



Role of Newspapers in the assistance of education.

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Abstract

Newspapers around the world are used as a commodity to attain more and more information about the surroundings. On one hand we acquire the global perspective of the happenings around us while on the other hand the newspaper as well seems to play an important role for educational purposes amongst students. Although schools remain main source of education and learning but cognition and awareness development are associated with the extra-curricular activities of a young learner. In this regard the researcher has adopted the topic of “role of newspaper in education”, to find out according to the people of Karachi, the extent to which the newspapers quench the educational need of the students and what more can be done to achieve the goal. The research is carried out with the help of a survey of almost 100 people in Karachi, especially from those women whose children go to school. The research suggests that although very few people get to read the newspaper at home, but the newspapers hold great importance in the context of enhancing the children’s capabilities

Keyword: Newspapers ,Assistance, Education.Women.Children, Daily Jang

Introduction:



Newspaper is such a dissemination method of information which not only informs, educates, and offer realizations to its readers but also it is also a crucial means of promoting education. In today`s world, radio and social media networks are exerting more pressure on newspapers to burden themselves with more responsibility. “An understanding of a democratic society is of a society where newspapers are completely free from any state hegemony in the truest sense, and this means self-rectifications of such an added responsibility”.

Like electronic means of communication, newspapers are also a source of positive affects over society. There are three main attributes of Mass Communication: Awareness, education, and entertainment. In other words, education is the second most important role of mass communication. That`s why, newspapers are responsible for helping the state in its efforts to elevate the collective literacy ration in the country and help its citizens in this pursuit. In theory, it is the responsibility of the state to facilitate its citizens with means of education and newspapers are there to support such endeavors. Newspapers support this pursuit for education by the masses and helps them to achieve their goals in this regard. Newspapers are not only to inform about the events, but they are also responsible to train the children in the art of writing and help them in developing critical thinking in terms of societal issues and how to come up with solutions to those issues. Such mass education through newspapers is an effective way to constantly put a positive impact on the society. Besides, newspapers should always be used for other than conventional uses typically associated with them.

Education is the process of understanding and realization. Such processes cannot be contained with in the context of educational institutions and curriculums because it is a broad aspect of human existence which is present in the routine of a human`s daily life. Only an educated person has the capabilities which are beneficial to the betterment of this world.

This modern world is under the influence of media which strengthens the society and mass communication also has a clear, well defined, and crucial role in the education sector. Majority of educational facilities now have a department for media studies. Numerous schools give their students assignments related to newspapers to instill the habit of newspaper reading in them. Such initiatives by the schools are important for the development of cognitive capabilities of its pupils. Post millennium technological



revolution has revealed to us that education is not confined within the four walls of a brick-and-mortar establishment. That is why it is important to utilize media as an education dissemination medium. Media has transformed this world into a global village. The internet has enabled students to study curriculums available throughout the world using internet which is not only convenient but a great way to transfer knowledge across the spectrum of a society.

This contemporary world where social media networks have influenced the world to the extent that it has become the most important aspect of today's daily life. In such a scenario, newspapers have also altered their way of presentation. "Newspapers are not limited to the representation of the masses, but they are also responsible for their training, education and nurturing through the editorials, columns, features and essays". Hence, it is safe to assert that newspapers should work towards the alleviation of collective realization of a society including making education widely available through its content. According to New Time newspaper: "Media plays a vital role when it comes to informing the public on what's happening around the world which is as well helpful to students who need to be updated on the current issues surrounding them." For the continuation of society and its progress, encouragement of education is a vital act. The fulfillment of promoting education is the foremost responsibility of the state and her institutions. Pakistan is an emerging economy which has inefficient state institutions that is why the importance which should be given to education is inadequate in Pakistan. To assess this, the proper utilization of ever-increasing education budget is distributed in a flawed manner without any policy instrument in place for its allocation amongst the state education institutions. Such lack of proper planning for fund distribution is the reason why Pakistan is not successful at reaching her education goals.

According to a census, around 66 million children are out of schools. According to UNESCO's recommendation, education budget should be between 15 to 20 percent of the total budget of a fiscal year. Meanwhile Pakistan allocates 13 percent budget for education yet still it is achievable to spread widespread literacy, almost by 50 percent, in Pakistan if the funds are properly distributed and utilized. Unfortunately, half of the literate masses in Pakistan only know how to read and write in Urdu which is no shorter than a catastrophe on governments behalf. To rectify this problem, government and institutions for mass communication should collaborate



and use mass communication as an unorthodox tool for the widespread of education

Research Purposes:

Hence the purpose of this research is to identify the functions of newspaper which are helpful in disseminating education related material, assessing the quality of education related material published in the newspapers and to analyze the role of newspapers in the context of promoting education especially children`s education and survey answers in which mothers have contributed their opinions.

Literature review:

Upon analyzing the information available regarding education and newspapers it can be said that there is much need to work on this niche. The changing atmosphere of human societies are proving the assertion of education dissemination through news dailies, supported by the research work conducted on the subject, is an efficient and productive method. Newspapers can be imagined as proper means of education dissemination mediums which are inadequate to fullfill the speedy and ever-changing demands of its readership. To tackle this issue, newspapers should look for novel ideas such as economically feasible prints. Newspapers inform us about national, social, local, and international issues and events.

A survey on readership conducted by BBC International in 2009 concluded that literate young people spend approximately 32 minutes a day on reading a newspaper. Around 63 percent of them use newspaper for news, information and details about social events happening in their physical vicinity; around 10 percent read newspapers for entertainment purposes. Calcutta edition of 2013 was analyzed for its 28-day content during the month of February which revealed that education related writings and advertisements had a lower frequency. Coverage of events and news related to education also has a different frequency number.

Dissemination of education through daily newspaper was the title of a research which concluded that newspapers are providing incomprehensive and ill planned content to their younger readership. This research shows how we can make newspapers more adapting towards education related content.

NIE published a catalogue on how newspapers can be used in a productive manner for the education related content. News paper association of



America conducts a program in collaboration with its member news publication outlets and government local schools. They distribute newspapers to these schools at a subsidized rate. In addition to this, the association also publish content aimed at the training for teachers. Education and newspapers are important for each other. Thousands of teachers across the world, use newspapers as a tool for educating their students due to which newspapers are an important source through which these students get their education.

NIE facilitates students with this service of education-based content to help these children develop an investigating and intellectual mind and maximize their learning. An article published in New Time Newspaper titled “How newspapers can play key role in education” concluded that the responsibility of informing students with the ongoing evolution of our societies across the globe lay with the media. Program director Dr. Joseph Olnier states that teachers seek help from newspapers to polish their English language skills.

Dr. Joseph Ritamez of REB (Rwanda Education Board) science division states that the foremost mission of a newspaper is to provide information to the masses which includes the students. Media is one the major institution for a fast and efficient distribution of information amongst the masses.

A research paper titled “Education and role of media in education system” was a comparative analysis of correlation between media and education and functions of media in the context of importance of education. Mediums of Mass communication use different methods for character development of the masses and influence their behaviours. Media can no longer be used for conventions because media has the capabilities to to influence and bring changes in teaching methods which are followed in the classroom itself in the future. Media has the tendency to influence all of the senses at once, in addition to the intellect. This media frenzy is also a new trend in the field of education.

The ratio at which the world is getting encircled by different problems and those affected by the problems, be it societal, economical, or environmental, the role of media is getting reinforced. All around the world, the importance of traditional newspaper is thought of as sacred as democracy and no one questions it. Newspapers are the sole source for the awareness of education amongst the masses, but they also highlight the solutions for different social issues. Pakistan comes in the list of those countries which are still behind when it comes to education for the masses and its awareness.



If we look at the condition in which Pakistani newspapers are operating, we could conclude that these conditions are less than ideal if not worse. According to a report by international media support, during 1997, the daily and monthly publication of newspapers were 4455 in total which slumped to 945 within six years, however, the circulation during this period increased than previous years. The daily circulation numbers during this period, according to ABC were 6.2 million in total. In 2018, all Pakistan newspapers concluded that 479 newspapers were registered with the organization and in 2016 this number was around 639. Pakistani media is busy with its responsibilities through different means and methods. Print media is the oldest of the Mass communication outlets. Pakistani newspapers have faced numerous problems. According to a veteran journalist, Saeed Usmani:

“During the Ayub regime, he established National press trust which accorded that all newspapers should be absorbed by the state. All the following governments after Ayub Khan, promised to abolish the NPT law but none followed through. The second government of Benazir Bhutto amended the law and reinstated private ownership rights of newspapers to their rightful owners. “In Pakistan, apart from Urdu and Sindhi, newspapers are publishing in eleven different regional languages. In rural areas however only, Urdu newspapers are in circulation and urban areas circulate in more than atleast two languages at the same time. Pakistan has three big media outlets groups which possess the highest number of circulations. Amongst these Jang group has the highest number of circulations followed by dail dawn and Nawa-e-Waqt as the third largest in Pakistan.

Newspaper’s education role is clearly defined. The second most important responsibility of institutions of mass communication is to disseminate education related content. Those individuals who regularly read newspapers are amongst the highly skilled with their reading and writing abilities. Newspapers and magazines are a core need which aid students in developing their intellectual abilities.

Methodology:

We employed commit methodology of survey for this research. Survey was designed with 12 questions. This questionair was then filled by women coming for shopping at various malls in Karachi city. The shopping malls consisted of Haroon, Millenium, Saima and R.J shopping malls. The criteria

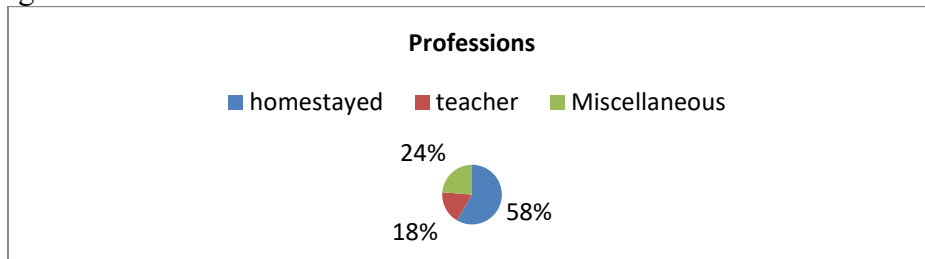


for selection for candidates was they must be mothers of school going children and who give their children newspapers as additional study method. The survey revealed that 90% of the respondents do not read a newspaper and 10% of the respondents stated that they read newspapers. The results of this research concern the 10% of the respondents who answered with a yes on the question of if they read a newspaper or not.

In regards of this research, we also felt the need to interview senior journalists and professors. The aim of this research was to collect opinions of mothers, who have school going children, about the role of newspapers in education content especially aimed at children.

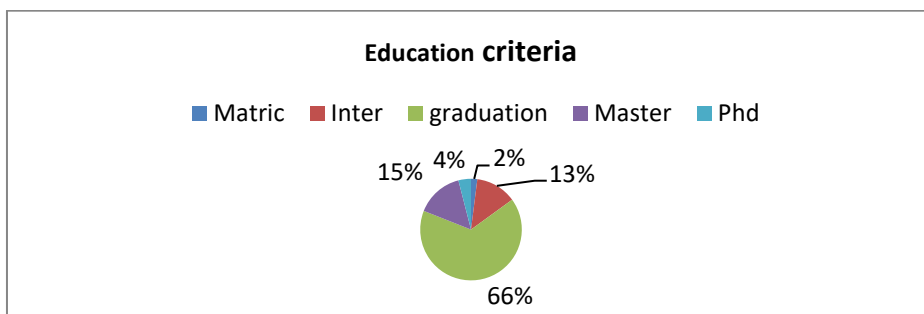
Finding:

Figure 1



According to the survey results, 58% women were homestayd parents and 24% were working women in various professions.

Figure 2

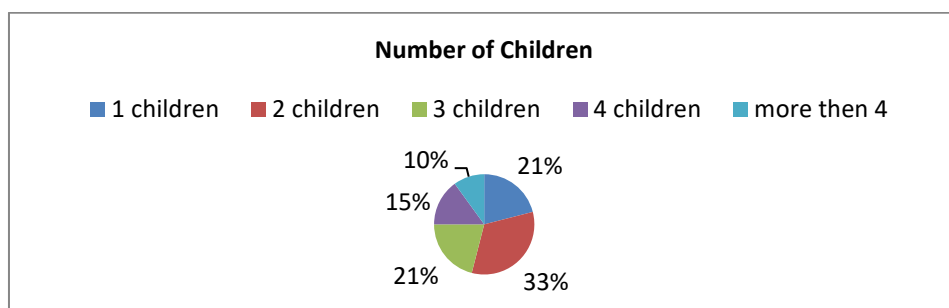


66 percent of the women said they had studied until graduation. While fifteen percent women completed ,as well as 13 percent of women could



study up to inter. Only 2% women had only a matriculation and 4 percent had completed their Phd

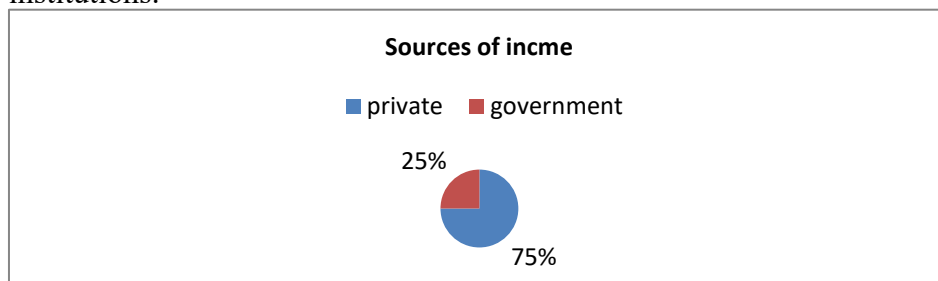
Figure 3



33 percent of women had two childrens and women who had one and three children at home were at 21 percent. 15 percent of women had four children and the remaining 10 percent had more than four children.

Figure 4

In terms of per household income sources, 75 percent had their sources coming from private enterprises whilst 25 percent were employed in state institutions.



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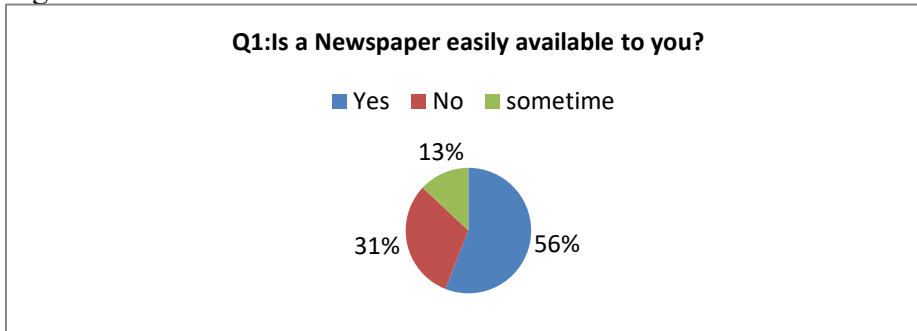


Now we will discuss the answers we were given by the respondents.

Q1: Is a newspaper easily available to you?

Figure

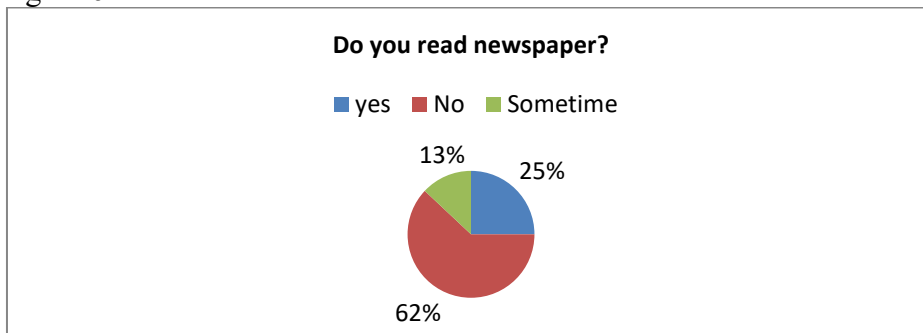
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56 percent of respondents answered with a yes and 31 percent mentioned an irregular frequency of availability whilst 13 percent responded with a negative answer.

Q2: Do you read newspaper?

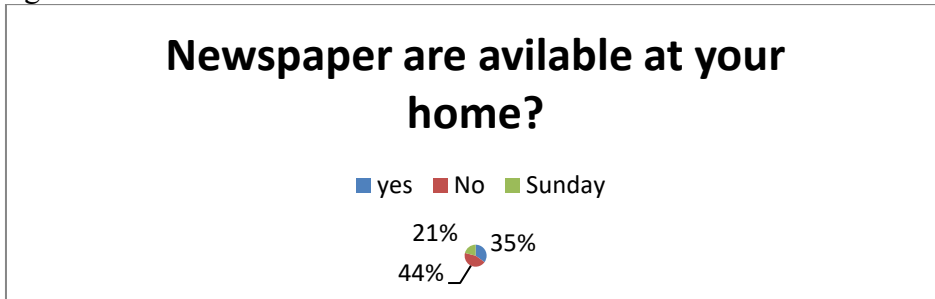
Figure 6



Question number two was if you read newspaper to which 62percent responded with a not too often and regular readers were 25 percent. Meanwhile 13 percent said they do not read a newspaper.

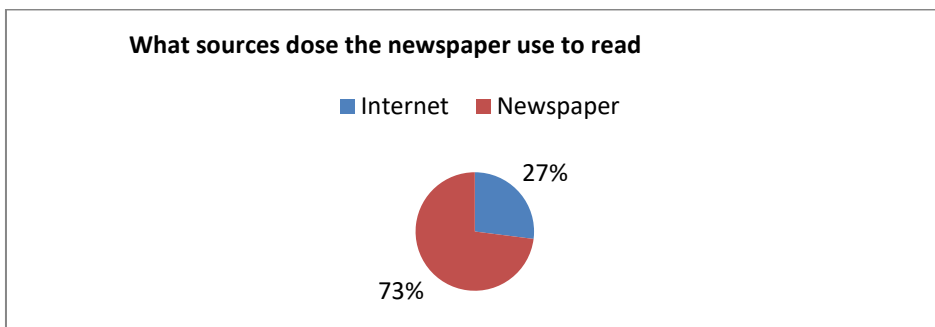


Q 3:Do you have newspaper available at home
Figure 7



Question Number three was about the availability of a newspaper in the house to which 44 percent responded with a no and 35 percent women said yes, they have a newspaper available to them in their houses but only 21 percent of the women said they only get a newspaper on Sundays.

Q4:what source's use to read newspaper?
Figure. 8

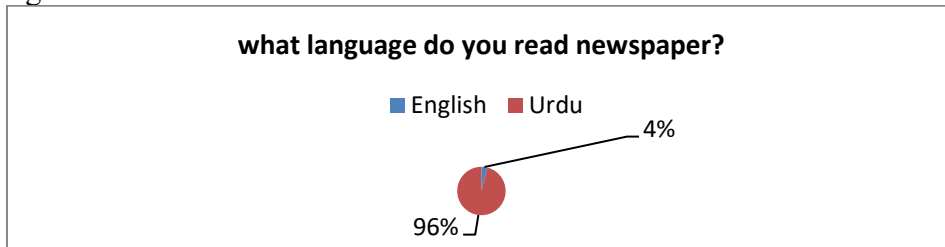


Question number four was about mediums through which they read a newspaper. 27 percent said they read a newspaper through internet while 73 percent stated that they read a physical copy of a newspaper.



Q 5: which language do you read newspaper?

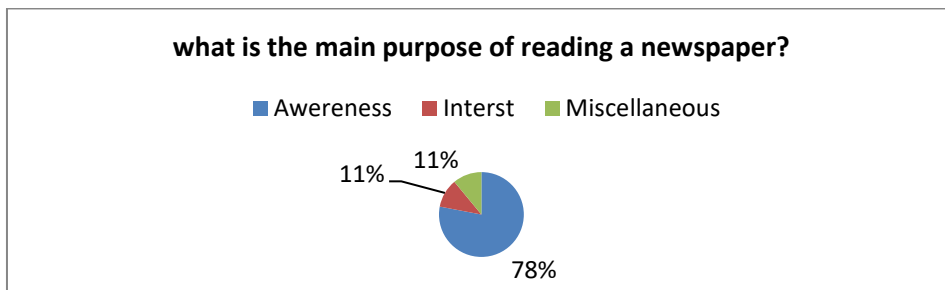
Figure 9



Question number five was about the language in which they read their newspapers. 96 percent of the respondents stated Urdu as their primary language to read news paper while 4 percent answered that they read from English dailies.

Q 6: what is the main purpose of reading a newspaper?

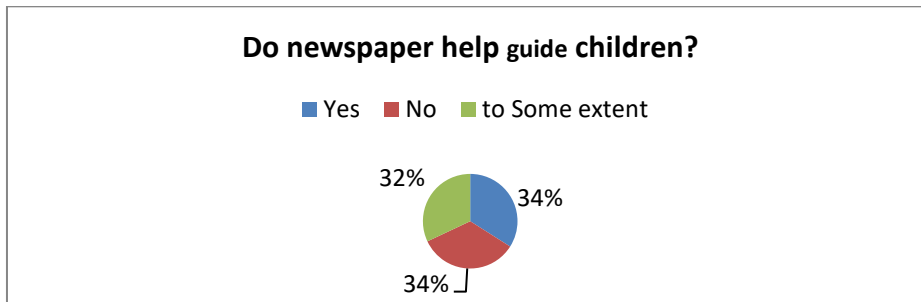
Figure 10



Question number six was about the motivation which makes them read newspapers. 78 percent women said they read newspapers to be updated about the events and 11 percent each stated interest and other reasons.

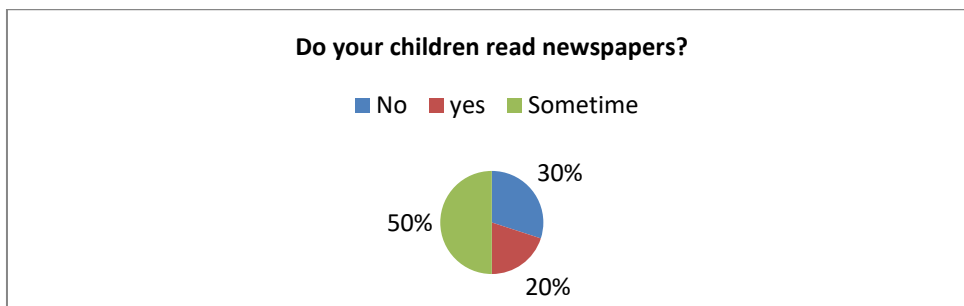
Q 7: Do newspaper help guide children?

Figure 11



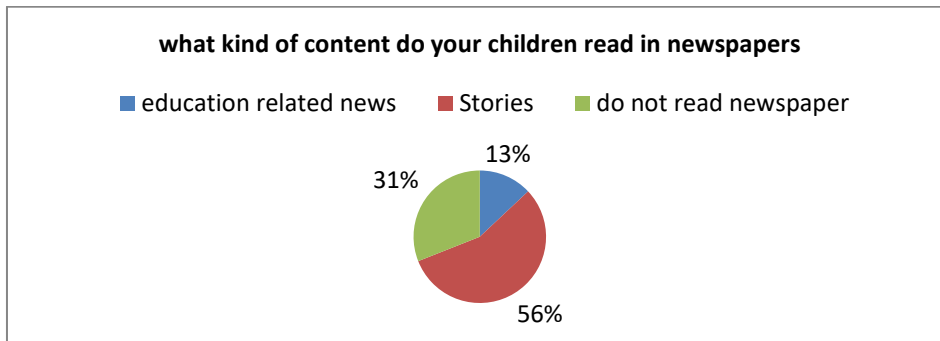
Question number seven asked if they think newspapers playing a supporting role in the education of their children. 34 percent state no while 32 percent think to some extent newspapers do influence the education process of their children while 34 percent answered with a yes.

Q8: Do your children read newspaper?
Figure 12



Question number eight was about if the children of these women read newspapers. 50 percent of the responds stated that their children do read newspapers but not too often while 20 percent responded with a yes and 30 percent of women said their children do not read a newspaper.

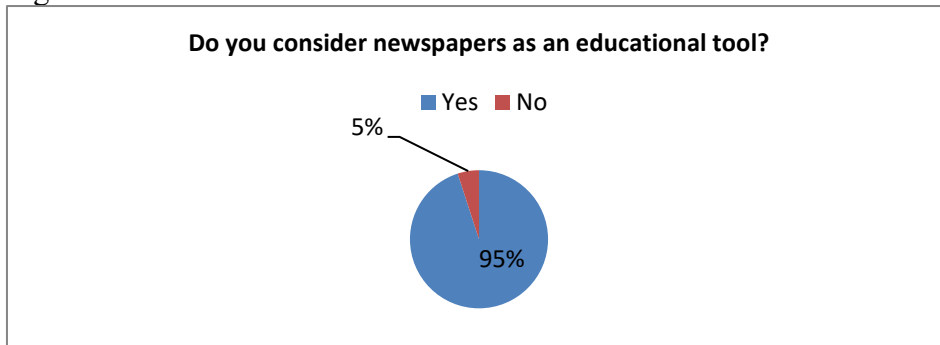
Q9: what kind of content do your children read in newspaper?
Figure 13



Question number nine asks the women about the type of content their children study to which 56 percent women stated that their children read kids stories and 13 percent read education related news. Besides, 31 percent consisted of those mothers whose children do not read a newspaper.

Q 10: Do you consider newspaper's as an educational tool?

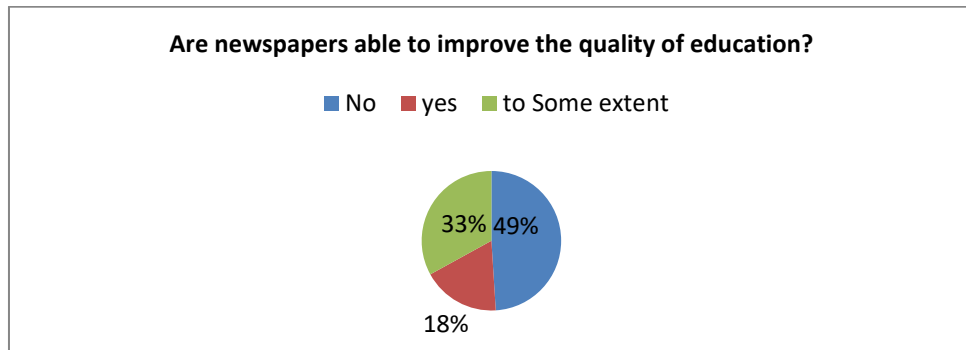
Figure 14



Question Number ten was about if the women approached read newspaper as a tool for education. 95 percent of the respondents agreed with the question while the remaining 5 percent answered no.

Q11: Are newspaper's able to improve the quality of education?

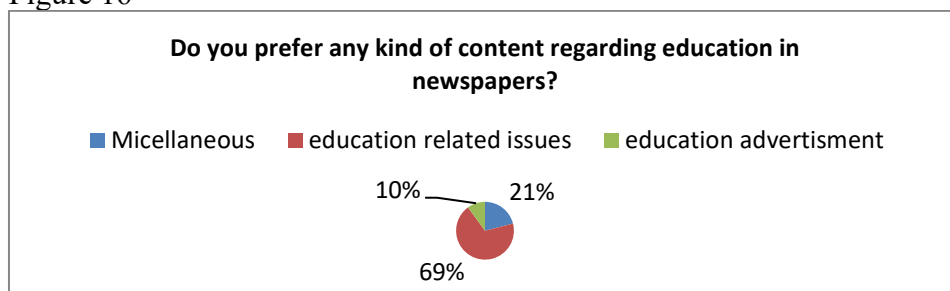
Figure 15



Question number eleven is if newspapers are uplifting the quality of education. 49 percent responded no while 33 percent agreed that newspapers do elevate the quality of education to some extent. Only 18 percent women said yes.

Q12: Do you prefer any kind of content regarding education in newspapers?

Figure 16



Question number twelve was the last question in the designed survey questionair. This question asked about how much importance they give to what sort of education related content. 69 percent responded that they prefer news which caters to education related issues while 10 percent stated that they prefer education related advertisement

DISSUSSION

The survey conducted for the purpose of this research that majority of the respondents do not think that newspapers are an important tool in education.



The concerning aspect here is the low readership in women. Only one in ten women reads a newspaper in our sample size. On this concerning issue, Dr Touseef Ahmed Khan said “Basically, our social values and behaviours have completely changed and reading habits have completely disappeared. Most households put importance in education but neglect the extra-curricular activities of their children which are also essential for their nurturing as thinking minds. By these extra curricular activities, I mean reading activity such as book reading and newspaper scrolling. Although children make substantial efforts with their studies, however these efforts are limited to curriculum studies only due to which their intellectual capabilities remain within a narrow context. It’s the responsibility of mothers who should try to bring newspaper reading into the routine of their children”. Dr. Touseef Ahmed Khan, 17 august 2018.

59 out 100 women have kept themselves limited to domestic chores. 18 percent women are into teaching profession and 44 out of 100 women have done graduation. The situation here is not ideal since most women did not pursue the profession, they studied however the positive aspect here is that the women, due to their education, are aware of the concept of population control and only 33 percent of the women have four children and 61 percent women have a figure of one to three children which is a prevailing progressive mentality.

Likewise, if we recall the source of income in the households of these women, 75 percent are engaged with private sector which means only 25 percent of the households out of 100 are employed by the state institutions. According to the responses given by these women, 52 percent women have access to a newspaper but only 25 percent of it reads a newspaper regularly while occasional readers remain with only 26 percent which indicates that most women do not think of newspapers as an important tool in aiding the education of their children.

Access to newspapers is also not within a satisfactory marker since almost 44 percent of households do not have a subscription to a newspaper. 53 percent households subscribe to a newspaper service and 21 percent of this ratio belongs to those households which only gets a newspaper on Sundays. These figures conclude that a big majority do not buy a newspaper regularly which is also a pressing issue for newspapers. Most of the population, concluding from our analysis within the context of our sample size, do not benefit from such an important source of mass communication which acts



as a support in education, societal, economic, and political awareness. According to Dr. Touseef Ahmed Khan “Non-subscription of newspapers as a prevailing collective behaviour is a social issue. All the focus of parents and schools is with formal curriculum. Middle classes do not have any prefer newspapers as an important source for intellectual development. This is because newspapers and books are expensive, and the middle classes prioritize clothing, food, and health over extra-curricular activities. Until pressing concerns of this class do not include these unorthodox means of education, economic factors will also remain in a stalemate. Parents should develop reading habits, especially newspaper reading so that their children take some inspiration from this act of their parents”. Dr. Touseef Ahmed Khan 17 August 2018.

A senior journalist, Wusat ullah Khan, was poised with the same question. According to him “non-subscription trends are mainly due to the availability of newspaper over the internet. Television channels provide all the necessary information and that is the reason why reading habits are at an all time low. Children have never been interested in reading. Historically, they did read magazines like Naunehaal et al, but now they have multiple choices to browse from like TV, internet, and video games. Why would they read newspapers if their elders cannot inspire them to do so hence it is impossible to instill a habit of reading in children”. Wusatullah Khan 25 december 2018.

63 percent women, according to the survey, read a newspaper through a physical copy while the 26 percent of women use internet to read up on news. Due to low literacy ratio, 96 percent women out of 100, read a newspaper in Urdu and English newspaper readers makeup 4 percent of the sample size. It is unfortunate to conclude that such a small number of women could read in an international language. Data for regional language readership could not be obtained through questionair.

A large portion of women read newspaper for the aim for awareness. This cluster makes up about 68 percent of the surveyed women. For interest and other motivating factors, the number makes up 11 percent each from the sample size. According to most surveyed women, they do not consider newspaper as a formidable tool in aiding the education of their children or to a limited extent. This is a critique on the newspaper’s ability as a tool for education awareness. 36 percent out of 100 women are of the opinion that newspapers are not a great added tool for education which is unfortunate and translates into the statement that content related to education in newspapers are not perceived as adequate which puts the editorial decisions of the newspapers in a questionable position. Mass communication has three



basic functions in which education comes at second place and despite this, newspapers are lacking in publishing quality content related to education. If we analyze the relation children have with newspapers, around 50 percent children occasionally read a newspaper and on 20 percent children scroll through a newspaper. 30 percent women stated that their children do not read a newspaper. Newspapers are not only responsible for increasing the learning of children but also advance their language skills and help children understand the societal responsibilities. These aspects are being neglected by households and schools altogether which is proving to be a difficulty in progressing the society. When analyzed, 56 percent children were found to be interested only in the stories section of a newspaper while 19 percent of the children were engaged with content other than stories. Many of the newspapers include a section for children once a week only and that too mostly consists of cartoons and stories or occasionally some puzzles and their educational needs are ignored. In addition to that, informative essays for children are found to be excluded from publications.

According to Dr Touseef Ahmed Khan:

“Newspapers can be a great source for the nurturing of a young mind. However, parents involve television as an educating tool for their children, which is a flawed thought process. Newspapers can aid in learning skills of children. The content designed for children in newspapers have the effect of intellectual nurturing of children. Content for children should not be limited to cartoons, stories and pictures but also articles especially written for children. Besides, news catering to children is also a great method for the training and intellectual growth of a young mind”. Dr Touseef Ahmed Khan 17 august, 2018.

95 percent women perceive newspapers as a tool for education yet despite this overwhelming number, 25 percent women regularly read a newspaper resulting in non-usage of newspapers as a tool of education. One of the questions asked if newspapers are successful in uplifting the quality of education, to which 69 percent responded with a no and 33 percent thought it to be true to some extent. Education expat Saleem Mughal talks in this regard:

“Education is the foremost responsibility of the state and I believe newspapers are fulfilling their responsibility in this context. Journalism is the fourth pillar of a democratic state. A willing state can collaborate with newspapers to accomplish the educational goals for its citizens. Article 52A gives the right to education for all citizens, but state must be stable for such an ideal condition. Newspapers are doing their job in this regard and the



most prominent example is of how they highlighted the problems of Malala Yousafzai in her struggle to get education. Media was vocal about the attack on her and did not shy away from criticizing Taliban for their anti-literacy policies. It is out in the open how media dealt with the issue”.

Senior analyst Wusatullah Khan shared his opinion about newspapers as a tool in aiding education pursuits. He stated that:

“I don` t think it is wise to link newspapers as tool for education. Media is now using vernacular for its language needs, and this is unacceptable in the context of education. The same media is working for the issues faced by educational institutions but dissemination of education is not the responsibility of media”. Wusatullah Khan 25th December 2018.

69 percent parents read education related news only. They are also not aware of the methods to increase the intellectual capabilities of their children. 10 percent parents only go through education related advertisements. 21 percent go through other types of content. Dr. Masroor Khanum adds in this context that “Parents do not know what sort of content helps in developing the mind of children because neither they read newspapers, nor they have any subscription. Until newspaper is considered a tool for intellectual development of its readers, these parents cannot avail what newspapers have in the offering. In my opinion, the most basic act we should start with is to consider a newspaper subscription as a necessity. Adults should start reading them to inspire their children. Ofcourse electronic media has changed the media landscape considerably and information dissemination is literally on the fingertips yet despite such advances people still read a newspaper and those who don` t cannot have an intellectual comparison with those who do. Those who read a newspaper are more articulate and writer coherently. For these reasons children should be offered the assistance of a newspaper aswell”. Dr. Masroor Khanum,

44 percent of these women had done their graduation, yet they are still unaware of the educational benefits inherent with a newspaper neither they have any information about the sort of content which is beneficial for their children, and it is an unfortunate scenario.

CONCLUSION

One of the important functions of mass communication is to disseminate content that is related to education. In this regard, newspapers are an efficient medium for such communication. If we analyze those who read newspapers, we can assert that such individuals possess vast knowledge. That is why through newspaper, it is much more effective to instill skills related to writing and critical thinking than other sort of media. Newspapers



should publish content which caters to children because it is not only necessary for the children but also to the newspapers because it will not only increase readership in the future but also it will provide an affordable way to information. That is why newspapers should work on this aspect, especially the Urdu dailies. Daily Jang, Nawa-e-waqt and express newspapers should publish educational content and news or just a dedicated page for children where experiments regarding the content could be conducted. English dailies are doing some good work in this regard. Although English language readership is small but a magazing titled young world magazine is doing commendable work. It is published by dawn group in which it publishes educational content for kids such as maths and spelling Bee which are a good way to train young minds and advance their cognitive skills.

Newspapers are classic medium of communication since ages, the modern era of technology may threat its long lasting influences on society but it can not completely eliminate the need and requirements of this source of information as it do not only contribute in maintaining records of the events but also possess superior sense of authenticity among masses due to its print form and fixed timings of appearances. This is why societies always look forward to newspapers when it comes to bring the real change and influence for people. Along with information Education is another key purpose of media, and Newspapers because of their serious form and presentation remained a major source of messages i context of education and also are highly used to contribute in the literacy rates. Pakistan should focus on measures to enhance the scope and availability of newspapers along with using it Nofor the vast purposes of learning and education

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