

**NEWSPAPER READING HABITS AND
POLITICAL PARTICIPATION: A CASE STUDY
OF ISLAMABAD PAKISTAN**



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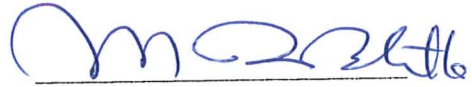
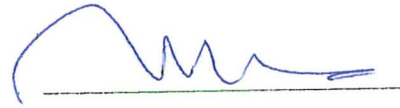
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FINAL APPROVAL OF THESIS

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Abstract

Newspaper play a vital role in political awareness of the common masses. With the help of newspaper, people knows what is happening around them and they well engage with world activities. They know about their rights, increase civic engagement and increase the trust for public institutions. That may lead to increase political participation. The researcher studies newspaper reading habit and political participation under the theory of Mediatization. This theory indicates the role of newspaper, its coverage and its effects on society. The researcher selected the area of Islamabad Pakistan, because the readers of newspaper were more available in that area. The data was collected from 13 respondent through interview guide. The finding of the study showed that the reading habit of newspaper is increasing the political participation. Newspaper brings awareness about the political role and political awareness among the people. They understand the vote power and they elect the right person through their vote. The result of findings shows that people well aware about the benefits of reading newspaper but they ignore them because the increasing use of social media decrease the importance of newspaper in common masses. Even in Pakistan the reading habit of newspaper in a miserable condition in female. In Pakistan economic and politically situations was also motivated for political participation. For political information newspaper was considered the reliable source. The results of findings shows that there was a strong relationship between newspaper reading habit and political participation.

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Chapter No. 1

INTRODUCTION

Newspaper plays a vital role through decades of year in community involvement. Reading newspaper increases the community involvement in political activities that increases the political participation. Increase in community involvement increases the interest for organizational institutes. So, community involvement and organizational institutes were binding force for each other. Television was the source of neglecting social capital. Television put a negative impact on the positive role of newspaper in affecting social capital. Newspaper play a role as community ties or connecting people with each other. Owing to the reading of newspaper people knows what happening around them. They know about their rights, increase civic engagement and increase the trust for public institutions that leads to increase the political participation. For the development of life citizen involvement was important. Civic participation increases potential for political action. The soul of democracy lies down in interpersonal communication about public affairs and politics. People remain isolate from Government activities because lack of communication and lack of political knowledge among them (Jejfres et al. 2007:7-9).

On the basis of survey from 300 public school students in United States it has been found that the users of television and radio are more closely linked to political knowledge then print news. In case of adolescents found that those watching television and reading weekly papers have more political knowledge. Japan is the country where in fact highest circulation of newspaper in the world. Japan has two television channels, two radio networks and one FM radio. The ratio of private commercial television channel was 120 and radio station was 48 and 4 FM radios were working in Japan. The print media in Japan was two types national and local. The national newspaper consists of five newspapers (Feldman and Kawakami 1991:67-68).

Table No: 1.1 Newspapers and their Circulation in Japan

Yoimuri	14 million circulation
Asahi	12.5 million circulation
Mainichi	6.2 million circulation
Nihon keizai	4 million circulation
San kei	3 million circulation

(Feldman and Kawakami 1991:69).

Some regional daily newspaper was also working in the country. There were nearly 120 daily newspaper published in Japan, with the circulation ratio of 39.7 million reaching almost the whole population in Japan. In 1987 in Japan 579 people read daily newspapers out of thousand people that was highest in the world. The subscription of average newspaper in Japan in each household average newspaper was 1.3 newspaper. The Japanese citizen were avid of reading newspaper and praise the content of article as correct and trust worthy. The cultural attributes and traditional values in Japan encourage their people to use the media. The news about politics get special attention in mass media and high exposure the electorate and political news for youth and commentary. Sixty percent (60) of the Japanese population watching daily television news program while the ratio of at least once a week was 92 % reading a daily newspaper was 95 %. First concern was on that question how and which mass media was perfect by Japanese to get political information. Japanese preferred political news on the basis of symbols, party position, and their ideologies as pro capitalistic, pro-socialistic or neutral. Both newspaper and television get equal importance by young Japanese for political information and activities. In Japan adult give more importance to newspaper as compared to television and radio for political news. At current era one can find out the effect of media on political behavior. The criteria of political

behavior was divided into two parts. First was on the basis of political participation which included interpersonal discussion with friends and family members, show their presence in political meeting as well as meeting with politicians and voting. Political participation was high in the form of voting as compared to face to face communication that was lengthy and time consuming process. There were clear association was present between negative media exposure put negative impact on political activities towards politics. It was present more in those who focus more attention on media criticism on political behavior .So content of the media was important to remove the negative political views otherwise people become alienated from political activities (Feldman and Kawakami 1991: 69-75).

The importance of online newspaper was equal to digital, electronic newspaper, e-newspaper among others. The audience attention was captured by online newspaper with his layout consisting of political, business and popular appeal stories. Readers of online newspaper was increasing now a day. According to Mustapha instead of using traditional source of reading, people preference was reading online newspaper and their ratio was 67% reading current news and 52.8% local news reading on the net (Mustapha, Kayode and Wok 2014:76-79).

After independence Pakistani media was functioned under government strict policies with elitist approach. The press was a little bit progressed in 1970. The ratio of publication in 1953 was 55 daily publication and 391 other publication. In 1970 that ratio reaches 117 daily publication and other publication was 992. A network of nine radio set that covering the 88% of the population with medium wave broadcast. Pakistan television covering the 67.8% of the country population. Although many areas in Baluchistan, northwest frontier post do not receive the television signal. The era of 1980 was the explosion of information and technology that leads to the development of mass media throughout the world and in Pakistan. The

expansion of information and technology brings awareness among people basic rights and their participation in Government decision making in developed and in developing countries. The availability of radio was the opening window to know about the world especially for rural Asian and African peasants. In Pakistan because of high cost and signals problem, radio reaches more many people then television. In 1978-79, radio broadcast 58% of the program in national language and 42% programs broadcast were in 16% regional language. The figure of how many persons were access to television were not available. In Pakistan the mass media was underdeveloped. In Pakistani for every 100 people the data are as follows, 1.8 newspaper copies, 2.9 radio set. The ratio of television set was 0.7 set and 0.6 cinema seats for every 100 people in Pakistan. That ratio was very low as compared to other regions of Asia.

The data was not available about the ratio of accessing TV. The radio set reaches more people as compared to TV because the television was high cost and electricity was not available in some areas. In 1978-79 there was 2.3 million radio set and only 30 radio set for every thousand people. Here in Pakistan newspaper received less attention as compared to broadcast media. In 1975 only 102 daily newspaper were working in Pakistan with the circulation newspaper copies was 358000. The newspaper circulation was high in 1979 and it reaches 1.4 million. The ratio was very low in Pakistan and only 18 newspapers were available for every thousand people (Nawaz 1983:937-947).

1.2 Research Question

The purpose of this research is to know, does reading habit of newspaper impact on political participation. What are the factors which are motivating the general masses to read the newspaper and those factors which are influencing the political participation of the readers?

1.3 Objectives of the Study

The main objective of the research is on political participation. The purpose of the study is to know that how newspaper reading habit affects people political participation. The main objectives of the study are:

1. To know people opinion about the readings of newspaper.
2. To investigate the political participation of the people.
3. To investigate the newspaper readership and its linkage, if exist, with the political participation.

1.4 Significance of the Study

This study has both theoretical and practical significance. Although a number of researches have been conducted on newspapers reading habits and political participation. This study helps to know that how newspaper reading habit impact on people political participation in Pakistan. Second the research has a practical significance about the benefits of reading newspaper. This study also creates awareness among common masses about the importance of reading newspaper who have no idea about the benefit of reading newspaper in their common life. With reading newspaper people came to know about their civic as well as political rights. Through political rights they play their role in Government making and also participate in decision making. So, in this way they get their rights and improve their standard of living. Furthermore, it will give the guidance to aspirants who want to conduct research on this specific field. The present research point out recommendation which should be helpful to increase reading habit of newspaper in Pakistani society.

Chapter No. 2

LITERATURE REVIEW

Mass media become bridge between audience and electorate candidate, because media connected them together and they fill the gap between candidate and audience. Television was blamed for less coverage of important issues and candidate qualification. About political matters readers of newspaper were more known than nonreaders. Information that provided by newspaper was more accurate and valuable as compare to alternative media especially television, that leads to more informed electorate. Television has limited space of time to express news or stories as compared to newspapers. Other difference was that newspaper reader's process the information at their own pace but television viewers cannot process the information because they have no control own their pace at which they receive. Information that provided by television was less as compared to newspaper, so newspaper reading has strong effect on political information (Druckman 2005:465-466). Political interest was considered an important part of democracy, because it increases political knowledge, civic and political information as well as increase political participation. If the level of political interest was decreasing the level of problems as socially and economically increased in society. Without craze of political activities people would never be aware of their political right, their wellbeing and did not play their role in decision making. According to media malaise theories, because of media negative reporting break down the trust of people on their politician. On the other hand, media mobilization theories, news media produce good image because it create awareness among people socially, economically and politically. Thus, it increases the political participation. Different media channels provide different news but the morning newspaper offered more political news than the tabloids. The ratio of political news in public service channels were more than commercial television channels. During the election of 2006 in Sweden, ratio of watching news on television was 56 percent at least five days a week at one of two public service channels. The ratio of morning newspaper was 70

percent, internet play 40 percent their role for news, 38 percent for local radio and public service radio 26 percent for news. For reading news on tabloid was 20 percent three days a week. The result of four weeks before election of 2006 in Sweden news stories were offered as follows, the ratio of news stories on national public service channel was 3.5 percent stories per day. The morning newspaper offered 29 stories per day. The tabloid expresses 11 stories per day. With all the present data newspaper offered 70 percent news that was more than any other media channel and newspapers shown 29 stories per day that was more than other channel of news. So, the high circulation of newspaper was good for democracy norms. Owing of it increases civic engagement as well as political information and political participation (Stromback and Shehata 2010:575-579).

Media freedom, political knowledge, political participation as well as voter turnout were directly linked with the free hand of government given to media. In those countries where government has more influence on media as compared to private ownership, they hijack the content of news, so in those countries political participation was low as compared to those countries where private ownership owns the large share of media, where people were politically more well aware and active (Leeson 2008: 157).

2.1 Media and Political Knowledge

In October and November 2003, valuable information was gained about political knowledge through the survey conducted of candidate countries euro-barometer. In this survey twelve thousand citizens were used for quiz. This survey was conducted in the European Union candidate countries and that quiz was based on nine political fact about European Union. The data from freedom house international freedom of the press reporter and political knowledge data from the euro barometer survey shows that a free media was necessary for citizen political knowledge (Euro Barometer 2004).

2.2 Media and Political Participation

It was fact that media freedom not only increases political knowledge it also increases political participation. When there was low media freedom people were not politically well aware because with the limited knowledge they cannot raise their voice for their rights. According to world value survey between 1999 and 2002, ninety thousands respondents were taking from 65 countries over the age 18. The result shows that there was a positive relation between media freedom and political participation (European and World Value Surveys 1999-2002).

2.3 Media and Voter Turnout

For the health of democracy, freedom of media was very necessary. When media freedom was hijack by government, it put negative impact on its citizen. People did not know about their rights, they were not politically active. So, the voter percentage was also low in those countries where media freedom was low. The countries such as Zimbabwe, Egypt and Iran turn out percentage were as follows, 26 percent in Zimbabwe, 30.4 percent in Egypt and voter percentage was 73.1 in Iran. Remember this thing that media freedom was low in these countries. As compared to Iceland, Sweden and Finland their turnout percentage was as follows, Iceland 86.2 percent, Sweden this ratio was 77.7 percent and Finland was 83.1 percent (Leeson 2008:165).

2.4 Effect of Newspaper on Political Participation

For the life of democracy, the opening and closing role of newspaper was important. During the era of 1869 to 1928 newspaper reading habit put a positive impact on political participation. With addition of one newspaper, in 1869 to 1924 the turn out percentage was increases 0.3 percent during presidential as well as congressional election. The invention of radio and television put a negative impact, the turnout percentage was fallen down in presidential election. In 1831 US newspaper play a crucial role in country

broad political participation. Democracy are going to weekend down in 20th century as a result of closing many competitive newspapers. The internet also fallen down the role of newspaper. The result was in the form of decreasing political participation. The connection between newspapers and voters was the basis of information. Information about candidate, characteristics, platform were available on newspaper. It increases the voter turnout if the voter has information about their candidate. Voter Turnout was also increases if increasing the social capital and civic engagement.

Voter turnout may be affected because of some reasons. One may be the availability of substitute source of information. Such as the invention of radio and television put the negative impact on the importance of newspaper that was result in the form of fallen down the turn out especially in presidential election. The linkage between income growth and turnout was questionable mark. If turnout were increases by increases in income growth but the poor people feel disenfranchised, voter turnout may be decreased if the value of time was increased by higher income. Local economic performance decreases the turnout percentage. Important thing was that negative impression of growth rate of manufacturing output per capita was directly link to the voter turnout percentage. Increases in population growth decreases the voter turnout because of new comers and people out of their house they less connected to their society the result was in the form of decrease turnout. In 1869 to 2004, 3913 newspapers enters and 3303 exit newspapers in US. The data was collected in each year on the basis of name, city, and time of the day and circulation of every English language daily newspaper. Compare newspaper on the basis of their title, city and time of the day. The entries and exit of newspaper also put their impression on political participation (Gentzkow, Shapiro and Sinkinson 2011:2983-2996).

Newspaper reading put a positive impact on political participation and watching news on television was not an effective on political knowledge and

participation. News consumption was positively linked with social capital and television watching was negatively related with social capital, because of entertainment preference. Those areas where circulation of newspaper was high, citizen get more knowledge about issues as compared to those people where circulation of newspaper was low. It was necessary to understand that different media channel produce different effect on citizen. The analysis of news content gives the answer of this question. The association between media knowledge and participation was only understandable when we know media providing knowledge including information on one side and mobilizing information on other Knowledge about politics and participation of citizen in political decision was helpful for democracy. Political knowledge was a golden key to involve in political activities like turn out. Not only justify the relationship between media and political knowledge but also identify the relationship between media use and political participation. News about political cynicism produce negative impact on citizen mind about political process and democratic process .To find out the effect of news media on political knowledge and participation collected data from content analysis (Devreesea and Boomgaarden 2006:317-320).

2.5 Content Analysis of Newspapers

Devreesea and Boomgaarden analyzed 3000 stories on national television news and in daily newspaper for the purpose of visibility of politics in general and Europe Union news in particular. The news stories that are chosen from public broad casting channel and commercial news that was 1477. The samples that are given from daily newspaper in both countries. Devreesa and Boomgaarden analyzed that 1797 newspaper articles. First find out that broadsheet newspapers cover more political news and political issues as compared to commercial channels. According to data Danish television news gives more preference to Europe Union news with 28% and on the other hand Denmark gives 5% news on television related to Europe Union. First page of

newspaper in Denmark contain 18% about Europe Union and Nether land contain 4% news about Europe Union. Broadsheet newspaper held 12% news about Europe Union and ratio of tabloid newspaper was 6% about Europe Union in Denmark and ratio in Nether land was 5% and 3% respectively. Public broadcasting news cover 32% news about Europe Union and commercial channel was 24% in Denmark and this ratio in Nether land was 6% and 4%. In nether land notice that newspaper cover 60 % of the Europe Union conflict news. Where as in Denmark television and broadsheet newspaper cover 35% and 40% conflict news. News on television channel as well as reading of newspaper increases the turnout in Denmark. News outlet by all type of media in Nether land was positively associated to increases political knowledge, political participation as well as turnout. Although Nether land media cover 60% conflict stories about Europe Union which was might indicate that in the direction of vote intention through mobilizing by news exposure. When preference were given to entertainment content news it was negatively related with political knowledge and participation. The availability of different channel and cable increased the choice and when preference was entertainment, it decreases the political participation and turnout. Some scholars argue that the core of democratic citizenship lie in political discussion. Interpersonal communication were considered the key element for political participation (Devreesea and Boomgaarden 2006:322-333).

2.6 Gender Gap and Newspaper Reading

The window of political knowledge was open from mass media. For survival of the democracy political participation was necessary for both the gender, male and female. The participation of women was low as compared to men in political process. Low participation from women was based on several reasons which include low family income, presence of children, family house burden as well as low education. In 1988 American national election study discovered

the gender gap. They held questionnaire based on political knowledge. Even the women feel problem to knowing the name of running candidate their percentage was 35% as compared to men was 46%. For the senate candidate women percentage was 59% and men was standing on 84 %. A few women knows about the party in control of the house 51% and men was 71% and for senate was 46% female and men ratio were 65%. Political knowledge was dependent on television as well as print media. The content of news in TV channel was different as compared to newspapers, because TV channel focus on issues images rather than content of news which was focus by newspaper. Newspaper provides wide variety of news that increases political knowledge as well as political participation. Newspaper also provides news about political issues, candidate stances on issues, public policy and talk about surrounding political events (Strate, Ford III and Jankowaski 1994:166-167).

2.7 Trend in Media Use for Women and Men

According to the data of National Opinion Research Center (NORC) 1960 to 1988 women average of television watching was 3.23 hours and men average was 2.96 hours. Data about newspaper reading according to National Opinion Research Center survey during 1972 to 1991 shows that women reading newspaper average was 5.1 day per week in 1972. This average was fallen down in 1992 women average reading newspaper is 4.1 days and in men this ratio was 5.5 day in 1972 and 4.9 day per week in 1991. According to this data the habit of newspaper reading was more in men as compared to women, so that the thing that increases the gap between both genders in political participation. The use of print media gap were decline between both the sexes near about 2.86 point in 1960 to 1988 due to secular decline. Available data from 1960 to 1989, the gap of use print media why did not narrow down between both genders. The main reason was that increases in average year of education in women was less as compare to men (1.6 years VS 2.6 years). Increases in women college participation was low as compared to men.

Women participation increases 16% and men participation increases in college was 18%. The increases ratio of family income of women was low as compared to men, increased income women was 1225 dollar and women was 2770 dollar. One of the reason was that the average age of women was decreased as compared to men. The use of print media was increases by men the reason was that the percentage of retired person increased as compared to women (The NORC General Social Suevey1972-1991).

Pakistan was considered the third world country. Like all developing countries including Pakistan radio and TV channels were under control of the Government. Newspaper was a little bit free from government influence, so newspaper was select for data collection. Haque and Sheikh selected 156 newspapers four English newspaper and two Urdu newspapers (January to October 1992) for data collection. English newspaper was (the Frontier post, the news, the Nation and the Dawn) and Urdu newspaper was Jang and Nawa-I-Waqat (Haque and Sheikh 1994:1482).

2.8 Media Headline

Media headline was considering an important part of the newspaper. These headlines were in bold and largest letter to express their buyers. Third world country try to control directly or indirectly these headline in the favor of present government. In Pakistan mostly, headline was according to public perception. Editor gives preference for headline, international news and country political news. 35% space was gives to international news and 33% for country politics. Some social events linked to factual reporting given 27% of the all headline. Important thing was that English newspaper gives more preference to international news as compared to Urdu newspaper. English newspaper given 52% headline for international news and Urdu newspaper given 19% space for international news in headline. The Urdu newspaper give 42% space for political news as headline while English newspaper give 23% space for political news as headline (Haque and Sheikh 1994:1483).

2.9 Factual Reporting

Factual reporting about social events and politics has a 33% space for headlines in Urdu newspapers and English newspapers give only 19% space for that headline (Haque and Sheikh 1994:1483).

2.10 Economic and Court News

In Pakistan preference as a headline for economic and court, proceeding news were less priority as compared to other news. Urdu newspaper give only 3% space for headline for economic news and English newspaper give only 2% space for economic affairs and court proceeding news as a headline in Urdu newspaper got space 3% and same percentage in English newspaper (Haque and Sheikh 1994:1483).

2.11 Difference in News

Dawn newspaper more focus on international news as compared to other English newspaper. It has given 79% space for headline to international news. The nation gives more preference as a headline to political news. The frontier post has given largest space to the economic news. The news put their weight as a headline news in court relating proceeding news. Nawa-I-Waqat and Jang has given priority to political news. Second priority for Nawa-I-Waqat has given to international news and Jang news second preference was social events. Nawa-I-Waqat give weight to economic news while Jang newspaper give preference to court proceeding news (Haque and Sheikh 1994:1483).

2.12 Major Assumption

1. The habit of reading newspaper is increasing rapidly.
- 2 The reading habit of newspaper in male are more as compared to female.
- 3 The reading habit of newspaper increases the political participation.
- 4 Political participation increases with an increase in the reading habit of news

Chapter No 3

THEORITICAL FRAMEWORK

3.1 Theory of Mediatization

Media is a key source to obtain information about the world. Television is the important source to gain information on national as well as international level about politics. It is a questionable that TV is more informative than newspaper. During the last fifty years two concepts were used for media and politics, mediation and Mediatization. Political activities have become mediated and mediatized. It is not only for politics and it is a macro level process. All field of society mediated and mediatized.

Media is the main source for people to access information about politics and other form of society and political people also depend on media to access about people perception and established relation with the people. Openly speaking there is difference between mediated politics and mediatized politics. Mediated politics refer to a situation where all information were reach between Governor and Governed through media that is basic communication channel.

The importance of Mediatization is so high because Mediatization play a crucial role to circulate the political information. Mediatization play their role as opinion building process and most important for political activities. Politicians use those ways through which media give coverage in political world. That is called Mediatization of politics.

After losing the political autonomy mass media become most important political institution. Because all politics depend on media and politics is shaped by media after losing its political autonomy “mediatization relates to changes associated with communication media and their development.”

Media uses different channel to communicate and transmit information. They use different format such as the way of present, organizing material, use of grammar to highlight the phenomena. The umbrella of media not only cover the connection between media and politics but it encircles the society and

culture as a whole. In general, it covers on one hand media change and on the other hand covers social and cultural change.

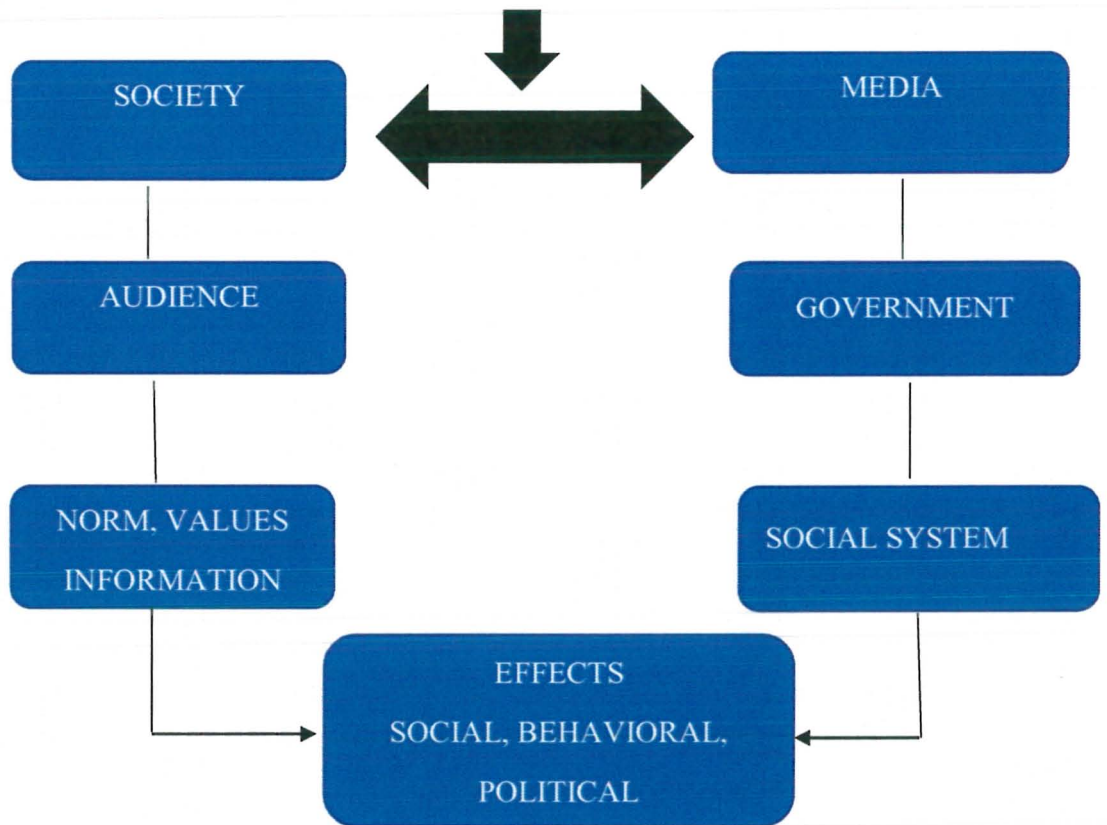
They use the format such as Drama, visualization or symbolic production, so in this way they put their influence on social and cultural level. Politics is totally dependent on media so media logic is used by politics. Political discussion is done according to media scenario, what is important and worthy for them not for people demand or contenders. People attached with politics through media. Media shape their way of thinking and experiences.

Media influence is not only remain in politics it also mediated sports, religion, entertainment and other form of life. According to Mediatization theory media logic shape the content of media not by political logic. When media become stronger or autonomous, increased their influence on other institutions.

Media perform different function. They create public political sphere with the help of magazine and newspaper. Entertainment is a helpful tool to influence the culture of society. Social development is also in their hand and they are independent institution for that. They were "chiefly instrument in the hand of the other institution."

Mediatization shows the mutual interaction between the different institutions of the society so, it becomes the fabric of society. Media regulated the world because of its control. Influence of media is present in every field of life, so societies become easy prey for media (Stromback 2008:228-230).

Figure 3.2 Model of Mediatization Theory



The above figure 3.1 explains the connection between society and media. Both are necessary for each other. Media is an integral part of society. Media play their role in covering aspects and shaping society. It creates awareness among audience and motivated them. Not only media accessing the audience but people also accessing the media for their own purpose. There is mutual interaction between them. In the model third relation in which audience and society are interrelated. People learn about society norms and their values through media. Media interconnected society and audience with each other. The government and media also connected with each other. Media also connected the Government and society through social system. Media explains

our social system that includes our political, economic and cultural system of society. Media not only includes our social system but also changing the behavior and produce impact on our political and cultural system. The media produce effects on our cognitive skills, behavior, social and political system.

3.3 Application of Theory

Pakistan is under developed country where the circulation of newspaper is comparatively low as compared to developed countries. To play their role in political participation, attachment of people with media is very necessary. Like other developing countries, especially media is under control by Pakistani state. Media create awareness among the society. With the help of media world become global village. We always engage in national and international level by the support of media. According to Mediatization theory politics is totally dependent on media, because media provide various channels to communicate and transfer information in one way to other way. To create political awareness among the people it provides political ground through political discussion newspapers and magazine. Those countries where media is free, the political participation is high. In Pakistan all political matters are held under the flag of media. Now in Pakistan increasing the private channel refer to dominancy of the media. Without media there is no political knowledge and information, so result is in the form of decreased voter turnout.

Political participation is dependent on political knowledge and political knowledge is gain through media. Mediatization theory is not only applicable in politics but it covers sports, religion, economics, entertainment and other form of life. That is why media brings social change in society. People knows about their rights. Media shaped our societal and political thinking. After gaining information through different channel it increases communication level. Reading newspaper increases the community involvement in political activities that increase the political participation as well as turnout. It means

trust is building on Government institute. Media is considering the fabric of society because it covers the all aspect of the society.

Media is mediated by government to fulfill their own purpose. Owing of it only a limited type of information is passed out to the public. Mediated politics is different from mediatized politics. According to mediatization theory it is not important media is dominated by radio, television, newspaper or internet but important thing is that media is governed or controlled by state or any other political party or what value and way of life is guided by journalist. Mediatization relates to a change associated with communication, media and their development. Mediatization theory is a Meta process because it leads to societal changes such as globalization and modernization. The umbrella of mediatization theory not only covers the connection between media and politics but it encircles the society and culture as a whole. It covers one hand media changed and on the other hand societal and cultural change.

3.4 Hypothesis

The reading habit of newspaper increases the political participation.

3.4.1 Null Hypothesis (H_0)

Newspaper reading habit less likely to increase the political participation.

3.4.2 Alternative Hypothesis (H_1)

Newspaper reading habit more likely to increase the political participation.

CHAPTER NO 4

CONCEPTUALIZATION AND OPERATIONALIZATION



4.1 Conceptualization

Conceptualization is an integral part of social research. It is a process through which the researcher conceptualizes important concepts and variables of the research with the help of existing literature. In this study the researcher uses three variables newspaper, reading habits and political participation. These concepts are conceptualized here.

4.1.1 Newspaper

“The print media is one of the socializing agents that provide much of the raw material that make up social and political beliefs and attitudes” (Morduchowicz 1994:317).

In the above definition author explain the benefit of reading newspaper with his approach. Newspaper is the social agent that covering the most aspect of the society. It provides information from every walk of life. It provides information about societal and political issues that make us aware and informative about the society. Newspaper shapes our political and social belief because it increases or decreases our interest on that institutions.

According to Drago, Nannicini and Sobbrío (2014:163) “find empirical evidence that newspaper coverage raises voters' information levels, thus increasing electoral accountability” (Drago, Nannicini and Sobbrío 2014:163).

In the above definition the author explains the newspaper as an informative and knowledgeable for the society. Especially, in electoral days it provides information about electoral activities. It provides information about running candidate and it creates connection between audience and running candidate and fill the gap in society between audience and candidate. It also increases voter's information in electoral days. The role of newspaper is too important for increasing political participation that is good for democratic norms.

“Only a newspaper can put the same thought at the same time before a thousand readers” (Leeson 2008:159).

In the above definition the author explains that with the help of newspaper we can transmit the same knowledge and information to thousands of people. Newspaper is used to accessing people minds and put their influence on it. That is an easy way in a short time to change the thoughts of people. Newspaper is the source to create awareness among thousands of common masses in a minimum time period.

4.2 Reading Habits

“Interaction between the author and the reader. The author supplies the facts and the reader provides the insights, interpretation, and understanding” (Boyan 1972:517).

In the above definition the author explains the connection between author and readers. The writer wrote about the situation and inform the readers. This information is helpful for the readers to increase your knowledge and deeply understand the situation. The readers also give their views in the form of feedback that interconnected the reader and writer. So, the communication of information from both side is helpful to increase their knowledge.

“Reading of the predominantly critical type emphasizes the higher thought processes having to do with selection-rejection of ideas, the relationships between ideas, and the organization of information” (Cuzner 1930:5).

In the above definition the author highlighted the benefit of reading that increase your knowledge and way of thinking on the basis of that knowledge. After critical reading you select or reject the ideas on the basis of current information. Critical reading also helpful to interpret the situation. Reading habit increase your information, stamina and thought process about the ideas.

“In which the reader evaluates what he reads in terms of its authenticity, beauty, usefulness, or some other value” (Wardeberg 1967:249).

In the above definition the author explain that the readers access those information, ideas and evaluate these information on the scale of correction or

rejection of ideas. They also interpret the information and their effectiveness for the society. First the readers deeply understand the information then they measure the writer statement that is helpful for the society or not.

4.3 Political participation

Political participation is two types, direct political participation and indirect political participation.

“Direct political participation is a process in which an individual or collective action at the national or local level that supports or opposes state structures, authorities, and/or decisions regarding allocation of public goods” (Conge 1988:247).

In the above definition the author explains the activities of common masses for their own welfare. These activities could be individual or collective. The basic purpose of these activities to gain their rights. Some the collective action of people supports the state for their good work and some time these collective action oppose the state policies that is not for public good. These actions of people could be on local or national level but their basic purpose is to gain their political rights.

“All voluntary activities by individual citizens intended to influence either directly or indirectly political choices at various levels of the political system” (Posada 2010:939).

In the above definition the author highlighted those action which is taken by the individual or collective to take their rights. These citizens’ activities are held to put their pressure on political system directly or indirectly for their right purpose. All these actions are done on voluntary basis. The purpose of these activities is to make responsible to the political system to give the basic right to their citizens.

“Activity by private citizens designed to influence governmental decision-making” (Huntington and Nelson 1977:522).

In the above definition the author showed that those are held by common masses to put their pressure on the Government to change their decision that is not in benefit for the public. These collective actions have taken some political interest and some political aims are behind in those activities. These actions force the Government to take such decision that is good for common masses.

“Indirect political participation is a voluntary engagement in social activities or networks with political implications but without clearly defined political interests or political aims” (Calder 2003:109).

In the above definition the author explains those activities on a voluntary basis but without political aim. These activities are done to fulfill their basic right but without clearly defined political purpose. People participate in those activities for the welfare of the people. The purpose of these activities to inform the others, working for their rights and to create awareness among the society.

“The main intentions for participation are thus not political. The motivation in such instances can be solidarity with others or the wish for self-fulfillment” (Cooper and Haspel 2009:131).

In the above definition the author highlighted that to participate in those activities that is done for the welfare of the society. In these activities to help the other people to show solidarity with them. These activities are on voluntary basis but without political purpose. Helping the needy person or raise their voice through such activities is the satisfaction for their own self-fulfillment.

4.4 Operationalization

4.4.1 Newspaper

Newspaper plays an important role in our life. Newspaper makes us socialized about every walk of life. It provides information, knowledge about

social and political issues and creates awareness among society. Newspaper coverage also increases voter's information. That's why those countries where the ratio of newspaper readers is more, political participation and voter turnout is increased in those countries. With the help of newspaper, we can transfer information in a thousand readers at a same time. So, result is in the form of community involvement because when people share same information and discussed with each other. So, they well aware about everything. Newspaper and government are connected with each other. Newspaper is the door between Government and common masses, because it conveys messages from both the sides so in this way they bring awareness among the society that leads to political participation.

4.4.2 Reading Habits

Reading habit is important because it increases our capacity and creates more awareness to understand the things well. After reading, relationship is developed between author and readers. The author provides knowledge, information and reader provide insight, interpretation of that information. So, in this way information become more healthy and strong. After reading we understand the situation. More reading habit increases our pleasure for reading. With the help of it we deeply understand the things. After critical reading you reach on that point to reject or accept any idea on the basis of your information. After reading on the basis of knowledge you look the world with different eye and it change your way of thinking as compared to before reading habit.

4.4.3 Political Participation

When an individual participate directly or indirectly in political activities is called political participation. Political participation is of two types. Direct political participation and indirect political participation.

4.4.3.1 Direct Political Participation

Direct political participation is a process in which private citizen is directly involved in a process of candidate selection. The private citizen also influences the governmental decision making. Through the process of direct political citizen involve at various level of political system and they try to achieve the decision on their own choice. A directly participate in political activities is a result of any one is politically motivated or with the aim of that to support their political party. Their all participation for the well-being of their party and for political system.

4.4.3.2 Indirect Political Participation

Indirect political participation is a process where an individual is engaged in voluntary in political activities. They are working to create awareness among society and helping the other people, but the activities of that person is without political aim and political purpose. That person did not personally involve or any influence on selection of governmental personal. They are working free of cost and their basic purpose of life is to show solidarity with others or with the aim of that to achieving life satisfaction. It is possible to help the needy person on political ground but these helps should be without political aims.

Chapter No. 5

RESEARCH METHODOLOGY

The researcher used qualitative research method for the current study, because the researcher wants to know the facts and figures on the reading habits of newspaper and political participation. The nature of this research is qualitative therefore the researcher used interview guide for data collection.

5.1 Universe

The area of Islamabad was selected for research project because people are more educated in this area. The researcher, being a member of that particular region felt that researcher can easily collect valid data from this universe.

5.2 Target Population

The targeted populations of current research were male and female. Female are important part of society and they play their role in shaping the society. So, both genders were necessary for research work. The researcher selected the educated people more than 18 years of age. The researcher selected the people more than 18 year of age because these people are eligible for vote and well aware about political activities.

5.3 Sampling Frame

The researcher selected the purposive sampling method for data collection. It was difficult to collect data from every person of concerned area. So, in this method only the concerned people of concerned area were chosen. That's why the researcher selected the purposive sampling for data collection. Those who were willing to provide the required information were chosen through purposive sampling.

5.4 Sample Size

The researcher had chosen only 13 respondents for data collection. A sample size of 13 respondents was used to collect the required data on the current

research of newspaper reading habits and political participation. The researcher selected the 13 respondents because 13 respondents were enough to obtain the required information on the concerned topic.

5.5 Technique for Data Collection

The researcher used face to face interviews (in-depth interviews) to collect data on the concerned topic. In this research informal interview was conducted to generate correct and specific information from the respondents in an informal way. The researcher uses the informal way because in this way researcher can easily take the trust of the respondent.

5.6 Tool for Data Collection

The researcher used interview guide. To Urdu, English and native languages were selected to conduct in depth interview because all the population comprise on different languages.

5.7 Tool for Data Analysis

The researcher is analysis the research through coding. The researcher analysis the data and wrote the theme. There are some types of coding. Some researcher uses the software MAXQDA and some do the coding by hand. In this data research, the researcher did the coding by hand.

5.8 Pretesting

The researcher took five respondents in order to pretest their interview. The respondents were taken in such a way that they were also belonging to the area of research where the researcher did his research.

5.9 Opportunities and Limitations

The researcher faced many difficulties at the time of collecting data. Respondents were not agreed to give interview. Some people denied to

provide information when they listen that interview were in recording form. Some of respondent felt happy when they listen the interview was in recording form, and they give interview passionately and energetically. Some of the limitations of the research work have been, the data were collected in recording form, but some people were not ready to responds all questions openly because of recording. So, there might be a possibility that certain data could miss.

5.10 Ethical Concerns

Ethical standards are the necessary part while conducting a research. The researcher personally got involved with the respondent and the researcher tried his level best to follow the ethical concern of the research. All information of the respondents are kept confidential. The researcher took care of the cultural norms and values of the respondents during the process of data collection.

Chapter No. 6

RESULTS

6.1 Newspaper Readings: Creating Awareness

Newspaper is the important instrument of communication. Newspaper plays a crucial role in creating awareness among common masses. It not only creates awareness but it collects the opinions about certain issues. It increases information, knowledge and improving attitude of society. We did not deny the constructive role of newspaper in our society. Our knowledge, information and way of thinking depending on media as well as newspaper. It places right thing at the right time and we well aware about what is right and what is wrong. Newspaper not only provide information about our own society but it also provide international information. Important thing is that today world is moving in a progressive way. Today newspaper, television channels, magazine and social media more openly explore the issues. Newspaper is not only a source of information but it also a source of entertainment. In the era of knowledge and awareness the role of newspaper is very high. Without newspaper people remain unaware about their rights, wellbeing and society issue. Without connecting with newspaper people isolate from their own society as well as about the world.

Newspaper empowers the people and maintains check and balance on corruption and bad governance of Government. By spreading knowledge and keeping informative of the people the Government should work for the right of common citizen. To create awareness among the society media and newspaper use different ways. Some time for creating awareness film stars and cricketers are used. For example, Younis Khan creating awareness about polio drops.

The basic purpose of creating awareness is to educate the common masses about their basic rights. That awareness is also found in every walk of life. Newspaper create awareness among many evils. Even the newspaper covers the rural development projects, awareness about agricultural field, family

planning's and so on. Role of newspaper is empathetic for creating awareness and awakening the common masses.

6.1.1 Shaping of Society

Newspaper not only creates awareness but also put their influence on society. It is a good tool to mold our society. Correlation is present between media and society. Shaping of society depend on the role of newspaper. It developed our life style and we run in a right path because of its relevant and truth factors. It considering the best tool to shaping modern society. According to one respondent of the current research:

“Newspaper shaping the society to some extent. Newspaper I think changing the mindset of the people if truth is written by the newspaper.”

Society may be shaped in positive or negative way, but it depends on the reporting of newspaper. Everything of society captured by newspaper. So, it can mold the newspaper as they like. Actually, newspaper is the reflection of our society. Our norms, values and way of life express by newspaper. According to one respondent of current research:

“When newspaper raises the issue and give the solution of that issue. When society find the solution of any issue they move in a positive way. According to my opinion newspaper shaping the society.”

Newspaper also raises voice against evils. It aware common masses through information and make them united to remove that evils. Newspaper is used to change the mindset of people. When mind set is changed society automatically shaped. The opinion of people can be changed through accessing newspaper. After getting information, it become constructive for society. Sometime mishandling of news became the reason of destructive of innocent people. With their coverage and importance aspects newspaper is changing the societies of the world. According to Zeeshan:

“Yes definitely newspaper shaping the society. When we read a brother kill his sister or a father is killed by son. All these incident impact on society and people think that is that happened in their own life.”

According to one respondent of current research:

“I think the role of newspaper is very important. You should remember only 2% English newspaper are read in our society. It is necessary to improve these things, because newspaper is the reflection of society.”

Now a days increasing number of news channels, newspapers and social media we did not ignore the importance of media in our society. Increasing use of media by common masses put the burden on the shoulder of media because its role really influencing the society. Newspaper is the source of communication, so people connected each other, and it unite them. Role of newspaper is important in our society. Newspaper not only increase awareness among society but also increase information and general knowledge of common masses. People are connected with each other. Without newspaper any society cannot be properly progressed. We did not ignore the role of newspaper in our societies.

6.1.2 Change Regarding Newspaper: Status of Citizen

With the help of mass media world is moving in a progress way. With the availability of all the knowledge the role of media is crucial for any society. When people become aware they think about their rights. Status of citizen depends on knowledge and information of society. The working of newspaper is for public interest. When people knows about their socially and politically rights the standard of living increased. According to one respondent of current research:

“When any person look that how Government protecting their rights and taking reforms for the welfare of the people then they think that they should also play their role for the welfare of society that improve standard of living.”

Those people who did not read newspaper and lack of knowledge about society issues they remain isolate in their backwardness and their way of living is not increased. The result of knowledge and awareness improved every way of life. For example, if the farmer aware about good seed that increased their income that automatically improve their status of living. According to respondent of current research:

“I think It improve the standard of citizen. Reason is that you not only aware about your own society but also aware about the world. After reading your thought process increased and you well understand the society and world.”

Other respondent of current research says like that:

“When a person read newspaper or something their information is increased. When their information is increased they try to do something for their own welfare.”

Newspaper is the golden key to obtaining general knowledge and information. Remember any society cannot move forward without knowledge and information. Pakistan is the country where the circulation of newspaper is low as to developed countries. The ratio of educated people is also low in Pakistan. According to one respondent of the current research:

“To some extent actually newspaper impact on people minds. So, increasing your general knowledge and information improve your way of living.”

All the respondents were agreed with the role of newspaper in improving the status of citizen. Problem is that after knowing all the things reading habit of newspaper is very low in Pakistan. Even the educated people did not read the newspaper. After creating awareness and shaping the society it is compulsory status of citizen is improved.

6.2 Political Participation: Motivated Factors

The role of politics is very important for any society. The development of any country depends on its political situation. Those countries where people take



interest in politics they are well developed. Reason is that they well aware about their political rights and they select the right person with the vote of power. According to one respondent of current research:

“When people socially and politically well aware they use the right person for their vote. The right selection through vote brings right way in their life. That increase their standard living.”

Lack of facilities, living standard are not well are always found in those countries where people did not take interest in political activities. Lack of political knowledge and lack of political knowledge people did not select the right person at electoral time. One respondent of current research says like that:

“We are all responsible for our backwardness. We did not play our role in political activities and politicians working freely without any fear. When there is no check and balance how they can work for us.”

Some people do not like politics but directly or indirectly every person is attached with politics. Political participation is very crucial for the wellbeing of society. In Pakistan political situation is not very well. Democracy faces a lot of problem because of its early stages. Festally changing of political situation is not a good sign for democracy as well as for country. One respondent says like that:

“If we look our country situation that is not good that force me to take interest in politics. I think every person should play their role in any condition for the welfare of country.”

The long march, strikes that continue near about four month at that time democracy was in serious danger. So the changing position of politics and crises in the country motivated the people to take interest in politics. According to one respondent of current research:

“The present condition of Pakistan is not very well. Our country is surrounded in lot of crises. We should play our role and create awareness among people about what is right and what is wrong.”

The words of other respondent is like that:

“To take interest in politics nothing it my mean to fallen down the opposition. My purpose is that creating awareness among society and bring reforms for the welfare of the people.”

6.3 Newspaper Readings: Political Participation

Role of newspaper is important in political participation through decades of years. Now a day's importance of newspaper is going too decreased because increasing use of social media, but newspaper has its own importance in political participation. Reading habit of newspaper increases political participation. In Pakistan in 1990 the ratio of political parties is less as compared to now a days. Every party think that they can solve the problems. People reading newspaper they know the opinion of every party and they think what is right and what is wrong for them. So, people participate in politics after reading newspaper. Vote is necessary for every person if we cannot use the right of vote then how we can blame on prime minister for their corruption. When we read about corruption, unemployment and other social problem then we think we should play our role in politics to solve the problem.

The view of other respondent is same after reading newspaper political participation increases. He said:

“Some people learn from visual images or through listening and some people learn from reading. According to my point of view after reading newspaper political participation is more increases as compared to television.”

The other respondent of current research says like that:

“Newspaper reading is a reliable source for political participation. We should remember one thing that newspaper is not easily available in rural areas as compared to urban areas. Television and radio is easily available near about every house. So television play more important role in political participation as compared to newspaper.”

Other respondent says like that I have no interest in politics but after reading the newspaper I well understand that it talk about people rights. Articles are too much important especially in dawn newspaper. It might be possible in future I take interest in politics. It increases political participation.

The views of other respondent are like that obviously after reading newspaper political interest increases. The basic purpose of reading newspaper is to know about the politics of Pakistan. After reading newspaper we know about facts, figure, reforms, protest and it increases information about politics.

Another respondent put their words like that it totally depends on your area of interest. If you belong to any political party your political interest will be increased after reading newspaper. If you are a neutral person you just touch the politics and don't take interest in it. You just take information what is going on in the country. He also mentioned if you do not take interest in politics it is not good for country. Being a student taking too much interest in politics is not good for education. Another respondent says like that it is understood if you take latest information about anything your level of interest also increases. If you know a little bit about politics after reading newspaper your political participation increases.

Another respondent says like that I just read political news in newspaper. I also watched talk shows in news channel. I think newspaper is more encouraged for political participation. Other respondent views are like:

“After reading newspaper political interest increases. I think role of social media is too important as compared to newspaper. Newspaper is available after 24 hours. Today people want information as early as possible. So they

touch with social media and it play more role then print media in political participation”.

Chapter No. 7

Discussion, Conclusion and Recommendation

7.1 Discussion

This research study was on the habit of reading newspaper and political participation. The basic purpose of the study was to find out the relationship between newspaper reading habit and political participation. To find out the people perception about reading habit of newspaper and their participation in politics. The researcher tried his best and with great effort to find out the answer of the objectives. For that purpose, researcher review the relevant literature. It was found that people have knowledge about the benefit of reading newspaper and their effect on political participation.

Role of Newspaper is too important for the development of society. Newspaper is considered a source of knowledge, information, and entertainment and creates awareness among people in society. Apart from common observation the currently study showed that majority of respondent were agreed that reading habit of newspaper increases political participation in Islamabad Pakistan. There is no doubt newspaper reading habit increases political participation, but social media play also role in political participation. Reason is that availability of social media easily that's why people more interact towards social media. In research researcher find some of respondent were not satisfied with the performance of social media. News on social media is not certified but news on newspaper is certified and based on correct information. According to one respondent of the current research it totally depends on your area of interest. If you belong to any political party your political interest definitely increased after reading newspaper. If you are a neutral person you just touch the politics and did not take interest in it.

Newspaper reading is a reliable source for political participation. We should remember one thing that newspaper is not easily available in rural areas as compared to urban areas. Television and radio is easily available near about every house. So television play more important role in political participation as compared to newspaper. As Kawakami and Feldman argue that users of

television and radio are more closely linked to political knowledge than print news (Kawakami and Feldman 1988:67-68).

Role of newspaper or alternative media especially television is very valuable for the society. Owing to the reporting of these channels or newspaper give the direction in the society. Too much negative reporting put a negative impact on society. Negative reporting is not good for democratic health because it produces negative impact on political participation. There is strong relationship is present between mass media exposure and voting activity at election time. There is clear association is present between negative media exposure put negative impact on political activities towards politics. It is present more in those who focus more attention on media criticism on political behavior (Feldman and Kawakami 1991: 74-75).

Now an electronic age every person is attached with social media. Role of social media is very important in political participation. People want information as early as possible, so they move towards social media. On the other hand newspaper is available after 24 hours. So, every person is agree with the role of newspaper in increasing political interest but now a days social media is more important for that purpose. In America 15% of the all adults gain political information and discussed political issue through social media. As (Bachmann et. al.2010:36) argued that most young adults more likely to access social websites as compared to older ones.

Role of newspaper in shaping society is important but it is limited. The basic reason is that ratio of newspaper reading is very low in Pakistan as compared to developed countries. That's why their role is not too much important in shaping of society. According to one respondent of current research think that we did not ignore the role of newspaper in shaping society. When they read the newspaper it really impacts on our minds. So we act like that in society as we think so they shape the society.

People follow newspaper which they write they think that is right that is why newspaper shaping the society. In Mishall khan case people only follow the media reports about incident. They did not know about reality, but they only follow those things that are published by media. According to Leeson newspaper is the only source that transmits the same information at the same time in their thousands of readers. (Leeson 2008:157).

In research the researcher find every person is agree with the role of newspaper in shaping society, but difference is that some people think it shaping more part of society and some people think that it shaping less part of society.

Freely working of media is very important for any country. Those countries where media is freely working political participation increases and voter turnout is also increases in those countries. Pakistan is underdeveloped country where media is working under the influence of government. According to one respondent government has influence on media channel but important thing is that to check out the level of that influence. It is not easily possible to shown to everything for society due to privacy reasons. In Pakistan BOL channel is working freely as compared to others. PTV is totally working for government. Important thing is that where there is a democratic government its influence is less as compared to dictatorship. Other respondent opposite view to the first one, he said I think Pakistani media is working freely and that is the only one media whose working is free like that. It published everything without any pressure. Pakistani media is free from government influence.

Important thing is that newspaper not only cover the politics but every aspect of the society. If we talk about sports, business even religion is also working under the flag of newspaper. Even newspaper connected with the world through its news. With covering aspects newspaper is the binding force of society. To create awareness and information among society and it connect

with the world only possible by media. According to mediatization theory they create public political sphere with the help of magazine and newspaper. Entertainment is a helpful tool to influence the culture of society. Social development is also in their hand and they are independent institution for that. They were “chiefly instrument in the hand of the other institution” (Stromback 2008:229). Media set the direction of our society. So, world become global village through media.

7.2 Conclusion

The present study was on newspaper reading habit and political participation. Reading habit is very important for any society especially habit of reading newspaper creating awareness increase knowledge and information and well understanding of society. It is truth who do not read the newspaper their knowledge information and understanding of society is comparatively low as those who read the newspaper. With the help of newspaper, you should not only aware about your own society as well as what's going in the world. Those people who read newspaper well aware about their rights and play their role in society. Another important thing is that habit of reading increases capacity of reading and understanding the situation. In Pakistan the interest is towards reading newspaper for political information. Mostly people read newspaper to gain political knowledge information as well as to participate directly or indirectly in political activities. Other news such as sports and entertainment also gains attention but political news gain more attention as compared to other news. People also think that the news especially on social media is not authentic as compared to newspapers. So, newspaper is more valuable and informative as compared to other sources of news. Working of freely media is very important for the well fair of country. It is truth those countries where working of media is free they well developed. People have more knowledge information and they play more role in candidate selection

process during electoral process. With the freely working of media they well aware about political candidate and party and they choose the right person with the help of that information. On the other countries where media is mediated voter turnout and political participation is low in those countries. People have no any information about their candidate and they select the wrong person for their well fair. That's why those countries are not more developed, and their level of democracy is not strong. In Pakistan working of media is free but there is need to give more space for their work. In Pakistan media is controlled at some level and government has influence on it. Reading habit of newspaper increases political participation all over the world. In Pakistan the ratio of reading newspaper is low as compared to developed countries. That is why voter turnout and political participation is low in Pakistan. It is important to read the newspaper for the well fair of society. The government should take step and provide newspaper at everywhere at cheap price. In this way people gain more knowledge and aware about society. So, their participation increase and they select the right person through vote. It is not only good for people but it also helpful for the country development because in this way every person play their role in society.

7.3 Recommendations for Future Study

Newspaper reading is a good habit in over all the world. Unfortunately in Pakistan the ratio of reading newspaper is very low. I put some of suggestion for the future study.

Firstly Government should play their role. Government use different ways for creating awareness in society among newspaper reading. The Government should highlight the benefits of reading newspaper. The Government should take different steps for the purpose of reading newspaper. Today mostly people are attached with social media. The government should advertise

through social media about the benefit of reading newspaper and its impact on society.

The government can use television, commercials and conducting seminars for describing the importance of newspaper in the common life. There is need to create awareness among youth through education sector. Unluckily in Pakistan people are not ready to play their role in society. Even those people which are educated and well aware about the advantage of reading newspaper but ignore the role of newspaper. Other disappointment for our society is that ratio of reading newspaper especially in female is very low as compared to men. In Pakistan female taking interest in dramas, morning programs. During the break awareness commercials or messages are also run by the state. The government should provide newspaper at everywhere in cheap price. It is not only the responsibility of Government but people should also understand their own responsibility. For the development of society the role of both gender is very necessary. Any society cannot progressed with the proper function of female.

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ANNEXURE



**Newspaper Reading Habits and Political Participation,
Islamabad Pakistan**

Muhammad Shakir

I am Muhammad Shakir student of M.sc at Department of Sociology in Quaid-I-Azam University Islamabad. This interview guide is designed for the completion of thesis work which is necessary to obtain Master's Degree. The purpose of this research is purely academic. Please read it carefully and help the researcher in getting appropriate data.

Demographic Information

Name of respondent

Age

Gender

Education

Marital status

Education

Occupation

Family type

Newspaper Reading Habits

Did you read newspaper?

Which newspaper do you read?

How many time do you spent for reading newspaper?

What kind of stories do you like in newspaper?

Do you think newspaper cover what happening in society?

Newspaper shaping the society?

Newspaper is the best source of news to over all media?

Other media such as television, radio or internet do better working than newspaper?

News on television or other media decrease the importance of newspaper?

After reading newspaper status of citizen improved or not?

POLITICAL PARTICIPATION

After reading newspaper your political interest increase?

What do you think which media is reliable for political news?

Which media is more encouraged for political participation?

Do you have political interest?

Which sources is used by to access political information?

Do you belong to any political party?

Where you usually discuss the political issues?

Did you ever participate in any political meeting?

Which factor force you to participate in political activities?

Did you vote in last election?

Case 1

Interviewer: What is your age?

Respondent: I am 23 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I think dawn newspaper is very good. They write truth and their reporting is very well.

Interviewer: How many time do you spend for reading newspaper?

Respondent: I spent 25 to 30 minutes for reading newspaper. There is no fix time frame for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I mostly focus on media headlines of newspaper. I also like to see sports and auditorial pages.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper is the reflection of society, because it is covering most aspect of society. The wording of newspaper is easy. So, newspaper is used in our society.

Interviewer: Newspaper shaping the society?

Respondent: The role of newspaper is to just create awareness among society not to shaping the society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I think newspaper is a reliable source for reading news. We can easily read the newspaper. Now an electronic age mostly people are attached with social media.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: I think the working of newspaper is better than the other media.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: The importance of newspaper is fallen down because increasing importance of social media.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: I do not think so it improves the standard of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, political interest is increased after reading newspaper.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think newspaper is more reliable for political news than any other media.

Interviewer: Which media is more encouraged for political participation?

Respondent: The circulation of newspaper is very low in rural areas it did not reach at everywhere. In urban areas mostly people read newspaper because it easily available. I think social media is more encouraged for political participation as compare to newspaper.

Interviewer: Do you have political interest?

Respondent: yes I have interest in politics but unfortunately we did not play our role in politics because of feudal system. It is not an essay for a common men or middle class to break the feudal system.

Interviewer: Which sources is used by to access political information?

Respondent: I use social media for political news.

Interviewer: Did you belong to any political party?

Respondent: I do not belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: Mostly I discussed the political issue with my uncle and friends. Some time I discussed it with my family. I discussed only with those people who aware about political issues.

Interviewer: Did you ever participate in any political meeting?

Respondent: I never attended any political meeting.

Interviewer: Which factor force you to participate in political meeting?

Respondent: I think economy and security issue of the country that force us to take interest in political activities.

Interviewer: Did you vote in last election?

Respondent: yes I cast the vote.

Case 2

Interviewer: What is your age?

Respondent: I am 22 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read dawn and express newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend 15 to 20 minutes for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I mostly like sports and technology pages in newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: I think to some extent newspaper covered what happening in society.

Interviewer: Newspaper shaping the society?

Respondent: it totally depends on newspaper articles. How they write, if they write well it definitely impact on its readers.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Today is an electronic age. Every source of news is reliable. How we can say that it is reliable and it is not.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: I think the working of social media is very well.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: The importance of newspaper in youth is comparatively low but older person give importance to the newspaper.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: I think status of citizen improved after reading newspaper because you well aware about the society and increase your general knowledge.

Interviewer: After reading newspaper your political interest increase?

Respondent: No

Interviewer: What do you think which media is reliable for political news?

Respondent: I give preference to newspaper for political news because of its authenticity.

Interviewer: Which media is more encouraged for political participation?

Respondent: Newspaper articles are more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: I have no any political interest.

Interviewer: Which sources is used by to access political information?

Respondent: I access political information from newspaper.

Interviewer: Are you belong to any political party?

Respondent: I never belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: Some time I discussed the political issues with my class friends.

Interviewer: Did you ever participate in any political meeting?

Respondent: I never participated in any political meeting.

Interviewer: Which factor force you to participate in political meeting?

Respondent: Actually, I have no interest in politics but some time I take interest in political activities only for that our Minister of National Assembly is that they are capable to raise our voice in assembly or not.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast vote in last election.

Case 3

Interviewer: What is your age?

Respondent: I am 26 years old.

Interviewer: What is your occupation?

Respondent: I am MPhil student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: Before coming to university I read local newspaper but now I read dawn newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend maximum 30 minutes for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: Now a days I mostly read the articles of dawn newspaper. Before coming to university, I mostly read the political news.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper did not cover those things that happened in our society.

Interviewer: Newspaper shaping the society?

Respondent: I think to some extent newspaper shaping the society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Social media is not an authentic source of news but newspaper is the authentic source of news.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: The working of newspaper is better than other source of media.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Yes, I think social media decrease the importance of newspaper.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: After reading newspaper status of citizen improved. Reason is that you became aware about society and your thinking level is increased after reading newspaper.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, political interest is increased after reading newspaper if I talk my self-mine political increased too much.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think every media is reliable for political news. Actually, some people learn from visual image. Some people learning listening or reading. It totally depends on your area of interest what would you like.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think Television is more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes I take interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I mostly access the Television for political news.

Interviewer: Are you belong to any political party?

Respondent: Yes, I belong to Pakistan Tahreek-e- Insaf

Interviewer: Where you usually discuss the political issues?

Respondent: I usually discussed the political issue only with aware persons about politics that may be family members or friends.

Interviewer: Did you ever participate in any political meeting?

Respondent: A lot of time I participated in political meeting.

Interviewer: Which factor force you to participate in political meeting?

Respondent: According to society perspective to take interest in political activities just for highlighting their own name in society.

Interviewer: Did you vote in last election?

Respondent: Yes, I caste the vote.

Case 4

Interviewer: What is your age?

Respondent: I am 23 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read the express newspaper. I think dawn newspaper is more informative as compare to other. Actually, express newspaper easily available for me that's why I read it.

Interviewer: How many time do you spent for reading newspaper?

Respondent: Due to time shortage I spend only 20 to 25 minutes for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: It depends on your area of interest. I mostly like to read famous stories on newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper did not cover every aspect of society because media is not freely working in Pakistan.

Interviewer: Newspaper shaping the society?

Respondent: Newspaper shaping the society to some extent. Newspaper I think changing the mindset of the people if truth is written by the newspaper.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Working of newspaper and Television is better than social media. Reason is that social media is not an authentic source of news.

Other media such as television, radio or internet do better working than newspaper?

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Yes, definitely as I early mentioned mostly population are youth and they attach with social media that's why the importance of newspaper is decreased.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: I do not think so it improved the status of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: Of course, after reading newspaper political interest is increased. According to Pakistani politically situation it automatically creates interest in political activities.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think for political news Television is reliable source. Live coverage of any incident increases the importance of television.

Interviewer: Which media is more encouraged for political participation?

Respondent: Television is more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I have interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I use Television and social media to access political information.

Interviewer: Are you belong to any political party?

Respondent: I do not belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: I discussed the political issue with my friends and classmates.

Interviewer: Did you ever participate in any political meeting?

Respondent: Yes, twice a time I participated in political meeting.

Interviewer: Which factor force you to participate in political meeting?

Respondent: According to Pakistan scenario corruption is the biggest problem in our society. So, we should all play our role to remove such type of evils.

Interviewer: Did you vote in last election?

Respondent: Yes, I caste the vote.

Case 5

Interviewer: What is your age?

Respondent: I am 25 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read all those newspaper that is easily available for me I take information from the newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: Actually, I am a student due to shortage of time I spend only 15 minutes for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I like sports news. Some time I read articles on newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper covering some aspect of society not as a whole.

Interviewer: Newspaper shaping the society?

Respondent: According to their coverage newspaper shaping the society at minor level.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I do not agree newspaper is the best source of news to over all media.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: I think the working of radio is better than the other networks.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: The importance of newspaper is not decreased it remain as the same. The only difference is that social media is easily available that's why mostly people use social media.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: May be at minor level newspaper increase the status of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: My political interest is not increased after reading newspaper.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think all the media is reliable for political news.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think all the media encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: I never take interest in political activities.

Interviewer: Which sources is used by to access political information?

Respondent: I use the television for accessing political news.

Interviewer: Are you belong to any political party?

Respondent: I do not belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: Actually, I have no interest in politics but some time I discusses with my friends.

Interviewer: Did you ever participate in any political meeting?

Respondent: I never participated in any political meeting.

Interviewer: Which factor force you to participate in political activities?

Respondent: Some time country situation forces me to take interest in political activities.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast the vote.

Case 6

Interviewer: What is your age?

Respondent: I am 24 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read Jung and express newspaper. I got all information after reading both newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend 30 to 40 minutes for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I read political news with too much interest because I really like the politics.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper covering the aspects of society but it does not cover the society as a whole. Everything is not mentioned in newspaper, it only covers important issue of the society.

Interviewer: Newspaper shaping the society?

Respondent: With covering aspect of society I think newspaper shaping our society because it creates awareness among society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Newspaper and Television both are best for news. Those persons who did not read the newspaper take information from television.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: According to working perspective newspaper and television is working well. Remember that the facility of internet and social media are not available at every home.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: In rural areas where people normally gathered you will find the newspaper. I think the importance of newspaper remain the same. Those areas of Pakistan where electricity are not available but the newspaper reach on that area that's why its importance remain the same.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: I think it improve the citizen standard because you aware about society issues and sometime newspaper give their solution. It increases your way of knowledge and create awareness and well understanding about the society.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, political interest is increased after reading newspaper. If you already interested in politics after getting new political information your interest is too much increased.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think newspaper and social media are more reliable for that purpose. Television is also good for political news.

Interviewer: Which media is more encouraged for political participation?

Respondent: Social media and newspaper both are encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I take too much interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I use social media and newspaper for accessing political information.

Interviewer: Are you belong to any political party?

Respondent: Yes, I belong to Pakistan tehreek-e- insaf.

Interviewer: Where you usually discuss the political issues?

Respondent: I discussed the political issues with my friends. My friends take interest in politics and they well aware about political issues. I rarely discussed the political issue with my family members.

Interviewer: Did you ever participate in any political meeting?

Respondent: Yes twice a time I participated in political meeting.

Interviewer: Which factor force you to participate in political activities?

Respondent: My friends are the factors that force me to participate in political activities because they have political background that's why my interest is too much increased.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast the vote in general election.

Case 7

Interviewer: What is your age?

Respondent: I am 27 years old.

Interviewer: what is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am preparing myself for central superior service.

Interviewer: Did you read the newspaper?

Respondent: Yes I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read dawn newspaper. I think that is more reliable as compare to other newspapers.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I take 1 hour to read newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I mostly focus on foreign policy and political news. I never take interest in political activities.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: It totally depends on news stories and auditorial pages of newspaper. Different writers write different things, I think to some extent it cover the society.

Interviewer: Newspaper shaping the society?

Respondent: The readers of newspaper in Pakistan is very low. It shapes only those person who read it.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I mostly prefer the newspaper, television is also a good source but social media is not an authentic source of news.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: The working of newspaper and television is the same. Social media is not a reliable source.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: I think the importance of newspaper is fallen down because of increasing use of social media.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: It totally depend on that person how they take information after reading newspaper. Actually, I think after reading your thinking level is increased. According to my point of view it increase the status of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: Actually, I read the newspaper only for political purpose. I never take too much interest in sports and entertainment news. My political interest is also increased after reading newspaper.

Interviewer: What do you think which media is reliable for political news?

Respondent: I read newspaper and also watched television shows. Social media is not trustable source. Newspaper is reliable source for political news.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think newspaper more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I have interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I use newspaper for accessing political information.

Interviewer: Are you belong to any political party?

Respondent: Yes, I belong to Awami national party.

Interviewer: Where you usually discuss the political issues?

Respondent: Actually, I belong to that area where political matters are not discussed. I only discussed with my friends who aware about those issues.

Interviewer: Did you ever participate in any political meeting?

Respondent: Yes, I attend the political meeting in Peshawar.

Interviewer: Which factor force you to participate in political activities?

Respondent: Actually I am the followers of socialism. I take interest in politics just to know that what is politics and how it can be worked.

Interviewer: Did you vote in last election?

Respondent: Yes, I caste the vote.

Case 8

Interviewer: What is your age?

Respondent: I am 24 years old.

Interviewer: What is your occupation?

Respondent: I am a teacher.

Interviewer: What is your education?

Respondent: I completed my master in physics.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: Mostly I read the Jung newspaper. Some time I read daily khabren newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend near about 2 hours for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I prefer political news in newspaper. I also focus on international and sports news.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper did not cover most aspects of society. It cover only a few things.

Interviewer: Newspaper shaping the society?

Respondent: I think mostly people read the newspaper just for time pass it did not shape the society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I think social media is the best source of news. There is fix time frame on television for news, but news on social media is available at every time. Newspaper also available after 24 hours.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: The working of social media is better and fast that is good for society.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: I think social media really impact on the importance of newspaper and that is fallen down day by day.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: I think there is no relation of newspaper with status of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, after reading newspaper political interest is increased.

Interviewer: What do you think which media is reliable for political news?

Respondent: Social media is a reliable source for political news because quickly political news are available on social media. Newspaper available after 24 hours.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think social media is more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I have interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I take political information from social media. Before social media I prefer newspaper for political purpose.

Interviewer: Are you belong to any political party?

Respondent: I do not belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: I usually discussed political issues with my friends.

Interviewer: Did you ever participate in any political meeting?

Respondent: Yes, I participated only one time in political meeting.

Interviewer: Which factor force you to participate in political activities?

Respondent: I take interest in political activities due to country situation. Corruption is the big problem in our society. Imran khan raise their voice to remove corruption. One and only way for country progress is the removal of corruption.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast vote in last election.

Case 9

Interviewer: What is your age?

Respondent: I am 24 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: yes I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: Mostly I read Jung and express newspaper or any other newspaper that is easily available for me.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I give just 20 to 30 minute for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I give preference political and sports news. District news is also favorite for me in newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper cover only those things that is important for their own sale not for society. Newspaper do not cover the important issue of society.

Interviewer: Newspaper shaping the society?

Respondent: Yes, definitely newspaper shaping the society. When we read a brother kill his sister or a father is killed by son. All these incident impact on society and people think that is that happened in their own life.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: It totally depend on the circumstances. If you want to convey the message to youth social media is a good source. If that message for older people so in this way newspaper and television is best.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: I think the working of all the media is equal. Every newspaper and channels shows those things that is important for their ratings.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Yes, the increasing use of social media decreasing the importance of newspaper.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: To some extent actually newspaper impact on people minds. So increasing your general knowledge and information improve your way of living.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, newspaper play their role in increasing political interest.

Interviewer: What do you think which media is reliable for political news?

Respondent: Now a days all the media is not reliable because everyone is booked. For example you check the reporting of GEO and ARY news. They are totally working opposite to each other. Every political party booked the news channels.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think newspaper and social media encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: To some extent I take interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I use all the sources to access political information.

Interviewer: Are you belong to any political party?

Respondent: Yes, I belong to Pakistan Muslim league noon.

Interviewer: Where you usually discuss the political issues?

Respondent: I discussed political issues with my friends who totally aware about politics.

Interviewer: Did you ever participate in any political meeting?

Respondent: Yes, I participated in corners meetings.

Interviewer: Which factor force you to participate in political activities?

Respondent: On a daily basis which I have read in newspaper or listen from television or through social media. All these factors force us to participate in political activities.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast vote in last election.

Case 10

Interviewer: What is your age?

Respondent: I am 24 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper but not on a daily basis.

Interviewer: Which newspaper do you read?

Respondent: I mostly read express and dunia newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend 20 to 25 minute for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I like country political news and sports pages in newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Newspaper cover few things in society but it cover only those things that increase their sale.

Interviewer: Newspaper shaping the society?

Respondent: Yes, newspaper shaping the society. It put impression on their readers. Now a day's people did not read the newspaper. So how newspaper play their role in shaping society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Every channel is working with their own way, no media is best for news. Every channel are working just for rating. Only a few channels that working as neutral.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: The social media and newspaper working very well for the society. It create awareness among people what is right and what is wrong.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Yes, importance of newspaper is fallen down due to social media.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: When a person read newspaper or something their information is increased. When their information is increased they try to do something for their own welfare.

Interviewer: After reading newspaper your political interest increase?

Respondent: Yes, after reading newspaper political interest is increased.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think social media is a reliable source for political news. Through social media every person can explain their view of point. In this way we can see the different opinion of different people.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think social media encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I take interest in politics but in Pakistan the current politics is not the real politics.

Interviewer: Which sources is used by to access political information?

Respondent: I used newspaper and social media for accessing political news.

Interviewer: Are you belong to any political party?

Respondent: I never belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: I rarely discussed the political issues. People are not ready to talk on that issue they think that is not our task. I think we did not leave that topic because that is important for the society. Every person should play their role for the progress of country.

Interviewer: Did you ever participate in any political meeting?

Respondent: I never participated in any political meeting.

Interviewer: Which factor force you to participate in political activities?

Respondent: The present condition of Pakistan is not very well. Our country is surrounded in lot of crises. We should play our role and create awareness among people about what is right and what is wrong.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast the vote in last election.

Case 11

Interviewer: What is your age?

Respondent: I am 22 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am graduated in LLB.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: If I talk about Urdu newspaper Jung and express is good. On the other hand dawn and express tribune English newspaper. I think dawn is best and that is my choice.

Interviewer: How many time do you spent for reading newspaper?

Respondent: Newspaper consist of different parts national, international and articles etc.... I think I spend 1 hour and 30 minute for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: Actually, I focus on national and international political news. I also looking to ruling party is they working for the welfare of people or not. That's why I read the newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: It is not necessary that stories shown by newspaper is that happened in our society. Due to security reason everything could not be shown by newspaper. I think it cover society to some extent.

Interviewer: Newspaper shaping the society?

Respondent: When newspaper raises the issue and give the solution of that issue. When society find the solution of any issue they move in a positive way. According to my opinion newspaper shaping the society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I think newspaper is the best source. If a talk about social media that is not an authentic source of news. I find too many fake news in social media.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: According to working perspective I think newspaper is the best

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: I think social media decrease the importance of newspaper. Remember one thing you did not compare the validity of newspaper with social media.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: When any person look that how Government protecting their rights and taking reforms for the welfare of the people then they think that they should also play their role for the welfare of society that improve standard of living.

Interviewer: After reading newspaper your political interest increase?

Respondent: Definitely, newspaper reading increase the political interest. My basically purpose for reading newspaper is to access current political situation.

Interviewer: What do you think which media is reliable for political news?

Respondent: I think there is no difference between newspaper and television. The owners of television channels also have their own newspaper. If we talk about validity newspaper is more valid to others.

Interviewer: Which media is more encouraged for political participation?

Respondent: I think newspaper more encouraged for political participation because of its authenticity.

Interviewer: Do you have political interest?

Respondent: Yes, I take interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: Mostly time I access political information from newspaper.

Interviewer: Are you belong to any political party?

Respondent: Yes, I belong to Pakistan tehreek-e-insaf.

Interviewer: Where you usually discuss the political issues?

Respondent: To discussed political issues you need those person who well aware about the facts. I never discussed it with unaware person. Reason is that he is totally unaware of the reality of politics.

Interviewer: Did you ever participate in any political meeting?

Respondent: Actually, we contested in General election so this type of political meeting I attended so many time.

Interviewer: Which factor force you to participate in political activities?

Respondent: To take interest in politics nothing it my mean to fallen down the opposition. My purpose is that creating awareness among society and bring reforms for the welfare of the people.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast vote in last election.

Case 12

Interviewer: What is your age?

Respondent: I am 23 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes, I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I read dawn newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: First I spent 2 to 3 days for reading dawn newspaper completely. Reason is that it was difficult to me to understand English. Now I spent 2 to 3 hours for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: Mostly time I read the newspaper completely but my favorite portion is opinion page. I also like to read Pervez hood and DR Asim sajad. I also put focus on political situation.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: It cover the society to some extent but not as a whole. I belong to Fata if someone write about Fata nothing it mean it explain the every fact about Fata. We should write those thing that is good for our country.

Interviewer: Newspaper shaping the society?

Respondent: I think the role of newspaper is very important. You should remember only 2% English newspaper are read in our society. It is necessary to improve these things, because newspaper is the reflection of society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: Now a day social media is very popular especially in our youth. Television channels are also available. I think newspaper is the best source in Pakistan for news. Every person should try to learn the English and read dawn newspaper.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: I openly says the working of newspaper is better than to other all media.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Now a day people download the newspaper with the help of apps. I think in soft form to read newspaper is not an easy task as compared to hard. Importance of newspaper remain the same.

Interviewer: After reading newspaper status of citizen improved or not?

Respondent: Yes, it improve the standard of citizen.

Interviewer: After reading newspaper your political interest increase?

Respondent: It totally depend on your area of interest. If you belong to any political party your political interest is increased. If you read newspaper as neutral you just take the information not to take interest in politics.

Interviewer: What do you think which media is reliable for political news?

Respondent: Mostly people on social media criticize to each other. I think newspaper is a reliable source for political news.

Interviewer: Which media is more encouraged for political participation?

Respondent: Newspaper more encouraged for political participation.

Interviewer: Do you have political interest?

Respondent: Yes, I take interest in politics.

Interviewer: Which sources is used by to access political information?

Respondent: I take political information from newspaper. I also read books. Today what's going on and try to apply it with previous history.

Interviewer: Are you belong to any political party?

Respondent: I do not belong to any political party.

Interviewer: Where you usually discuss the political issues?

Respondent: I mostly discussed the political issue with my friends. It's too much difficult task to start debate with those person who totally unaware about political activities.

Interviewer: Did you ever participate in any political meeting?

Respondent: I participated at that time when talking about fata reforms. During the meeting I ask Fata will be merged with KPK because our culture and language are same. It is necessary to finish the FCR law.

Interviewer: Which factor force you to participate in political activities?

Respondent: It totally depend on the situation. According to our country political situation I think that force us to take interest in political activities.

Interviewer: Did you vote in last election?

Respondent: Yes, I cast vote in last election.

Case 13

Interviewer: What is your age?

Respondent: I am 23 years old.

Interviewer: What is your occupation?

Respondent: I am student.

Interviewer: What is your education?

Respondent: I am master student.

Interviewer: Did you read the newspaper?

Respondent: Yes I read the newspaper.

Interviewer: Which newspaper do you read?

Respondent: I like to read Jung newspaper.

Interviewer: How many time do you spent for reading newspaper?

Respondent: I spend near about 2 hours for reading newspaper.

Interviewer: What kind of stories do you like in newspaper?

Respondent: I mostly like political and sports news. Entertainment and auditorial pages I also like in newspaper.

Interviewer: Do you think newspaper cover what happening in society?

Respondent: Yes, newspaper cover important issues of the society.

Interviewer: Newspaper shaping the society?

Respondent: We did not ignore the role of newspaper in shaping society because it create awareness among society. It impact on people minds and increase well understanding of society.

Interviewer: Newspaper is the best source of news to over all media?

Respondent: I think in hard form we easily manipulate the situation and think what is right and what is wrong.

Interviewer: Other media such as television, radio or internet do better working than newspaper?

Respondent: The working of newspaper is better than other media because of its authenticity.

Interviewer: News on television or other media decrease the importance of newspaper?

Respondent: Yes, definitely increasing use of social media in youth decrease the importance of newspaper. Remember one thing social media is not an authentic source of news as compared to newspaper.