
	Total		**20**	**18**	**95**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	1	107	108
		Conflict Reporting	0	2	101	103
		Other	0	0	2	2
	Total		**0**	**3**	**231**	**234**
	Main Themes	Development Journalism	0	1	54	55
		Democracy and Governance	0	1	78	79
		Conflict Reporting	0	0	79	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**2**	**213**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Following are the findings:

- Almost all the channels have been found to be objective in covering the domain of development journalism except Dawn News which has been rated at moderate in some stories in this very domain.
- Objectivity in the democracy and governance domain has been found well and almost equal among all up to a greater extent with an exception of ARY News.
- In Conflict Reporting domain, Geo News and VSH News have been found very objective, while ARY News and Dawn News to be slightly on moderate side for conflict reporting.
- Almost all the news channels have been found to operating well on gender biased reporting domain except Dawn News.

Name of the News Channel			Reporting - Timeliness			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	1	164	165
		Conflict Reporting	0	1	73	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**2**	**287**	**289**
	Main Themes	Development Journalism	1	2	23	26
		Democracy and Governance	0	20	53	73
		Conflict Reporting	0	4	40	44
		Gender Biased Reporting	0	0	3	3
		Other	0	0	9	9
	Total		**1**	**26**	**128**	**155**
	Main Themes	Development Journalism	2	0	7	9
		Democracy and Governance	1	6	46	53
		Conflict Reporting	4	6	43	53
		Gender Biased Reporting	2	3	9	14
		Other	1	1	2	4
	Total		**10**	**16**	**107**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**234**	**234**
	Main Themes	Development Journalism	0	4	51	55
		Democracy and Governance	0	2	77	79
		Conflict Reporting	0	0	79	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**6**	**209**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- In development journalism domain, all the news channels have been reporting the events timely.
- All the news channels except ARY News have performed well in democracy and governance domain under the variable of timeliness, quite a good number of news reports of ARY News have been found as moderate.
- Under the conflict domain reporting all the news channels have been reporting timely.
- No significant in gender biased reporting has been found except that Dawn News has more often been recorded at moderate level.

Name of the News Channel			Reporting - Framing			Total
			Positive	Negative	Neutral	
	Main Themes	Development Journalism	17	0	5	22
		Democracy and Governance	107	9	48	164
		Conflict Reporting	57	2	15	74
		Gender Biased Reporting	3	0	6	9
		Other	15	0	4	19
	Total		**199**	**11**	**78**	**288**
	Main Themes	Development Journalism	18	2	6	26
		Democracy and Governance	16	6	51	73
		Conflict Reporting	19	3	22	44
		Gender Biased Reporting	3	0	0	3
		Other	7	1	1	9
	Total		**63**	**12**	**80**	**155**
	Main Themes	Development Journalism	1	3	5	9
		Democracy and Governance	21	17	15	53
		Conflict Reporting	19	14	20	53
		Gender Biased Reporting	6	4	4	14
		Other	4	0	0	4
	Total		**51**	**38**	**44**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	1	0	8	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	1	3	4
		Other	3	0	7	10
	Total		**4**	**1**	**26**	**31**
	Main Themes	Development Journalism	15	0	0	15
		Democracy and Governance	99	6	3	108
		Conflict Reporting	88	12	3	103
		Other	1	1	0	2
	Total		**208**	**20**	**6**	**234**
	Main Themes	Development Journalism	4	0	51	55
		Democracy and Governance	0	3	76	79
		Conflict Reporting	1	0	78	79
		Gender Biased Reporting	0	0	2	2
	Total		**5**	**3**	**207**	**215**
	Main Themes	Development Journalism	11	3	0	14
		Democracy and Governance	35	29	21	85
		Conflict Reporting	14	1	5	20
		Gender Biased Reporting	2	0	1	3
	Total		**62**	**34**	**27**	**123**

Followings are the findings:

- In development journalism domain most of the reporting of all channels have been found positive in framing except Dawn which has covered few stories bit negatively.
- Under the democracy and governance domain most of the channels have been found reporting positively and neutrally.
- Other than Dawn News which has covered quite a number of stories negatively in conflict reporting, rest of all news channels have performed well under conflict domain.
- Geo News and ARY News have covered gender biased reporting mostly positively while rest of channels have mixed trends.

Name of the News Channel			Reporting - Balance			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	2	5	158	165
		Conflict Reporting	1	2	71	74
		Gender Biased Reporting	0	0	9	9
		Other	0	1	18	19
	Total		**3**	**8**	**278**	**289**
	Main Themes	Development Journalism	0	10	16	26
		Democracy and Governance	5	25	43	73
		Conflict Reporting	2	12	30	44
		Gender Biased Reporting	2	0	1	3
		Other	1	0	8	9
	Total		**10**	**47**	**98**	**155**
	Main Themes	Development Journalism	2	1	6	9
		Democracy and Governance	6	21	26	53
		Conflict Reporting	10	12	31	53
		Gender Biased Reporting	2	2	10	14
		Other	1	2	1	4
	Total		**21**	**38**	**74**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	2	101	103
		Other	0	0	2	2
	Total		**0**	**2**	**232**	**234**
	Main Themes	Development Journalism	0	6	49	55
		Democracy and Governance	0	9	70	79
		Conflict Reporting	0	4	75	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**19**	**196**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	1	84	85
		Conflict Reporting	0	1	19	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**2**	**121**	**123**

Followings are the findings:

- Geo News and VSH News are mostly putting the stories in balance by covering them in multiple angles.
- Dawn News and ARY News have been found moderate in covering different stories under the domain of variable of balance in reporting.

Editing Dynamics

Name of the News Channel			Editing - Headlines			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	2	163	165
		Conflict Reporting	0	0	74	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**3**	**286**	**289**
	Main Themes	Development Journalism	0	3	23	26
		Democracy and Governance	2	12	59	73
		Conflict Reporting	0	1	43	44
		Gender Biased Reporting	0	0	3	3
		Other	0	0	9	9
	Total		**2**	**16**	**137**	**155**
	Main Themes	Development Journalism	1	3	5	9
		Democracy and Governance	1	1	51	53
		Conflict Reporting	9	5	37	51
		Gender Biased Reporting	3	4	7	14
		Other	1	0	3	4
	Total		**15**	**13**	**103**	**131**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	1	0	107	108
		Conflict Reporting	0	1	102	103
		Other	0	0	2	2
	Total		**1**	**1**	**232**	**234**
	Main Themes	Development Journalism	0	0	55	55
		Democracy and Governance	0	0	79	79
		Conflict Reporting	0	0	79	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**0**	**215**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Headlines found to be strong especially when it comes to democracy and governance as most of the headlines were from this vary domain. Some stories by Dawn did have fall under moderate and weak level.

Name of the News Channel			Editing - Intro			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	0	0	165	165
		Conflict Reporting	0	1	73	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**1**	**288**	**289**
	Main Themes	Development Journalism	0	6	20	26
		Democracy and Governance	3	20	50	73
		Conflict Reporting	0	4	40	44
		Gender Biased Reporting	0	1	2	3
		Other	0	1	8	9
	Total		**3**	**32**	**120**	**155**
	Main Themes	Development Journalism	3	2	4	9
		Democracy and Governance	0	11	42	53
		Conflict Reporting	6	7	40	53
		Gender Biased Reporting	1	6	7	14
		Other	1	1	2	4
	Total		**11**	**27**	**95**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	1	107	108
		Conflict Reporting	0	1	102	103
		Other	0	0	2	2
	Total		**0**	**2**	**232**	**234**
	Main Themes	Development Journalism	0	4	51	55
		Democracy and Governance	0	16	63	79
		Conflict Reporting	0	10	69	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**30**	**185**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Geo News and ARY News have been found distinguished in presenting intro in their reporting, while Dawn News VSH News seem to be having number of reports under moderate level.
- Democracy and governance domain have been found most strong when we come to intro in almost all the channels.

Name of the News Channel			Editing - Word Usage			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	12	153	165
		Conflict Reporting	0	7	67	74
		Gender Biased Reporting	0	2	7	9
		Other	0	0	19	19
	Total		**0**	**22**	**267**	**289**
	Main Themes	Development Journalism	0	3	23	26
		Democracy and Governance	0	25	48	73
		Conflict Reporting	0	7	37	44
		Gender Biased Reporting	0	0	3	3
		Other	0	0	9	9
	Total		**0**	**35**	**120**	**155**
	Main Themes	Development Journalism	0	2	7	9
		Democracy and Governance	1	14	38	53
		Conflict Reporting	3	13	35	51
		Gender Biased Reporting	2	2	10	14
		Other	2	0	2	4
	Total		**8**	**31**	**92**	**131**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**234**	**234**
	Main Themes	Development Journalism	0	6	49	55
		Democracy and Governance	0	6	73	79
		Conflict Reporting	0	17	62	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**29**	**186**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Geo News and ARY News have been found using strong words in majority of their news reports under all themes, while Dawn News and VSH have considerably use moderate words in its reporting.

Name of the News Channel			Editing - Sentence Structure			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	0	164	164
		Conflict Reporting	0	1	73	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**0**	**2**	**286**	**288**
	Main Themes	Development Journalism	0	3	23	26
		Democracy and Governance	1	13	59	73
		Conflict Reporting	0	4	40	44
		Gender Biased Reporting	0	0	3	3
		Other	0	0	9	9
	Total		**1**	**20**	**134**	**155**
	Main Themes	Development Journalism	4	2	3	9
		Democracy and Governance	0	17	36	53
		Conflict Reporting	6	9	38	53
		Gender Biased Reporting	3	5	6	14
		Other	0	1	3	4
	Total		**13**	**34**	**86**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**234**	**234**
	Main Themes	Development Journalism	0	8	47	55
		Democracy and Governance	0	14	65	79
		Conflict Reporting	0	7	72	79
		Gender Biased Reporting	0	1	1	2
	Total		**0**	**30**	**185**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Geo News has been found having very strong sentence structure in all themes under editing variable.
- ARY News and VSH News have quite a good number of reports with moderate sentence structure.
- Dawn News has been found with few numbers of stories falling under weak level of sentence structure.

Name of the News Channel			Editing Placement			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	1	0	164	165
		Conflict Reporting	0	0	74	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**1**	**0**	**288**	**289**
	Main Themes	Development Journalism	1	3	22	26
		Democracy and Governance	0	19	54	73
		Conflict Reporting	4	3	37	44
		Gender Biased Reporting	0	1	2	3
		Other	0	1	8	9
	Total		**5**	**27**	**123**	**155**
	Main Themes	Development Journalism	1	3	5	9
		Democracy and Governance	4	15	34	53
		Conflict Reporting	12	17	24	53
		Gender Biased Reporting	4	0	10	14
		Other	1	1	2	4
	Total		**22**	**36**	**75**	**133**
	Main Themes	Development Journalism	0	0	7	7
		Democracy and Governance	0	0	9	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	0	4	4
		Other	0	0	10	10
	Total		**0**	**0**	**31**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**234**	**234**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Geo News and ARY News have been found having very strong in placement of news reports in their bulletins under all themes and especially under the democracy and governance.
- Dawn News has quite a good number of reports with moderate editing placement.

Management Related Issues

Name of the News Channel			Management - Journalistic Autonomy			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	1	2	162	165
		Conflict Reporting	3	1	69	73
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**4**	**3**	**281**	**288**
	Main Themes	Development Journalism	7	7	12	26
		Democracy and Governance	14	31	28	73
		Conflict Reporting	20	17	7	44
		Gender Biased Reporting	2	1	0	3
		Other	0	5	4	9
	Total		**43**	**61**	**51**	**155**
	Main Themes	Development Journalism	3	1	5	9
		Democracy and Governance	4	2	47	53
		Conflict Reporting	19	6	28	53
		Gender Biased Reporting	6	3	5	14
		Other	1	0	3	4
	Total		**33**	**12**	**88**	**133**
	Main Themes	Development Journalism	0	1	6	7
		Democracy and Governance	0	5	4	9
		Conflict Reporting	0	1	0	1
		Gender Biased Reporting	0	1	3	4
		Other	0	2	8	10
	Total		**0**	**10**	**21**	**31**
	Main Themes	Development Journalism	8	4	3	15
		Democracy and Governance	46	49	13	108
		Conflict Reporting	45	48	10	103
		Other	0	0	2	2
	Total		**101**	**105**	**28**	**234**
	Main Themes	Development Journalism	0	7	48	55
		Democracy and Governance	0	7	72	79
		Conflict Reporting	0	7	72	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**21**	**194**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	2	83	85
		Conflict Reporting	0	1	19	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**3**	**120**	**123**

Followings are the findings:

- Geo News has been found having very strong journalistic autonomy in all themes.
- Journalistic autonomy under conflict reporting has been found in all the channels very weak as channels have to rely on secondary sources for reporting this vary domain.
- Journalistic autonomy under democracy and governance theme has been found most strong in almost all the news channels.

Name of the News Channel			Management- Reliance on		Total
			Primary Sources	Secondary Sources	
	Main Themes	Development Journalism	22	0	22
		Democracy and Governance	154	11	165
		Conflict Reporting	61	13	74
		Gender Biased Reporting	9	0	9
		Other	19	0	19
	Total		**265**	**24**	**289**
	Main Themes	Development Journalism	23	3	26
		Democracy and Governance	70	3	73
		Conflict Reporting	26	18	44
		Gender Biased Reporting	3	0	3
		Other	7	2	9
	Total		**129**	**26**	**155**
	Main Themes	Development Journalism	5	4	9
		Democracy and Governance	47	6	53
		Conflict Reporting	21	32	53
		Gender Biased Reporting	13	1	14
		Other	2	2	4
	Total		**88**	**45**	**133**
	Main Themes	Development Journalism	7	0	7
		Democracy and Governance	8	1	9
		Conflict Reporting	1	0	1
		Gender Biased Reporting	4	0	4
		Other	10	0	10
	Total		**30**	**1**	**31**
	Main Themes	Development Journalism	4	11	15
		Democracy and Governance	54	54	108
		Conflict Reporting	41	61	103
		Other	2	0	2
	Total		**104**	**129**	**234**
	Main Themes	Development Journalism	25	30	55
		Democracy and Governance	51	28	79
		Conflict Reporting	44	35	79
		Gender Biased Reporting	2	0	2
	Total		**122**	**93**	**215**
	Main Themes	Development Journalism	9	5	14
		Democracy and Governance	79	6	85
		Conflict Reporting	13	7	20
		Gender Biased Reporting	3	0	3
	Total		**105**	**18**	**123**

Followings are the findings:

- Almost all news channels have reported stories relying on primary source especially under the democracy and governance theme.
- Under the conflict reporting majority of the reports have been found having secondary source in all channels.

Name of the News Channel			Management - Professional vs Organizational Conflict			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	4	18	22
		Democracy and Governance	1	70	94	165
		Conflict Reporting	0	39	35	74
		Gender Biased Reporting	0	8	1	9
		Other	0	0	19	19
	Total		**1**	**121**	**167**	**289**
	Main Themes	Development Journalism	10	8	8	26
		Democracy and Governance	13	25	35	73
		Conflict Reporting	16	14	14	44
		Gender Biased Reporting	3	0	0	3
		Other	6	2	1	9
	Total		**48**	**49**	**58**	**155**
	Main Themes	Development Journalism	2	4	3	9
		Democracy and Governance	10	25	18	53
		Conflict Reporting	9	18	26	53
		Gender Biased Reporting	3	5	6	14
		Other	2	0	2	4
	Total		**26**	**52**	**55**	**133**
	Main Themes	Development Journalism	4	3	0	7
		Democracy and Governance	5	4	0	9
		Conflict Reporting	1	0	0	1
		Gender Biased Reporting	1	3	0	4
		Other	4	6	0	10
	Total		**15**	**16**	**0**	**31**
	Main Themes	Development Journalism	7	7	1	15
		Democracy and Governance	51	49	8	108
		Conflict Reporting	49	47	7	103
		Other	1	1	0	2
	Total		**109**	**109**	**16**	**234**
	Main Themes	Development Journalism	0	8	47	55
		Democracy and Governance	0	4	75	79
		Conflict Reporting	0	9	70	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**21**	**194**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Geo News and ARY News have been found moderate in professional vs organizational conflict variable especially under conflict reporting while Dawn News has been found weak in reporting democracy and governance theme.
- VSH News lies under moderate level in most of reporting.

Name of the News Channel			Management - Logistics			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	1	21	22
		Democracy and Governance	0	0	164	164
		Conflict Reporting	1	2	71	74
		Gender Biased Reporting	0	0	9	9
		Other	0	0	19	19
	Total		**1**	**3**	**284**	**288**
	Main Themes	Development Journalism	5	9	12	26
		Democracy and Governance	11	21	41	73
		Conflict Reporting	5	7	32	44
		Gender Biased Reporting	2	0	1	3
		Other	3	1	5	9
	Total		**26**	**38**	**91**	**155**
	Main Themes	Development Journalism	0	2	7	9
		Democracy and Governance	2	10	41	53
		Conflict Reporting	14	16	23	53
		Gender Biased Reporting	5	5	4	14
		Other	2	1	1	4
	Total		**23**	**34**	**76**	**133**
	Main Themes	Development Journalism	6	1	0	7
		Democracy and Governance	6	3	0	9
		Conflict Reporting	1	0	0	1
		Gender Biased Reporting	1	3	0	4
		Other	6	4	0	10
	Total		**20**	**11**	**0**	**31**
	Main Themes	Development Journalism	10	5	0	15
		Democracy and Governance	71	36	1	108
		Conflict Reporting	66	34	3	103
		Other	1	1	0	2
	Total		**150**	**80**	**4**	**234**
	Main Themes	Development Journalism	0	4	51	55
		Democracy and Governance	0	10	69	79
		Conflict Reporting	0	9	70	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**23**	**192**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	3	0	82	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**3**	**0**	**120**	**123**

Followings are the findings:

- Topic selection of development journalism theme has been found strong in all channels except Dawn News with some moderate reporting.
- Topic selection in the theme of democracy and governance has been the most strong in all channels but ARY News having quite a good number of reports under moderate level.

Production Dynamics

Name of the News Channel			Production - Quality			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	21	21
		Democracy and Governance	0	2	161	163
		Conflict Reporting	0	1	73	74
		Gender Biased Reporting	0	0	8	8
		Other	0	0	19	19
	Total		**0**	**3**	**282**	**285**
	Main Themes	Development Journalism	0	4	22	26
		Democracy and Governance	4	14	55	73
		Conflict Reporting	2	10	32	44
		Gender Biased Reporting	0	1	2	3
		Other	0	0	9	9
	Total		**6**	**29**	**120**	**155**
	Main Themes	Development Journalism	0	2	7	9
		Democracy and Governance	1	10	42	53
		Conflict Reporting	3	15	35	53
		Gender Biased Reporting	0	4	10	14
		Other	0	0	4	4
	Total		**4**	**31**	**98**	**133**
	Main Themes	Development Journalism	2	2	3	7
		Democracy and Governance	2	1	6	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	2	2	4
		Other	4	3	3	10
	Total		**8**	**8**	**15**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	1	107	108
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**1**	**233**	**234**
	Main Themes	Development Journalism	0	7	48	55
		Democracy and Governance	0	10	69	79
		Conflict Reporting	0	12	67	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**29**	**186**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Democracy and governance theme under the production variable has been found the most strong in almost all the news channels.
- Conflict reporting has been in the moderate level in all channels except Geo News.
- Gender biased reporting has been the most neglected theme with very few reports but with strong production quality.

Name of the News Channel			Production - Sound Bites		Total
			Yes	No	
	Main Themes	Development Journalism	21	0	21
		Democracy and Governance	162	0	162
		Conflict Reporting	68	2	70
		Gender Biased Reporting	9	0	9
		Other	19	0	19
	Total		**279**	**2**	**281**
	Main Themes	Development Journalism	21	5	26
		Democracy and Governance	28	45	73
		Conflict Reporting	27	17	44
		Gender Biased Reporting	2	1	3
		Other	9	0	9
	Total		**87**	**68**	**155**
	Main Themes	Development Journalism	3	6	9
		Democracy and Governance	51	2	53
		Conflict Reporting	37	16	53
		Gender Biased Reporting	11	3	14
		Other	3	1	4
	Total		**105**	**28**	**133**
	Main Themes	Development Journalism	7	0	7
		Democracy and Governance	9	0	9
		Conflict Reporting	1	0	1
		Gender Biased Reporting	4	0	4
		Other	10	0	10
	Total		**31**	**0**	**31**
	Main Themes	Development Journalism	3	12	15
		Democracy and Governance	37	71	108
		Conflict Reporting	28	75	103
		Other	0	2	2
	Total		**71**	**163**	**234**
	Main Themes	Development Journalism	21	34	55
		Democracy and Governance	24	55	79
		Conflict Reporting	28	51	79
		Gender Biased Reporting	1	1	2
	Total		**74**	**141**	**215**
	Main Themes	Development Journalism	14	0	14
		Democracy and Governance	84	0	84
		Conflict Reporting	20	0	20
		Gender Biased Reporting	3	0	3
	Total		**122**	**0**	**122**

Followings are the findings:

- Democracy and governance theme has been found having sound bites in reporting of all the selected channels except VSH News.
- Conflict reporting has been found with less sound bites in all news channels except Geo News.
- Development journalism theme has sound bites in reporting of all channels mostly except VSH News, which has a lot of stories with no sound bites.

Name of the News Channel			Production - Word Economy			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	2	20	22
		Democracy and Governance	0	21	143	164
		Conflict Reporting	0	14	60	74
		Gender Biased Reporting	0	1	8	9
		Other	0	0	19	19
	Total		**0**	**38**	**250**	**288**
	Main Themes	Development Journalism	0	3	23	26
		Democracy and Governance	2	24	47	73
		Conflict Reporting	1	6	37	44
		Gender Biased Reporting	0	1	2	3
		Other	0	1	8	9
	Total		**3**	**35**	**117**	**155**
	Main Themes	Development Journalism	0	3	6	9
		Democracy and Governance	2	10	40	52
		Conflict Reporting	0	9	44	53
		Gender Biased Reporting	2	3	9	14
		Other	0	2	2	4
	Total		**4**	**27**	**101**	**132**
	Main Themes	Development Journalism	3	1	3	7
		Democracy and Governance	2	1	6	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	2	2	4
		Other	3	4	3	10
	Total		**8**	**8**	**15**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	107	107
		Conflict Reporting	0	0	103	103
		Other	0	0	2	2
	Total		**0**	**0**	**233**	**233**
	Main Themes	Development Journalism	0	3	52	55
		Democracy and Governance	0	7	72	79
		Conflict Reporting	0	13	66	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**23**	**192**	**215**
	Main Themes	Development Journalism	0	0	14	14
		Democracy and Governance	0	0	85	85
		Conflict Reporting	0	0	20	20
		Gender Biased Reporting	0	0	3	3
	Total		**0**	**0**	**123**	**123**

Followings are the findings:

- Development journalism theme has been found with strong word economy in all the channels.
- Democracy and governance theme has been found with quite a good number of reports with moderate level under the variable of word economy.
- Conflict reporting has been found the strongest in all news channels under word economy variable.

Name of the News Channel			Production - Camera / Light			Total
			Weak	Moderate	Strong	
	Main Themes	Development Journalism	0	0	22	22
		Democracy and Governance	2	9	153	164
		Conflict Reporting	7	7	60	74
		Gender Biased Reporting	1	1	7	9
		Other	0	0	19	19
	Total		**10**	**17**	**261**	**288**
	Main Themes	Development Journalism	1	6	19	26
		Democracy and Governance	7	25	41	73
		Conflict Reporting	10	16	18	44
		Gender Biased Reporting	0	1	2	3
		Other	1	3	5	9
	Total		**19**	**51**	**85**	**155**
	Main Themes	Development Journalism	1	1	7	9
		Democracy and Governance	3	11	39	53
		Conflict Reporting	10	18	25	53
		Gender Biased Reporting	3	3	8	14
		Other	0	1	3	4
	Total		**17**	**34**	**82**	**133**
	Main Themes	Development Journalism	3	1	3	7
		Democracy and Governance	2	1	6	9
		Conflict Reporting	0	0	1	1
		Gender Biased Reporting	0	2	2	4
		Other	3	4	3	10
	Total		**8**	**8**	**15**	**31**
	Main Themes	Development Journalism	0	0	15	15
		Democracy and Governance	0	0	108	108
		Conflict Reporting	0	0	102	102
		Other	0	0	2	2
	Total		**0**	**0**	**233**	**233**
	Main Themes	Development Journalism	0	9	46	55
		Democracy and Governance	0	15	64	79
		Conflict Reporting	0	6	73	79
		Gender Biased Reporting	0	0	2	2
	Total		**0**	**30**	**185**	**215**
	Main Themes	Development Journalism	8	6	0	14
		Democracy and Governance	39	46	0	85
		Conflict Reporting	8	12	0	20
		Gender Biased Reporting	2	1	0	3
	Total		**58**	**65**	**0**	**123**

Followings are the findings:

- Geo News has been found the most strong in camera/light variable of production among all the channels.
- Democracy and governance has been found the most strong theme when it comes to camera variable of production in all the channels.
- Conflict reporting has been found the weakest theme in this variable.

Case Studies

Case Study - I

Event:

Policeman slapped and insulted a women in public using extremely abusive language when she was caught stealing a mobile phone on October 21, 2015.

Video of the event can be accessed through the following web page:
http://www.currentaffairspk.com/how-punjab-police-is-beating-a-woman-for-stealing/

The video that was trending on social media showing a man wearing a police uniform publicly humiliating a woman. The man identified as Akbar, was a guard of a local company, as per statement by te Police Department, and had illegally worn a police uniform. Akbar was arrested from Hijrat colony, Karachi. The event occurred at Gulf Shopping Centre. The video had revealed a shocking incident of public humiliation and brutality against a woman, accused of an alleged theft, being violently forced to confess to the crime right in front of a child while a crowd could be seen watching her being tormented in the background of the video.

Investigation officials revealed that a case was lodged against the woman for theft in Clifton Police Station last year. She was subjected to torture by the administration of the shopping mall before being handed over to police on Muharram 7 (October 21).

The woman was shown being slapped on the face aggressively multiple times in the video, and was verbally abused in extremely foul language loudly in front of the public including the child.

Audio revealed the guard saying, "Now I will see how she does not confess to the theft and does not return the stolen items."

ARY News Treatment of the Event

Headline Police Akhir kub sudray gee. Khatoon par mobile churnay ka Ilzam, police walay nay thupar bursa deayay.
Duration 10 mints 41 seconds

Some details are as under:

- This news is included in Headlines news. And in detailed news, news bulletin was started from this news.
- News was given priority over all the news. Total time given to the news was 10 minutes and 41 seconds,
- All the details are present except the detail of a policeman.
- That person was not a policeman but was actually a private guard who was wearing the suit of police.
- Detailed and complete information about the women and her past activities of theft in the same place,
- Which forced the shopkeeper to arrest her and finally handed over to the union?
- The entire incident happened in the union office.

Geo News Treatment of the Event

Some details are as under:
Headline Karachi main moubeena choar Khatoon par police ahalkar ka tashadud, thapar maray galyan bukeen. Chory ka faisala adalat karay gee, iss khatoon par tashadud ka ikhtayar kiss nay deeya.
Duration 2 mints 30 seconds

- This news is placed on the second number; first news was about theft incident in Karachi. Whereas ARY News placed it on the first. Another striking difference was that ARY News just telecasted the footage which gained popularity on social media, in which policeman was hitting and slapping the Woman. But Geo News along this broadcasted new video in which women is caught red-handed by the shop keeper.
- Geo News also correctly mentioned that person is not a policeman but is a scout policeman.
- Geo news also gave the name as Akbar. But one thing which is additional that this woman was also accused of theft of jewelers. Name of woman is also mentioned by the Geo reporter.

DAWN News Treatment of the Event

No news from this incident by Dawn News.

GEO News	ARY News	Difference between ARY and Geo News Coverage
Geo News had the footage of woman when she red handed caught	ARY placed this incident at first place where Geo News placed it on 2nd position	Geo mentioned the name of woman, which should not be there
Mentioned that is not a policeman, but a scout, which is true information	News of this incident is about 10 minutes, where Geo have 2 and half minute coverage to this incident.	Geo also added that the woman theft the jewelers which nobody else mentioned
Name of scout is mentioned Akbar	Detailed news that this incident is happening at the union office of traders	

Case Study - II

Main Theme: Gender Biased Reporting
Sub themes: Social and Cultural Empowerment

Breaking stereotypes and driving through gender-based obstacles, is not easy in our society. Social and cultural empowerment of women is the most neglected aspect of our male dominated society, on the other side, some progress is going on as well in this direction but our media seem less interested in exploring this phenomenon of reporting as we come across a good number of stories related to social and cultural empowerment of women in our mainstream media.

Story: Pakistan's first female truck driver
This story is about a woman, named Shamim Akhar, from rural areas of Islamabad, who considered as the first female truck driver of Pakistan. This is the social and cultural empowerment of women in our society.

Coverage by Print Media
Coverage by Dawn:
Headline: BHAI JAN SHAMIM AKHTAR

Dawn has reported this story on back page with three columns covering the most of upper half page. Intro of the story is very impressive as the complete picture of home of this female truck driver is presented with background of Shamim Akhtar and brief introduction of her children.

Shamim Akhtar has been interviewed thoroughly and details about her past life and experiences have been shared in the story.

Framing:
Framing of the story is very positive and this female truck driver has been presented as the example for the rest of women to get through the social and cultural taboos and to work freely for their well-being.

Balance:
Story seems quite balanced as the details about the working experiences of Shamim Akhar and different cultural aspects, have been explained and also the thoughts of some male truck drivers included in the story.

Word Usage:
Strong and positive words have been used in the story for instance passionate, determined, eager etc.

Logistics and Topic Selection:
Strong and positive topic has been selected and reporter has covered the story quite impressively, byline included. A large photo of female truck driver has also included in the story, taken by Dawn photographer.

Coverage by other Newspapers
The News has not covered this story but there is a report in Express Tribune about the story.

Headline: Meet Pakistan's first female truck driver

- This story is published on the city page with brief introduction of Shamim Akhtar, few pictures are included in the story but taken from secondary source.
- Story has positive framing and this female truck driver is presented as the encouraging symbol for other women of society.
- Less space is given to the story as compared to Dawn.
- Word usage has been strong and positive in the story
- Some negative aspects have highlighted as well in the story like discrimination during regarding no job for her even qualifying for test in bus line of Islamabad.

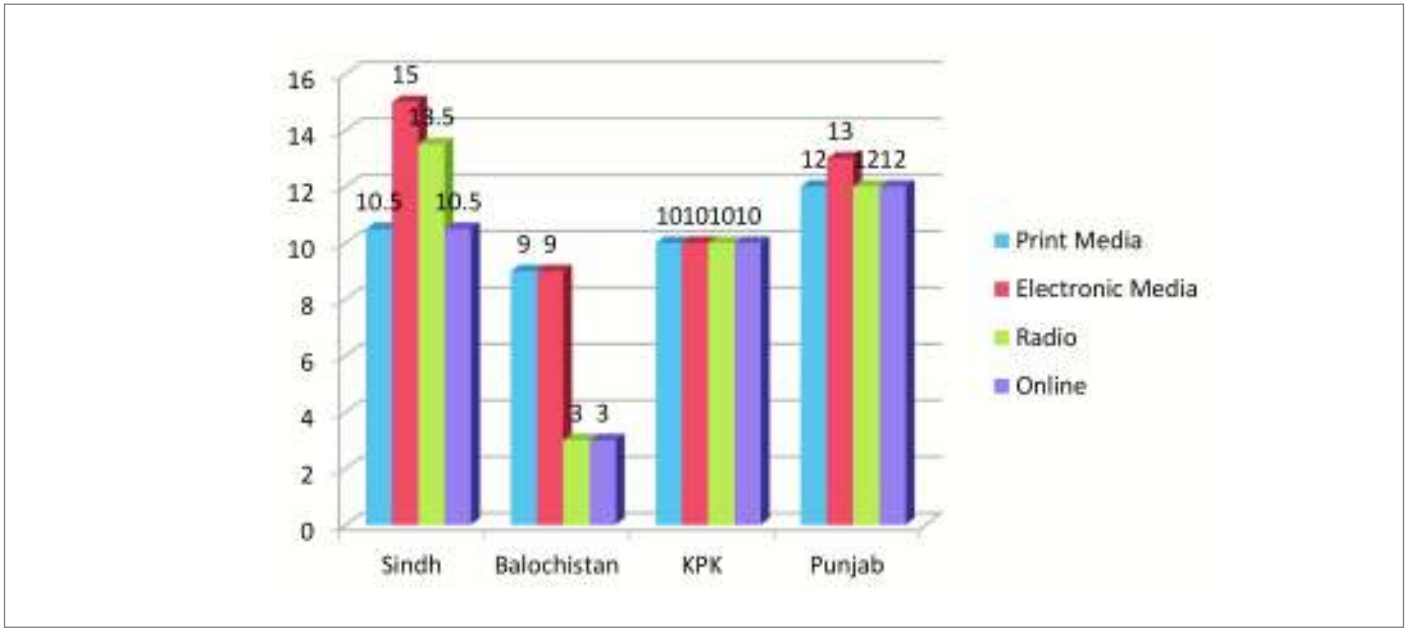
Story seems to be less covered by print media other than Dawn. However, electronic media have covered this story more as Geo, ARY, Samaa and Dawn News reported this story quite well.

Analysis of Key Informants Interviews (KIIs)

A questionnaire instrument comprising close and open ended questions on ethical issues concerning the dispensation of their professional chores was distributed among the journalists from all four provinces of Pakistan. The main ingredients of the instrument included the media ethics framework in Pakistan, the issues of its practices, whether the ethic codes are at par with international commitments, institutional safeguards against the odds in the way of practicing ethic codes, most common challenges the journalists encounter, and where do the journalists more often face ethical dilemmas. Some 50 journalists from all four provinces were consulted to know their views on the above enunciated ethical concerns. Data of varying numbers from all the provinces have been equated at 15 (journalists).

The graphic representation of the responses received is as under:

Media Ethics Framework in Pakistan Needs Improvement

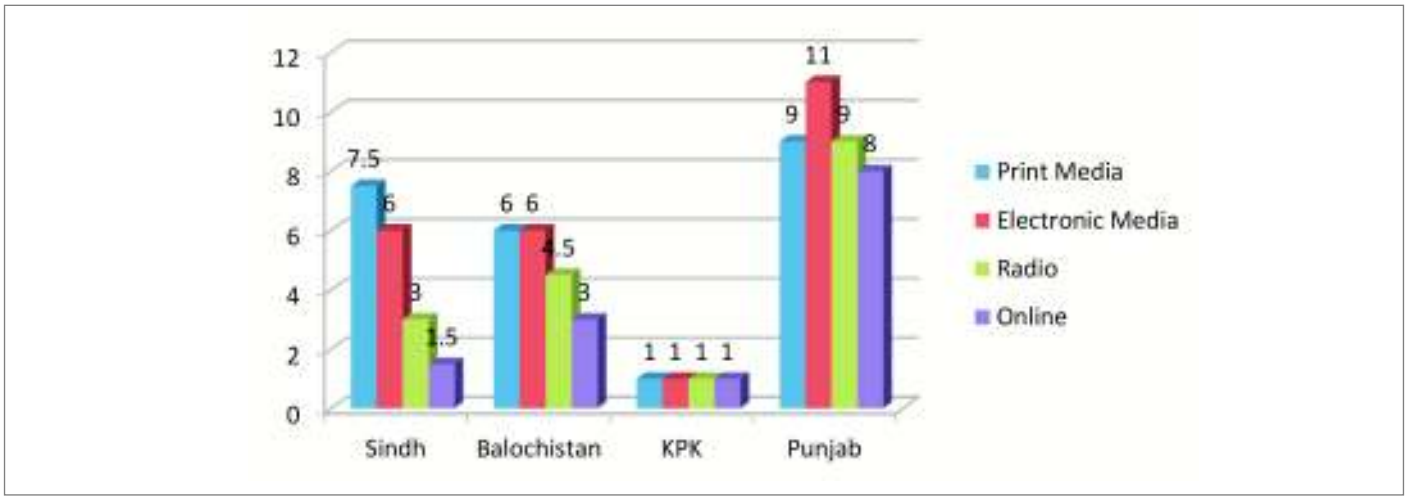


Following are the qualitative inferences from data:

- A large number of journalists from Punjab agree to the point that our ethic codes for print media need improvement. The lowest on this point are journalists from Balochistan.
- Majority of journalists from Sindh has the opinion that electronic media code of ethics need improvement.
- For radio and online contents, we do not see much difference in the opinion of journalists except that they agree that these codes also need improvement.

Pakistan Media Code of Ethics and International Ethical Commitments

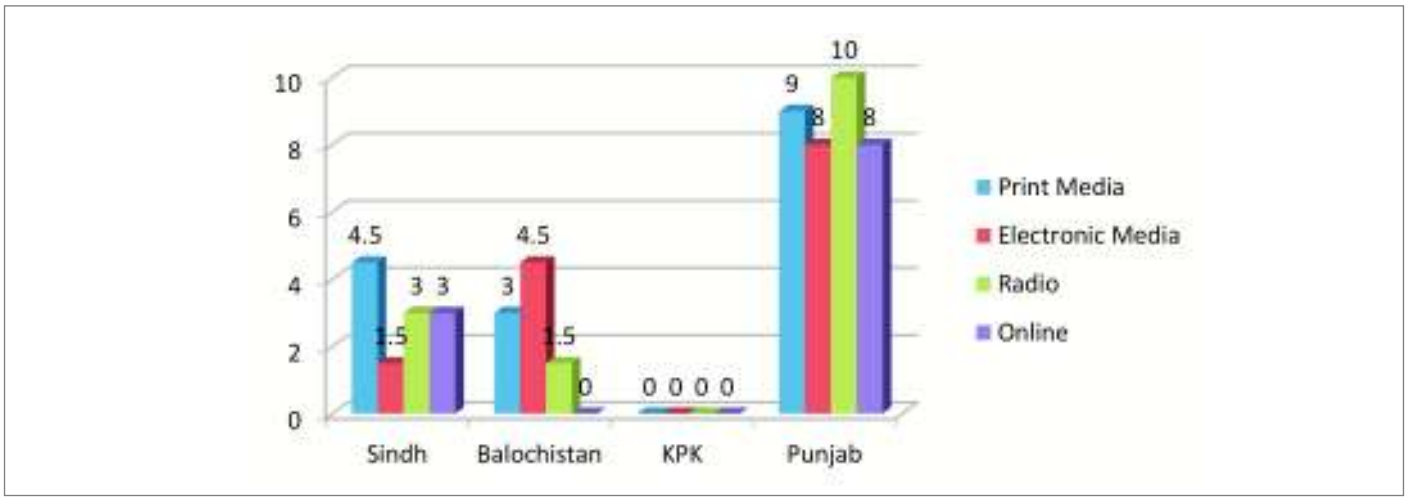
Whether media codes of ethics in Pakistan are at par with international ethical commitments, following was the response:



Following are the qualitative inferences from data:

- Majority of the journalists from Punjab have opined that our ethic codes are meeting the international commitments / obligations, particularly in print media regime.
- Journalists from Sindh consider that Pakistan's print media ethic codes are somewhat closer to international commitments; however, we are low at electronic media, radio and online media.
- Journalists from KP have not demonstrated much interest in this area.

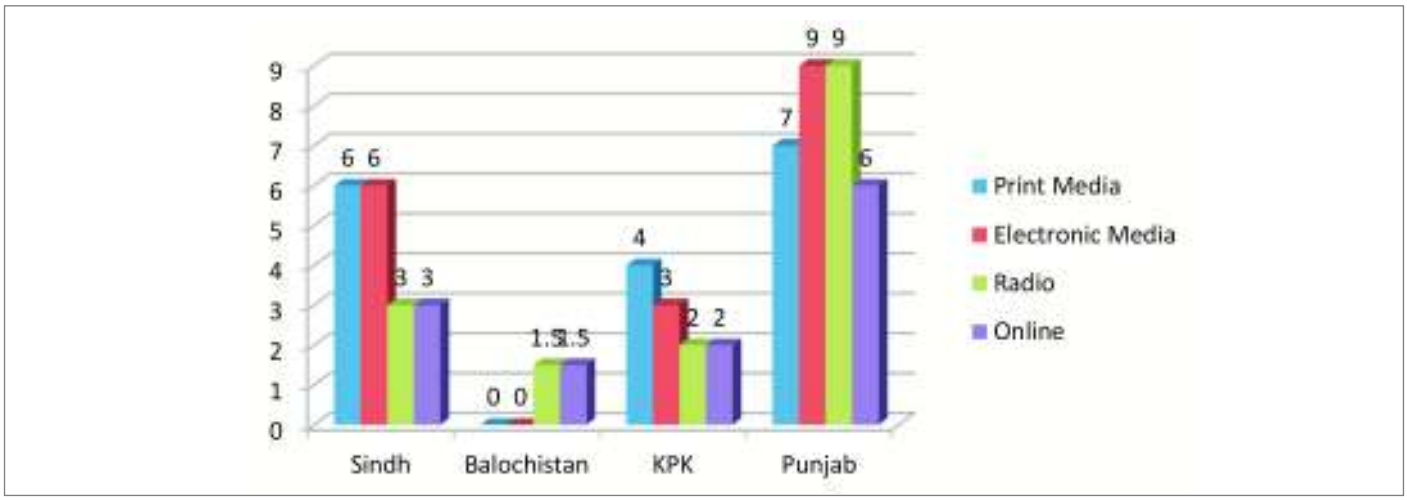
Practices of Code of Ethics



Following are the qualitative inferences from data:

- Quite surprisingly, the journalists from Punjab only have been seen satisfied with the practices of code of ethics in their province.
- The deplorable state has been observed among the journalists' community from KPK, who have altogether rejected the notion of any good practices of code of ethics in their province.
- Print media practices in terms of ethics by the journalists from Sindh, and electronic media practices by the journalists from Balochistan have somewhat been satisfactory. However, the level of satisfaction is quite low in all provinces except Punjab.

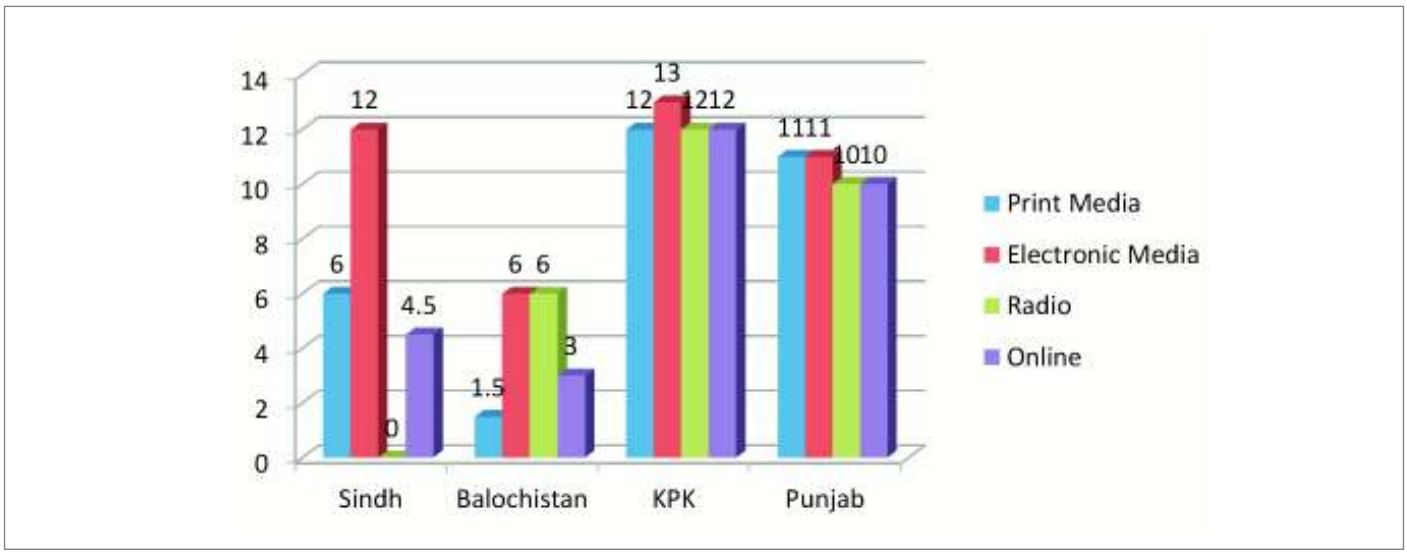
Ethical Concerns by the Media Organizations



Following are the qualitative inferences from data:

- The electronic media journalists from Punjab have been found to be satisfied with the concerns of their organizations towards media code of ethics.
- The level of satisfaction among the journalists from Sindh towards their organizations' concern on account of media ethics is though not ideal but better than the journalists from Balochistan and KPK.

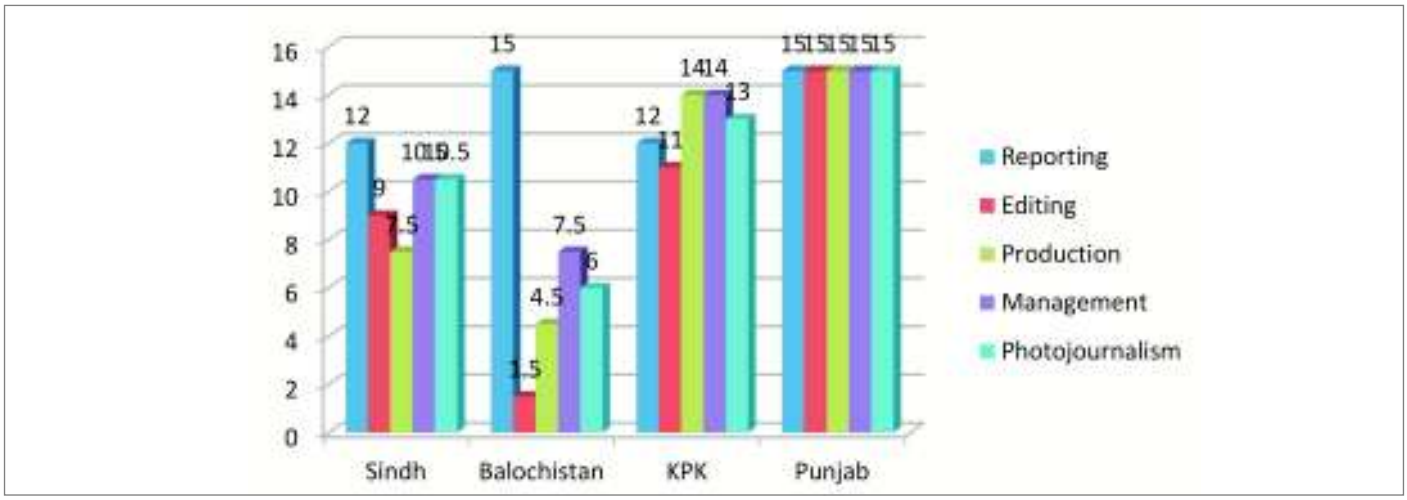
Perception of Problems in Reporting Ethical



Following are the qualitative inferences from data:

- Quite surprisingly, the journalists from Punjab only have been seen satisfied with the practices of code of ethics in their province.
- The deplorable state has been observed among the journalists' community from KPK, who have altogether rejected the notion of any good practices of code of ethics in their province.
- Print media practices in terms of ethics by the journalists from Sindh, and electronic media practices by the journalists from Balochistan have somewhat been satisfactory. However, the level of satisfaction is quite low in all provinces except Punjab.

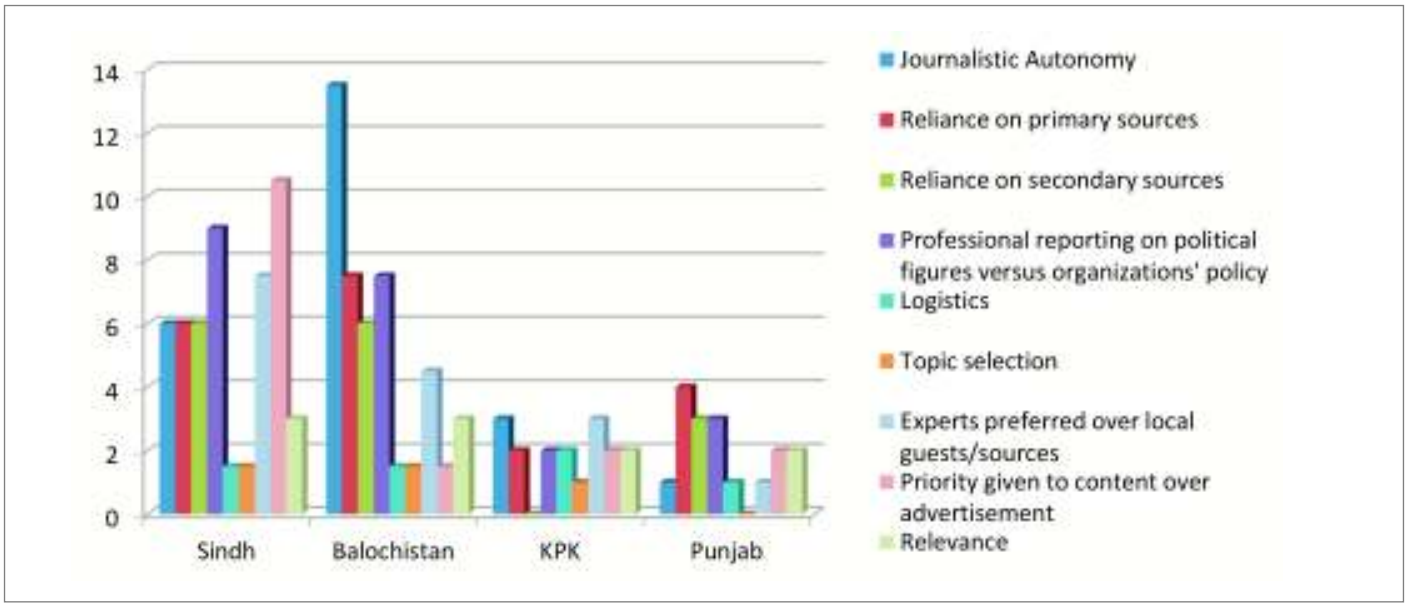
Ethical Concerns by the Media Organizations



Following are the qualitative inferences from data:

- Of five major media related significant aspects including reporting, editing, production, management and photojournalism, the journalists from Punjab rate all equally important for ethical reporting.
- The journalists from KPK are also somewhat closer to Punjab's journalists, however, with a little variable in editing aspect, which is not rated as important as others for ethical journalism.
- The journalists from Balochistan consider reporting as the most important component of ethical journalism, and give least significance to editing.
- Balochistan's journalists give a slightly higher consideration to reporting as compared to other when it comes to ethical journalism.

Relationship between Media Management and Ethical Journalism



Following are the qualitative inferences from data:

- The management related aspect which might help in practicing ethical journalism, as placed in the graph, do not seem to be having much relevance for the journalists from Punjab and KPK.
- However, the journalists from Balochistan desire for more autonomy to become more professional and ethical in practicing journalism. Besides, they also consider it important to rely on primary sources than secondary, which may include government and security agencies sources for gathering data and details on the event they report.
- The journalists from Sindh consider it important to give more space to news than advertisement to becoming ethical in journalism.

Challenges to Ethical Journalism

Responding to an open ended question on what are the most important challenges to ethical journalism, the journalists from all the provinces enlisted variety of issues. However, the most common challenges are listed below:

Province	Challenges
Punjab	• Political / government pressures • Security of journalists • Low salary / income
Khyber Pukhtoonkhaw	• Political / government pressures • Security of journalists • Terrorists / sectarian groups pressure • Militancy • Owners' pressures
Sindh	• Organizational pressures • Security of journalists • Political and government threats • Breaking news race • Threats by powerful groups
Balochistan	• Law and order • Low Salary • Lack of training • Prolitical pressures • Sectarian violence

Consolidated Findings from Key Informant Interviews (KIIs)

It has been interesting to figure out the responses from working journalists from all four provinces of Pakistan, and results have been greatly varying with a few exceptions. The consolidated findings are given below:

- Journalists from all across the provinces agree that our code of ethics framework needs to be improved.

- Regarding whether our code of ethics framework meet the international media obligations / commitments, only journalists from Punjab have been found to be satisfied with it, and journalists provinces have showed very low level of satisfaction on this. The journalists from KPK have showed complete dissatisfaction on our code of ethics framework once seen in comparison to international practices.

- Only journalists from Punjab have been seen satisfied with the practices of code of ethics in their province. Journalists from Sindh and Balochistan have expressed their dissatisfaction on code of ethics practices in their province, while KPK's journalists were greatly dissatisfied with the current practices of code of ethics in their province.

- Journalists from Punjab have demonstrated satisfaction on the question of their organizations' concern towards practices of code of ethics, while responses of the journalists from Balochistan and Sindh are rated at somewhat satisfied on this. KPK's journalists have expressed complete dissatisfaction on their organizations' concern over the practices of code of ethics.

- Quite surprisingly, the journalists from Balochistan only have expressed that they don't feel it difficult to practice ethical journalism, while all journalists from all other provinces feel it difficult to follow code of ethics in their official chores.

- It has been found that the journalists from Balochistan only feel that reporting is the most significant aspect helpful following code of ethics as compared to editing, production and photojournalism; while journalists from other provinces rate all aspects equally important.

- The common challenges to practicing ethical journalism have been identified as security of journalists, political / government pressures, organizational pressures, breaking news syndrome and low salary of the journalists.

Findings from the Focus Group Discussions

Two focus group discussions (FDGs) were conducted at International Islamic University Islamabad on 16 October and 22 October, 2015. About 40 women and 42 men from media and communication studies background participated in the study.

The discussion gathered the following information:

- PEMRA is not playing an affective role to implement the rules and regulations pertinent to ethical journalism is Pakistan.
- An independent, impartial, and neutral body is required to ensure ethical and professional journalism as PEMRA was seen to be very bias.
- Pakistani environment is not very safe for practicing ethical journalism as influential people use illegal means to suppress journalists (abductions and murders of journalists were mentioned).
- Pakistan's media is not giving priority to social issues.
- Media are bias when it comes to political reporting.
- Making money seems to be the priority over ethical practices.
- Media owners are businessmen and hence influence impartiality of journalists working for such business oriented organizations.
- Geo News was claimed to be supporting PML-N, ARY was claimed to be supporting PTI.
- Dawn TV was voted to be the only neutral news channel.
- Lack of investigative journalism due to lack of capacity of journalists, lack of resources and monitory insecurities in Pakistan were identified as problem areas for ethical journalism.
- Dependence on foreign news agencies for even national issues was highlighted.
- Use of Indian dramas and their influence on Pakistani culture was also mentioned and criticized.

CHAPTER - FIVE
CONCLUSIONS



CHAPTER - FIVE
CONCLUSIONS

As this report contains multiple media outlets from print and electronic, it appears expedient to place the conclusions in separate segments shedding light on each genre of media's training needs.

Analyses of Electronic Media

Geo News

If we go through the Geo News bulletin from 9 to 10 o clock (pm), we find that most of the news are from the Democracy and Governance domain. Among the sub-themes of this domain, we find that most of the news are from our first two variables that are election and political parties. The two main events of election might also be the reason - the election of NA 122 on 11th of October and local bodies' election on 31st of October.

The other domain / variable Development journalism got very less attention on Geo News. The main neglected part was the social justice. Only two news items were from this segment. Most of the infrastructure related polices were announced by the PM Nawaz Sharif, we may say that as far as development journalism is concerned only announcement(s) from the government benches were highlighted. No (investigative) report was presented by media itself regarding the infrastructural development. Many projects regarding infrastructure are in progress but we do not find investigative news from the channel.

From the third variable of conflicts, mostly news which we found were from Zarb e Azab, but main thing in this variables is that most of the news were based on secondary resources. The statements by ISPR and other law and enforcement agencies were treated as news. We do not find any journalistic autonomy in such news. The figure of terrorist who were killed in these attacks were not confirmed by any other sources. The minorities' issues were also not highlighted in the main bulletins.

Among all these variables gender biased reporting got very less attention in the news bulletin. The most covered area in this variable is Domestic violence. Mostly coverage in this variable is given to domestic violence. We could not find even single news from cultural empowerment and political empowerment.

Dawn News

The bulletin of Dawn News also revolves around the election and political parties. But Dawn News also focused more on the corruption segment. They did not only focus on elections and political parties. Their news of assemblies is highlighted feature of this variable, but overall most dominated area in this variable is election and political parties.

In conflict news, like other channels most coverage was given to Zarb e Azab. We also do not find any neutral coverage of Zarb e Azab. Only ISPR tweets were made news. Dawn News television did not give any coverage to Baluchistan issue.

Whenever there is news regarding infrastructure, its portrayal is negatively. For example, no news about metro how it is serving the people of Rawalpindi and Islamabad, but statements against metro are highlighted in the news. When government inaugurated some new development projects, they gave evaluation how government saved the money on these projects instead of praising government or doing some investigation on the negative statements made. We hardly found any positive news regarding infrastructure.

In our next variable Gender biased reporting again got very less space. Social empowerment, political and cultural empowerments are the most neglected parts of the women related stories. We hardly found good positive news regarding social, political and cultural empowerment of women. The channel when gave coverage to women that was of domestic violence. Domestic violence was given more coverage and more attention in the 9pm bulletins. It looks that our channel only considers domestic violence as news.

ARY News

ARY News also followed the same pattern; however, their coverage to political parties outnumbers the others. Second most covered area was election among the variable of democracy and governance. The other variables under the umbrella of democracy and governance got little attention in the main bulletin. ARY News sufficiently covered press conferences under this variable.

The variable of Development journalism is again neglected by the bulletins of ARY News. Similarly, the development related policies also got very less coverage only two news stories got the place in the ARY main bulletin of 9pm. Among the conflict news, the stories on Zarb e Azab are on the top. The extensive coverage was given to Zarb e Azab. However, no journalist autonomy in these news could be observed. No news was there from the primary resources. However ARY give extensive coverage to regional conflict especially related to India. The coverage of regional conflict is almost equal to Zarb e Azab.

Just like other channels, very less coverage is found to our next variable gender biased reporting. The channel gave very less coverage to the news regarding the empowerment of women whether in politics, culture or social. Whenever women are highlighted they are highlighted in the domestic violence.

Vsh News (Balochi Language)

Vsh News is the only Balochi News Channel operating in Pakistan. The channel is run privately and it has its main headquarter in Karachi. The channel is widely watched by the Baloch viewers across Pakistani Balochistan, Irani Balochistan, and the Baloch in Afghanistan, UAE, and in many of the Arab countries.

The major focus of it remains on the news of national and international level and gives a great focus to the news regarding Balochistan. It largely covers the local issues in Balochistan and being a Balochi language channel it has greater audience in the Baloch areas.
Furthermore, keeping in mind the interests of its viewership, within the domain of national level news, it includes community issues, education, health, local politics, domestic issues and provincial matters. Coverage of foreign affair is limited. Those international news stories are covered which have linkages with Pakistan; for example the official visits of PM or other high official functionaries to USA or China. Also, it includes those foreign countries affairs which have bilateral relationship with Pakistan like Pak-China, Iran, Saudi Arabia, and the US. Moreover, it gives a good range of coverage to the Baloch areas in Karachi like, Lyari, Golimar, Faqir colony, Gulshan Iqbal and Malir. These are the areas where a large population of Baloch lives and the Vsh channel has a large audience in these areas.

The news packages compiled in Karachi and Balochistan are by its reporters including federal capital because in most of the Baloch dominated districts, the channel has its reporters and bureau chiefs to cover the issues that matter for its audience. The channel also has its reporters in some Arab countries like, Dubai, UAE, Bahrain, Oman etc. Being a regional channel, it is interesting to note that its news sources are primary in abundance. This marks the reliability of news sources. On the other hand news packages on Punjab, KPK and some other areas of Pakistan are mostly the news releases. It focuses on secondary sources where the coverage of news isn't by the reach of its reporters.

Being the only channel in Balochi language, it doesn't have any competitor that's why the people watch it since they don't have any other option.

It has a balanced approach in broadcasting news because it has support from the common people and also the government. It has the source of earning from the advertisements which it gets from the companies and from the government of Balochistan. Besides this, it has a very good financial support from the Baloch residing in Arab countries. That's how the Vsh channel manages its economy. However, its budget is not that much a big one because it gets a limited number of advertisements that's why its equipment are not of that high quality and it seems they don't even have a big studio because at the time of broadcasting the news, the camera is directly focused to the newsreader.

The overall structure of the channel is satisfactory in terms of objectivity, balanced broadcasting, journalistic autonomy and the selection of the news is also quite balanced. Being a regional channel it also highlights the matters of education, Balochi music, social matters, the poor conditions of hospitals and many other such issues that's how it gets the attraction of the Baloch population.

KTN News

Among Sindhi electronic channels, KTN News ranks the highest. KTN Network also plays its role in print media. KTN and KTN News channels are the 2 channels of KTN Network, of which KTN is based on news, entertainment and showbiz. Regarding present training needs assessment, following themes are discussed below with their sub-themes:

Development Journalism
In October, the news about Development Journalism having the sub categories like, Infrastructural development, development related policies or Social Justice (+ve human rights, minorities etc.) were discussed very briefly. In context of Sindh, the news were good for the development of Sindh. The KTN Network also highlighted the problems of Sindh regarding its development.

Democracy & Governance
Coverage regarding elections, political parties, assemblies, political rallies, press conferences and corruption cases are included in this variable. We have found its reporting as neutral without having any noticeable tilt towards any particular political party. Their reports of the general issues were also neutral, not supporting any agenda against the constitution.

Conflict
The whole country is facing the problems, but KTN News Network has been found to be attempting for the empowerment of Sindh.

Gender Biased Reporting
Though very few reports appeared on the subjects under this variable including social, cultural, and political empowerment, and domestic issues, but overall quality of news was somewhat neutral and positive.
News were covered from the areas of Sindh, their first priority was and Sindh and their audience was mostly the people of Sindh. News stories were mostly covered by their local reporters; sometimes by their correspondents from abroad, but the sensationalization was not in the reporters. Selection of topics was also prudent. But the network regarding production and technology was not good, their camera quality was low and the camera operators were not professionals and the indoor lighting in news rooms was fine.

Keys Findings / Conclusions

1. Mostly coverage is given to Election and Political News.

2. Image of CM Sindh mostly presented as negative.

3. Zarb e Azab got extensive coverage but mostly single sided reporting based on ISPR statements or tweets, no independent reporting on this issue.

4. Less coverage is given to Balochistan issues/conflict.

5. Infrastructure news got coverage when PM is involved or any negative statement from any leader about those projects.

6. No news report by any reporter on the development project on which work is going on; for example, Neelum Jhelum project, Hassan Abdal Havellian motor way work, many roads of western route of economic corridor are under construction but no news report from those projects only ISPR Highlighted and tweeted that out of 900 km, they have built 550 km in Baluchistan during COAS visit to Balochistan.

7. Infrastructure policies got news when only some opposition parties criticized those policies. For example, reservation of ANP on economic corridor.

8. If development news is there they are in negative tone; e.g. corruption.

9. Gender related reporting revolves around the violence against women; the women in achievement are neglected in mainstream news bulletins.

10. Geo news duration of Headline is about six minutes, where as Dawn and ARY News duration of Headline news is about three minutes.

Khyber News

Khyber News is one of the most trusted and viewed Pushto language channel with a vast viewership not only in Pakistan, but also abroad. Following lines attempts to analyze it contents:

Development Journalism
A total of 15 news items are found concerning development journalism domain. This is approximately 5% of the total news. It shows that very marginal coverage is given to development related news segment.

Out of 294 news stories, only 6 news items are from the infrastructural development theme. This marks only 2%. It shows that very small proportion of infrastructural news is there in already neglected theme of development news. Reporting has been found to be poor on social justice; one news item out of 294. This is less than one percent.

Democracy and Governance Reporting
Nearly 121 news items were found related to democracy and governance domain. This makes 41% of the total. Only 34 items were from elections sub-theme. This is almost 12% of the total coverage. It is quite high when we consider that election of NA 122 was being held in Lahore. Similarly, by-election though was in KPK, but it provided good and healthy coverage to election news stories. Ten items were also from the political party domain, 23 items were from the assemblies, which is quite higher than the other channels. About 25 items were there from other variable of corruption, which shows that Khyber News gives extensive coverage to the corruption, much higher than its counterparts from other provinces.

Conflict Reporting
The conflict news got very strong coverage from the Khyber News. The reason is quite obvious as KPK is most conflict affected area and operation Zarb e Azab is also going on in this area. The most of time from this variable was given to Taliban Issue. About 40 news items were there from the Taliban issues. This is 13% of the total news stories. Twelve items were from the Operation Zarb e Azab, which is 4%. Six items related to Balochistan conflict, while nine items were found from Sindhi-Muhajir conflict. The most neglected area in this variable was minorities' issues; only one news is from this area. The regional conflict got also good

coverage. About 14 News items were related to regional conflict, which is 5% of the total news.

Gender Related Reporting
The most neglected area for Khyber tv was gender related issues. Thais is 0.34%, which is very low, indeed. No coverage is given to women issues or their cultural and political empowerment.

Analyses of Print Media

Daily Jang

Jang Group, which is known as the largest media organization of Pakistan, has made a mark for its journalistic activities. Jang newspaper which has a wide circulation across the country is the major Urdu paper with a high readership both in Pakistan and overseas due to which its news and headlines matter much because they have a very high level of influence over the minds of its readers.

Furthermore, the paper has a good authenticity and effectiveness because it has a very large team across the country and abroad and whatever the news that are published in the newspaper on the daily basis, among them most of the news stories are compiled by the reporters or the correspondents of the newspaper due to which it is considered to have a well organized team to cover any important issue of the national matter everywhere. If we look at the news that get place in the paper, specifically national news, city page news stories except those of the international news stories, are by the correspondents and this source authenticates the news which the people preferably love to read. A few stories are by APP, AFP and other news agencies in cases of foreign stories can be seen. The first hand information and experience adds to authentication of the source, reliability and improves standard of the paper.

The objectivity level meets journalistic code which matters the most especially in the case of a newspaper which has one of the largest circulations countrywide. So in the newspaper the reports are composed by keeping the objectivity in focus. This to a great extent makes the composition objective.

Subject matters of news are of a wide variety including politics, social issues, religious matter, Balochistan conflict, foreign affairs, governance, social justice, domestic violence, and so forth because the paper has a good number of readership in all federating units of the country. Hence, it seems to be covering all the important events and issues in all provinces, including the capital and the tribal areas. Furthermore, issues related to political parties and political statements of leading or ruling parties are observed as a dominant feature of the news. This to a little extent has caused a breakage of balance of the composition of news although structurally news composition criteria meet the needs as per story compilation. It shows the people controlling the politics are too influencing the spaces of the respective newspaper by their statements and press releases.

Mostly in the intro, the paper doesn't seem to be very hard in answering all the 5Ws and 1H. Comparatively there is a huge gap between the intro of English newspapers and Urdu like Daily Jang. Sometimes three questions are answered and sometimes two or four, the answer of five is very rare. Who, where, when, why, what and how are explained in the body of news either of inverted pyramid style or inverted pyramid style. It points to moderate introduction. The headlines are mostly of statement when it comes to political news and the rest are not statement sort. The discourse of the headlines are designed as catchy sometimes with strong adjectives makes it more eye catching because they try to create intensity so that the people get attracted towards it. The headlines are followed by a kicker which gives a little interpretation to the headlines only in cases of the lead, second lead and third lead.

The news regarding domestic violence, social justice and those which are documented in one or two columns are with no news pictures and mostly the news regarding political parties, political rallies, relating to high level issue in national level or the ministries in the government are given space with their pictures. The leads, which are of course the most important news or event of the day, are mostly attached with photographs which give a better relativity and explanation of the news; the latter does not.

On the daily basis a good space of paper is covered with advertisements and in many cases, a greater space is given to advertisements in front and back pages rather than the news.

With a view to providing an authentic and balanced source of information to the readers, Daily Jang maintains its ethical standard. Over all it shows a neutral picture; nevertheless, technically a few minor structural weak areas which have been highlighted above exist.

With the above mentioned points and areas one can say that authenticity, objectivity, journalistic autonomy, balanced approach and the areas of this newspaper are satisfactory though we can't say it is fully standardized or ideal.

The News

Democracy and Governance
Political news dominate the pages heavily, huge coverage has been given to the news about political parties. Front and back pages are filled massively with political stuff, news stories have been covered with specific angle mostly to highlight the political brawl, statements of politicians have been mostly consider as the news stories and whole story consists of those points which have been addressed by a politician. The angle of investigation and brining the facts and figures miss in the news stories. Tweets of politicians have been included as news stories. News stories about some specific politicians have been given more space and with some specific angles.

There are stories where the actual news should have been about the development project but the political color is more visible than the details of the news and the spicy words used against the rival politicians.

Elections related news are the second most dominant category in the theme of democracy and governance. Again the news relating to statements of political leaders against the opponents, are picked as the headlines but the actual problems and issues of masses have not been highlighted in the news most of the time.

Assemblies are covered in a way that there is only political quarrel going on and news about the legislations and bills in the assemblies and different committees of parliament have not been highlighted much. Even the fundamental work done regarding drafting of bills in different committees of upper and lower houses and other issues discussed there, have not been included in news stories in details but the statement against any party or politician is picked as the news.

Less coverage has been given to the corruption related news and mostly the corruption of politicians has appeared in the newspaper but corruption stories of some mightiest of society and bureaucrats are not covered as much.

Conflict News

Conflict news are the second most chunk of new stories. Regional conflict news dominate in terms of quantity in this category of news stories. Journalistic autonomy seems very low here as the journalists do not have access to those conflict zones. The media overall do not invest much to cover this gap and rely on the news agencies for the news, source of these conflict news is mostly ISPR, international news agencies pegging specific angles to the stories, which at times prove to be the venom against the Muslims and Pakistan.

Coverage of negative human rights news mostly consists of that what has happened and factors of analysis regarding the causes and social imparities lack in this direction. There is also less investigation and lack of reliance on primary source in the coverage of Taliban issue as well. Mostly news are based on the information provided by the security institutions without going in the areas to get details by the locals, here the journalistic autonomy lacks and mostly no verification of figures by independent sources included in the news. Tweets by the ISPR are picked up as the headlines without investigating about the news stories. Balochistan issue has been covered very less and only few incidents are included in news about this topic. There is almost no investigation and clear picture of ground realities has not been included in the news stories as well. Information given by the security and govt. institutions has been included most of the time in the news.

Development Journalism

Stories of development projects are another missing factor and the quantity of news related to development projects is not much and it seems that there are very a few development projects because of this less coverage by the newspaper. Another factor is that such news stories are mostly from one province and other provinces have not been given much coverage. News of those development projects mostly include where the inauguration is done by Prime Minister or CM of the Punjab. Here, also the details of those projects become secondary but the spicy words used by the politicians for opponents become the headlines. Development related policies are given more coverage in this category as it is shared by the govt. via some press talks or briefings after meetings, so the newspaper just share the news without much effort on part of newspaper's reporters.

Gender Based News

There are very few news stories about the women issues. There seems no efforts on part of newspaper to highlight the women role in the development of society or about the social or political rights of women. We see very less coverage in the newspaper about the success stories of different women of our society. There is definitely progress going on in the society about the political and cultural empowerment of women but the news stories have not been included.

Key points about news pattern of The News:

i. Most of the stories carry neutral and strong words but in the political news stories some spicy and catchy words have been used.

ii. Pages are mostly filled with ads and especially the ads related to electronic media programs cover more than the half of a page most of times.

iii. Most of the stories in the city pages are without bylines.

Dawn

Democracy and Governance

Overwhelming coverage has been given to the news related to political parties, more than 50% news fall in the category of democracy and governance where the news about political parties and election related news dominate mostly. Coverage of political leaders has been the dominant factor and headlines are crafted with the statements of those leaders, whereas the element of investigating about the news story misses mostly.

Elections related news also make the significant chunk of headline, here also the news relating to statements of political leaders against the opponents, are picked as the headlines but the actual facts and trends of concern constituencies are ignored.

News about the legislation and bills in the assemblies and different committees of parliament are not covered much, even here instead covering the basic work done regarding legislation in the assemblies and standing committees, but the headlines are coined with statements given by the parliamentarians on other issues.

Less coverage has been given to the corruption related news and mostly the data shared by the NAB and other departments are included in the news without adding much by the reporter. News about the corruption of politicians are mostly appeared in the newspaper but corruption cases of other segments of society like bureaucrats and by other private people are not covered much.

Conflict News
Conflict news form the second most portion of news. Regional conflict stories have been given significant coverage, and vast majority of news items related to conflict consist of the regional conflict news. Source of the conflict news is mostly the international news agencies and as these agencies cover the news with specific angles so the stories sometimes include the venom against the Muslims and Pakistan. Journalistic autonomy seems very less here as the journalists do not have access easily to those areas.

Coverage of negative human rights news mostly consists of that what has happened and factors of analysis regarding the causes and social imparities lack in this direction. There is also less investigation and lack of reliance on primary source in the coverage of Taliban issue as well. Mostly news are consisted on the information provided by the security institutions without going in the areas to get details by the locals, here the journalistic autonomy lacks and mostly no verification of figures by independent sources included in the news. Tweets by the ISPR are picked as the headlines without independently verifying or adding details about the story.

There is very less coverage of Balochistan issue and only few incidents are included in news about this topic. There is no investigative and in-depth analysis about the Balochistan conflict and what is the situation on ground, only the information shared by the security and govt. institutions has been included most of the time in the news.

Development Journalism
There is very less coverage about the development and it seems that no significant development projects are there because of this less coverage by the newspapers, only those development projects has been highlighted in the newspaper where the prime minister himself has visited. Development related policies are given more coverage in this category as it is shared by the govt. via some press talks or briefings after meetings so media just to share the news without much effort on part of newspaper's reporters.

Social justice news have been covered with some good efforts but quantity is too less as well.

Gender Based News
Gender based news is the most neglected part of news coverage in this very newspaper. There are rare news about the women role in the development of society or about the social or political rights of women. No coverage in the newspaper about the success stories of different prominent women of society. Here, one interesting point is that there is no coverage of violence against women either but we know there are so many cases on daily basis in our society when women are harassed or violence is used against them.

Key points about news pattern of daily dawn:
- Most of the stories carry neutral and strong words and balance is also there mostly in the stories.
- Byline is mention in majority of stories but in city pages most of news are given without referring credit to the concern reporters.
- There has been comparatively less ads in the newspaper and the content has dominated the pages mostly.
- Photojournalism is the weak element as most of photos are from news agencies and photos relating to stories are also less in numbers.

Daily Kawish (Sindhi Language)
Daily Kawish analysis is as under:

Development Journalism
In month of October, the news regarding Development Journalism having the sub categories like, infrastructural development, development related policies or Social Justice (+ve human rights, minorities etc.) were discussed very clearly in reference to objectivity of journalism.

Democracy & Governance
Daily Kawish reported, like national newspapers, heavily on elections, political parties etc. Quite a few news stories on corruption stories and stories of investigative nature have been recorded.

Conflict Reporting
In Pakistan, Sindh Province like other provinces is also facing enormous problems. Hence, local conflict related issues Sindhi-Muhajir issues, sectarian issues etc. were given some coverage; however, we could not see these issues being discussed in objective fashion. The conflict related news stories on talibans and operation Zarb e Azb, like other media, were merely based on ISPR's statements and tweets.

Gender Biased Reporting
We could not record much on this aspect.
The major and primary source of their reporting from Sindh was their local reporters and other sources were from bureau reports or monitoring desk. News stories were mostly covered with the main reporting formula of journalism; i.e. 5Ws and 1H. Structure, Frame and Balance of News was neutral. Stories were observed to be edited by the professionals, they tried their best, journalistic autonomy was seen among the reporters. News structure was at times was pyramid and sometimes it was inverted pyramid. Selection of topics was also ok. Photojournalism was recorded at average, the visibility of images was not good enough even the ethics, relevance and captions were, however, good.

Daily Qudrat

The authenticity and credibility of any media industry is derived from the overall organized setup of that particular media organization whose high level organizers become fully aware about the regional issues, social norms, beliefs and values of the societal structure in which the media circulates.

Daily Qudrat has its focus in Quetta city of Balochistan mainly and it has offices in Karachi and Islamabad as well, but when we look at the journalistic setup of the paper, we come to know that it lags far behind in this era of media competition because the credibility and authenticity of newspaper depends upon the team that operates around

the circulated areas of the newspaper, but unfortunately we can rarely find any news or report that is produced by the Daily Qudrat itself. Out findings reveal that almost all the news or reports that are published in the paper are purchased from the different agencies, mostly national news agencies that is why it can rightly be said that the paper has a very limited team which copies and pastes the news taken from the news agencies.

Moreover, Daily Qudrat covers all the important national issues that take place in the country, particularly the political situation and political parties. Furthermore, it gives a good space to the news with regard to Balochistan, but has a very heavy focus on the Pashtoon belt and the issues relating to other parts are given lesser importance in term of space. Only a few news that were produced by Daily Qudrat, were reported from the political rallies and conferences of the Pashtoon nationalist parties because they have very limited number of reporters due to which they totally rely on the secondary sources.

In addition, when we look at the front and back pages of the paper, we hardly find any advertisement which clarifies the fact that the newspaper has a very low and small budget that's what doesn't allow them to setup an influential media setup and this surely is the reason that the newspaper is totally dependent on the news agencies for attaining news. With regard to objectivity and balanced headlines, it generates satisfactory headlines because it most often picks up the news from the secondary sources and putting the statements of political parties or leaders on the pages.

Besides this, the selection of news, looks like other papers, as it has its due focus on political issues of the country and other segments of society hardly get place. One can hardly find news regarding minorities, gender issues, education, and health etc. or we can simply say that they don't create any news rather they have a dependency approach due to which its influence is less and has a very limited area of circulation.

With regard to conflict news, it had a good space and whenever the news had connection with Taliban and Balochistan conflict, then its wording was exaggerated or it had a partial approach which goes against the journalistic autonomy and objectivity. Particularly, when the Taliban carried out successful attacks in Afghanistan then it could be seen that the headlines contained very soft words for the Taliban, but when the Taliban had done something in Pakistan then of course the headline seemed to be hard with towards Taliban. The same case could be observed in the headlines regarding India and Kashmir conflict.
And due to less advertisement, the paper has to paste dozens of news just to fill the pages.

The newspaper runs an active page on social media network, Facebook and it has an exaggerated posture just to get the attraction of the audience. The headlines of Facebook page are meant to put issues on high, resultantly when someone looks at the headline at first, he/she may think the news may contain very important information but when you click it to have a glance over the detail of the news, you find nothing like that you expected.

To conclude, Daily Qudrat has to strive hard to become an effective and authentic source of information for the masses around the country and particularly in Balochistan. For this the paper has got to hire experience journalists which the paper doesn't have currently. Secondly, it has to create a team of energetic journalists because presently it doesn't have its own team due to which it fails to get the attraction of the audience and it has to go a long journey to adopt a journalistic framework.

Daily Wahdat (Pushto)

Daily Wahdat, Peshawar, sufficiently covers 5Ws and 1H. The structure of the sentences is good as the sentences of news were short and comprehensive. The word usage was good but a lot of words from Afghan Pashto words were used, which are unknown in KPK settled area like Peshawar , Mardan, Sawabi, D.I.Khan etc., but the trible belt population is familiar with this type of common Pashto words. We have observed that some news stories copy were just the cut-past from the international Pashto news web-sites like BBC Pashto and voice of America Pashto service. Though some stories were attributed to primary source, but most of the stories had a secondary source. The effect of the news on the reader must be negative because Wahdat covers most of the conflict news related to terrorism, Taliban, militancy and extremism.

Develop journalism	Democracy	Conflict	Gender biased reporting
Infrastructural 1%	Election 7%	Taliban and Afhanistan 50%	1%
Related police 1%	Political parties 15%	Zarb-e-azb balochistan sindh mahjar, minorities regional conflict, sectarian 15%	
Social justice 0%	Assemblies 18%		
Other 0%	Corruption 2%		

Comparative Analysis:

National and regional media, all across the world, are viewed operating under different ownership dynamics, objectives, organizations' size, training level of their professional operatives, target audience, to include a few. Generally, regional media are considered more parochial in their approaches as compared to national and international media outlets. However, this does not seem to be true for all the regional, national and international media as some of the studies indicate that even at times the international and national media function to achieve limited (regional) objectives; while on the other hand, at some places, even the regional media have been observed following standards and objectives of an international media organizations with a localized outlook.

The state of Pakistan's regional and national media organizations is not much different what has generally been analyzed in research studies world over. The tables given attempt to make a comparison of regional and national print and electronic media outlets to highlight the similarities and differences in their functioning, preferences, their focus on our selected domains / variables, and management related issues confronted by the journalists at large. However, to make understanding of comparative analysis a little more comprehensive and comprehendible, it is given in two separate tables. The first table explains similarities and differences of coverage of our four major domains of reporting including Development Journalism, Democracy and Governance, Conflict Reporting and Gender Biased Reporting in the selected regional and national media outlets. Second table explains the similarities and differences on the professional and organizational aspects.

Comparison of Regional and National Media Coverage of Development Journalism, Democracy and Governance, Conflict Reporting and Gender Biased Reporting

	Regional	National
Print Media	**Daily Qudrat (Balochi):** • 30% of its stories relate to development journalism with almost equal proportion to infrastructural and policy related development news. • 12% news items related to Democracy and governance found in the contents with almost equal coverage to infrastructural and policy related development issues. • 33% of its stories relate to conflict domain, which is the highest, and most of them are related to conflicts in Balochistan. • 20% stories concerning social and political empowerment of women have been found. **Daily Kawish (Sindhi):** • 22% of its stories cover development related issues, mainly on local level infrastructural development issues. • 29% of its stories cover democracy and governance issues, of which stories on election and corruption are on the top. • Only 14% stories on conflict, mainly from the secondary sources on Zarb e Azb and Talibans. • 31% of its reporting relate to gender based stories, and majority of them are on women empower related issues. **Daily Wahdat (Pushto):** • Only 7% of its coverage to development related issues, however, with equal quantum to local infrastructural and long term development policy related stories. • Major focus of the paper was democracy and governance issue with 41% related stories; of which main areas were political parties and their press conferences. • 49% of stories were covering conflict, primarily operation Zarb e Azb and Taliban. • Gender based stories were almost non-existent.	**Daily Jang (Urdu):** • 40% out of a total of 238 stories relates to development journalism, of which main focus was on development policies. • 28% of news stories relate to democracy and governance, mainly on elections and press conferences. • 29% stories are on conflict related issues; however, unlike regional press, it has its focus on regional issues. • Only 5% stories relate to gender issues. **The News (English):** • 32% stories concerns development journalism; major portion deals with policy related development issues. • 58% stories deals with democracy and governance related issues; major focus is political parties and elections. • 29% stories are dealing with conflict having main focus on Afghanistan and IHK with a little on Talibans. • Gender biased reporting could not take much space with an exception to a few stories of social empowerment in The News during October 2015. • Only 2% stories are on gender. **Dawn (English):** • Only 7% news deal with development issues; however, almost all of them are on policy level development issues. • About 53% news items are on democracy and governance related issues; however, mainly on elections. • 37% of Dawn's stories are conflict related issues, but major focus was regional issues like Afghanistan and IHK. • Dawn attention towards gender biased reporting has been too minimal, which is about 08 stories overall (3%).
Electronic Media	**Vsh News (Balochi):** • 25% of its stories are related to development issues. The development related policies remained at top with a little time to infrastructural developments news. • 36% stories are related to elections and political parties from the Democracy and Governance domain. • In conflict news domain, 37% news items are found with main focus on Balochistan and sectarian conflicts. • Only two news items (0.93%) out of 215 are placed under gender biased reporting. No report on domestic violence. **KTN News (Sindhi):** • 50% of the news stories relate to development journalism. However, hardly a few news stories on infrastructural development and development related policies stories. • 32% of news stories deal with democracy and governance issues. • KTN was least interested to report on conflict related issues, especially Balochistan and operation Zarb e Azb etc. • 19% stories are gender related issues, wherein domestic violence was the preferred area for the reporters of KTN.	**Geo News (Urdu):** • About 8.4 % coverage has been given to development journalism with almost equal proportion for infrastructural development and development related policies. • Nearly 56% news items are from the democracy and governance domain, with main focus is on political parties, their leaders and their statements. • About 32% news stories are from conflict reporting domain, with main focus on violation of human rights stories, and then regional conflict. • About 4% stories relate to gender reporting, with major attention to domestic violence. **ARY News (Urdu):** • 18% news items are related to development journalism, of which main focus was on infrastructural development news. • 50% news items were from democracy and governance, having extensive coverage of election and politics related news. • 30% news items are concerning conflict with major focus on regional conflict and operation Zarb e Azab. • Only 2% stories are on gender related issues, with major focus on domestic violence.

	Regional	National
Electronic Media	**Khyber TV (Pushto):** • About 7% stories are dealing with development journalism; mainly with infrastructural development. • Nearly 48% stories deal with democracy and governance related issues, wherein elections and press conferences took a lead on every other aspect of it. • About 46% stories cover conflict related issues, wherein operation Zarb e Azb, Taliban issue, regional conflict related to Afghanistan and also the sectarian crisis are heavily covered in its main news bulletins. • Nothing on gender related issues. .	**Dawn News (Urdu):** • Nearly 8% stories are on development journalism, with main focus on development related policies, and neglected infrastructure development stories. • 41% news items are related to Democracy and Governance domain with main focus on election, political parties, press conference. • 40% stories out of 129 are related to conflict domain; with regional conflict as being the most covered one. • 10% stories cover gender related issues; with focus on cultural empowerment of women. **Samaa FM 107.4:** • 11% of its news broadcasting relate to development journalism with almost equal focus on almost all segments of it. • 70% news stories are devoted to democracy and governance domain; which are heavily dominated by the stories concerning politics, elections etc. • 16% stories relate to conflict domain with heavy focus on issues social justice. • Only 3 stories are recorded from the gender domain, which indicates that it is the most neglected area by the Samaa radio.

Comparison of Media Related Dynamics of Regional and National Media

	Regional	National
Print Media	**Daily Qudrat (Balochi):** • **Reporting** • About 50% of the stories have been rated at above average following various aspects of reporting including incorporation of 5Ws, observing objectivity, timeliness and balance etc. Positive framing of news stories is at low, while fewer stories are bylined. • **Editing** • Nearly 75% stories have been rated above average in various aspects of editing including headline and intro construction, economy of words, and sentence structure. • **Management Dynamics** • Nearly 60% news items are rated at above average in management related issues like journalistic autonomy, professional and organizational conflict, provision of logistics, topic selection etc. Reliance on primary sources for news and ratio between news space and ad space has been found at moderate level, but not weak. • **Photojournalism** • Though not much high on the use of photojournalism; however, it has been found to be good in the use of photojournalism aspects namely relevance of photo, its visibility, caption, placement and ethics. Hardly ten photos relevant to our selected news stories were found.	**Daily Jang (Urdu):** • **Reporting** • Over 80% of news stories are recorded at above average in following various aspects of reporting. In 50% of news, it used inverted pyramid style and only 20% of the news stories are recorded having positive posture/framing of the news. • **Editing** • Over 90% stories are recorded at above average with having good headlines, intro and sentence structure. Over 70% stories have used positive frames. • **Management Dynamics** • In over 80% news stories, management dynamics are seen at above average including journalistic autonomy, logistics, topic selection etc. Reliance of primary sources is also observed in over 90% stories. • **Photojournalism** • For the chosen domains for this study, the paper did not use enough number of photos (only 6). However, they are found to be observing the various aspects of photojournalism well namely relevance of the photo, its visibility, caption, placement and ethics. **The News (English):** • **Reporting** • Over 80% of news stories are recorded at above average in following various aspects of reporting. Hardly 30% news stories are recorded having positive frames used, while 50% of the news stories are found bylined.

	Regional	National
Print Media	**Daily Kawish (Sindhi):** • **Reporting** • Slightly over 80% of the stories have been recorded above average on almost all aspects of reporting including 5Ws, objectivity, timeliness and balance. Framing of news is greatly negative. Structure of news writing is mainly inverted pyramid and is bylined. • **Editing** • Nearly 80% of news stories are rated above average in various aspects of editing. • **Management Dynamics** • Overall performance of Daily Kawish on nearly all aspects of management has been found above average rather good, except reliance on primary sources for news seeking is a little low than others. • **Photojournalism** • Relatively better in the use of photojournalism for its news stories as about 14 stories were carrying photos. Nearly all photos have been found at above average observing various aspects of photojournalism. **Daily Wahdat (Pushto):** • **Reporting** • Slightly over 60% of the stories have been recorded above average on almost all aspects of reporting including 5Ws, objectivity, timeliness and balance. Framing of news is greatly negative. Pyramid and Inverted pyramid styles are equally used and 50% stories are bylined. • **Editing** • Nearly 55% of news stories have been recorded as above average in different aspects of editing. • **Management Dynamics** • Over 60% news stories are recorded above average on management related aspects except great reliance on secondary sources for conflict related news stories. • **Photojournalism** • Quite a few photos have been used with the stories under review of this study. Only 5 photos have been seen, but they all are seen at above average in observing various aspects of photojournalism.	• **Editing** • Over 90% of the stories are recorded at above average on various aspects of editing. Kickers are generally not found in headlines, and nearly 70% of the stories are found to be placed appropriately. • **Management Dynamics** • Over 85% of news stories are recorded at above average. Reliance on primary sources is also recorded high; however, ratio between news and ad space is recorded at low. • **Photojournalism** • A good number of phtotos have been used with stories of our chosen variables (about 42 photos). All seem to have observed various aspects of photojournalism. **Dawn (English):** • **Reporting** • Slightly over 75% news stories are found observing various aspects of reporting at above average. Nearly all stories used inverted pyramid news structure and over 60% stories were bylined. • **Editing** • Over 90 stories are found at above average in various aspects of editing. Kickers are not found at all and majority of the stories are found to be placed appropriately. • **Management Dynamics** • Over 80% of news stories are recorded at above average. Reliance on primary sources is also recorded as high; however, some of the stories (nearly 20%) have been observed relying on weak sources due to logistic issues. • **Photojournalism** • 84 photos were used by Dawn for our chosen domains and over 90% of them have been found to be at above average.
Electronic Media	**Vsh News (Balochi)** • **Reporting** • Nearly 70% of stories seem to have met the standards of good reporting including 5Ws, objectivity, timeliness and balance in a news story. However, it seems to have quite fewer news stories with positive frames (hardly 5). • **Editing** • 86% of news items are found incorporating 5Ws in the intro of story, developing a good intro, careful in word usage and constructing good sentence structure.	**Geo News (Urdu)** • **Reporting** •Nearly 95% of Geo news stories have been recorded as good on various aspects of reporting like 5Ws, objectivity, timeliness and balance. However, 67% of items carried positive frames of the event. • **Editing** • Nearly all aspects of editing have found to be meeting quality standards (over 95% of news stories). • **Management Dynamics** • With a little exception of conflict of professional interest with organizational interest, rest of all aspects of management are rated as good (in over 95% of stories).

	Regional	National
Electronic Media	• **Management Dynamics** • 90% of news stories give an impression that journalists are autonomous in developing the story without having any conflict with the organizational policies even in topic selection. However, only 56% stories are based on primary sources. • **Production** • 86% of stories has good quality production in terms camera and lights and word economy. However, only 34% news items have sound bites, rest of them was reports read by the news casters. **KTN News (Sindhi)** • **Reporting** • Despite being a regional news channel, the quality of reporting in all aspects of it has been recorded as good, with an exception of just a fewer stories with positive frames (only 4 out of 31). • **Editing** • In over 95% of stories, KTN news has been found to be following quality standards of editing in almost all aspects. • **Management Dynamics** • In nearly 68% news stories, there seems to have autonomy with the journalists, and majority of news stories with exception of conflict related news, all others have primary sources of information. The problem of logistics for journalists to have their stories done seems at high. • **Production** • Almost all aspects of production are recorded as good except a little variation in word usage (about 50% stories at above average level) and sound bites (about 70% news stories at above average level). **Khyber (Pushto)** • **Reporting** • Over 95% of news stories are found at good level on all aspects of reporting with a little exception of positive framing (in about 89% stories). • **Editing** • In over 95% of stories, Khyber News has been found to be following quality standards of editing in almost all aspects. • **Management Dynamics** • Autonomy of journalists seems to be a great problem for the journalists of Khyber TV (only 12% are rated as good at it). It might be due to heavy dependence of Khyber on conflict related news stories where news sources are usually government agencies. • **Production** • Except the use of sound bites (which is good in 30% news stories only), all other aspects of production are rated as good.	• **Production** · In over 95% of stories, all production related aspects namely video quality, word economy, camera and lights etc. are recorded as good. **ARY News (Urdu)** • **Reporting** • Nearly 85% of news stories are seen satisfactorily observing reporting related aspects, except only 40% of news items posing the story in positive frames. • **Editing** • Over 86% stories are rated as good in observing various aspects of editing with a little lower degree in intro construction only. • **Management Dynamics** • Over 95% of stories are indicated as good in nearly all aspects of production, except where there is conflict between the professional interests and organizational interests (with about 65% news stories). • **Production** · Nearly 95% of the stories are found to be quite good in all aspects of production. **Dawn News (Urdu)** • **Reporting** • Nearly 74% of stories are rated as good in various aspects of reporting except positive framing, which is found in only 38% stories. • **Editing** • In 77% stories, the construction of headlines is recorded as good. Similarly, 77% stories has good intro and word usage. • **Management Dynamics** • On almost all aspects of management, 66% stories are found to be at good with an exception of topic selection which is relatively higher. • **Production** • In about 75% stories, production related aspects have met quality standards with a little exception of 'sound bites' in over 79% stories.

	Regional	National
Electronic Media	**Samaa FM 107.4:** • **Reporting** • Over 95% of news stories are found at good level on all aspects of reporting with a little exception of positive framing (in about 66% stories). • **Editing** • In over 95% of stories, Samaa FM 107.4 has been found to be following quality standards of editing in almost all aspects. • **Management Dynamics** • It seems good at all aspects of management, except having greater dependence on secondary sources for information. • **Production** • With sound bites at 83%, all other aspects of production are rated as good.	

Comparative Analysis of Samaa FM 107.4 and Radio News Network (RNN)

Our analysis of various media outlets, print and electronic both, reveals a huge contrast between the bulletins of Samaa FM 107.4 and Radio News Network operated by the Power FM 99. In fact, Samaa FM does not have any dedicated news desk for its hourly bulletins during peak hours of the day rather the headlines of Samaa News TV are played on Samaa FM 107.4.

These headlines are mainly for the national audience and not specific to any geographic region it covers through its FM transmission. No detailed stories are given in the bulletins.

On the other hand, Radio News Network operated by the Power FM 99, having its head office located in Islamabad, offers a combination of news stories covering national as well as local issues. It is predominantly focused on local issues and includes investigative reports in the news bulletins. These reports are prepared by its own sources and discuss the local issues in detail by giving constructive analyses. It also takes prominent personalities including the politicians on phone to discuss issues with them and attempts to link the people with the lawmakers.

In a nutshell, it can be inferred from the data collected that Samaa FM 107.4 stands with the mainstream electronic media organizations in terms of its coverage, focus and quality, while Radio News Network operates at local level with a greater degree of attention to local and regional political, social and cultural issues ranging from closure of roads, traffic conditions at rush hours to national and local bodies elections.

Comparison of Media Related Dynamics of Regional and National Media

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Print Media	**Daily Qudrat (Balochi):** • **Reporting** • About 50% of the stories have been rated at above average following various aspects of reporting including incorporation of 5Ws, observing objectivity, timeliness and balance etc. Positive framing of news stories is at low, while fewer stories are bylined. • **Editing** • Nearly 75% stories have been rated above average in various aspects of editing including headline and intro construction, economy of words, and sentence structure. • **Management Dynamics** • Nearly 60% news items are rated at above average in management related issues like journalistic autonomy, professional and organizational conflict, provision of logistics, topic selection etc. Reliance on primary sources for news and ratio between news space and ad space has been found at moderate level, but not weak. • **Photojournalism** • Though not much high on the use of photojournalism; however, it has been found to be good in the use of photojournalism aspects namely relevance of photo, its visibility, caption, placement and ethics. Hardly ten photos relevant to our selected news stories were found. **Daily Kawish (Sindhi):** • **Reporting** • Slightly over 80% of the stories have been recorded above average on almost all aspects of reporting including 5Ws, objectivity, timeliness and balance. Framing of news is greatly negative. Structure of news writing is mainly inverted pyramid and is bylined. • **Editing** • Nearly 80% of news stories are rated above average in various aspects of editing. • **Management Dynamics** • Overall performance of Daily Kawish on nearly all aspects of management has been found above average rather good, except reliance on primary sources for news seeking is a little low than others. • **Photojournalism** • Relatively better in the use of photojournalism for its news stories as about 14 stories were carrying photos. Nearly all photos have been found at above average observing various aspects of photojournalism. **Daily Wahdat (Pushto):** • **Reporting** • Slightly over 60% of the stories have been recorded above average on almost all aspects of reporting including 5Ws, objectivity, timeliness and balance. Framing of news is greatly negative. Pyramid and Inverted pyramid styles are equally used and 50% stories are bylined.	**Daily Jang (Urdu):** • **Reporting** • Over 80% of news stories are recorded at above average in following various aspects of reporting. In 50% of news, it used inverted pyramid style and only 20% of the news stories are recorded having positive posture/framing of the news. • **Editing** • Over 90% stories are recorded at above average with having good headlines, intro and sentence structure. Over 70% stories have used positive frames. • **Management Dynamics** • In over 80% news stories, management dynamics are seen at above average including journalistic autonomy, logistics, topic selection etc. Reliance of primary sources is also observed in over 90% stories. • **Photojournalism** • For the chosen domains for this study, the paper did not use enough number of photos (only 6). However, they are found to be observing the various aspects of photojournalism well namely relevance of the photo, its visibility, caption, placement and ethics. **The News (English):** • **Reporting** • Over 80% of news stories are recorded at above average in following various aspects of reporting. Hardly 30% news stories are recorded having positive frames used, while 50% of the news stories are found bylined. • **Editing** • Over 90% of the stories are recorded at above average on various aspects of editing. Kickers are generally not found in headlines, and nearly 70% of the stories are found to be placed appropriately. • **Management Dynamics** • Over 85% of news stories are recorded at above average. Reliance on primary sources is also recorded high; however, ratio between news and ad space is recorded at low. • **Photojournalism** • A good number of photos have been used with stories of our chosen variables (about 42 photos). All seem to have observed various aspects of photojournalism. **Dawn (English):** • **Reporting** • Slightly over 75% news stories are found observing various aspects of reporting at above average. Nearly all stories used inverted pyramid news structure and over 60% stories were bylined.

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CHAPTER - SIX
RECOMMENDATIONS

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This chapter summarizes the findings and conclusions in a way to present specific recommendations aimed at addressing the problems / shortcomings at different levels in media and media practitioners. These recommendations are further sub-divided into two separate segments; one deal with the training of journalists and other identifies the issues / problems associated with the media organizations.

National Electronic Media:

	Findings / Shortcomings	Recommendations
Geo News	a. Most of the stories are related to democracy and governance; and within this domain, coverage of elections and political parties is the most significant.	1. Journalists need to be trained on avoiding putting news containing utterances of luminaries only. The utterances should be linked with facts and be interpreted in perspective. For that, it is recommended to impart training in interpretive journalism, wherein utterances and facts need to be examined in their real socio-cultural and perspective.
	b. Development journalism is one of the neglected areas; within this social justice gets the minimum attention of media and journalists, and whatever stories are there, they are merely the statements of political leaders about the development projects.	2. Investigative reporting in development journalism would resolve the problem posed in shortcoming (b)[9].
	c. Conflict reporting is mainly based on secondary sources; and autonomy of journalists recedes to minimum in this area.	3. Conflict reporting is a relatively new area for the journalists in Pakistan; especially those involved are from the regions. Hence, a separate and elaborated module on conflict reporting, its types, measures to be taken by the journalists to themselves safe while reporting conflict, and how to protect form the dangers that may emanate from reporting for or against any party of the conflict. Secondly, it is important to impart training as how to see information from the sources in conflict zones, and then some training on how to seek compensation / insurance in case of any problem to the journalists.
	d. Gender reporting is dismally low and mainly resting on stories of domestic violence.	4. To address problem in (d), it is important to make the journalists sensitive while reporting on women and gender related problems.

[9]Even in infrastructure news, the reporters mostly highlight the political statement. For example, on the eve of inauguration of Bhiky Power Project PM while pointing to opposition said, "hamary tangain na khaincho mature hou jaou". Almost every channel highlighted this statement instead of highlighting the details of Bhiky Power Project. That's why we don't see much development news. Also, infrastructural news are portrayed in negative fashion more often, even before the start of any project instead of highlighting the importance of the project, the reporters try to associate negativity with it. It looks that the project is being launched to give benefits to some corrupt people. Objectivity is missing and propaganda is there in most of the development news. The journalists should physically visit the projects and see what kind of work is going on there. For example, on December 06, 2015, one reporter from Dunya News went with the delegation of all parties visiting Balochistan, he reported on how much work is done, especially highlighted the 'CATCH BRIDGE' which is the longest bridge in Balochistan completed during recently as a patch of CPEC. So, in infrastructure news we don't have in-depth stories, we need to work on this, train the reporter to cover such issues which are directly related to public and their interests.

	Findings / Shortcomings	Recommendations
ARY News	a. ARY focused more on political parties than any other domain of this study.	1. Even political discussion on an infrastructure inauguration is highlighted as a political news, which otherwise should have appeared to be a good infrastructure news. But due to overplay of political news, ARY News molds every news as political news. It needs training sessions to improve as how to construct a good news story. Module on news construction should have some discussion on this aspect.
	b. In conflict reporting domain, ARY News mainly focused on regional issues, which is in contrast to other channels where their premier focus was on other conflicts.	2. While addressing problem at (b), it is suggested that sensitization regarding reporting on local issues and possible dissemination of the local solutions be done.
	c. ARY News neglected the Infrastructural news.	3. To address the problem posed in (c), it is recommended that a separate module on development journalism, with its types, its significance, good and bad practices be placed in the training programme.
	d. Political, social and cultural empowerment of women is also missing from ARY News bulletins.	4. For problem explained in (d), it is suggested that more female reporters may be employed and gender related training of the reporters may be included in the training sessions.
DAWN News	a. Dawn also focused on political parties and elections. The highlighted feature of the Dawn was corruption stories which show their investigative approach.	1. For (a), journalists need to be trained on how to avoid twisting the news containing an element of tension between the two political parties. Not only the political parties, but also the political worker. Like saying that Noon and Junoon amnay samnay.
	b. Zarb e Azab was at the highest level in conflict news.	2. For (b), it shows that journalists are more dependent on ISPR for conflict news. Training on how to retrieve information from government agencies be imparted.
	c. Negative reporting is seen on infrastructural news. Less positive coverage is given to Infrastructure development.	3. For (c), investigative journalism in development sector should be given significant importance. More comments of the people who are being affected by the project(s) in positive or negative way be encouraged to incorporate in the news stories.
	d. Gender issues are much neglected portion of Dawn News. Focus is more on domestic violence.	4. For (d), it is needed to train the journalists on the significance of gender related issues and be trained on developing sensitivity among them towards gender issues. Essentially, it should be made part of training to shift the focus of journalists from mere domestic violence news to development related news on gender.
VSH News (Balochi)	a. Being the only Balochi News channel, VSH focused not only on national issues but also on local politics of Balochistan, which is good positive sign. But most of the news sources are secondary.	1. For (a), it is important to rely more on reliable primary resources; people expect more in depth coverage from the local channels about local issues. Hence, need of training is high to development a knack among the regional journalists to focus on their regional and local issues more than the national.
	b. In conflict news domain, Balochistan issue is at top as they give good coverage to the Balochistan issues.	2. For (b), the stories on Balochistan issues/conflicts should be little different from the national channels, and local channel should work as source for national media on Balochistan. Significance of reporting on the region be given space in the training modules.
	c. Infrastructure development related news quite a few. CPEC centres at Balochistan, but nothing much on it by VSH News.	3. For (c), there are many areas where VSH have edge over the other. They may update what is going on China-Pak Economic Corridor, how much work is completed and how much is remaining. They views about local project may be a motivational factor for the national media to highlight the development.
		4. Overall balance reporting is seen from the VSH News. They give good and healthy coverage to social issues especially from its region.

	Findings / Shortcomings	Recommendations
KTN News (Sinhdi)	a. KTN not only focused on the national politics but also the domestic politics of Sindh. However, its focus was more on political parties, election and press conferences. b. Less coverage is given to conflict news as compared to all other networks. KTN focused more on the empowerment of Sindh. c. KTN discussed more briefly about the issues of development especially Sindh. They largely focused on the issue of Sindh where they found some development related projects.	1. For (a), training on sensitizing the journalists to cover social issues other than politics in their area. 2. For (b), like reporters of other channels and newspapers, journalists from KTN also need to be given training on conflict reporting etc. 3. For (c), it is very healthy sign, that KTN highlighted the development News. Like structural Development it is needed to work on social development related issues. The problems of Sindh and requirements of people should need to be focused more. However, their camera work is little weaker, it needs improvement in production techniques too.
Khyber TV (Pushto)	a. Gender related reporting is most neglected portion of Khyber News; no news is found from women political and cultural empowerment. b. Development news is also much neglected area for the Khyber News. Only five percent News are reported from this variable, which is quite less as compare to other two variables. c. In the conflict reporting, too much focus is on Taliban News. Ratio of Zarb e Azab is also lesser than the Taliban issues. d. Democracy and Governance reporting got very strong converge. As contrast to other channels, Khyber News highlighted corruption news in a good number. Election and political party news are also there.	1. The training of reporter of the Khyber News is recommended on the gender issues. More female reporter should also be there. 2. More reporting is required from the development sector; training of journalists should be there about the infrastructure development and infrastructure policies. Like reporting on Hassan Abdal, Havellian motorway is missing. 3. Less reporting is done on Zarb e Azab as compare to Taliban issues, Operation Zarb e Azab is underway in KPK and its neighbouring areas, so there should have be more coverage on it.
The News	a. Political news dominate the pages heavily, the angle of investigation and bringing the facts and figures misses in the stories. In the democracy and governance theme less coverage has been given to corruption related news and mostly the corruption of political leaders is highlighted, political brawl is framed more in stories. b. Development journalism related news are to find less coverage and only those projects news are included where the top most officials like PM to visit, here also the statements against rival politicians are included more in leads. c. Regional conflict news are more covered in the conflict reporting and the source of these stories is secondary and with less journalistic autonomy. d. Gender reporting is the most neglected aspect of reporting, rare news find about the political and cultural empowerment of women in the society.	1. For (a), training of journalists is needed in a way that not only the political statements but the background and facts about the stories to include as well. Investigation should be there to find the corruption cases news with supporting material. 2. For (b), investigative and objective reporting would resolve the problem posed in the shortcoming. 3. For (c), journalists should be provided training to cover conflict reporting and be facilitated to get firsthand information from conflict zones to resolve the problem mentioned in the shortcoming. 4. For (d), gender sensitive reporting should be encouraged and be given space in the newspaper.

	Findings / Shortcomings	Recommendations
Dawn	a. Most of the stories are related to democracy and governance, and within this domain, coverage of political parties and elections is more dominant, corruption related stories are mostly composed of data shared by concern bodies.	1. For (a), journalists need to be trained to give balance coverage to all areas of reporting and should not include only the utterances of luminaries only. The statements and facts should be linked and interpreted to give balance story.
	b. Development journalism news are one of the weak areas, only news about mega projects to find space in the newspaper. Social justice is also neglected in this domain.	2. Journalists should be trained and encouraged to give investigative stories to resolve the problem posed in shortcoming (b).
	c. Regional conflict stories are more covered but the national conflict news are not covered as much. Source of conflict stories, is mostly international news agencies.	3. For (c), regional conflicts are usually covered by the national and international wire services. The local reporters be trained to cover safely the regional conflicts and their ramifications for national political scene.
	d. Again the gender sensitive reporting is the most neglected part of reporting and rare stories are there highlighting women role in the development of our society.	4. For (d), more women reporters should be trained and hired for the solution of problem regarding gender sensitive reporting.
Daily Jang	a. Majority of news stories are based on issues related to democracy and governance and especially about the political parties and statements of political leaders.	1. For (a), journalists should be trained in a way that they should not include only statements of leaders but the facts should be drawn and to interpret with the real perspective of the story. For that, strong training in interpretive journalism is recommended to examine the facts and statements accordingly.
	b. Stories about the development journalism find less space in the newspaper. Even, the stories filed are mostly based on the statements of political leaders about those projects.	2. For (b), investigative reporting is the solution for the problem of less coverage related to development journalism stories.
	c. Intro of most stories seems inadequate to explain basic ingredient of a story like 5Ws & 1H. Plenty of advertisements are placed on front and back pages, which results in less coverage of some important issues.	3. For (c), journalists should be trained to include strong intro in the stories explaining 5Ws & 1H. More stories should be on front and back pages.
	d. Social justice and gender related stories are less covered and are without pictures.	4. For (d), journalists should be encouraged to file stories about women issues and facilitated to get photos about the stories.
Daily Kawish (Sindhi)	a. Democracy and governance related stories are in vast majority, stories about political parties and elections in this domain are more in numbers.	1. For (a), journalists should be trained to gather the facts about the stories regarding democracy and governance and to avoid to put only statements of politicians in the stories.
	b. Development projects related stories are mostly covered in the category of development journalism but the social development is the most neglected aspect of reporting.	2. Journalists should be trained to investigate the issues to resolve the problem mentioned in the shortcoming (b).
	c. Local conflict related issues like Sindhi-Muhajir issue, is given more coverage but with less objectivity.	3. For (c), strong professional training and sessions for the journalists are recommended to cover the gap of objectivity regarding local conflict issues.
	d. Less coverage has been given to gender biased reporting and photojournalism found as a weak aspect in this domain.	4. For (d), journalists need to encourage and to give space to file the stories to resolve the problem posed in the shortcoming.

	Findings / Shortcomings	Recommendations
Daily Qudrat (Balochi)	a. Political news are mostly covered in the newspaper but less coverage to gender and minorities issues. b. Conflict news are covered more but objectivity lacks there; for instance, Taliban and Balochistan conflict, are covered in twisted manner. c. The newspaper does not seem to have professional set-up and most of stories are from national news agencies, it seems that newspaper lacks proper team to cover different news stories. d. Focus of the newspaper is more on the Pashtun belt of Balochistan and issues related to other areas are neglected.	1. For (a), training to sensitize the journalists on gender and minority related issues be arranged. 2. For (b), the journalists need professional training to overcome the problem of biased reporting and objectivity. 3. For (c), more staff should be hired to resolve the problem posed in the shortcoming. 4. For (d), all the areas should be given balanced coverage to provide authenticity to the newspaper. Hence, training on balance reporting be arranged.
Daily Wahdat (Pushto)	a. In the democracy and governance theme, more coverage has been given to political parties and elections. b. Taliban and Afghanistan conflict has been given most of space in the newspaper. c. In the stories, a lot of words from Afghan Pashto words are used which are less familiar in the settled areas of KPK. d. Source of most of the stories is the international Pashto news websites.	1. For (a), there should training for journalists to include facts in the stories related to democracy and governance. Investigative journalism is the solution. 2. For (b), other conflict issues should also be given space in the newspaper. 3. For (c), journalists should be trained to avoid using those words which are not used in most areas of their readership. 4. For (d), more staff to be hired to get firsthand information is recommended to resolve the problem mentioned in the shortcoming.

Specific Recommendations for National Electronic Media (Urdu):

Following are recommended as training needs for the journalists working in national electronic media organizations:

- Mere utterances of the prominent personalities should not be given prominence in the news bulletins rather the utterances should be interpreted and analyzed in proper perspective. Hence, training to do interpretive journalism be made part of the training manuals.

- Development journalism has confined to reports of inauguration of projects or some negative reports on them only. Investigative reporting in development journalism should be encouraged and training manual should contain some lessons on this aspect of investigative journalism besides its types, its significance, good and bad practices also be placed in the training programme. More comments of the people who are being affected by the project(s) in positive or negative way be encouraged to incorporate in the news stories.

- Conflict reporting is a relatively new area for the journalists in Pakistan. Hence, a separate and elaborated module on conflict reporting, its types, measures to be taken by the journalists to themselves safe while reporting conflict, and how to protect form the dangers that may emanate from reporting for or contra to any party of the conflict. Secondly, it is important to impart training as how to see information from the sources in conflict zones, and then some training on how to seek compensation / insurance in case of any problem to the journalists.

- Journalists are more dependent on ISPR for conflict news. Training on how to retrieve information from government agencies be imparted.

- Training module(s) to address problems in reporting women and gender related problems should also be included in the manual(s). Essentially, it should be made part of training to shift the focus of journalists from mere domestic violence news to development related news on gender.

- Female reporters may also be encouraged and trained to report on gender related issues.

- Extensive training modules on construction of a good and impartial news story, news structures, economy of words in headlines and body text, placing 5Ws and 1H in the story, and how to avoid unnecessary adjectives and metaphors etc.

- Journalists need to be trained on how to avoid twisting the news containing an element of tension between the two political parties. Not only the political parties, but also the tension between the political workers be reduced with pacifying news stories unlike "Noon and Junoon amnay samnay".

Specific Recommendations for Regional Electronic Media:
Other than the most important aspects like news construction, development journalism, conflict reporting, reporting skills, gender sensitive reporting, some of the following areas are significant for training of journalists from the regional electronic channels:

- People expect more in depth coverage from the local channels about local issues. Hence, need of training is high to develop a knack among the regional journalists to focus on their regional and local issues more than the national. For that, it is important to rely more on reliable primary resources.

- How to give local or regional angle to a national story or vice versa needs training. Balochistan issues/conflicts have been found to be the glaring examples where the need is quite high. Also, it is important to realize the journalists that the local channels should work as a source for national media on their specific regions.

- Training is essentially needed on sensitizing the journalists to cover social issues other than politics in their areas.

- Training on production related aspects should be arranged as camera work, editing etc. have been found to weak.

- Training of reporter from the regions is recommended on the gender issues. More female reporter should also be there.

- Training modules be developed on development journalism, wherein investigative journalism tinge should also be made part of it.

Specific Recommendations for Print Media (Urdu):
Following are some of the recommendations for Urdu print media only other than the training aspects already mentioned in the above paras regardless of the media type:

- Journalists should be trained in a way that they should not include only statements of leaders but the facts should be drawn and to interpret with the real perspective of the story. For that, strong training in interpretive journalism is recommended to examine the facts and statements accordingly.

- Investigative reporting is the solution for the problem of less coverage related to development journalism stories. Hence, module on development journalism be incorporated in the training programme.

- Journalists should be trained to write strong intro of the stories explaining 5Ws & 1H, and other related aspects of quality news construction.

- Journalists should be trained and encouraged to file stories about women and minorities issues and be sensitized on the importance of photojournalism.

Specific Recommendations for Print Media (English):
Other than some of the common training modules, following print media (English) related training sessions are recommended:

- Training of journalists is needed in a way that not only the political statements but the background and facts about the stories to include as well.

- Investigative journalism training be included in the training programme.

- Modules on how to report objectively and in a balanced fashion should be included in the training manuals.

- Journalists should be provided training as how to cover conflict and be able to get firsthand information from conflict zones.

- Gender sensitive reporting should be encouraged and be given space in the newspaper. Training in this should be an essential component of the training programme.

- Regional conflicts are usually covered by the national and international wire services. The local reporters should also be trained to cover safely the regional conflicts and report on their ramifications on national the political scene.

- Women reporters should be trained and hired by the media organizations to have better reporting on gender and minorities related problems.

Specific Recommendations for Regional Print Media:
Some of the specific areas of training for the journalists from regional print media are given below:

- Journalists should be trained to gather the facts about the stories regarding democracy and governance and to avoid placing mere statements of politicians in the stories.
- Journalists should be trained on investigate journalism.
- Strong professional training and sessions for the regional journalists are recommended to cover the gap of objectivity regarding local conflict issues.
- Journalists need to be trained and encouraged to report on the stories of their regional concerns and ramifications.
- Training to sensitize the journalists on gender and minority related issues be arranged.
- Journalists need professional training to overcome the problem of biased and tilted reporting.
- Journalists should be trained to avoid using those words which are not used in most areas of their readership.

Specific Recommendations for Electronic Media (Radio):
Radio journalism in Pakistan beyond the scope of public sector broadcasting is quite new. There are quite a fewer FM channels giving brief of news on hourly basis during their peak hours only. These are usually the bulletins of their sister electronic media organizations. Hardly any FM channel broadcasts its own independent news bulletins; nonetheless, talk shows on variety of issues are arranged in plenty. Power FM 99 is one example, which arranges news bulletins during many hours of the day from the desk of their Radio News Network. This desk, however, mainly engaged in discussing the issues of general concern for the people at large.

This study has evaluated Samaa FM 107.4 news bulletins for the sake of putting up recommendations for the training of media professional working for radio news. But, it has been found out that its news bulletins are in fact the headlines of Samaa TV news hourly bulletins. For that, some electronic media training recommendations have already been presented in the earlier sections.

Recommendations Concluded:
Nearly all segments of our selected media need improvement to perform more professionally; however, improvement or training on various aspects of the profession is required varyingly. All four professional dynamics; i.e. reporting skills, editing skills, photojournalism and production skills are essentially be improved to a greater degree to bring about a visible positive change in the contents of media. The main question raised by the scholars of media sociology, also known as content sociology, has been to know as how does a news appear the way it does. This question is addressed not merely focusing one aspect of professional development; i.e. the training of journalists, but it has also been to see as in what circumstances the journalists are performing their professional responsibilities. It includes expectations of their management and seniors in terms of quantum of filing news reports, salary structure, satisfaction level of the journalists towards their working environment, logistics that may help them dig deeper into the problems of political and social nature. In our specific circumstances, the need for protection of journalists, insurance, compensation etc. is also very high, and pressures from the political elites, from the power groups of our society and government agencies are also important factors that affect the functioning of journalists to a greater degree.

It is pertinent to highlight that the journalists from the regions need relatively more attention of their organizations, civil society and media associations as they are more often shouldered with the responsibility of reporting on the most sensitive issues like reporting on the conflict, disasters and other problems of serious nature. While, many studies indicate that they are usually untrained and journalism is not their primary source of income.
Succinctly, following training modules are required to be developed besides easing out the organizational and social factors for journalists to perform better:

- Development journalism;
- How to construct a balanced and objective news story;
- Writing impartial headlines and intros;
- Gender sensitive reporting;
- Conflict and peace journalism;
- How to avoid becoming part of the conflict while reporting on it;
- Interpretive reporting;

- Investigative reporting;
- Dealing with official sources;
- Language use in reporting and news writing; and how to avoid using strong adjectives and metaphors;
- Issues in editing for newspaper and tv;
- Quality production techniques for electronic media professionals;
- How to avoid sensationalization in the age of breaking news;
- Writing for children, women and minorities;
- Use of computers and social media.

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