



Coverage of Health Issues in Leading Pakistani Press: Comparative Analysis of Urdu and English Newspapers

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Abstract:

Although media are among the most significant categories of health information for Pakistanis, little is available as to how health topics are covered within Pakistani publications. The researcher investigated in study how health-related themes were covered and how they were handled in prominent Pakistani newspapers using agenda-setting and framing theories of mass communication research. This analysis examined a sample of composite weeks from Pakistan's four top newspapers from the years of 2014 to 2018. According to analysis 2978 news items were published regarding health issues. Certain illnesses and risk factors were found to be underrepresented in Pakistani print media when compared against their real prevalence and causes of death. Almost amount of medical information was presented in a positive light. It was also shown that illness causation & prevention strategies were far more likely attributable towards individuals but instead of the community. This study offers medical practitioners & administrators a wide perspective of how they use media for health care information.

Keywords: Health issues, newspapers, coverage, Pakistan, agenda setting



Introduction

We are breathing in the mass media domain and in this domain, every individual think and behave based on media stories, media tell us which issues or story is important and which are not. The world where we live today has become a global village due to technological advancement, mass media give a variety of platforms for the common man. Mass media have the power to attract the attention of the public and influence public minds about issues and events. The media also perform gatekeeping and agenda-setting roles for the public, give attention to a few issues and the public thinks these issues and events are important and neglect others, and the public gives less importance to those issues and events (Jäckel, 2011). World image is presented and framed by the media persons and this role of media is called agenda setting (K. Kim & McCombs, 2007). There are lots of media theories and one of the most important theories of media effect is Agenda-setting. The basic idea of agenda-setting theory is to give importance to an ordinary story and transform the media agenda to public agenda. Two researchers study the effect of media on public minds in a political campaign in the 1968 governmental election in the United State of America. According to Shaw and McCombs (1972) media influence the public mind about political parties and decide to vote for that party (Scheufele, 2000). Agenda setting part of mass media work in two basic steps to influence public and make media agenda to public agenda (Aarssen, L. W., & Crimi, L. (2016). Media first select story and place on the top priority of the public by giving more coverage to that story and secondly frame that story in such a way that attracts the attention of the public and public think this issue is most important and neglect other issues. Media provide information about events or issues and gratify the need of individuals (Luo, 2013). Day by day many stories are published in the newspapers, media persons select and give high coverage to the stories that are important and make stories important for the public through repeated and prominent coverage. In this way, media have the potential to influence the mind of the public and make a positive and negative picture about events and issues in the mind of the masses (Stern et al., 2020).

Media present information about issues and this makes it easy for us that how we look at this picture is depending on us. According to McCombs and Shaw (1972), Media give a picture of the world and we believe in it. According to Shaw Media is making the mind of the public about issues and events, we all think that media reports about events or issues are true and most important of the time (Y. Kim et al., 2017). Furthermore, media provide space to certain issues by putting them in the



certain themes. It's the ability of the media which enables it to portray certain issues in the particular or desired frames.

The key role of media as informer and influential is admitted in across the globe and Pakistan as well, and it serves function in dissemination health related information among the different segments of the society.

In a study of 1,000 random selection people, 89.8% said the media was the ir primary source of wellness info, some far greater percentage than that of other outlets. Most precisely, 64.6 percent said they get their health data fr om TV shows, 62.7 percent from papers and magazines, but also 43.5 perc ent from radio talk shows.

Moreover, media news was blamed for 50% of health-related behaviour changes (Chen & Lawrie, 2017). Over the decades the media have played a significant role in society, reflecting its different roles or how these roles affect the individual people in society and society. Mainstream media informational, educational and entertaining roles impose several duties on businesses and require a diverse range of work and topic areas to be covered. Among these topics are health, political affairs, academia, recreation, science and technology, the environment, cultural events, industry and economics, lifestyles & religion(Marschlich, 2021). The mass media offer information and, in certain circumstances, operate as a teacher by informing public media public about major social concerns (Mohandass et al., 2019)

Objectives of the Study

To explore and compare coverage of health issues in leading newspapers of Pakistan- Daily Dawn, Daily Jang, Express, and The News from years 2014 to 2018.

To evaluate the coverage provided of different health issues in the Urdu and English language newspapers selected as sample for the study

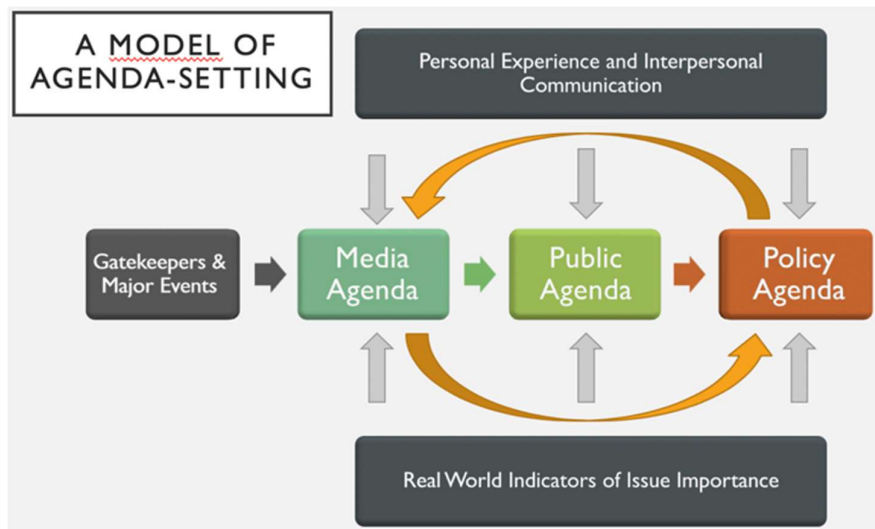
Theoretical Framework

There are many media theories and Agenda Setting is one of the most vital approaches of mass media. According to Riaz Agenda-setting theory in media make a few issues central under the agenda of media and gives importance to a few issues and makes these issues significant for the public as well(Ahmed & Cho, 2019).

The media has the power to neglect a few issues and make other issues important for the public and change the opinion of the public toward events and matters. According to McCombs (2002) in everyday life, there is a huge number of stories and events that take place in our society, but media select few issues and make news on it but in these issues, there are very few which have any type of importance but media make worth and



place on top position according to him there are only seventy-five of stories are rejected but these stories have importance but media select very few numbers of stories without any worth (Gilardi et al., 2021).



Scholars (Bro, 2016) explore in his work "Motivation setting hypothesis". That media job is not limited to presenting a positive image of Political parties to the audience but also making news stories about these parties and placing these stories in right place in media. Most people consume news media for information purposes (Rashid, S., & Shah, 2019). Agenda setting part of mass media work in two basic steps to influence public and make media agenda to public agenda. Media first select story and place on top priority of the public by giving more coverage to that story and secondly frame that story in such a way that attract attention of public and public think this issue is most important and neglect other issues. Media provide information about events or issues and gratify need of individuals (Livingstone, 1999). Day by day many stories published in newspaper, media person selects and give high coverage to the stories that are important and make stories important for public, we believe that this problem is prime problem among most of the other news stories. The group of audiences needs to be comfortable with unemployment as an idea. Except if the news message gives satisfactory measures of data about joblessness, it would positively assist a group of people with knowing something about it yet that isn't required. This suggests when crowd individuals don't have a build accessible to them in memory, and the develop isn't given in a news story, an edge that applies the develop in a



message won't be compelling. We may imagine, at that point, that confining impacts will differ in quality as an incomplete capacity of the fit between the builds a casing proposes ought to be connected to an issue and either the nearness of those edges in crowd individuals' current information or the substance of the message. So, people think these issues are central and others are not media not only forming standard feelings about the ideological groups and applicants yet in addition in surrounding and fitting of news about them. Shaw and McCombs in 1972 shaped the name of this approach as agenda-setting. It portrays; "Impressive proof has gathered that the news stories writers and editors have a significant influence in forming our social reality as they approach their everyday assignment of picking and show news(Rashid et al., 2020). (Deuze, 2020)published that media play an important role to make priorities of matters and in short, the broad communications may not be effective in disclosing to us what to think, yet they are amazingly fruitful in revealing to us what to think about. Riaz (2008) stated that Media play an important role to present issues in this way that people think that media is authentic. In this way media person shape opinions of public opinion as media desired. Media have power to present issues and people take these issues as important one make their own perception about these issues in short media present news stories according to his agenda and public take this story and make his or her agenda and media agenda make public agenda. The agenda setting role of media is to influence public perception about event or issue and make few stories are important and neglect other stories.

(Pandey & Kumar, 2020) stated that mass media perform a significant role and give importance to a few issues and neglect others. As (Iftikhar & Iftikhar, 2020) stated that the job of media is confining with four key capacities for example. The basic aim of agenda-setting of media is to select a few stories of the day make more attractive stories and frames in such a way that the public thinks that these stories are vital and neglect other stories(Nessa et al., 2013).

The second step of the agenda-setting technique is to frame that story in the desired way to grab the attention of the public and influence public perception about events or issues. (Jothi & Bhanumathi, 2011) stated that media news story news outlines as a place important issues on top and give more importance and placing stories streamline and organize and structure the story stream of occasions.

To agreement with regular (if under-estimated) use of the term, researchers should utilize the term journalistic prejudice just when



research exhibits that inclination holds after some time and infests the most persuasive news sources. Under this definition, one-sided substance helps such elements as ideological groups or intrigue bunches in reliably inducing individuals to acknowledge translations accommodating to the favored on-screen character for some noteworthy period.

The subsequent basic application of the term predisposition concerns basic leadership: the impact of writers' conviction frameworks on the writings they produce. Fault finders propose that journalists and editors at the significant media enable their own belief systems to control their news choices. Journalists themselves will in general deny such inclination (unconvincingly, as uncovered by surveys referred to prior). However, every person who thinks, each association that procedures data, must utilize easy route choice standards. Call them heuristics instead of predispositions, yet regardless they help to frame the data tide' (Graber, 2001). The media's basic leadership dispositions control data handling by individual journalists and, showed as implicit standards and schedules, by news associations. The main problem is how much individual belief system commands different heuristics. Numerous spectators accept that individual columnists' belief systems clarify most occasions of inclined encircling.

News Handling

How news messages plan and link events together is another important stage of media impact on public attitude. Media give importance to some issues and give coverage to some events this make even more significant that an encircling impact happens when crowds consider news communications. Along these lines, motivation setting and surrounding may seem to work by comparative phenomenological forms. Regardless, there is at any rate one significant qualification here. Regard for messages might be progressively important for a confining impact to happen than an agenda setting impact. They find that repetition of edges should greatly affect less educated people who additionally are progressively mindful to marginal signs, while increasingly proficient people are bound to take part in efficient data handling by contrasting the general quality of elective edges in aggressive circumstances.

They additionally recognize conditions in which a delicate issue have more important in news stories casing can among specific people, driving them to move toward a path that is inverse to the one advanced by the edge.

Impact



The third main point is impact of that message on mind of public. Crowds process data given by the news media and store it in memory. The conventional agenda setting approach depends on memory-based models of data handling and accordingly an availability model (Eagly & Chaiken, 1993). Agenda setting impacts accept that the locus of impact lies with the increased availability an issue gets from its treatment in the news (Cost & Tewksbury, 1997). In this manner, it isn't data about the issue that has the impact; the reality the issue has gotten a specific measure of handling time and consideration that conveys the impact. Conversely, the fundamental encircling methodology accepts that the locus of impact exists in the portrayal of an issue or the mark utilized in news inclusion about the issue. It is the fundamental interpretive blueprints that have been made pertinent to the issue that are the focal impact of a casing. The essential distinction on the mental level between motivation setting and preparing, from one viewpoint, and surrounding, then again, is hence the contrast between whether we consider an issue and how we consider it. It has been contended that we can build up an increasingly tightfisted comprehension of encircling, preparing, and plan setting if we subsume every one of the three ideas under the bigger umbrella of motivation setting. Specifically, McCombs (2004) has contended that encircling is basically a more refined variant of plan setting. Encircling, from that viewpoint, implies making parts of an issue increasingly notable through various methods of introduction and along these lines moving individuals' dispositions.

He names this wonder "second-level Agenda building." The idea of second-level agenda building isn't without legitimacy. It refines the first motivation setting speculation, which has for some time been censured for being fairly oversimplified in its attention on expansive issues and for overestimating rank-request coefficients between these wide issue classes in media inclusion and general assessment reviews (Funkhouser, 1973a, 1973b). Indeed, Kim, Scheufele, and Shanahan (2002) showed that second-level or trait motivation setting can have significant influences on individuals' view of the general significance of different parts of an issue. All these elements make news story important for public and give new direction to event and public think that this issue is most important and neglect other issues. This gives new direction to news story. Cost and Tewksbury (1997) suggested that all these honesty impacts; that is, they depend on memory-based models of data handling. The worldly arrangement of agenda setting and preparing expect that media can make certain issues or parts of issues increasingly open (i.e., effectively reviewed) for individuals and in this way influence the instruments they



use when framing temperaments about applicants and political issues. This is particularly not quite the same as surrounding as a strong impact.

Methodology

This research is Quantitative in nature and the Content analysis approach has been used and applied for answers to a research questions and hypotheses of the study. Two English newspapers and two leading Urdu newspapers had been selected as the population of research. Four newspapers based on their circulation had been selected as a sample.

1. Daily Dawn
2. Daily the News
3. Daily Express
4. Daily Jang

News stories on Front, back, and op-ed pages of the newspapers and composite week sampling method five years from 2014 to 2018 were selected for data analysis. As far as qualitative part of the research is concerned from the tone of text and context the story published is judged to find its appropriate category. Furthermore, the whole analysis schemed has been designed after the review of the relevant literature.

Data Analysis

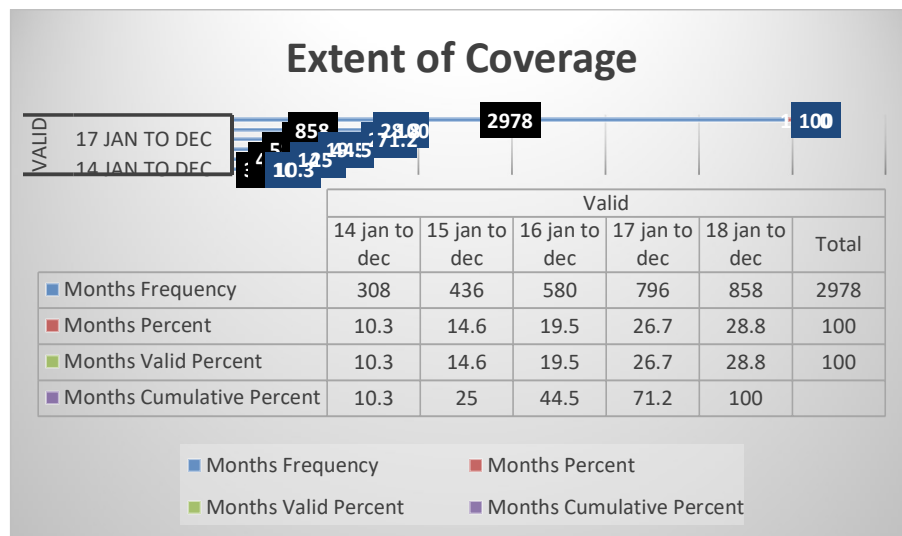
Quantitative Data of this study was analyzed through statistical software SPSS 23rd version (Statistical Package of Social Sciences) by applying cross tabulation. Frequency, Percentage, and reliability were also calculated.

The basic aim of this study was to analyze the treatment of health issues in two leading English and two leading Urdu newspapers of Pakistan. Content analysis was used to analyze back and front and op-ed pages from 2014 to 2018 concerning health issues coverage in five years and what type of treatment given health issues in selected newspapers.



Descriptive Statistics Used for Analysis

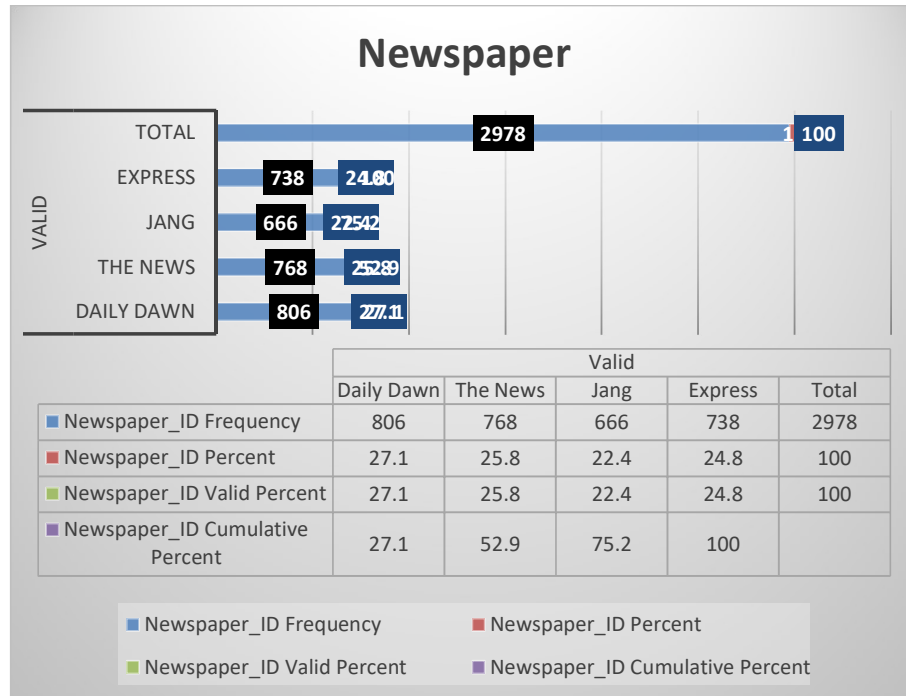
Fig.1 Year-wise Extent of Coverage Provided to Health issues



Above figure shows that n=308(10.3%) news items published from January 2014 to December 2014, n=436 (14.6%) from January 2015 to December 2015, n=580 (19.5%) news items found January 2016 to December 2018, n=796 (26.7%) in January 2017-December 2017, and n=858(28.8%) from January 2018 to December 2018. From above figure it is evident that there is an increased growth in the coverage of health issues from 2014 to 2018.



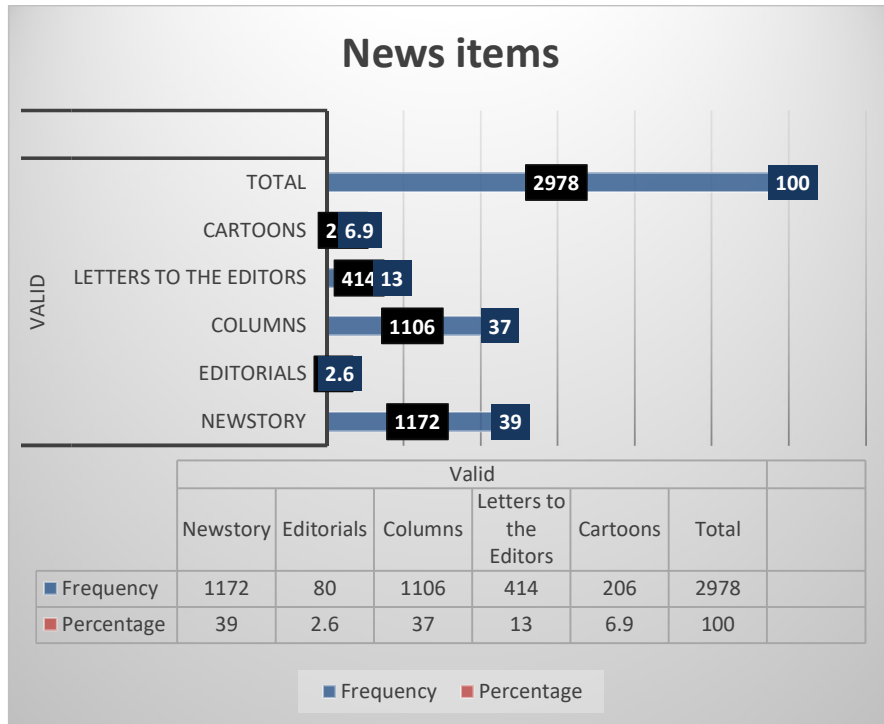
Figure2. News Items Frequency and Percentage Analysis



The above figure shows that n=806 (27.1%) news items were published in Daily Dawn, n=768(25.8%) news items published in The News, n=666 (22.4%) in Jang, n=738(24.8%) published in daily Express.



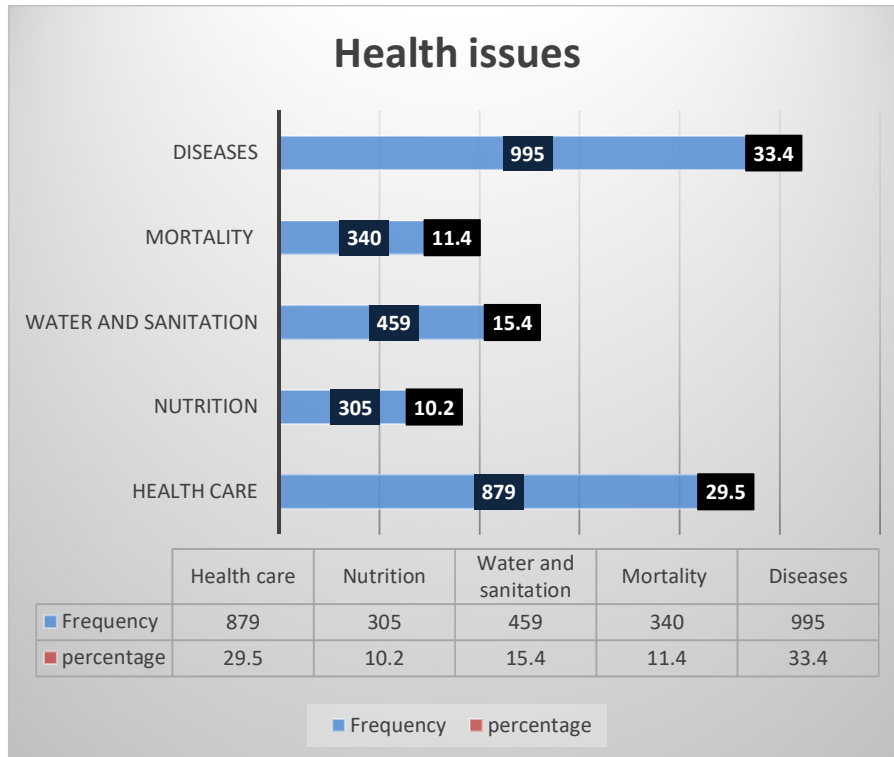
Figure3. Frequency and Percentage Analysis of News items



The above figure shows that newspapers mostly give coverage to health issues in the form of news stories n=1106 and lesser n=80 in the Editorials.



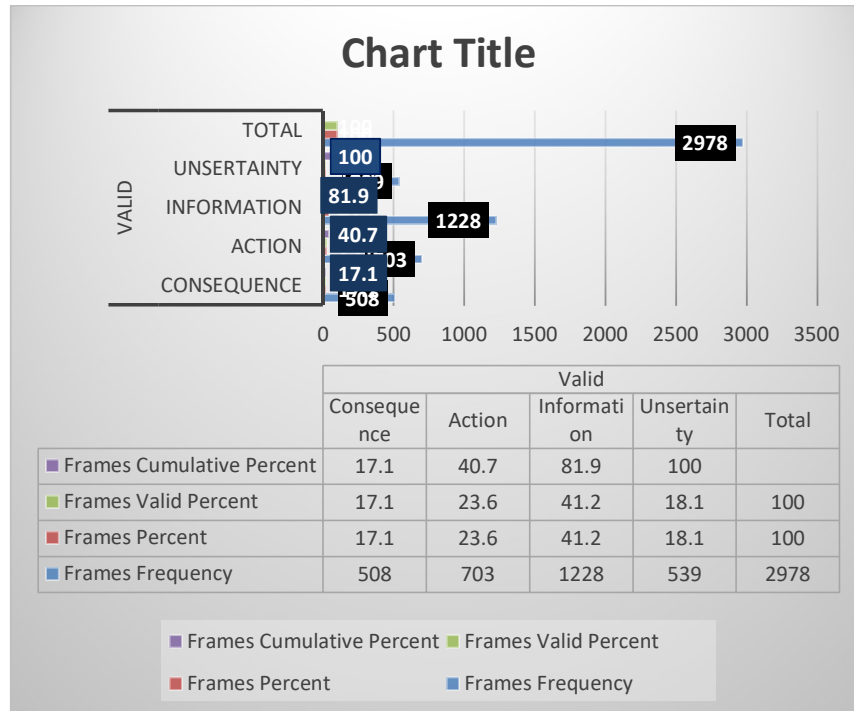
Figure4. Health issues Frequency and Percentage Analysis



The above figure shows that n=879(29.5%) news items were about health care issue n=305(10.2%) about Nutrition, n=459(15.4%) about water and sanitation issues, and n=340(11.4%) about Mortality issues, and n=995(33.4%) about diseases. Newspaper gives more coverage to Diseases than other health issues.



Figure 5. Frequency and Percentage Analysis of Frames



Above figure shows that newspapers use consequences frames $n=508(17.1\%)$, Action $n=703(23.6\%)$, Information frames $n=1228(41.2\%)$ and uncertainty frames $n=539(18.1\%)$. newspapers used information frames more frequently than other frames.

Hypothesis Testing

H.1: It is more likely that difference in coverage to health issues by selected newspapers during the years of 2014, 2015, 2016, 2017 and 2018 varies significantly.



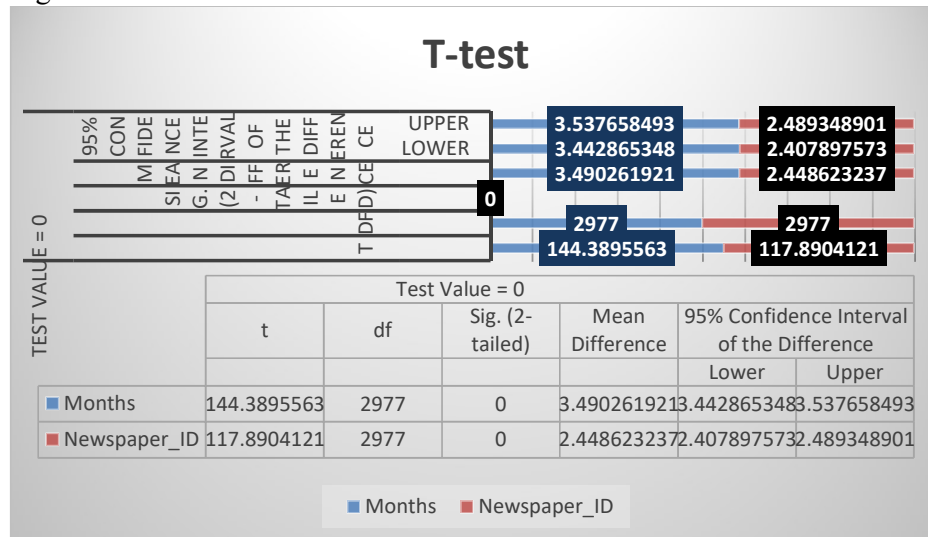
Table.1 T- Test

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Months	144.390	2977	.000	3.49026	3.4429	3.5377
Newspaper	117.890	2977	.000	2.44862	2.4079	2.4893

The above tables show that there is a T-value less than.000 and mean value is 3.4 to 2.4 there t- test is a statistically significant relationship among variables. So, the H1 is supported.

Figure 6. T-test



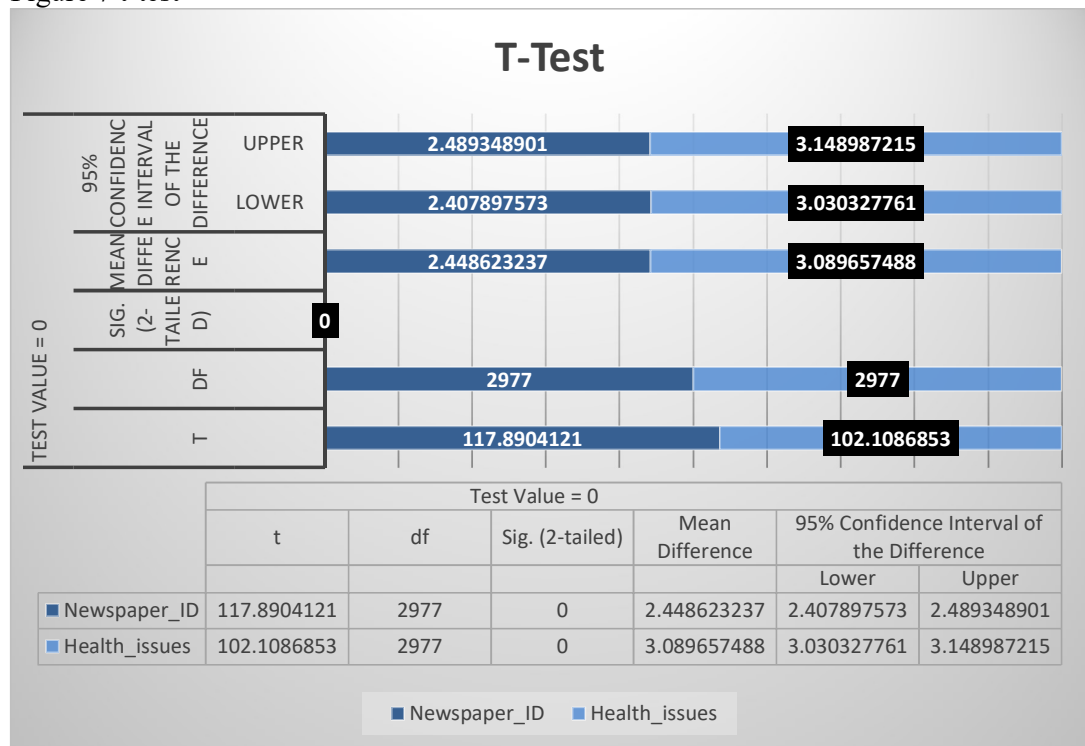
H.2: It is more likely that English Newspapers Daily Dawn and The News give more coverage to health issues than Urdu Newspaper Express and Jang.



Table 2. T-test

One-Sample Test		95% Confidence Interval of the Difference				
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Newspaper	117.890	2977	.000	2.44862	2.4079	2.4893
Health issues	102.109	2977	.000	3.089657	3.03033	3.14899

Figure 7 t-test



The above table shows that there is a huge difference between two Urdu and two English newspapers by applying a t-test. P-value is less than 0.05 which shows that Daily Dawn, The News coverage is different from Jang's and expresses news to health issues. So, the H2 is supported and approved Conclusion



The purpose of the study was to explore the health issue coverage in leading Urdu and English newspaper for the period of five years from 2014 to 2018. And to explore the treatment of health issues in Daily Dawn, the news and Jang and Express total of 2978 news items give coverage to health issues in five years. As per the findings of the quantitative approach, the bulk of health concerns were covered more extensively both daily Dawn and The News than by Jang and Express. The hypothesis testing using at- test of dependence further supports this quantitative approach. That shows that Pakistani Print media increase the amount of coverage to health issues than past.

Furthermore, by using the two-proportionality test, it became discovered that there is a considerable disparity in the access to affordable health topics in Urdu and English newspapers. Diseases were the most prominent subject. These findings are also backed with both the framing approach, which claims that perhaps the press pays close attention to certain topics and position them in a sphere of perception and significance. Previous research has backed findings and conclusions, such as (Farooq & Ali, 2018), who used agenda-setting and framing theories that explain the projecting tendencies of Dawn and The News. It is recommended to conduct research about role of print or electronic media to analyze the agenda setting role of mass media in the backdrop of COVID-19.



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