

Exploring Medium and Citizens Engagement: The State of Print Media versus Social Media Use for Political Communication and Information in Peshawar City of Pakistan

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Abstract

The relationship of citizens, media, political parties and government is universal phenomenon in democratic societies and media is a major tool for communicating the messages and view point of political actors to the masses. Print media in Pakistan considers the effective medium of political communication and information for political parties, leaders, government and citizens while the emergence of new media platforms, broadened this relationship and occupied a space alongside print media prevailing role in political communication. This study analyzed comparatively the effectiveness of print media and social media platforms in terms of political communication and information, its usage and gratification among citizens in the city of Peshawar at Khyber Pakhtunkhwa Pakistan. By applying “*Uses and Gratification Theory*”, the researchers conducted quantitative method of Thematic Content analysis and interviewed 20 citizens of Peshawar City to comparatively analyze the use of print media, Facebook and Twitter. The study found that comparing to Facebook and Twitter, citizens of Peshawar mostly follow newspapers for political information and communication. Moreover, they rely more on print media in terms of political exposure authenticity, truthfulness and persuasion being using along with Facebook and Twitter.

Keywords: Political Communication, Information Seeking, Print Media, Facebook, Twitter, Authenticity, Uses and Gratification.

Background

Media and politics have an important correlation in the existing political environment (Safdar et al., 2018; Safdar et al., 2015). The earlier role of Media, as a source of information and communication between the public and state has now been transformed and widened. In the present scenario the political parties, government and political actors work in the environment influenced by the Media (Safdar et al., 2015a; Safdar et al., 2018a). Media shapes the perceptions of leaders and people, while on the basis of these perceptions the political actors formulate the policies especially during the situations of crises or political changes i.e., elections. Political communication is one of the most important areas of Journalism and Mass Communication and it includes the use of media by the governments and political parties to obtain public support whether in the election times or other than the election times (Shabir *et al.*, 2015; Safdar *et*

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al., 2016). The phenomenon of political communication has its roots in the fields of Political Science and Mass Communication and both of these fields are closely interlinked. The different dimensions of political communication include the analysis of the media messages and also the political statements of the leaders of the political parties of the country as well as the prominent world leaders belonging to different countries (Shabir et al., 2015b; Shabir et al., 2015c). There are different patterns of political communication in different parts of the world depending upon their own socio-cultural and economic situations. But one thing is very much clear that democratic societies, whether developed or developing, depend greatly on political communication. Different scholars and experts defined political communication in different ways. For example, Robert E. Denton and Gary C. Woodward describe political communication in the form of intentions of its senders to influence the political environment. In their words the crucial factor that makes communication political is not the source of a message, but its content and purpose. Brian McNair provides a similar definition by saying that political communication is purposeful communication about politics. This means that this not only covers verbal or written statements, but also visual representations such as dress, make-up, hairstyle or logo design. In other words, it also includes all those aspects that develop a political identity or image.

In Pakistan the relationship of media and political parties are a common phenomenon even from the pre partition era, political leaders used media platform to inform and sensitized the people regarding the cause of independence. In this connection, the era of militant journalism gained fame for the ideological journalism. Similarly, a number of newspapers were started in Indo-Pak for the promotion of Muslim's cause and after independence these newspapers shifted to Pakistan. Dawn, Nawa-i-Waqt and Jang are the prominent names among these newspapers which were started with aim to promote the agenda of independent Pakistan. The advent of electronic media and mushroom growth of TV Channels in Pakistan have made vaster the role of media in political communication while new media platforms brought new dimensions in the process of media learning (Shabir et al., 2015a; Safdar et al., 2019). Political parties in Pakistan while informing the public towards their manifesto and catching support, uses print and electronic media for persuasion but new media platforms like Facebook, Twitter U tube and many more social media tools are also the essential tools of political parties and leaders which has been used for public opinion building during routine times and in election campaigns.

Introduction

Although the dynamics of political communication have been changed with the advent of electronic media and new communication and information tools but the print media in Pakistan is still an important medium of interaction between politicians and public. The media sphere has been broadened by digital media and social media networking but still the print is a common tool of political communication. As a component of media industry, the political parties and governments uses print media frequently for communicating their policies and viewpoints with public through handouts, press releases advertisements and press briefings. "Politicians use the media to persuade the masses to vote and support them, especially during elections (Pauline, 2015)".

Print Media and Political Parties in Pakistan

Historically, print media especially newspapers in Pakistan were considered as mature and objective in their business; currently, the phenomenon of 'popular and crispy' style of news is being explored for enhancing the ratings of the media outlet in the race for commercialization. The opinionated news or soft news is a common phenomenon in Pakistani print as well as electronic media. Political parties in the past have tried to establish daily newspapers that could function as their communication organs to the masses. In 1970 the PPP launched the daily Masawat. Established in the wake of the political campaign leading to the 1970 general elections, today the newspaper can be considered a dummy newspaper, due to its very limited circulation about 400. The daily Jassarat of Jamat-e-Islami (JI) is another remnant of that period. The JI, a religious political party, owns a large media group which includes a daily newspaper (Jassarat) and several weeklies and monthlies; the weeklies Asia, Friday Special and Takbeer, all in Urdu, are among the more prominent ones. Apart from JI's official publications, some individuals who are or have

been affiliated with the party or inspired by its religious and political ideology, run other media groups. Examples include Ummat Group of Publications, based in Karachi, and Insaaf Group of Publications, based in Lahore.⁴¹ Jamiat Ulema-i-Islam (Fazlur Rehman Group), another mainstream political party, has a monthly Urdu-language magazine, Al-Jamiah, published from Rawalpindi.

Facebook and Twitter

Social media platforms are the most popular tools of interaction among people particularly young generation across the global level (Kanter, Afifi, Robbins, 2012). Facebook and Twitter are the most prevalent online mediums in the virtual world which facilitate the citizens to interact, inform and gain the information. In Pakistan the government, political actors and citizens follows Facebook and Twitter for the purpose of information and political communication. These are the mediums on which citizens easily can express their opinion and point of view. Due to advent of android phone the use of Facebook and Twitter by citizens has been widely increased. Use of Facebook holds fosters political engagement by lowering the barriers for expression of opinions. Facebook and Twitter facilitate citizen's engagement in political activities, which were previously not possible and it gives the citizens the possibility to draw attention of government to specific issues and seek broader online support among other citizens (Masiha, 2018).

The rapid growth of new media and social networking have been changed the dimensions of political communication. The public are also the consumers while on the same time they are also the producers due to the use of mobile technology. Political leaders' parties, government and citizens interacting with each other through social networking and the news which to be publish tomorrow, can watch and read on spot time by social media.

Literature Review

Nossek (2015) believes that the debate about the future of print media is still raging among stakeholders and academics. They investigate the print media audience, mainly by contrasting the time spent reading print media to the time spent consuming digital alternatives and other media, using a model of displacement or resilience of a given medium. They looked at nine European democratic countries that had experienced similar technological changes but had different cultures, which could explain differences in consumption habits. Print media remains an essential component of the modern communications system for European audiences, according to researchers.

In every democratic society, according to Diedong (2013), how a press's power is used determines how efficient or dysfunctional it can be. Diedong studied the impact of the press in space allotted to political parties, as well as the consequences for their political fortunes and the strengthening of Ghana's democratic process, using the content analysis approach. The research centered on five main concepts: state-owned and private press, democracy, political campaigns, parliamentary and presidential elections, and press efficiency, all of which were analyzed using the agenda setting theory. According to the results, private print media devote more front-page space to political campaigns and party-related topics than to other equally significant issues such as health, education, the environment, and agriculture. It went on to say that the state-owned press, in contrast, did a better job of covering other relevant news items while juggling stories about party-related activities.

Tewari (2016) surveyed 3,183 newspaper readers in India online. In order to determine the effects of online newspapers in India, he used an online survey tool. He discovered that the overwhelming majority of online news readers (90 percent) tended to read print editions. It was discovered that the distribution of print newspapers has had little influence from online newspapers. Print, on the other hand, is starting to lose its appeal among young people. According to the report, 18% of readers aged 15-20, 12% of readers aged 20-30, and 8% of readers aged 30-40 have decreased their interest in reading print newspapers. The displacement impact of online media is very poor, according to the findings of the report. Older people over the age of 50 read all forms of media equally, while 3 percent of readers in the 40-50 age range have limited their use of print newspapers. Young male (15-20) readers have shown less interest in print media

than female readers, with male readers showing 21% and female readers showing 14%. On online newspapers, popup advertisements are the most vexing.

Ahmad and Waqar (2013) investigate the compelling themes and strategies used by various political parties in advertising released during Pakistan's General Elections in 2013. The Elaboration Likelihood model Salmon & Choi, (2003) and Aristotle's Rhetoric Persuasion Model were used to examine the motivational themes of political parties (Demirdogen, 2010). The research analyzed three parties: PPP, PML N, and PTI, with 162 samples taken from two major newspapers. Emotional vs. factual content, negative vs. positive campaigning, and other similar trends were analyzed in the content. The research looked at the differences in campaign themes. In advertising, PPP used more objective material, while PML.N and PTI used emotional content more often. There was also a distinction made by the parties between their constructive and negative campaigning. Throughout the three newspapers, the PML.N used only constructive campaigning. PTI only used negative material in 8% of their campaign. PPP used negative print media for 29.5 percent of their campaign. The form of political campaigning used in Pakistani elections in 2013 is described in these findings. In Pakistani political campaigning, the thesis reveals applications in political psychology and marketing.

According to Olayiwola (1991), the use of the media for political communication in Nigeria is primarily determined by how it is used. The fact of ownership, according to Olayiwola, is not only the key to deciding how the mass media are used to shape citizens' perceptions of political reality in the country, but it is also a more detailed way of understanding and investigating the press' position in political stability or chaos, national integration or disintegration. As Nigeria prepares for its third attempt at democratic rule under less favourable socioeconomic circumstances than in the past, the researcher concludes that the Nigerian mass media must work to promote national integration. It implies that the media ownership pattern should be restructured.

Druckman (2005) conducted research into how various media outlets report politics and influence voters. Is it true that newspapers are a boon to democracy and television is a bane? Although these issues have been debated for a long time, previous attempts to track media disparities and their implications have been hindered by a number of methodological issues. The researcher explored these problems and suggested a plan for overcoming them, which may involve using a combination of extensive media content analyses and agenda setting theory to resolve them. According to the study, the quantity of coverage provided by television news and newspapers differs significantly, but the material does not. Furthermore, newspapers, rather than television news, play an important, but small, role in educating voters. Druckman examined how the 2000 Minnesota Senate campaign was reported by two local newspapers and four local television stations. Then he used an Election Day exit poll to evaluate voters' awareness of the relevant material, newspaper reading and television viewing patterns, individual learning qualities, and access to alternative information outlets such as interpersonal conversation and the campaigns themselves to see if coverage had an impact on learning. Finally, the exit poll included a diverse, representative sample of voters who had access to multiple media in naturalistic environments, which allowed for generalization.

According to Fodor (2013), while measures and patterns of change vary by region, tendencies seem to emerge on a global scale and have a significant impact on a country's media market and media consumption behaviours. They conducted a thorough nationwide study to examine these developments as well as anticipated industry patterns and tendencies. They discovered that media consumption varies significantly by age and by country. In the report, a large number of customer attributes were explored, which could serve as a reference for media industry experts in strategic planning.

McGregor (2017) asserts that journalists, political elites, and the general public have used Twitter to monitor political developments in recent years. How do campaign practices affect Twitter debate in light of this usage? What effect does this conversation have on election results? They argue that Twitter can be viewed as both a tool and a target for political communication, especially during elections. They discovered that Twitter is best regarded as a medium for political communication, and that its use is

affected by the amount of money spent and race characteristics. Twitter's ability to predict election results is limited as an object.

Abate (2013) believes that politics and media are two sides of the same coin, and that one cannot exist without the other. Many academics in our world today are interested in the relationship between these two principles. Politicians rely on the media to distribute their messages, and journalists rely on politicians to tell their stories. Political parties use various tactics to get media coverage during election campaigns, according to Ashenafi Abate, which contributes to them securing the votes of the electorate. Different media outlets frame the topic in various ways, based on the campaigns of competing political parties as their major base. The aim of Ashenafi Abate's research was to see how the privately owned print media framed Ethiopia's national election in 2005. He studied two privately owned newspapers, *Addis Admas* and *Reporter*, using quantitative content analysis to investigate the multiple frames and sourcing variables used when reporting the election. In the Ethiopian media landscape in general, and among privately owned print media outlets in particular, his research revealed the supremacy of problem frames over game frames. Furthermore, when it comes to reporting election-related topics, Ethiopian media has been found to be heavily reliant on official sources. Furthermore, it was discovered that the governing political group, the Ethiopian People's Revolutionary Democratic Front (EPRDF), earned more negative media attention than opposition political parties, indicating the existence of strong political parallelism in Ethiopian media.

Kamal (2004) researched the representation of Iran in the press in the years leading up to Ayatollah Khomeini's ascension to power in 1979, as well as the years leading up to Mahmoud Ahmadinejad's election in 2005. The researcher studied two newspapers, the *New York Times* and the *Washington Post*, using the quantitative content analysis approach and applied the two key theories agenda-setting and framing theory to the same study. He came to the conclusion that coverage of Iran in the elite American print media as it related to terror was higher after Khomeini's election and even after Ahmadinejad's election than it was immediately before their respective ascensions. The findings also revealed that in the year leading up to Ahmadinejad's inauguration, there was more coverage of Iran in terms of terror than in the year leading up to Ayatollah Khomeini's ascension to power in Iran.

In a research report, Ahmad and Hussain (2016) described the coverage patterns of Pakistan's 2008 general elections in three leading English dailies, *The News*, *Dawn*, and *The Nation*. In light of agenda setting and framing theories, they looked at editorial policies and patterns. The editorial pages of the daily newspapers *Dawn*, *The News*, and *The Nation* were chosen for the study to look at variables like frequency, placement, slant, and framing. The researchers studied the content of editorial pages in these newspapers for two months, from January 1 to February 28, 2008, in order to investigate the print media's tendency during the 2008 general election and the media watchdog role played by editorials. The aim of the study was to find out how the country's leading English newspapers handled the major and important event of the 2008 general elections. They came to the conclusion that *The Nation* allocated more room on a regular basis than it did on a weekly basis. *Dawn* and *The News* Every day *The Nation* and *The News* are considered political organs in Pakistani politics, while *Dawn* is considered an ideological daily. The study reveals a clear line of agenda for the dailies on the occasion of the 2008 elections, and the coverage style differed between the three newspapers, with *The Nation*, the country's third largest English daily, publishing the most editorials on the subject.

Hussain et al., (2018) used the example of Pakistan's General Elections 2013 to examine the nexus of politics, youth, and media in a research report. They looked at the youth-oriented ads (YOAs) released in national Urdu dailies before the elections by three major political parties: Pakistan Muslim League Nawaz (PML (N), Pakistan People's Party Parliamentary, and Pakistan Tehreek-e-Insaf (PTI). They discovered that PTI had the most ads for young voters (41%) and PML (N) had the least (9%). Emotional words, personal appeals, endorsement, play-on-words, and statistics were among the contents used by political parties in their YOAs. To attract the attention of the youth, all three political parties primarily relied on 'endorsement.' Their research also discovered that the importance of youth in door-to-door election campaigns, active engagement in the polling process, their ability and future position in party

flourishing, role and energy in marches, strikes, and rallies, and importance in party fund raising were the key reasons for paying close attention to them. Based on the results, the researchers recommend making reasonable commitments in ads and avoiding over-promising, which may lead to potential youth discontent due to non-fulfillment.

Scholars disclosed that the print media convergence to digital and online medium has affected the readership of print publications. Further social media emerged as a strongest communication tool for politician and public engagement. In the recent general elections in 2018 at Pakistan, political parties and leaders used social media as well with the traditional mediums of print and broadcast media for gaining the support of public at large. Despite ease in accessibility and quickness for political learning, the credibility of social media is still a question mark. Previous researches show that politicians use media for civic engagement during elections campaigns and in usual times. The nexus of print media and political actors is an understandable phenomenon all over the world. Similarly print media is remained a major source of political information seeking and knowledge building. Existing research and scholarship in the field of print media and political communication in Pakistan has been widely examined but less attention has given to the subject area that either with the advent of social media platforms the past importance of print media in shape of civic engagement, political information and communication still exists or the new media gratifies citizens and diverted the attention of public towards social media platforms like face book and twitter. This research is an effort to fill this gap and to examine the importance, usage and gratification of print media and social media sites; Facebook and Twitter in civic engagement, political information and communication in the provincial metropolitan of Khyber Pakhtunkhwa Peshawar.

Rationale

This research aims to know the effects of print and social media over citizens comparatively at Peshawar in terms of political information and communication. The study is an effort to analyze the prevailing importance of civic trust on traditional print media after the emergence of social media in political communication environment. Study will be an authentic document for the policy makers and media researchers to know the effectiveness of print media and new media platforms for opinion building and media mobilization in political communication.

Objectives

1. To understand the role and effects of print media in political communication with the emergence of electronic and social media.
2. To know the gratification of citizens while using print and social media for political communication.
3. To analyze the importance of print and social media in civic engagement and political communication in the citizens of Peshawar.
4. To examine comparatively the effectiveness of traditional media and new media while seeking political information.
5. To diagnose that either the emergence of social media sites decreased the trust of citizens in Peshawar over print media in case of political communication or still relying on.

Research Questions

1. With the emergence of social media platforms, does print media still exists an effective medium of political communication and information in Peshawar?
2. Does social media is more persuasive tool for public decision making in political communication in citizens of Peshawar?
3. Does the newspapers are still the credible and more adoptable medium for political information and communication than social media platforms in Peshawar?
4. Which medium in newspapers and social media sites like Facebook and Twitter is more influential and persuasive in citizens of Peshawar?

Theoretical Framework

The uses and satisfaction theory attempts to explain why people search out media and what they do with it. The hypothesis differs from other media effect theories in that it suggests that people have influence of how they consume media rather than seeing them as passive users. It examines how people use media to achieve particular needs or goals like entertainment, relaxation, or socializing. Jay Blumler and Denis McQuail researched the 1964 election in the United Kingdom and classified people's reasons for watching political program on television in 1969. These audience motives sparked their research in 1972, which eventually led to USG. Four uses of media were suggested by Jay Blumler, Joseph Brown, and Denis McQuail in 1972: diversion, personal relationships, personal identification, and surveillance. Colleagues Michael Gurevitch, Hadassah Haas, and Elihu Katz joined Blumler, Brown, and McQuail in 1973-74. The six collaborated on a study in public perceptions of mass media.

As a guide for understanding how we, as individuals, communicate with the technologies around us, UGT is more important than ever. Users can be driven by a desire to vent negative emotions, validation, or cognitive needs when using social media in today's technology. The researcher used UGT to compare the different uses and gratifications of people of Peshawar in terms of political knowledge and contact from print media and social media sites in this report.

Methodology

This study aimed to know the uses, gratification, effects and potentiality of civic engagement of print and social media platforms in political information & communication in the citizens of Peshawar city. A qualitative method adopted by the researchers for examining the effects of newspapers, Facebook & Twitter. Peshawar was selected as a population for the subject study and the idea behind this selection was determined that this city is a populace administrative division among the seven divisions of Khyber Pakhtunkhwa. Peshawar is the place of multi ethnic urban society and comparatively educated people lives here which probably may more users of mass media as compared to rest of the province. As a sample, people in the existing population, those citizens of the city were selected who aged of 35 to 60 years. Youngsters below the age of 35 years ignored for drawing as a sample because possibly they could be active users of social media rather print media readers. Similarly, citizens of upper age than 60 years were excluded from the sample keeping in mind this possibility that they could be the active readers of newspapers instead of social media users as compare to young generation. The researchers decided to select the middle-aged sample for examining the average users of both mass media tools. The graduation and upper qualification were considered fulfillment criteria for sample as the educated citizens have the ability to understand better, the contents of print and social media. They can easily imagine the opinion about political issues evolving in media. In order to get the accurate results in stipulated time, the researchers adopted interview technique for this research and 20 citizens of Peshawar city were interviewed comprising various diverse people from the ranges government officials, journalists and other segments of society. This research technique was adopted to complete the research goals and process in a timely manner. A Thematic content analysis method of qualitative research was applied by the researchers so as to analyze the main features of description in main themes for easy understanding.

Table 1: *Coding Sheet*

Thematic Contents	Citizens Perception and Usage Percentage of Mediums		
	Newspaper	Facebook	Twitter
Most Usage of Mediums	18=90%	11=55%	3=15%
Most Usage of Medium for Political Information Seeking	14=70%	5=25%	1=5%
Feeling of Most Credible, Truthful and Accurate Medium	13=65%	2=10%	5=25%
Medium: Usage for latest Political Communication of Parties and Govt.	13=65%	7=35%	0.00%

Medium: Feeling Most Effective in Decision Making Over Political News of Parties and Govt.	13=65%	5=25%	2=10%
Most Persuasive Medium	13=65%	4=20%	3=15%
Medium: Most Usage for Political Exposure	13=65%	6=30%	1=5%
Medium: Which Used for Getting Information About the Arrival of Saudi Crown Prince's Visit to Pakistan	10=50%	8=40%	2=10%
Medium: Which Used for Getting Information About the Inked Accords b/w Pakistan and KSA	15=75%	2=10%	3=15%

Analysis and Discussion

For the purpose of analyzing the tendency of print media and social media platforms, the researcher interviewed citizens comprised by 20 persons and asked questions regarding the effect's usage gratification and engagement of newspapers and social media tools; Facebook and Twitter. The researcher asked the interviewees that do they use social media tools of Face book and Twitter and if they use it, which platform mostly fallows? It further asked that does they read newspapers and if reads it, on daily or weekly bases? Question asked that for political information seeking, which medium in newspapers, Facebook and Twitter, they used mostly? Interviewees asked that in newspapers and social media tools Facebook and twitter which medium they feel more credible in information seeking? The researcher further asked question that for latest news of political communication which medium they mostly prefer in newspapers and social media tools Facebook and twitter. Similarly, the researcher asked about the differentiation of print and same social media tools in accuracy, truthfulness and credibility in case of political information and communication. Further question asked that either the political news of governments and political parties supports in Decision making of target sample or which medium in newspapers and social media tools Facebook and Twitter affect their opinion? Sample citizens were asked that which medium in entire tools is more persuasive in political information seeking and they used it for political exposure? During the interviews the researcher asked two questions from sample citizens to know their activeness of following media tools in political information seeking and asked that in previous week, among newspapers and social media platforms Facebook and twitter, by which medium you were informed about the arrival of Saudi Crown Prince Muhammad Bin Salman to Islamabad? Last asked a quarry that during the last week's visit of Muhammad bin Salman, which medium among newspapers and social media platforms Facebook and Twitter informed them about the inked accords of two countries?

A descriptive version of in-depth interviews was converted to major thematic indicators from the citizens response and through these indicators the usage of mediums, which were included in dependent variables analyzed by researcher. According to the interviewee's response, 18 citizens were more readers of newspapers which was the 90% of sample population while 11 citizens,55% of sample were most users of Facebook and 3 citizen,15% of sample were most users of Twitter. In most using of various mediums for political information seeking, 14 citizens,70% of total sample were active and most readers of newspapers,5 citizens,25 % of sample population were most users of Facebook while 1 citizen,5% of sample were most user of Twitter.13 citizens,65% of total sample declared newspapers most credible, truthful and accurate medium,while2citizens,10%of sample considered Facebook and 5 citizens,25% of total sample were on the view Twitter was most credible, truthful and accurate medium. Among the total sample, 13 people,65% of sample were users of newspapers for latest political communication of parties and government,7 people ,35% of sample replied Facebook using medium for latest political communication of parties and Govt.13 interviewees,65%respond that newspapers are more effective for opinion making in reading political news of parties and government.5 persons,25% of sample declared Facebook and 2 persons,10% of sample respond Twitter more effective in this connection.13 person,65% of sample declared newspaper more persuasive medium while4 persons,20% of sample respond Facebook

and 3 persons,15% of sample replied twitter as more persuasive tool of media. About most usage of medium for political exposure,13 persons,65% of sample declared newspaper for it,6 persons,30% of sample respond Facebook and 1 person,5% of sample considered twitter suitable for getting exposure. In order to know on spot the tendency of users towards seeking political information from various mediums when the researcher, about the one week before news from conducting this research, asked that by which medium they informed about the arrival of Saudi Crown Prince's visit to Pakistan.10 persons,50% of sample replied newspaper the informing medium,8 persons,40% of sample respond Facebook their informing medium and 2 person,10% of sample answered Twitter the used medium for the same purpose. In open ended questions when the researcher further asked that by which medium you were informed about the different accords/agreements signed by Pakistan and KSA during the visit of Muhammad Bin Salman to Islamabad.15 persons,75% of sample respond newspaper,2 persons,10% of sample declared Facebook and 3persons,15% of sample replied Twitter the informing medium for this news.

Findings

This study found that with emergence of social media and specifically the use of Facebook and Twitter broadened the area of Political Communication and civic informing but the importance of newspapers are still prevailing in this phenomenon. This study was an effort of comparative analysis of print media and social media sites i.e., Facebook and Twitter's effects, usage, importance and engagement in Peshawar city, the capital of Khyber Pakhtunkhwa. According to Diedong (2013), explains that how functional and dysfunctional a press can be depending on how its power is utilized in any democratic society. By applying the method of content analysis, Diedong study examined the effects of press in space allocated to political parties and the implications regarding to their political fortunes and the strengthening of the democratic process in Ghana. As with the emergence of new media like social media and other computer mediated communication tools have changed the interplay of media and civic engagement, the role of print media in these circumstances is a question mark. Scholars explained that the increasing use of social media is a result of user's liberty while on print media due to strict regulations and gate keeping the citizens are unable to communicate properly. So, this study was aimed to know the print media and social media's role in the domain of political communication and information seeking in Peshawar. According to the main findings of this study, 90 percent citizens between the age of 35 to 60 in Peshawar prefer newspaper for reading,55% uses Facebook and 15% fallow Twitter. For political information seeking 70% citizens mostly using newspaper as a medium, 25% uses Facebook and 5% fallows Twitter. Similarly, 65% citizens feel newspaper the most credible, truthful and accurate medium while 10% people imagine Facebook and 25% considers Twitter the true medium in credibility, truth and accuracy. Finding shows that 65% citizens fallow newspapers for latest political communication of parties and government, while 35% uses Facebook and 10% people along with the using of other mediums fallows Twitter for latest communication of parties and government. Finding shows that in 65% population newspaper,25% Facebook and 10% Twitter, are the most effective medium for opinion making by news of parties and government in citizens of Peshawar.Further,65% newspaper,20%Facebook and 15% is Twitter are the persuasive mediums in citizens of Peshawar. Similarly, 65% citizens gaining political exposure from newspapers, 30% from Facebook and 5% from Twitter in Peshawar.

Conclusion

The importance and involvement of social media in political communication is not avoidable because these new mediums reshaped the trends of political communication and information seeking. However, the role of print media is still an important factor between the parties, governments and citizens. Every society have its own characteristics and dynamics which upon their preference of media use may be different but as per this conducted study the citizens of Peshawar believe more on print media than social media sites. Citizens in Peshawar City, use Facebook and Twitter also, but mostly fallow print media for political information seeking. Majority of citizens believe that print media is persuasive, credible and better in getting exposure than Facebook and Twitter. To some extent people of Peshawar are in favour of Facebook and Twitter due to its quickness and ease in use but majority fallow print media for political

communication and information which shows that in Peshawar City the traditional medium of print media is still an important source of citizen's information.

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Conflict of Interest

Authors have no conflict of interest.

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