

# Coverage Given to Inflation of Essential Commodities by “*The Daily News*” and “*Daily Dawn*”: A Comparative Analysis

Shahzaib Qadeer<sup>1</sup> 

<sup>1</sup>Scholar, Department of Communication & Media Studies, Hazara University, Mansehra.  
Correspondence: [qadeerkpk123@gmail.com](mailto:qadeerkpk123@gmail.com)<sup>1</sup>

## ABSTRACT

**Aim of the Study:** The aim of the study was to investigate the role of print media in highlighting the issue of inflation of essential commodities by Pakistani print media i.e., The Daily News and Daily Dawn.

**Methodology:** Using qualitative research design, the researcher tried to explore the print media’s role in highlighting inflation of essential commodities. The data was collected from the top ranked English newspaper of Pakistan i.e., The Daily News and Daily Dawn. Researcher collected data (news stories) of both newspapers of two months (March and April, 2023).

**Findings:** The results revealed that overall daily The News published a greater number of stories i.e. 74 and spared 10174 as compared with Daily Dawn. The data tabulation and its analysis support the first hypothesis i.e., “it is more likely Daily the News published more number of stories on Inflation as compared to Daily Dawn”.

**Conclusion:** The study concluded that print especially the English newspaper showed great concern on the issue of inflation to aware and educated the masses through their news stories. Both English dailies provided special attention to the issue of inflation which no doubt very essential for everyone in the country to understand.

**Keywords:** Print Media Coverage, Inflation, Analysis.

## 1. INTRODUCTION

The term "media," which is the plural of "medium," refers to the communication avenues via which we spread information such as news, music, films, education, advertisements, and other types of data. It comprises print and digital newspapers, magazines, radio, TV, billboards, fax, telephone, internet, and billboards. It describes the different methods that people communicate in our culture. Everything from a phone conversation to the nightly news on television can be referred to as media because it encompasses all forms of communication (News 2000).

## Article History

Received:  
September 12, 2023

Revised:  
December 09, 2023

Accepted:  
December 20, 2023

Published:  
December 30, 2023

## **1.1 Different Types of Media**

Media can be broken down into two main categories: broadcast and print. The Internet has also emerged as a major player, as a rapidly-growing number of people globally get their news, movies, etc. online.

*Print Media* includes all types of publications, including newspapers, journals, magazines, books and reports. It is the oldest type, and despite suffering since the emergence of the Internet, is still used by a major proportion of the population.

*Broadcast Media* refers to radio and TV, which came onto the scene at the beginning and middle of the 20th century respectively. Most people still get their news from TV and radio broadcasts – however, experts predict that it will not be long before online sources take over. Over the past twenty years, cable news has grown in importance.

*The Internet* – specifically websites and blogs – are rapidly emerging as viable and major channels of communication as more and more people seek news, entertainment and educational material online. The term ‘viable,’ in business, years. Virtually every part of the Internet has become a medium of communication – most free email services have little boxes that display ads and other messages.

The Internet as we know it today did not take off until the late 1990s. In 1995, just 1% of the world’s population was online, compared to over 49% today. The notion of the Internet started in the 1960s in the USA during the Cold War, when the military and scientists were worried about a missile attack, which could knock out the telephone system (News 2000).

## **1.2 Print Media**

Any written or visual medium of communication created mechanically or digitally through the use of printing, photocopying, or digital techniques, from which several copies can be produced automatically.

More specifically, any 'ink and paper' medium of communication that is neither handwritten or hand-typed, such as books, circulars, journals, lithographs, memoranda, magazines, newspapers, pamphlets, and periodicals (Chandler and Munday 2011).

## **1.3 Newspapers**

A regular periodical that is often released daily, weekly, or at other regular intervals and that offers news, features, opinions, and other material of public interest. Newspapers frequently carry advertising (Britannica Nov 5, 2022).

### **1.3.1 Daily Dawn**

Dawn News is a leading Pakistani English-language newspaper that was established in 1947. The newspaper was founded by Quaid-e-Azam Mohammad Ali Jinnah, the founder of Pakistan, who wanted to create a platform for the nation to express its views and concerns. The newspaper's first edition was published on 26 October 1947, just two months after Pakistan's independence.

Over the years, Dawn News has become a trusted source of news and information for the Pakistani community. The newspaper has a reputation for providing unbiased, factual reporting, and its editorial board comprises some of the most prominent journalists in Pakistan.

Dawn News covers a wide range of topics, including politics, business, sports, entertainment, and culture. The newspaper has a circulation of over 150,000 copies per day, making it one of the most widely read English-language newspapers in Pakistan.

In addition to its print edition, Dawn News also has a strong online presence, with a website that provides up-to-date news and information to readers all around the world. The website features breaking news, live updates, and a range of multimedia content, including videos, photo galleries, and info graphics.

### **1.3.2 Daily The News**

The News is one of the main English-language papers in Pakistan. It has a rich history that goes back a very long while. Here is an outline of the historical backdrop of The News in Pakistan:

The News was first distributed on September 11, 1991. It was sent off by the Jang Gathering of Papers, quite possibly of the biggest medium gatherings in Pakistan. The paper planned to give an autonomous and impartial wellspring of information to its peruses.

The Jang Gathering, headed by Mir Shakil-ur-Rahman, possesses, and works The News. The gathering has a long history in the media business in Pakistan and has extended its arrive at throughout the long term.

**Publication Strategy:** The News has gained notoriety for being one of the more adjusted and trustworthy English-language papers in Pakistan. It has strived to give evenhanded and unbiased providing details regarding many points, including legislative issues, business, sports, and culture.

**Dispersion and Readership:** The paper immediately acquired fame and laid out a wide readership across Pakistan. It is disseminated in significant urban communities and towns all through the country. The News has likewise fostered areas of strength for a presence, making its substance open to per uses around the world.

**Enhancements and Elements:** The News acquainted a few enhancements and highlights with take care of the different interests of its per users. These remember unique areas for way of life, amusement, training, and wellbeing, among others.

**Analytical Reporting:** The News has been known for its insightful news coverage, uncovering debasement, social issues, and political embarrassments. It had a significant impact in uncovering different accounts of public significance, considering specialists responsible, and molding general assessment.

**Grants and Acknowledgment:** Throughout the long term, The News has gotten various honors and awards for its editorial greatness. Its correspondents and writers have been respected for their extraordinary commitment to the field of reporting.

The News keeps on being a conspicuous wellspring of information and examination in Pakistan. It has adjusted to the changing media scene, integrating computerized stages to contact a more extensive crowd. Through its extensive inclusion and obligation to editorial trustworthiness, The News has stayed a confided in voice in the country's media industry.

### **1.4 Significance of the Study**

Content analysis is the study of human artifacts. Content analysis first started after world war-II. Researchers and scholars use this technique of research to investigate phenomena. Inflation is one of biggest issue in Pakistan. People around the country want to know media coverage of inflation, especially the print media. In this regard, this research study is significant enough to investigate the role of print media in highlighting the issue of inflation of essential commodities by Pakistani print media.

### **1.5 Objectives of Study**

- To document numbers of stories published in two national daily newspapers.
- To document which newspaper published a greater number of stories inflation.
- To document which newspaper space more space on the issue of inflation.
- To investigate overall coverage, give to inflation by two national dailies in terms of number of stories and space spared.

## 2. REVIEW OF LITERATURE

Numerous studies show that despite most people using electronic media more frequently, daily newspapers and other print media still hold a significant amount of relevance. According to Gifford (1980), "it was assumed by several media experts that television would result in a drop in entertainment". Print media is always expanding and becoming more and more significant. The stark rise in the number and readership of daily newspapers in Pakistan serves as the primary evidence for this assertion.

In their observation from 1982, Cacciopo et al. stated that "for some people, religious consideration and arguments are particularly persuasive when they think about social issues, but for other people, logistics carry the most weight." In a similar vein, research has shown that "some people evaluate advertisements for consumer products; they are primarily concerned about how usage of the product will affect the image that they project; for other people, this dimension is unimportant."

According to Borgards (1984), "newspaper is at par with television as a source of news, if this defines simply intermis of daily exposure". Because print media are regarded as being somewhat independent, press exposure in Pakistan would be higher if it were on par with television in western society.

When there is a democratic administration, information flows freely and in great quantities, but when the government is semi-authoritarian, even seemingly unimportant news pieces are laden with "Guidance. However, the Pakistani press is still seen as having a fair amount of independence when it comes to informing readers. In other words, while the media lacks complete independence, it still has credibility.

Millions of people in Pakistan use print and electronic media, which are both employed for information collecting and dissemination. Television and radio have a big impact on listeners and viewers in electronic media. People equally favoured newspapers for obtaining objective information due to their multi-dimensional contents.

The earliest examples of contemporary content analysis can be found in World War 2, when allied intelligence agencies began keeping track of the quantity and variety of popular music broadcast on European radio stations. The allies were able to measure and, to some extent, adjust troop concentration on the continent by contrasting the music broadcast on German stations with that on other stations throughout occupied Europe. Bernard Berelson released his work on content analysis in 1952, and communication researchers have used it ever since.

Since then, this technique has been immensely popular. According to Tannen Baum and Green Berg's 1968 research, the majority of master's theses in mass communication were focused on newspaper content analysis. More than 225 content analyses of television programming were cited by Comstock G. in 1975.

Walizer et al. (1978) defined content analysis as "any systematic procedure, which is devised to examine the content of recorded information." It is described as "a research technique for making reliable and valid references from data to their context" by Krippend Drof (1980). "Content analysis is a method of studying and analysing communication in a systematic objective and quantitative measure for the purpose of measuring variables," writes Kerlinger in 1973.

Research involving content analysis is usually time- and money-consuming. Examining and categorising enormous amounts of content is a difficult and occasionally boring task. It takes a significant amount of time and energy to go through 100 copies of daily dawn and 100 issues of daily The News.

The literature review conducted for this research project suggests that measures of the radio of level of the provided newspapers are primarily related to measurements of space and time. In this study, editorial and advertising are analysed using measurements of newspaper space in square centimetres in order to determine how many official advertisements are provided to the newspapers and the results of the distribution of editorial content and advertisements. To gather the required data, two national dailies, The News (English) and daily dawn (English), are maintained central.

In order to connect and comprehend how today's daily newspapers emerged and conduct research to the point where they can be seen as effective tools to advance public interests and national goals, it is crucial to take a very brief look at the history of printing in the subcontinent and later in Pakistan.

### 3. RESEARCH METHODOLOGY

#### 3.1 *Research Design*

Research design is the strategy of the investigator that how the data will be gathered and analyzed. In this research study content analysis research technique was used for data collection and analysis.

#### 3.2 *Population of the Study*

For present research study two national English dailies selected from the period 1<sup>st</sup> March, 2023 to April 31<sup>st</sup>, 2023 was the population of this research work.

#### 3.3 *Sample and Sample Size*

Sample is the sub-set of the population. For this research study systematic random sampling technique is used for sample and 120 newspapers are the sample size.

#### 3.4 *Unit of Analysis*

Unit of analysis for this research study was the stories related to inflation on front and back and inner pages of the selected newspapers.

#### 3.5 *Data Collection*

Data was collected by using coding sheet which included date, newspaper name, number of stories and space spared to the stories related with inflation and its effects.

### 4. RESULTS

Present research study is based on content analysis technique to investigate and explore coverage given to inflation by two national dailies i.e. Daily Dawn and Daily The News on their front and back pages and inner pages. The data was collected according to the objectives of the study.

Table 1: *Coverage of both newspapers on the issue of concern in the month of March 2023.*

<b>Date</b>	<b>Newspaper</b>	<b>No. of stories</b>	<b>Space in Sq. CM</b>
01-03-23	Daily Dawn	2	182
01-03-23	The News	4	518.5
02-03-23	Daily Dawn	2	220
02-03-23	The News	1	145
03-03-23	Daily Dawn	1	63
03-03-23	The News	2	231
04-03-23	Daily Dawn	Nil	
04-03-23	The News	1	112.5
05-03-23	Daily Dawn	1	225
05-03-23	The News	Nil	
06-03-23	Daily Dawn	2	230
06-03-23	The News	Nil	
07-03-23	Daily Dawn	1	240
07-03-23	The News	2	282
08-03-23	Daily Dawn	3	408
08-03-23	The News	3	432.5
09-03-23	Daily Dawn	1	300
09-03-23	The News	3	397

10-03-23	Daily Dawn	2	353
10-03-23	The News	Nil	
11-03-23	Daily Dawn	1	120
11-03-23	The News	2	203
12-03-23	Daily Dawn	Nil	
12-03-23	The News	Nil	
13-03-23	Daily Dawn	Nil	
13-03-23	The News	2	372
14-03-23	Daily Dawn	2	216
14-03-23	The News	1	93.5
15-03-23	Daily Dawn	1	136
15-03-23	The News	Nil	
16-03-23	Daily Dawn	1	105
16-03-23	The News	1	85
17-03-23	Daily Dawn	1	216
17-03-23	The News	2	267
18-03-23	Daily Dawn	1	154
18-03-23	The News	1	119
19-03-23	Daily Dawn	Nil	
19-03-23	The News	Nil	
20-03-23	Daily Dawn	Nil	
20-03-23	The News	3	422
21-03-23	Daily Dawn	Nil	
21-03-23	The News	1	145
22-03-23	Daily Dawn	3	562
22-03-23	The News	2	458
23-03-23	Daily Dawn	1	170
23-03-23	The News	2	173
24-03-23	Daily Dawn	Nil	
24-03-23	The News	Nil	
25-03-23	Daily Dawn	1	150
25-03-23	The News	1	154
26-03-23	Daily Dawn	1	112
26-03-23	The News	Nil	
27-03-23	Daily Dawn	1	75
27-03-23	The News	2	153.5
28-03-23	Daily Dawn	NIL	
28-03-23	The News	2	355
29-03-23	Daily Dawn	1	112.5
29-03-23	The News	Nil	
30-03-23	Daily Dawn	1	270
30-03-23	The News	1	90
31-03-23	Daily Dawn	NIL	
31-03-23	The News	1	154

The table 1 shows the coverage of the both newspapers about the inflation in the month of the March, 2023. According to the results, The News gave more coverage to the issue than Daily Dawn. However, it showed that both newspapers wrote about the inflation almost on daily basis.

Table 2: Coverage of both newspapers on the issue of concern in the month of April 2023.

<b>Date</b>	<b>Newspaper</b>	<b>No. of stories</b>	<b>Space in Sq. CM</b>
01-04-23	Daily Dawn	1	300
01-04-23	The News	1	300
02-04-23	Daily Dawn	1	224
02-04-23	The News	1	142.5
03-04-23	Daily Dawn	2	291
03-04-23	The News	1	136.5
04-04-23	Daily Dawn	1	105
04-04-23	The News	1	101.5
05-04-23	Daily Dawn	3	502.5
05-04-23	The News	2	202
06-04-23	Daily Dawn	2	288
06-04-23	The News	2	294
07-04-23	Daily Dawn	Nil	
07-04-23	The News	1	130
08-04-23	Daily Dawn	Nil	
08-04-23	The News	Nil	
09-04-23	Daily Dawn	1	160
09-04-23	The News	3	319
10-04-23	Daily Dawn	2	243
10-04-23	The News	2	390
11-04-23	Daily Dawn	1	112.5
11-04-23	The News	1	112
12-04-23	Daily Dawn	2	350
12-04-23	The News	2	363
13-04-23	Daily Dawn	1	115
13-04-23	The News	1	170.5
14-04-23	Daily Dawn	Nil	
14-04-23	The News	2	270
15-04-23	Daily Dawn	2	112.5
15-04-23	The News	1	65
16-04-23	Daily Dawn	1	120
16-04-23	The News	Nil	
17-04-23	Daily Dawn	1	270
17-04-23	The News	Nil	
18-04-23	Daily Dawn	1	755
18-04-23	The News	1	231
19-04-23	Daily Dawn	Nil	
19-04-23	The News	2	214.5
20-04-23	Daily Dawn	2	277
20-04-23	The News	3	430
21-04-23	Daily Dawn	1	300
21-04-23	The News	1	300
22-04-23	Daily Dawn	1	160
22-04-23	The News	1	135
23-04-23	Daily Dawn	Nil	
23-04-23	The News	Nil	
24-04-23	Daily Dawn	1	330
24-04-23	The News	1	300

25-04-23	Daily Dawn	1	193
25-04-23	The News	2	173
26-04-23	Daily Dawn	3	473
26-04-23	The News	1	78
27-04-23	Daily Dawn	Nil	
27-04-23	The News	Nil	
28-04-23	Daily Dawn	1	132
28-04-23	The News	1	112
29-04-23	Daily Dawn	1	150
29-04-23	The News	2	252
30-04-23	Daily Dawn	2	543
30-04-23	The News	2	600

The table 2 shows the coverage of the both newspapers about the inflation in the month of the April, 2023. According to the results, both newspapers gave equal coverage to the issue of inflation both newspapers wrote about the inflation almost on daily basis.

Table 3: *Coverage of the both newspapers in the month of March 2023.*

Month	Newspaper	Total No. of stories	Total Space in Sq. CM
March	Daily Dawn	31	4619.5
March	The News	40	5362.5

The table 3 shows the coverage of the both newspapers about the inflation. In the month of March, 2023, Daily Dawn wrote 31 news stories about the inflation and The News wrote 40 news stories on inflation. In term of space Daily Dawn gave 4619.5 centimeter space to the issue of concern, while The News gave 5362.5 centimeter.

Table 4: *Coverage of the both newspapers in the month of April 2023.*

Month	Newspaper	Total No. of stories	Total Space in Sq. CM
April	Daily Dawn	34	5057
April	The News	34	4811.5

The table 4 shows the coverage of the both newspapers about the inflation. In the month of April, 2023, Daily Dawn wrote 34 news stories about the inflation and The News wrote also 34 news stories on inflation. In term of space Daily Dawn gave 5057 centimeter space to the issue of concern, while The News gave 4811.5 centimeter. In this way, Daily Dawn gave space to the issue of inflation.

## 5. CONCLUSION

This research study is based on content analysis research technique to investigate the coverage give by two national dailies Daily Dawn and Daily The News during the period from March 1<sup>st</sup>, 2023 to April 31<sup>st</sup>, 2023 on the issue of Inflation. The data was collected by using coding sheet according to the objectives of the study.

Data tabulation and its subsequent analysis reveals that overall daily The News published a greater number of stories i.e. 74 and spared 10174 as compared with Daily Dawn. The data tabulation and its analysis support our first hypothesis i.e., “it is more likely Daily the News published more number stories on Inflation as compared to Daily Dawn”.

Data tabulation and its analysis also reveals that both the Daily newspaper published same number of stories on the issue inflation during the month of April and it appeared 34 stories. The subsequent analysis of the data does not support our second hypothesis i.e., “it is more likely Daily Dawn published more number of Stories as compare to daily The News”.

Keeping in view the above findings in mind it is concluded that print especially the English newspaper show great concern on the issue of inflation to aware and educate the masses through their news stories. It is also concluded that both the English dailies provide special attention to the issue of inflation which is no doubt very essential for everyone in the country to understand. On the basis of findings, it is concluded that print media must publish editorials and articles to create more awareness and education regarding the issue which is no doubt have people attention and interest.

### **Acknowledgments**

None

### **Conflict of Interest**

Author declared NO conflict of interest.

### **Funding Source**

The author received NO funding to conduct this study.

### **ORCID iDs**

Shahzaib Qadeer <sup>1</sup> <https://orcid.org/0000-0003-2130-3935>

### **REFERENCES**

- Berelson B. (1952). *Content Analysis in communication Research*. New York, The Free Press.
- Bograt, L. (1984). The Public Use and Perception of Newspaper. *Public Opinion Quarterly*, 48(4), 709-719.
- Britannica, T. E. o. E. (Nov 5, 2022). "Newspapers and Magazines." from <https://www.britannica.com/topic/newspaper>.
- Chandler, D. and R. Munday (2011). *A Dictionary of Media and Communication*. OUP Oxford.
- Debono, K., and Packer, M. (1991). The effects of advertising appeal on perception of Product Quality. *Personality and social psychology bulletin*, 17, 194-200.
- Gifford. C. Anthony (1980). The impact of television on south Africa daily newspapers. *Journalism quarterly*, 57(2), 212-217
- Kerlinger F. (1973). *Foundation For Behavioral Research*. (2<sup>nd</sup> Ed.), New Yorks; Holt, Rinehart And Winston.
- Krippendorf, K. (1980). *Content Analysis; An introduction to its Methodology*. Beverly Hills; Sage.
- Lyngar, S. 7 kinder, D.R. (1987). *News that matters; Television and American Opinion*. Chicago: University of Chicago Press.
- Morgan, D. (1977). Newspaper and politics: Regional newspaper in the U.S. and the U.K. P. 767 *Journalism Quarterly*.
- News, M. B. (2000). "What is media? Definition and meaning." from <https://marketbusinessnews.com/financial-glossary/media-definition-meaning/>
- Safdar, G., Shabir, G., Khan, A.W. (2018). Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives. *Pakistan Journal of Social Sciences (PJSS)*, 38(2), 387-397.

- Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015). Media Ethics: Choosing the Right Way to Serve. *Research on Humanities and Social Sciences*, 5(3), 80-85.
- Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences*, 6(1S1), 588-593.
- Shabir, G., Safdar, G., Jamil, T., Bano, S. (2015). Mass Media, Communication and Globalization with the perspective of 21st century. *New Media and Mass Communication*, 34, 11-15.
- Sharif ul Mujahid. (1982). *John A. Lent (ed). Newspapers in Asia: Contemporary trends And problems.* Hong Kong Wings King Tong Co., Ltd .PP. 488.
- Tannen, B. P. (1968). Mass Communication. *Annual Review of Psychology*, 19, 351-86.
- Wimmer (1983). *Mass Media Research: An Introduction.* Wadsworth, Inc. California. P.138