

## **Coverage and analysis of education and health issues of Balochistan by leading Newspapers (Daily Jang Quetta and Daily Dawn Karachi)**

**Imran Khan<sup>1</sup> & Dr. Muhammad Fahim Baloch<sup>2</sup>**

### **Abstract**

*Balochistan being the important and the largest province of Balochistan in terms of area is often neglected by the mainstream print and electronic media. Only the news related to explosion or killings could get the attention of media otherwise Balochistan is not on their priority list at all. Though the media houses claim that they are giving due coverage to Balochistan's social issues but the reality is different. The study will explore the amount of coverage given by two national newspapers to education and health issues of Balochistan on the opinion pages and will find out whether they suggest any solutions to the issues apart from coverage. The study would also try to explore the state of seriousness of those newspapers towards Balochistan and its core social issues. Two leading national newspapers i.e. Daily Jang Quetta an Urdu newspaper, though it is published from Quetta but its editorial page is published from its head office, Karachi and Daily Dawn Karachi an English newspaper were selected for the study to know through the number of editorials, editorial notes, columns, letters to the editor and editorial cartoons of two years from 2016 to 2017 published whether both gave coverage to education and health issues related to Balochistan. Daily Jang gives more space to education and health related content on its editorial pages as compared to Daily Dawn very few editorials addressed the issues while columns carried content on education and health. Being the two leading newspapers of the country, both gave coverage to education and*

---

<sup>1</sup>Imran Khan, Lecturer at the Department of Media Studies, University of Balochistan, Quetta. Email: [imrankhanfareed86@gmail.com](mailto:imrankhanfareed86@gmail.com)

<sup>2</sup> Dr. Muhammad Fahim Baloch, Assistant Professor at the Department of Media Studies, University of Balochistan, Quetta. Email: [balochfahimuob@gmail.com](mailto:balochfahimuob@gmail.com)

*health related issues of Balochistan but to some extent which is not which is not sufficient. The issues of Balochistan are not properly highlighted by both the newspapers. The largely circulated national dailies should address the core social issues of Balochistan like education and health to convey the problem and solutions to the concerned authorities and to public.*

**Key words:** Media, Balochistan, Education, Health, National newspapers.

### **Background:**

In terms of area, Balochistan, it is the largest province covering about 44 per cent of Pakistan's territory. It borders Iran and Afghanistan where the Baloch population also resides and has a long sea coast with access to the Middle Eastern and Gulf states. Linguistically, Balochi, Pashto and Brahui are the three major languages of the province (Siddiqi, 2012). Balochistan is a land less addressed when it comes to highlighting social issues in main national media be it print or electronic media.

Balochistan, a federating unit of Pakistan, had remained a semi-autonomous state and a loose confederacy in pre-partition of the Sub-Continent and before the independence of Pakistan (Harrison, 1981; Bansal, 2006)(Bansal, 2006). However, after the inception of Pakistan as an independent country in 1947 and partition of Indian Sub-Continent, Balochistan as become one of the federating units of the Pakistan. The province with immense geo-strategic importance and huge untapped natural resource reserves (oil, gas, gold, copper and others) retains 44% of total territory of Pakistan, though only inhabits 5% of total national population. The economic potentials and massive geopolitical importance, Balochistan not only presents the picture of extreme poverty, backwardness, and lagging far behind other provinces in terms of every social and economic indicators.

P2

The year 2016 and 2017 were worst years for Balochistan specially its capital Quetta in terms of terrorist attacks. On August 8, 2016, terrorists attacked a hospital in Quetta, killing between 70 and 95 people, including a large number of lawyers. Those who perished in this incident had assembled at the hospital where the body of Bilal Anwar Kasi, the president of Balochistan Bar Association, was brought after he was shot dead by an unknown gunman.(The News, 2016)

In the same year on October 24, at least 60 cadets and recruits were killed after militants had stormed a police training center in Quetta.(The News, 2016). Balochistan is center of focus only when such deadliest incidents take place apart from that no other events makes headlines in the national media. The reason for selecting the year 2016 and 2017 for the study is to know the sympathy of national media towards Balochistan specially when it was the center of attraction for media after the two deadliest events took place where hundreds of people lost their lives.

**Objectives:**

To find out how much space is given to education and health related issues of Balochistan on editorial pages of Daily Jang Quetta and Daily Dawn Karachi. To find out whether the issues addressed in the newspapers suggested any solutions or not.

To know the seriousness of major newspapers towards the core social issues of Balochistan like education and health.

**Review of Literature:**

Media provides awareness and information to the people according to their interest about an idea, about basic issues of life which include health & education. Media had grip over their audience to divert their mind toward certain idea or certain issues, its known as agenda theory “may not be fruitful in informing their target readers what to believe, but are spectacularly profitable in informing their target readers what to think about”. Achala Gupta and A. K. Sinh (2010). Mass media could possibly play a dominant role in shaping public opinions, and thus potential recognition, of public health policies. This framing method includes addressing some characteristics of a debate and restraining others. Framing can thus include depictions of the significance and origins of social challenges and the potential efficiency of recommended solutions. Framing can therefore affect audiences’ opinion and assessment of various attitudes to addressing public health problems.

Newspapers are one of the key elements of the mass media, which are the vehicles of published media which gather; collect, and process the news and the ideas and convey them to others, it enlightening and lead the public opinion in “printed” form. Newspaper is an important element of our life; it is the only most important medium after the arrival of online medium those

who knows the importance of it still read newspapers. According to Wikipedia India is the biggest newspaper market in the world as over 100 million copies are sold each day (Sharma, 2017).

Another study was conducted titled as “The Role of Newspapers in Ghana”. The state media can play its role in improving the quality of health in Ghanaians to make a healthy pool of work force to enable public to live with self-esteem with the growth of socioeconomic development. The media enlightens to authorize the behavior and attitude of health pursuing people. The researcher selected three newspapers for content analysis named as Daily Graphic Ghanaian Times, and Public Agenda. This research finds out that how newspapers are observed to frame problems and how to find out its results. (Africanus. L, Diedong, 2013).

“The Tharparkar Famine 2014: is another study by Zaheer on Comparative Analysis of Pakistan’s English and Urdu Media”. Where the researcher wanted to see how much Urdu and English newspapers give coverage to the issue, for this content analysis was done of two newspapers on news reports and editorials. The data revealed that English newspaper gave less coverage to the issue than the Urdu newspaper and also found that both papers gave coverage to post famine issue not to pre-famine phase (Zaheer, 2014).

As intimated by a study which shows this that many people depend on the news reported on media for their physical condition-related knowledge. Policy makers also gain significant extent of information from the media. Achala Gupta and A. K. Singh (2010).

Rudd Center for Food Policy and Obesity, Yale University, New Haven USA conducted a research in 2013 on Headless, Hungry, and Unhealthy: A Video Content Analysis of Obese Persons Portrayed in Online News and found that new media has considerable impact on public perceptions of health and social issues. Content analysis was done to see the interpretation of obese person in online news report about obesity. They had selected 371 online videos about obesity from 5 sources of news websites. The result showed that 65% adults and 77% youth obese were portrayed negative by online videos. Rebecca et.al (2013).

**Research Method:**

**Sample Size**

As this study is about content analysis of newspaper, so the content selected with in newspaper are from January 2016 to December 2017 of two national level newspaper based on language..

**TimeFramework:** The planned time frame work for the content analysis of two newspapers are as follows.

S. No	Newspapers	Language
1.	Daily Jang Quetta	Urdu
2.	The Dawn Karachi	English

**Editorial page Content analysis**

The contents with in editorial page are evaluated.

S. No	Editorial page with its content evaluated.	Issues to be evaluated	
		Education	Health
1	Editorial		
2	Editorial Note		
3	Column		
4	Letter to Editor		
5	Editorial Cartoon		

S.No	Indicators	Details of the markers selected.
1	Addressed	On editorial page, Ifopinion is formed on education and health issue within context of Balochistan. it will be considered as addressed.
2	Unaddressed	On editorial page, Ifopinion is formed on the education and health issue with in context of Balochistan. it will be considered as unaddressed.
3	Addressed & Suggested	On editorial page If opinion is formed and suggestions on issuesrelatingeducation and health, within context of Balochistan, it will be considered as addressed and suggested

**The data evaluated is based on three levels.**

- I. The 1<sup>st</sup> level both national newspapers are evaluated from January to December 2016.
- II. The 2<sup>nd</sup> level both national newspapers are evaluated January to December 2017
- III. The 3<sup>rd</sup> level both national newspapers are evaluated from January 2016 to December 2017.

**Daily Jang Quetta 2016**

Daily Jang Quetta newspaper data evaluated on Education and Health issues in 2016.

**Table:** Data evaluated from January to June 2016 of daily Jang Quetta.

Variable	Editorial			Editorial Note			Columns			Letter to the Editorial			Editorial Cartoon		
	a	b	c	a	b	c	a	b	c	a	b	c	A	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health Issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I	Education	.	.	1	.	.	.	1	1	.	.	.	.	.	.
II	Health	.	.	1	.	.	.	.	.	.	.	.	.	.	.

The above table the data is from January to June 2016 of daily Jang Quetta of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Editorial note:** There were only 02 editorial notes which were addressed.
2. **Column:** There were only 02 columns in which 1 was unaddressed and 1 was addressed & suggested.

**Table:**Data evaluated from June to December 2016 of daily Jang Quetta.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	a	b	c	a	b	c	a	b	c	a	b	c	A	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I Education	.	.	.	.	.	.	.	.	1	.	.	.	.	.	.
II Health	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.

The above table the data is from July to December 2016 of daily Jang Quetta of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Column:** There was only 1 column in 6 months, which was addressed & suggested.

### Daily Dawn Karachi 2016

Daily Dawn Karachi newspaper data evaluated on Education and Health issues in 2016.

**Table:**Data evaluated from January to June 2016 of daily Dawn Karachi..

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	a	b	c	a	b	c	a	b	c	a	b	c	A	b	C
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I Education	.	.	.	.	.	.	.	.	1	.	1	6	.	.	.
II Health	.	.	.	.	1	.	1	.	.	.	1	4	.	.	.

The above table the data is from January to June 2016 of daily Dawn Karachi of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Editorial Note:** There was only 1 editorial note which was addressed & Suggested.
2. **Column:** There were only 2 columns in 6 months in which 1 was unaddressed whereas 1 was addressed & Suggested.

**Table:** Data evaluated from July to December 2016 of daily Dawn Karachi.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	a	b	C	a	b	c	a	b	c	a	b	c	A	b	C
Indicators used for Data Analysis of Editorial page, that how Editorial page Addressed education and health issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I	Education	.	.	.	.	.	.	.	.	.	3	8	.	.	.
II	Health	.	.	.	.	.	.	.	.	.	.	1	.	.	.

The above table the data is from July to December 2016 of daily Dawn Karachi of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Letter to Editor:** There were 12 letters to editor in which 3 were unaddressed whereas 9 were addressed & Suggested.

### Daily Jang Quetta 2017

Daily Jang Quetta newspaper data evaluated on Education and Health issues in 2017.





The above table the data is from July to December 2017 of daily Jang Quetta of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested..

1. **Editorial:** There were 2 editorials 1 was undressed whereas the other was addressed & suggested.
2. **Editorial Note:** There were 2 editorial notes which were addressed & Suggested.

### Daily Dawn Karachi 2017

Daily Dawn Karachi newspaper data evaluated on Education and Health issues in 2017.

**Table:** Data evaluated from January to June 2017 of daily Dawn Karachi.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I Education	-	-	-	-	-	1	-	-	1	-	2	5	-	-	-
II Health	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-

The above table the data is from January to June 2017 of daily Dawn Karachi of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Editorial Note:** There was only 1 editorial which was addressed & Suggested
2. **Columns:** There was only 1 column which was addressed & Suggested
3. **Letter to Editor:** There were 12 letters to editor in which 4 were unaddressed whereas 8 were addressed & Suggested

**Table:**Data evaluated from July to December 2017 of daily Dawn Karachi.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	A	b	C	a	b	c	a	b	c	a	b	c	a	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health Issues of Balochistan are given	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I	Education	.	.	.	.	.	.	.	.	.	.	4	.	.	.
II	Health	.	.	.	.	.	.	.	.	.	1	5	.	.	.

The above table the data is from July to December 2017 of daily Dawn Karachi of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health issues in three categories as addressed, unaddressed and addressed & suggested.

**Letter to Editor:** There were 10 letters to editor in which 1 was unaddressed whereas 9 were addressed & Suggested.

**Table :**Data evaluated from January 2016 to December 2017 of daily Jang Quetta.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	A	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health Issues of Balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I	Education	.	.	1	.	1	.	2	4	.	.	.	.	.	.
II	Health	.	2	1	1	.	1	.	.	.	.	.	.	.	.

The above table the data is from January 2016 to December 2017 of daily Jang Quetta of the editorial page about columns, letter to editor, editorial, editorial note and editorial cartoon were evaluated on Education and Health

issues in three categories as addressed, unaddressed and addressed & suggested.

1. **Editorial:** There were 3 editorials in which 2 were unaddressed and 1 was addressed & Suggested.
2. **Editorial Note:** There were 4 editorial notes in which 2 were addressed while 2 were addressed & suggested.
3. **Columns:** There were 7 columns in which 3 were unaddressed and 4 were addressed & Suggested

**Table:** :Data evaluated from January 2016 to December 2017 of daily Dawn Karachi.

Issues	Editorial			Editorial Note			Columns			Letter to the Editor			Editorial Cartoon		
	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Indicators used for Data Analysis of Editorial page, that how Editorial page Addresses education and health issues of balochistan are given below	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested	Addressed	Unaddressed	Addressed & Suggested
I Education	.	.	.	.	.	2	.	1	2	.	6	23	.	.	.
II Health	.	.	.	.	.	.	.	.	.	.	3	13	.	.	.

With reference to above table from January 2016 to December 2017 daily Dawn Karachi newspaper's the editorial pages having editorial, editorial note, columns, letter to the editor editorial cartoon were analyzed in three categories as addressed, unaddressed and addressed & suggested on two variables which were Education and Health.

4. **Editorial Note:** There were 2 editorial note which were addressed & Suggested.
5. **Columns:** There were 3 columns in which 1 was unaddressed and 2 were addressed & Suggested
6. **Letter to Editor:** There were 46 letters to editor in which 9 were unaddressed whereas 36 were addressed & Suggested.

**Findings :**

**1. Finding of editorial on editorial page of two newspapers from January 2016 to December 2017:**

**a) Daily Jang Quetta:**

There were 3 editorials in which 2 were unaddressed while 1 was addressed & Suggested.

**b) Daily DawnKarachi:**

There was no editorial on Education and Health

**2. Finding of editorial note on editorial page of two newspapers from January 2016 to December 2017:**

**a) Daily Jang Quetta:**

There were 4 editorial notes in which 2 were addressed and 2 were addressed & suggested.

**b) Daily Dawn Karachi:**

There were 2 editorial notes which were addressed & Suggested.

**3. Finding of columns on editorial page of two newspapers from January 2016 to December 2017:**

**a) Daily Jang Quetta:**

There were 7 columns in which 3 were unaddressed while 4 were addressed & Suggested.

**b) Daily Dawn Karachi:**

There were 3 columns in which 1 was unaddressed while 2 were addressed & Suggested.

**4. Finding of Letter to editor representation on editorial page of two newspapers from January 2016 to December 2017:**

**a) Daily Jang Quetta:**

There was no single interpretation of letter to editor.

**b) Daily Dawn Karachi:**

There were 46 letters to editor in which 10 were unaddressed whereas 36 were addressed & Suggested.

**5. Finding editorial cartoon representation on editorial page of four newspapers from January 2016 to December 2017:**

**a) Daily Jang Quetta:**

There was no representation of editorial cartoon.

**b) Daily Dawn Karachi:**

There was no representation of editorial cartoon.

**Conclusion:**

Balochistan is not on the priority list of the national media when it comes to coverage of social issues. News related to education and health rarely appears on the pages of newspapers or on news channels. While editorial pages of newspapers hardly accommodate content related to Balochistan. It gets coverage only when a bomb is exploded claiming dozen of innocent lives apart from that the opinion pages are least bothered about the social issues of Balochistan particularly education and health sector the major content belonged to letters to the editor which is again sent to newspapers by the readers highlighting education and health related issues. Being the national dailies with largest circulation the newspapers should accommodate social issues related content specially on editorial pages addressing the core social issues of Balochistan to convey the issues to the concerned authorities and to public.

**References:**

- Gupta, A and Sinha, K, A., (2010): *Health Coverage in Mass Media: A Content Analysis*. Department of Anthropology, Panjab University, Chandigarh, India.
- Bansal. (2006). *Balochistan: Continuing Violence and Its Implications. Strategic Analysis*.
- Diedong, L., (June 2013): *The Role of Newspapers in Ghana*, African University for Development Studies Department of African and General Studies Upper West Region Ghana. International Journal of Humanities and Social Science.
- Harrison, S. S. (1981). *In Afghanistan's Shadow: Baloch Nationalism and Soviet Temptation* . New York and Washington : Carnegie Endowment.
- Rebecca M. Puhl, Jamie Lee Peterson, Jenny A. Depierre, and Joerg Luedicke., (2013): *Headless, Hungry, and Unhealthy: A Video Content Analysis of Obese Persons Portrayed in Online News*. Rudd Center for Food Policy and Obesity, Yale University, New Haven, Connecticut, USA.
- Sharma, V., (2017): *Importance of newspaper in our daily life*.
- Siddiqi, H. F. (2012). *The politics of ethnicity in Pakistan, The Baloch, Sindhi and Mohajir ethnic movements*. London: Routledge.
- The News* (2016).
- Zaheer, L., (2014): *Tharparkar Famine 2014: Comparative Analysis of Pakistan's English and Urdu Media Coverage*.